Setting up a new subdomain {#setting-up-subdomain}

> [!CONTEXTUALHELP] id="cp_subdomain_management" title="Setup new subdomains and manage certificates" abstract="You need to setup a new subdomain and manage your subdomains' SSL certificates to start sending emails or publish landing pages with Adobe Campaign." additional-url="https://docs.adobe.com/content/help/en/control-panel/using/subdomains-and-certificates/monitoring-ssl-certificates.html" text="How to monitor your subdomains' SSL certificates"

> [!IMPORTANT]
>
> Subdomain delegation from the Control Panel is available in beta, and subject to frequent updates and modifications without notice.

This page provides information on how to set up new subdomains using Full subdomain delegation or CNAMEs. Global concepts on these two methods are presented in this section: .

Related topics:

- Delegating subdomains (tutorial video)

- Monitoring your subdomains

Must-read {#must-read}

Instance selection

Subdomain delegation is available for **production** instances only.

If the instance that you select in the subdomain delegation wizard has no previously configured subdomains, the first subdomain delegated to Adobe will become the **primary subdomain** for that instance and you will not be able to change it in the future.

As a result, **reverse DNS records** will be created for other subdomains using this primary subdomain. **Reply-to, and bounce addresses** for other subdomains will be generated from the primary subdomain.

Nameservers configuration

When configuring nameservers, make sure you **never delegate your root subdomain to Adobe**. Otherwise, the domain will be able to work with Adobe only. Any other use will be impossible, like for example sending internal emails to your organization's employees.

Moreover, **do not create a separate zone file** for this new subdomain.

Full subdomain delegation {#full-subdomain-delegation}

To fully delegate a subdomain to Adobe Campaign, follow these steps:

