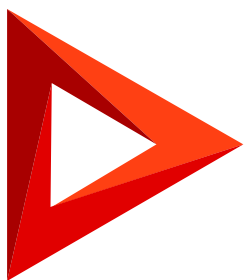


Elastic Email

Domain verification for the Elastic Email provider

Version 7.17



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Domain verification for the Elastic Email provider

PRODUCTS: **MARKETING**

If you plan to send emails using the Elastic Email provider in Creatio, verify your email address and the corporate domain.

In this case, your recipients who use MS Outlook, Hotmail, Gmail and other common mailing services, will see that an email was sent from your provider's server on your behalf (this information is available in the "From" field). For example, if you are sending emails via Elastic Email, the "From" field of the emails may contain the following text: "Creatio <info@creatio.com> via elasticemail.com".

To verify your email addresses and domain, perform the following steps:

1. Add your corporate domain to the [*Bulk email settings*] page. [Read more >>>](#)
2. Obtain SPF and DKIM records. [Read more >>>](#)
3. Add the necessary records to the DNS area of your domain. [Read more >>>](#)

Attention. If your domain is unverified, Elastic Email limits your daily number of emails to 500.

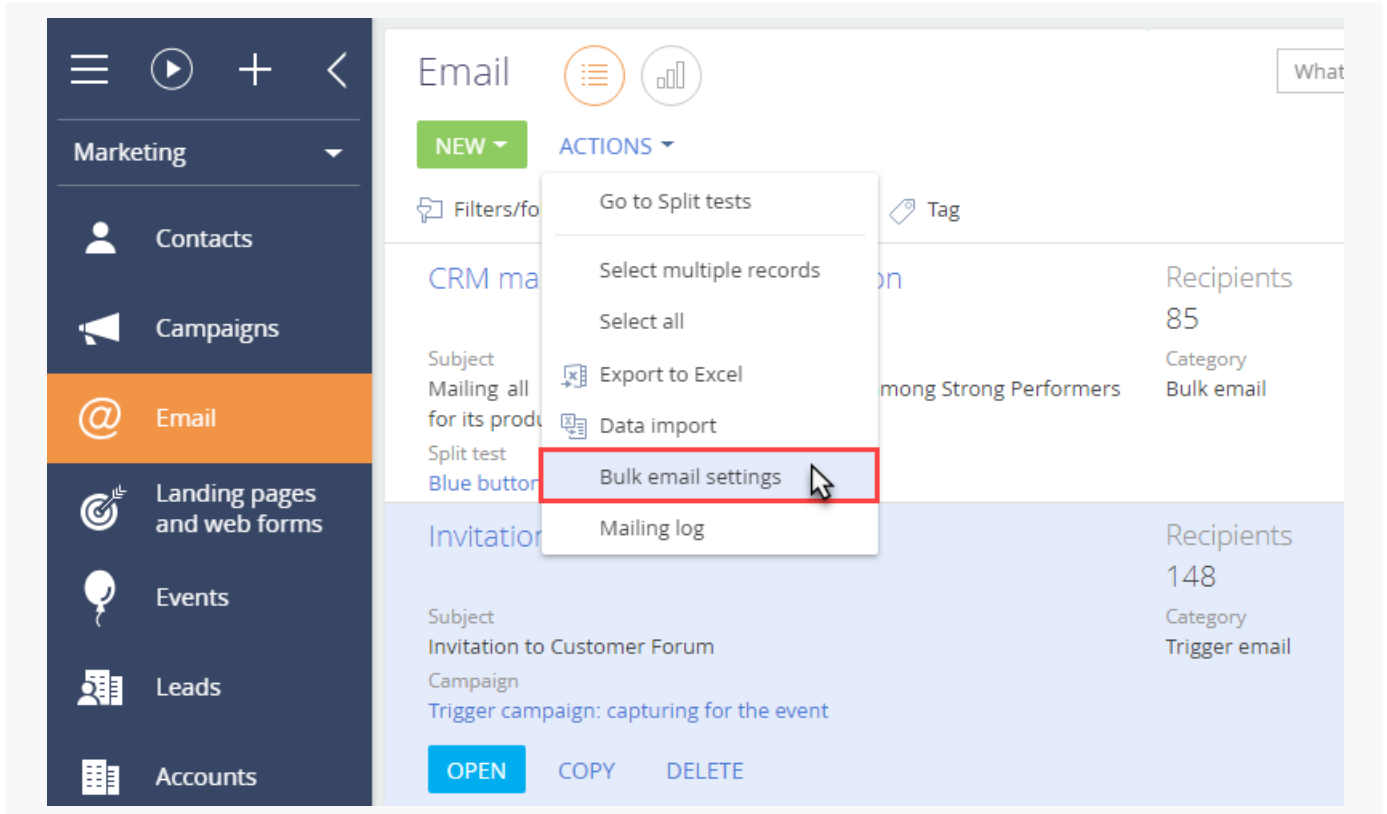
Note. Only custom email domains can be verified. Public domains (for example, gmail.com, yahoo.com, etc.) cannot be verified. We do not recommend using public domains for bulk emails. Such emails have a high risk of being marked as spam and ruining the reputation of the sender IP address.

