

Sender Profiles, Delivery Profiles and Send Classifications

[1]



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. Some of the factors you'll consider are desired from name, whether the email is commercial or transactional, etc. This information is stored in Marketing Cloud for you to re-use when sending a communication. In order to make these determinations, Marketing Cloud relies on three components:

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](#) [3]>
 - **From Name** | CU Connections
 - **From Email** | [connections@cu.edu](#) [3]
 - **Reply Email** | [connections@cu.edu](#) [3]
 - *this could be the same or different than the 'from email'*

Are you an eComm Specialist? Learn how to create sender profiles for your users in our [Creating Sender Profiles](#) [4] wiki.

Delivery Profile

A delivery profile specifies if the communication is Commercial or Transactional in nature. Commercial messages use the CU FOOTER FOR ALL EMAILS delivery profile that allows constituents to 'manage my email preferences'. Transactional messages do not give constituents an option to unsubscribe and is used in special circumstances only.

- **Delivery Profile** | CU FOOTER FOR ALL EMAILS
 - *used for commercial messages*

Are you an eComm Specialist? Learn how to create delivery profiles for your users in our [Creating Delivery Profiles](#) [5] wiki.

Send Classification

A send classification is a combination of a sender profile and a delivery profile. Send classifications take an extra minute to setup, but is the easiest way to ensure messages are sent as intended. Rather than the sender needing to select a sender profile and delivery profile for each send, they can just select a send classification.

For example, your eComm specialist can create a send classification called CU Connections. By selecting that one send classification, the correct sender profile and delivery profile are automatically selected.

- **Send Classification | CU Connections**
 - **Sender Profile | CU Connections** <connections@cu.edu [3]>
 - **Delivery Profile | CU FOOTER FOR ALL EMAILS**

Are you an eComm Specialist? Learn how to create send classifications for your users in our [Creating Send Classifications \[6\] wiki](#).

Related Content

- For Users:
 - [How do I change my email from name? \[7\]](#)
 - [How do I change my email from address? \[7\]](#)
 - [What is the CU Footer for All Emails? \[8\]](#)
- For eComm Specialists:
 - [Creating Sender Profiles \[4\]](#)
 - [Creating Delivery Profiles \[5\]](#)
 - [Creating Send Classifications \[6\]](#)

[Marketing Cloud \[9\]](#), [sender profile \[10\]](#), [delivery profile \[11\]](#), [send classification \[12\]](#)

Display Title:

Sender Profiles, Delivery Profiles and Send Classifications

Send email when Published:

Yes

Source URL: <https://www.cu.edu/blog/ecomm-wiki/sender-profiles-delivery-profiles-and-send-classifications>

Links

- [1] <https://www.cu.edu/blog/ecomm-wiki/sender-profiles-delivery-profiles-and-send-classifications>
- [2] <https://www.cu.edu/blog/ecomm-wiki/author/13789>
- [3] <mailto:connections@cu.edu>
- [4] <https://www.cu.edu/blog/ecomm-wiki/creating-sender-profiles>
- [5] <https://www.cu.edu/blog/ecomm-wiki/creating-delivery-profiles>
- [6] <https://www.cu.edu/blog/ecomm-wiki/creating-send-classifications>
- [7] <https://www.cu.edu/blog/ecomm-wiki/add-account>
- [8] <https://www.cu.edu/blog/ecomm-wiki/constituent-management-email-preferences>
- [9] <https://www.cu.edu/blog/ecomm-wiki/tag/marketing-cloud>

[10] <https://www.cu.edu/blog/ecommerce-wiki/tag/sender-profile>

[11] <https://www.cu.edu/blog/ecommerce-wiki/tag/delivery-profile>

[12] <https://www.cu.edu/blog/ecommerce-wiki/tag/send-classification>