1. In the **[!UICONTROL Subdomains & Certificates]** card, select the desired production instance, then click **[!UICONTROL Setup new subdomain]**.
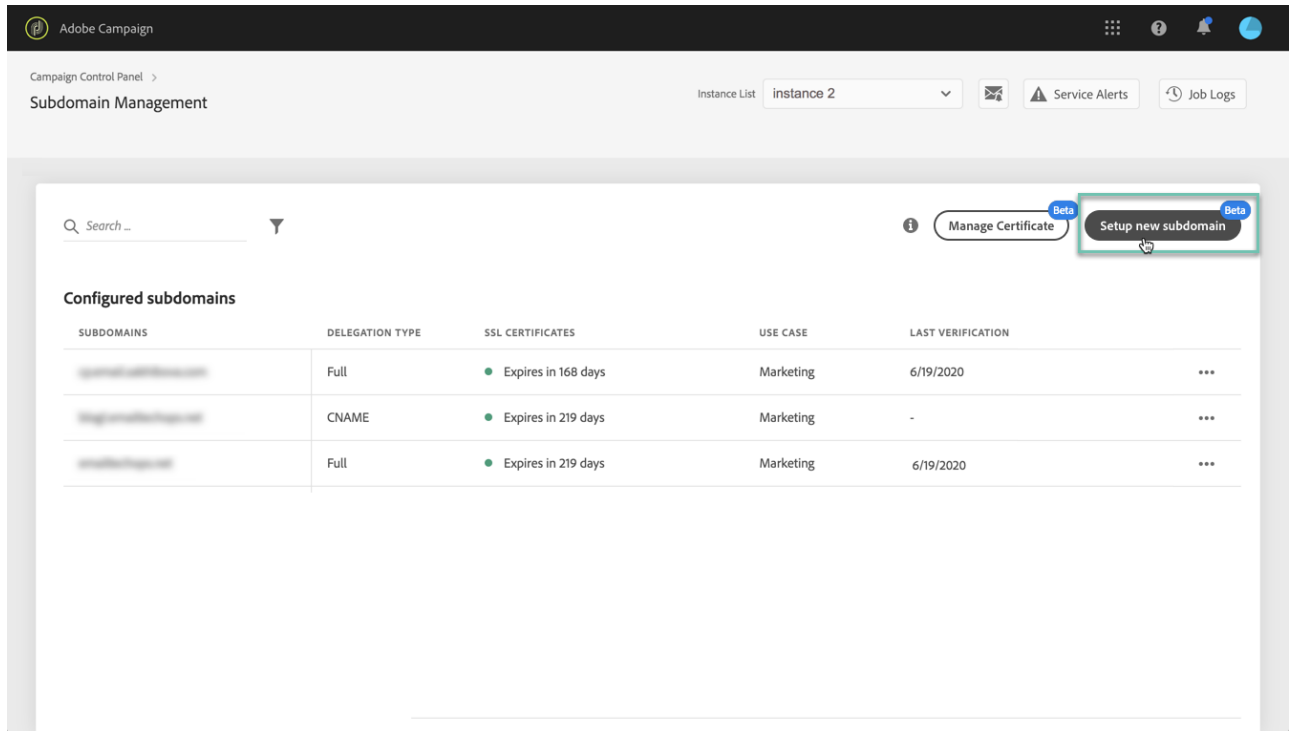
2. Click **[!UICONTROL Next]** to confirm the full delegation method.
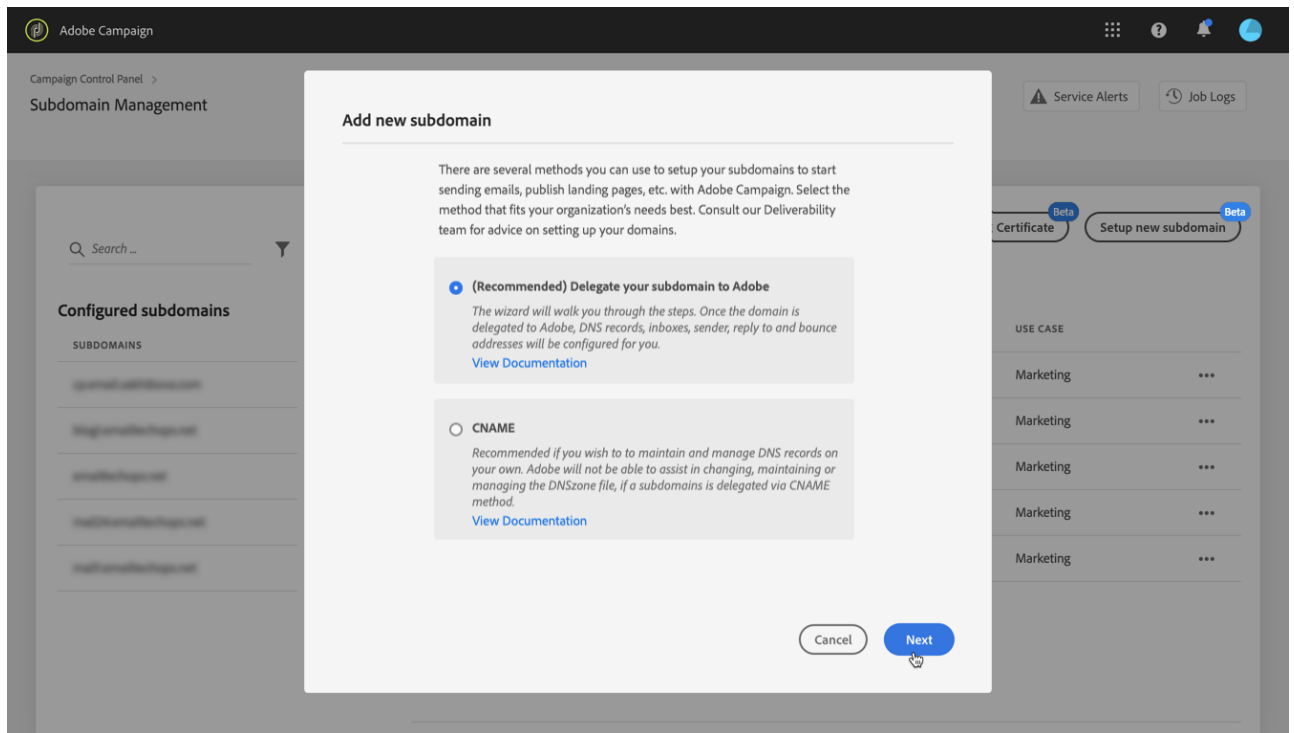
3. Create the desired subdomain and nameservers in the hosting solution used by your