Add corporate domain to the [*Bulk email settings*] page

To start sending the emails, perform the following settings:

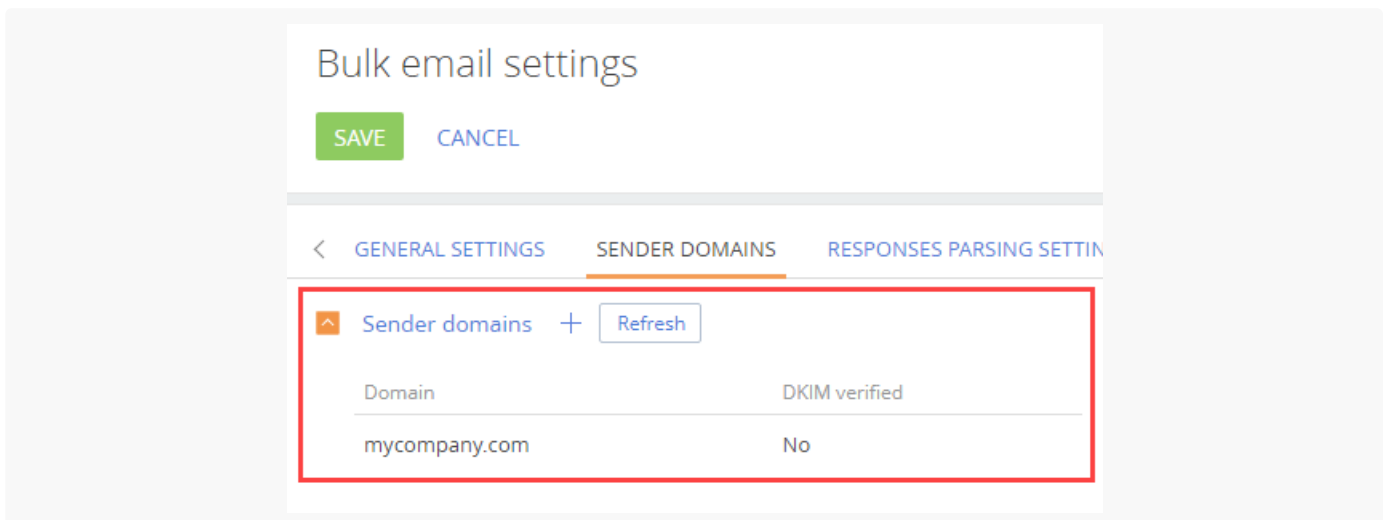
1. Select **Email settings** in the [*Email*] section of the [*Actions*] menu (Fig. 1)

Fig. 1 Open the email settings page



2. On the [*Email settings*] page, specify the domain of the necessary email address in the **Sender domain** area, i.e., "mycompany.com" (Fig. 2).

