

Verifying Sender Profiles ^[1]



April 20, 2020 by [jennifer.mortensen](#) ^[2]

Creating sender profiles is a key component of work in Marketing Cloud; they give you the flexibility to vary your from name, email address, and reply address between sends so that you can make adjustments based on your communication goals. There are two ways to ensure that your sender profile is both sendable and deliverable.

NOTE Only your [eComm Specialist](#) ^[3] can verify sender profiles. Please reach out if you need assistance.

Domain Verification

If you're sending with an email address associated with one of CU's domains, the email address associated with the sender profile you are creating will automatically verify. Pre-verified CU domains include:

- [cu.edu](#)
- [colorado.edu](#)
- [ucdenver.edu](#)
- [cuanschtz.edu](#)
- [uccs.edu](#)
- [cufund.org](#)

Email Address Verification

If you're sending with an email address that is NOT associated with one of the CU domains above, you'll need to manually verify it before you're able to send email. To verify an email address, follow the steps below (for instructions to create a sender profile, [view this wiki](#) ^[4]).

1. Begin creating your sender profile as you normally would and save it. You'll notice when completing the **sender information** section that the button next to the email address (for this example, [info@uccspresents.org](#) ^[5]) reads **Verify** rather than Verified. *Hint:* this means that you need to verify the email address provided since it isn't one of the already-verified CU domains.

Sender Profiles > New Sender Profile

 Save  Delete  Cancel

Properties

Name *(required)*

UCCS Presents (info@uccspresents.org)

External Key

Description

UCCS Presents

Sender Information

Sender *(required)*

☐ Choose from list:

CU System University Relations <contact@cu.edu>

☒ Use the specified information:



Changing your 'from address' to include a domain (@domain via Sender ID, SPF and/or DomainKeys leads to domain you use should be the domain (typically some more information.

From Name: UCCS Presents

From Email: info@uccspresents.org

2. To verify the email address you provided, click **Verify**. Marketing Cloud will **send a verification message to the email address**. You should instruct the mailbox owner to complete the required verification steps in the email within 48 hours of receipt. An example of this message is included below.

Verify your email address

Jennifer Mortensen (jennifer.mortensen@cu.edu) has requested that you approve contact@cu.edu as a valid From Address for emails sent from your Salesforce Marketing Cloud account.

To verify the use of this email address [click here](#) or paste this link into your browser:

https://view.S7.exacttarget.com/dv.aspx?qx=0edy0INEMI1fcwGprH1e9ARB9Hk_1Q

For more information on why this email was sent to you [click here](#)

This verification link expires after 48 hours. If the link is expired, the user who submitted the request can log in to send a new verification link.

If you received this email in error, please notify your account administrator immediately.

[VERIFY YOUR EMAIL ADDRESS](#)


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3. Once the email address is verified, you should see its status update to **Verified** within the sender profile. An example from a verified CU domain is below.


Sender Information

Sender *(required)*

☐ Choose from list:

CU System University Relations <contact@cu.edu>

☒ Use the specified information:

 Changing your 'from address' to include a domain (@domain) via Sender ID, SPF and/or DomainKeys leads to domain you use should be the domain (typically something more information.

From Name: CU Connections

From Email: connections@cu.edu

4. Alternatively, to view the verification status of all email addresses associated with a specific business unit, access the **Admin** menu and select **From Address Management**.



Admin



- [-] • Account Settings
 - Subscription Details
 - Security Settings
 - Identity Verification Log
 - My Users
 - Business Units
 - Roles
 - **From Address Management**
 - Reply Mail Management
- [-] • Tracking Configuration
 - Custom Tab
 - Salesforce Integration
- [-] • Data Management
 - File Locations

From Address

☐ 25 Items

	From Email
<input type="checkbox"/>	amanda
<input type="checkbox"/>	ANDREW
<input type="checkbox"/>	angela.r
<input type="checkbox"/>	chancell

Display Title:

Verifying Sender Profiles

Send email when Published:

Yes

Source URL: <https://www.cu.edu/blog/ecommerce-wiki/verifying-sender-profiles>

Links

[1] <https://www.cu.edu/blog/ecommerce-wiki/verifying-sender-profiles> [2] <https://www.cu.edu/blog/ecommerce-wiki/author/13789> [3] <https://www.cu.edu/ecommerce-strategy/leadership> [4] <https://www.cu.edu/blog/ecommerce-wiki/creating-sender-profiles> [5] <mailto:info@uccspresents.org>