organization. To do this, copy-paste the Adobe Nameserver information displayed in the wizard. For more on how to create a subdomain in a hosting solution, refer to the tutorial video.
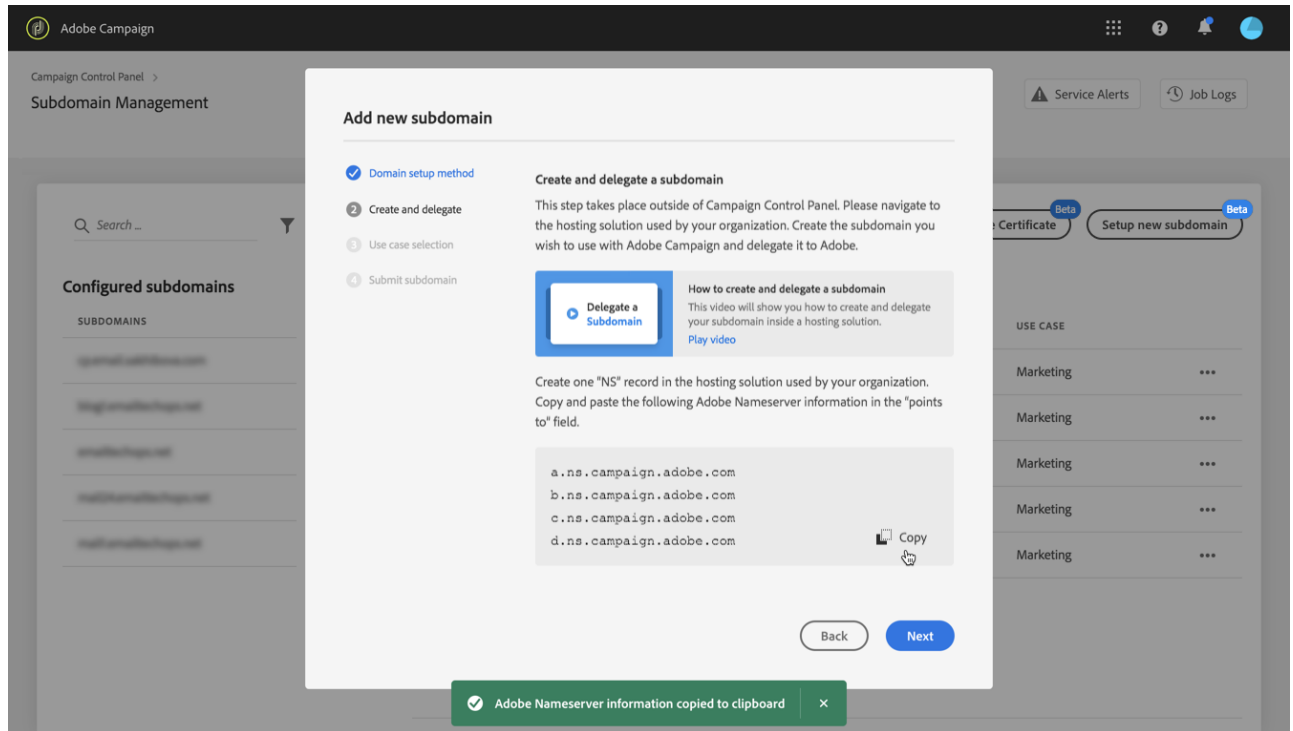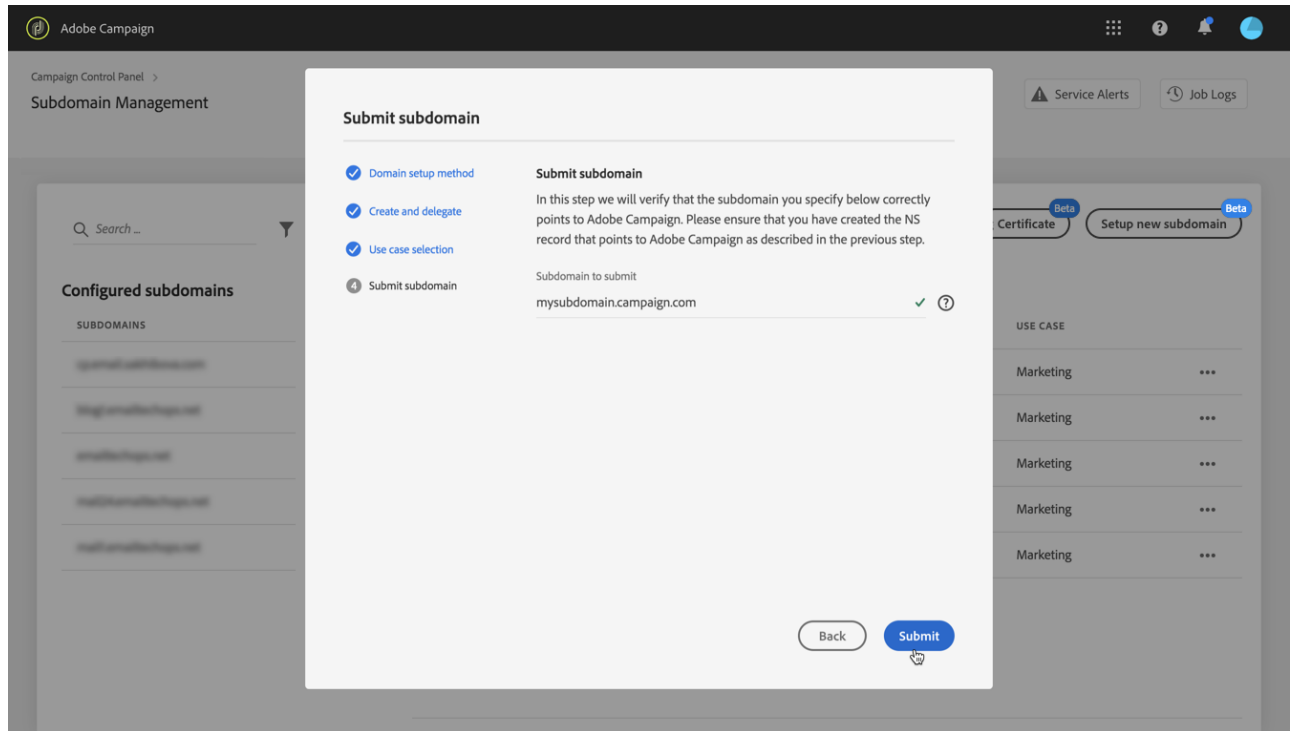
4. Once the subdomain is created with the corresponding Adobe nameserver information, click **[!UICONTROL Next]**.

