

Envelope Information

From Address/Reply-To Address

The From Address is one of the most important parts of your email campaign. It identifies who you are to not only your customers but the ISP's (Gmail, Hotmail, etc.) as well. And with any identity, it also indicates your reputation in the space as well. If you are a proper email sender who follows all the rules, or a spammer who they should block.

Below we will discuss specific parts of the from address that might help you decide what to use.

The Sending Domain



- The Sending Domain holds your identity. Consider it your passport to the email space, it holds where you've been and you need it to get where you want to go.
- You can also configure this domain to use special records that, if used properly, will confirm to ISP's that you are a legitimate email sender.
- The domain is the last half of your email address, that piece after the "@" symbol.
- For example, if your email address is "support@umpiredigital.com", then your domain would be "umpiredigital.com".

The Local Part



- The Local Part of your from address is more for show and can be used to identify the type of email that they will be receiving or what to expect from that address.
- In most cases, email senders use things like "email@" or "newsletter@". One thing to stay away from is "info@".
- This type of address is commonly flagged as Junk in a lot of Junk Filters in products like Hotmail or Outlook.

- You can also use something more personal if your email calls for it, like "Jennifer@" and so forth.
- The great thing about the Local Part in email sending in CONNECT is that the Local Part can be whatever you want it to be, even if it's not a valid email address.
- The important piece for you to be able to send is the Sending Domain and this must be set up by CONNECT Support in order for your emails to be deployed.

Subject Line

The subject line of your email should entice recipients to open your email. It's the first thing they see in their inbox and can make or break your readership.

Use the personalization options available to you next the subject line input to add a personal and target touch to your subject line and entice the user to open your email.

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