Published on *University of Colorado* (https://www.cu.edu)

Sender Profiles, Delivery Profiles and Send Classifications [1]



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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 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 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

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

A sender profile specifies the from information that is displayed 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@com.cu.edu [5]
    - **Reply Email |** connections@cu.edu [4]
    - **From Email |** CU Connections
        - *The reply email can be the same as or different than the 'from email'*

***From Emails**

From Emails will contain a *'com'* after the @ symbol (see below depending on the Business Unit that is sending). When recipients reply, they will see the typical email address without *'com'* after the @ symbol.

- Advancement, System & Boulder SAP: **com.cu.edu**
- Anschutz SAP: **com.cuanschutz.edu**
- Denver SAP: **com.ucdenver.edu**
- UCCS SAP: **com.uccs.edu**

If you're sending from an Anschutz Business Unit but sending from an @ucdenver email, use the Anschutz SAP.

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 for required communications 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.

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