5. If you selected a Campaign Classic instance, select the desired use case for the subdomain: **Marketing communications** or **Transactional & operational communications**. Global concepts on subdomains' use cases are presented in this section.
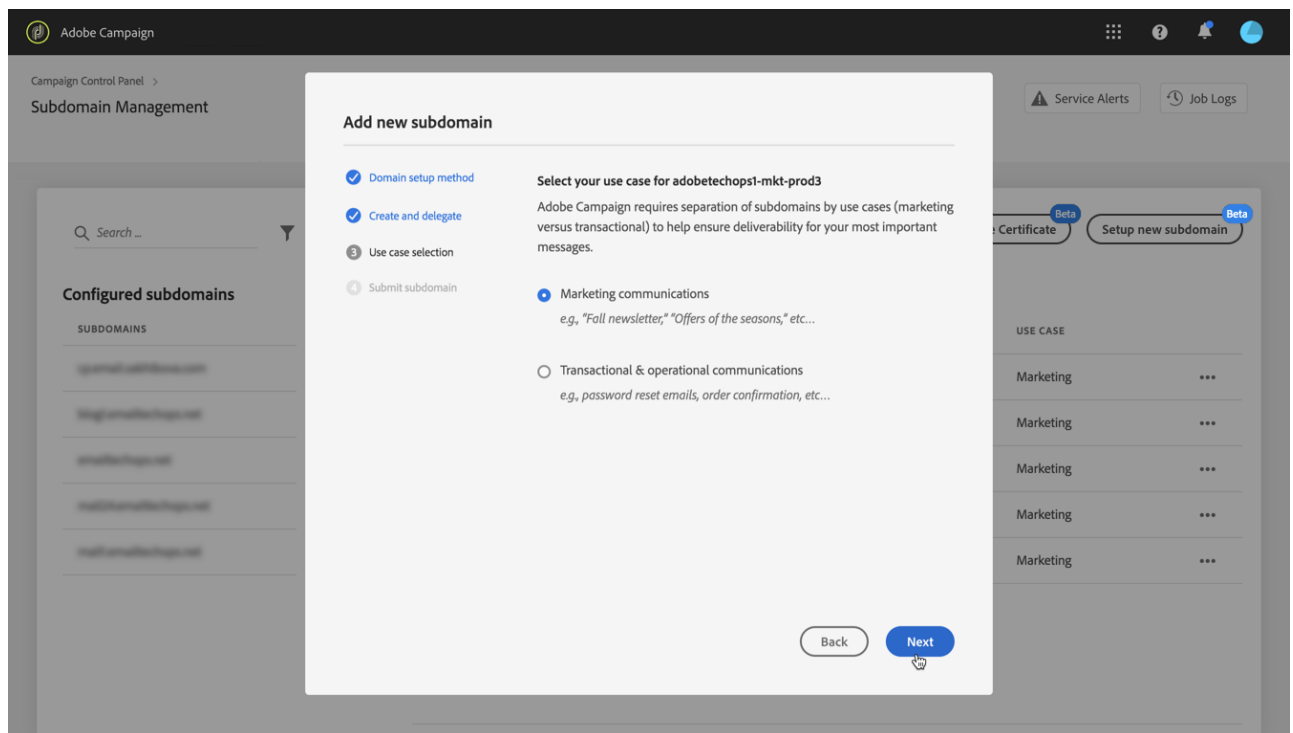
6. Enter the subdomain that you created into your hosting solution, then click **[!UICONTROL Submit]**.