Fig. 2 [*Sender domains*] area



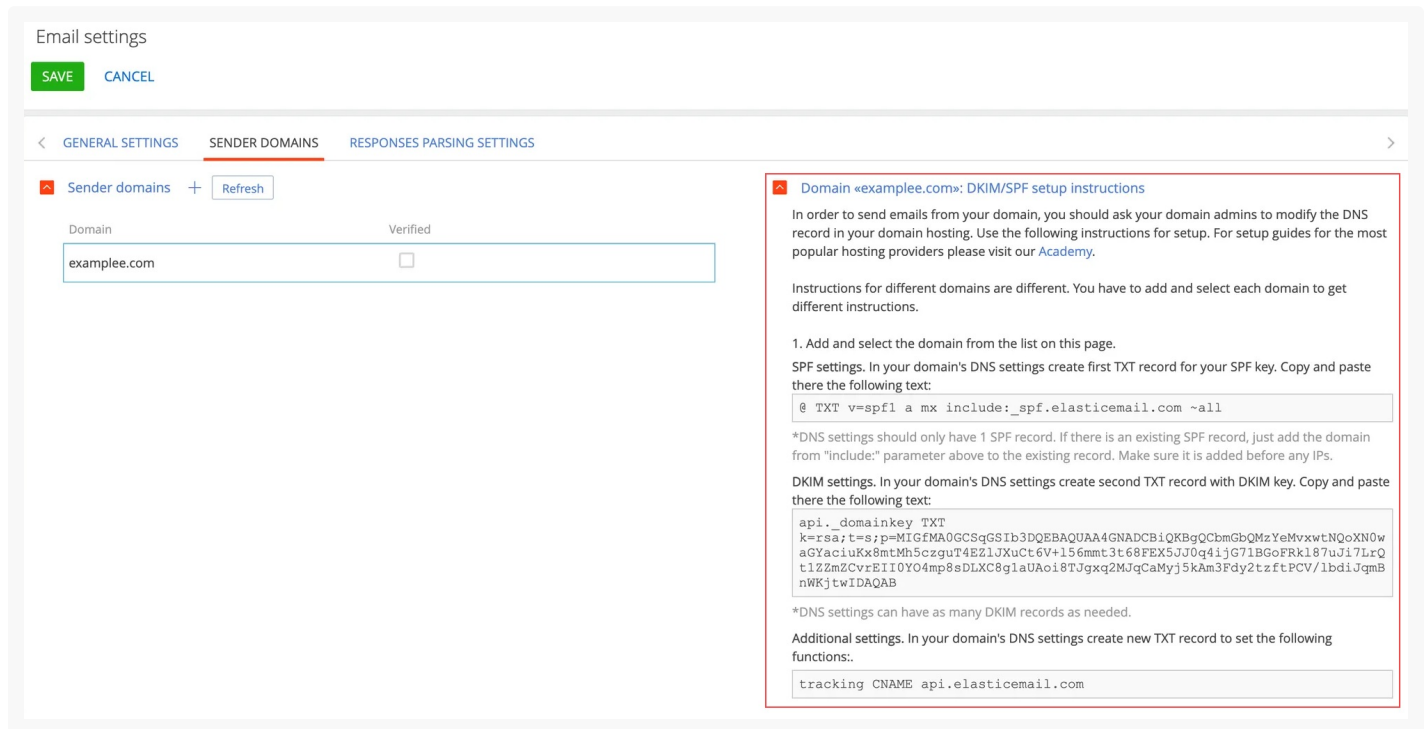
Obtain SPF and DKIM records

SPF and DKIM records are generated automatically in the [*Email*] section once the domain is added to the email settings page.

To obtain these records, in the [*Emails*] section, select **Email settings** in the [*Actions*] menu.

The SPF and DKIM records will be generated automatically in the **DKIM/SPF setup instructions** area on the **Bulk email settings** page (Fig. 3) for your specified domain once your email is verified.

Fig. 3 SPF and DKIM keys for the specified domain



Elastic Email SPF and DKIM records are identical for all domains.

Add the necessary records to the DNS area of your domain

To ensure high level of domain reputation and email deliverability, add the SPF, DKIM, Tracking Domain records and the DMARC policy to the DNS-zone of the email domain settings.

The setup procedure is as follows:

1. If the DNS zone of your domain does not have an SPF record yet, you need to copy the generated SPF record from the [*DKIM/SPF setup instructions*] area on the **Email settings** page. The record will look as follows:

Name	Type	Value
@	TXT	v=spf1 a mx include:_spf.elasticemail.com ~all

2. If you already have a TXT record with SPF information, add the following to the record:
 - a. "a mx" right after **v=spf1**. If the record already includes these characters, skip this step.
 - b. "include:_spf.elasticemail.com" at the end of the record before its last statement, for example, **?all**, **~all**, or **-all**.

Note. Depending on the DNS editor, you may need to specify "@" and/or domain name the "Host / Name" field of the DNS zone. Contact your hosting provider for information on how to enter this value correctly.

3. Specify the DKIM record in the DNS area of your domain. For the Elastic Email provider this record will look as

follows:

Name	Type	Value
api._domainkey	TXT	k=rsa;t=s;p=MIGfMA0GCSqGSIb3DQEBAQUAA4GNADCBiQKBgQCbmGbQMzYeMvxwtNQoXN0waGYaciuKx8mtMh5czguT4EZIJXuCt6V+I56mmt3t68FEX5JJ0q4ijG71BGoFRkl87uji7LrQt1ZZmZCvrEII0YO4mp8sDLXC8g1aUAoi8TJgxq2MjqCaMyj5kAm3Fdy2tzftPCV/lbdijqmBnWKjtwIDAQAB

Note. Certain DNS settings may require entering “api._domainkey.yourdomain.com” in the “Host / Name” field.

4. Specify CNAME (tracking) record in the DNS area of your domain.

To track the clicked link in the received email, Elastic Email overwrites the link address in the email template. When the recipient clicks to the link, the address with the domain "api.elasticemail.com" will be displayed in the browser first, and then the redirect to the link specified in the email will be performed. To specify your domain in the first link (for tracking), create the CNAME-record in the DNS settings of the domain:

Name	Type	Value
tracking	CNAME	api.elasticemail.com

5. Activate DMARC in the DNS area of your domain.

DMARC verification is only added after adding SPF and DKIM records and it provides the receiving server with the information upon further actions with emails from the unverified domain. Add a rule as TXT record of the DNS domain to activate DMARC:

Name	Type	Value
_dmarc	TXT	v=DMARC1;p=none;

The **v** tag specifies the protocol version, while **p** specifies the method of processing emails that have not been verified.

Learn more about the protocol in Wikipedia: [DMARC](#). Learn more about setting up the SPF and DKIM records, DMARC policy, and the tracking domain in the official Elastic Email documentation: [How to verify your domain](#).

Note. The provider can take up to 24 hours to verify the domain. If you want to expedite the process, contact Creatio support.