

Sender Profiles, Delivery Profiles and Send Classifications

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September 23, 2019 by [jennifer.mortensen](#) [2]

When sending an email in Marketing Cloud, you'll be asked to set a variety of parameters for the communication. This includes the desired from name as well as requirements depending on the nature of the message (commercial or transactional). Your eComm specialist adds this information to Marketing Cloud for you to use when sending a communication. Senders should be mindful of these three components:

Send Classification

A send classification is a combination of a CAN-SPAM classification, a sender profile and a delivery profile. Selecting a send classification automatically populates your email with the correct CAN-SPAM classification, sender profile (from information) and delivery profile (email footer). For example:

COMMERCIAL MESSAGES

- **Send Classification | COMMERCIAL**
 - **Sender Profile | CU President** <officeofthepresident@cu.edu> [3]
 - *sender profiles can be and often are overwritten.*
 - **Delivery Profile | CU FOOTER FOR ALL EMAILS**
 - *Delivery profiles are rarely overwritten. If they are, they should still align with the CAN-SPAM Classification (Commercial in this case).*

TRANSACTIONAL MESSAGES

- **Send Classification | TRANSACTIONAL**
 - **Sender Profile | CU President** <officeofthepresident@cu.edu> [3]
 - *Sender profiles can be and often are overwritten.*
 - **Delivery Profile | NO FOOTER**
 - *Delivery profiles are rarely overwritten. If they are, they should still align with the CAN-SPAM Classification (Transactional in this case).*

WHAT TO AVOID

- When sending a transactional message, **do not** leave the Send Classification set to commercial while overwriting the Delivery Profile to NO FOOTER (a transactional feature). For example:
 - **Send Classification** | COMMERCIAL
 - **Delivery Profile** | Overwritten: NO FOOTER
- When sending a commercial message, **do not** set the Send Classification to transactional while overwriting the Delivery Profile to CU FOOTER FOR ALL EMAILS (a commercial feature). For example:
 - **Send Classification** | TRANSACTIONAL
 - **Delivery Profile** | Overwritten: CU FOOTER FOR ALL EMAILS
- Inaccurate Send Classifications can have unintended consequences, such as individuals not receiving a transactional communication when they should.

Sender Profile

A sender profile specifies the from information that displays in the recipient's inbox and drives where a message will be sent if they click 'reply'. The sender profile is made up of three different items:

- **Sender Profile** | CU Connections <connections@cu.edu> [4]
 - **From Name** | CU Connections
 - **From Email** | connections@cu.edu [4]
 - **Reply Email** | connections@cu.edu [4]
 - *The reply email can be the same as or different than the 'from email'*

TIP! Senders are welcome to overwrite the Sender Profile when sending an email.

Delivery Profile

A delivery profile specifies what footer is added to the bottom of the email.

- **Commercial messages** require a footer allowing recipients to unsubscribe. This footer is called the CU FOOTER FOR ALL EMAILS.
- **Transactional messages** do not give constituents an option to unsubscribe (no footer) and are used in special circumstances only.

By way of selecting a commercial or transactional Send Classification, the Delivery Profile should automatically be correct.

If the Delivery Profile is overwritten, it should still align with the CAN-SPAM Classification as identified by the Send Classification.

Related Content

- For Users:
 - [How do I change my email from name?](#) ^[5]
 - [How do I change my email from address?](#) ^[5]
 - [What is the CU Footer for All Emails?](#) ^[6]
- For eComm Specialists:
 - [Creating Sender Profiles, Delivery Profiles & Send Classifications](#) ^[7]

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Sender Profiles, Delivery Profiles and Send Classifications

Send email when Published:

Yes

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Links

[1] <https://www.cu.edu/blog/ecommerce-wiki/sender-profiles-delivery-profiles-and-send-classifications>

[2] <https://www.cu.edu/blog/ecommerce-wiki/author/13789> [3] <mailto:officeofthepresident@cu.edu>

[4] <mailto:connections@cu.edu> [5] <https://www.cu.edu/blog/ecommerce-wiki/add-account>

[6] <https://www.cu.edu/blog/ecommerce-wiki/constituent-management-email-preferences>

[7] <https://www.cu.edu/blog/ecommerce-wiki/creating-sender-profiles-delivery-profiles-and-send-classifications>