   Make sure you fill in the **full name** of the subdomain to delegate. For example, to delegate the "usoffers.email.weretail.com" subdomain, type "usoffers.email.weretail.com".

Once the subdomain is submitted, various checks and configuration steps will be performed by the Control Panel. For more on this, see []((../../subdomains-certificates/using/setting-up-new-subdomain.md#subdomain-checks-and-configuration).
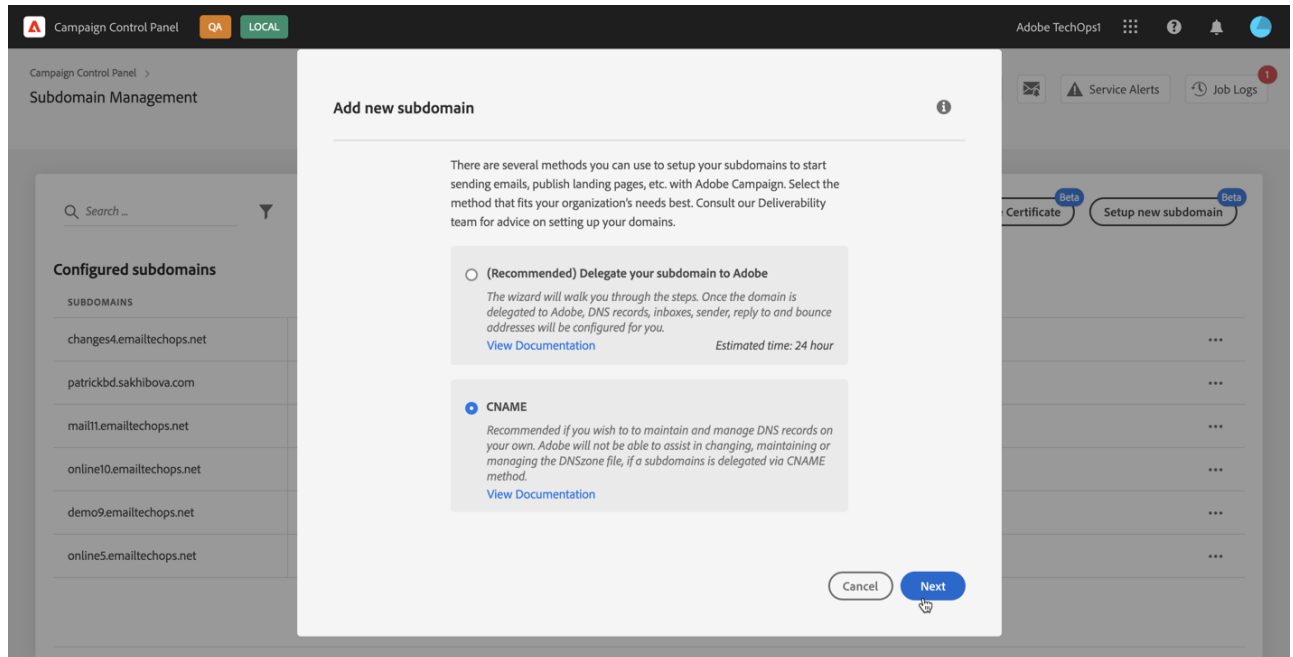
Subdomain delegation using CNAMEs {#use-cnames}

To delegate a subdomain to Adobe Campaign using CNAMEs, follow these steps:

1. In the [!UICONTROL Subdomains & Certificates] card, select the desired production instance, then click [!UICONTROL Setup new subdomain].
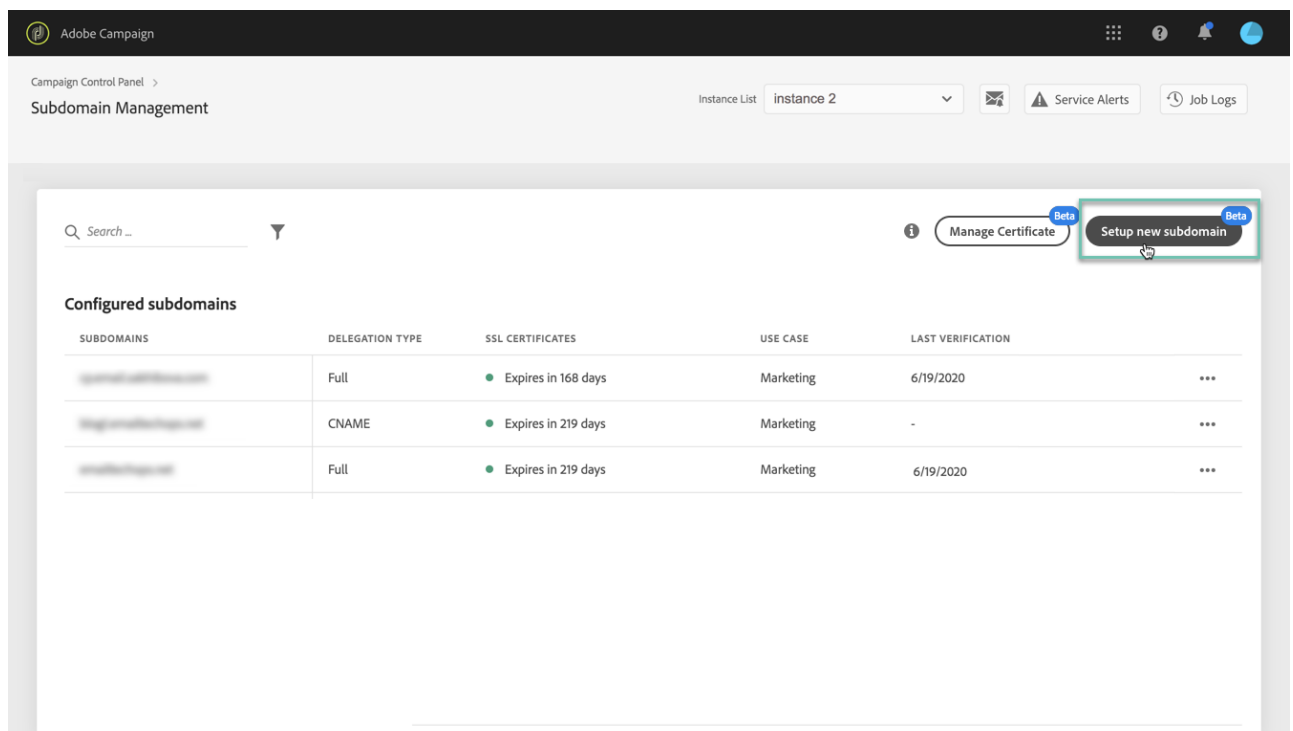
2. Select the [!UICONTROL CNAME] delegation method, then click [!UICONTROL Next].

3. If you selected a Campaign Classic instance, select the desired use case for the subdomain: **Marketing communications** or **Transactional & operational communications**. Global concepts on subdomains' use cases are presented in this section.
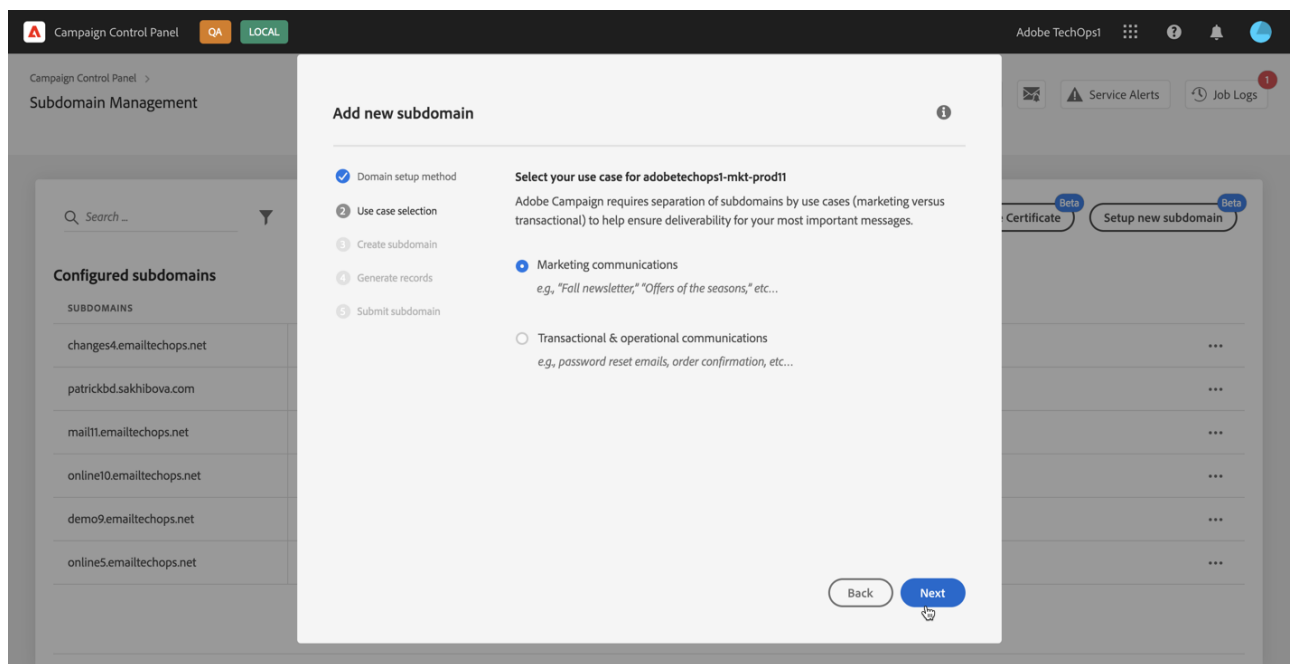

4. Enter the subdomain that you created into your hosting solution, then click **[!UICONTROL Next]**.

   Make sure you fill in the **full name** of the subdomain to delegate. For example, to delegate the "usoffers.email.weretail.com" subdomain, type "usoffers.email.weretail.com".
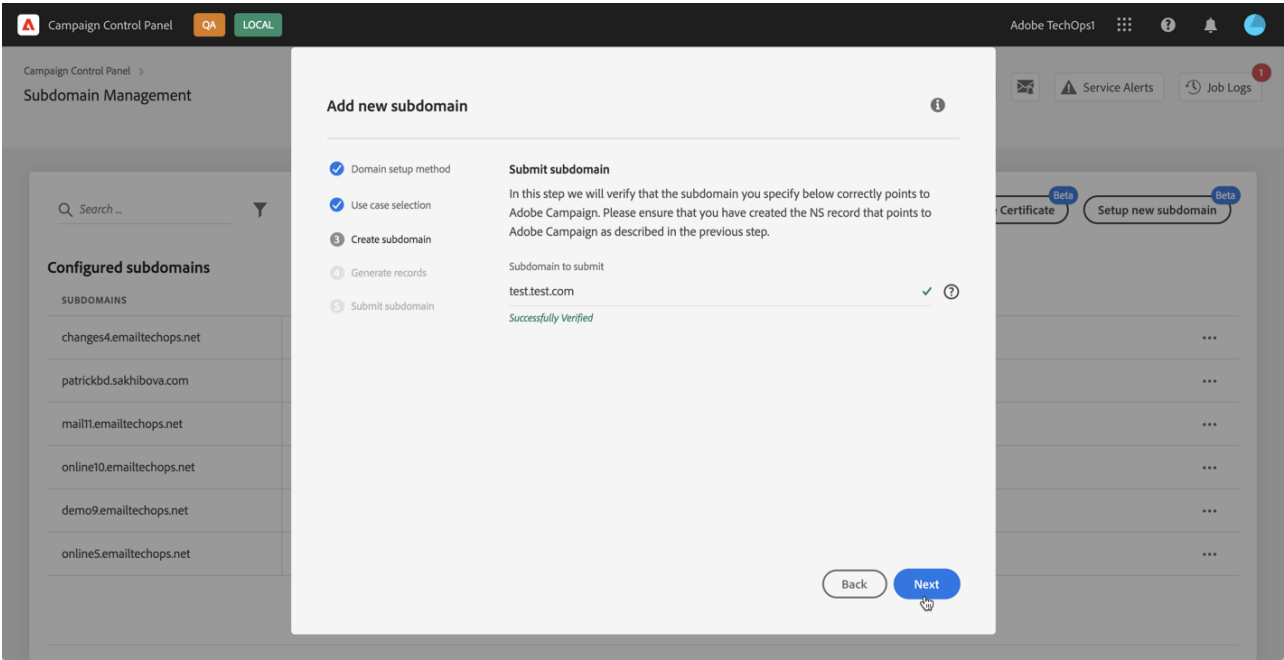
5. The list of records to be placed in your DNS servers displays. Copy these records, either one by one, or by downloading a CSV file, then navigate to your domain hosting solution to generate the matching DNS records.
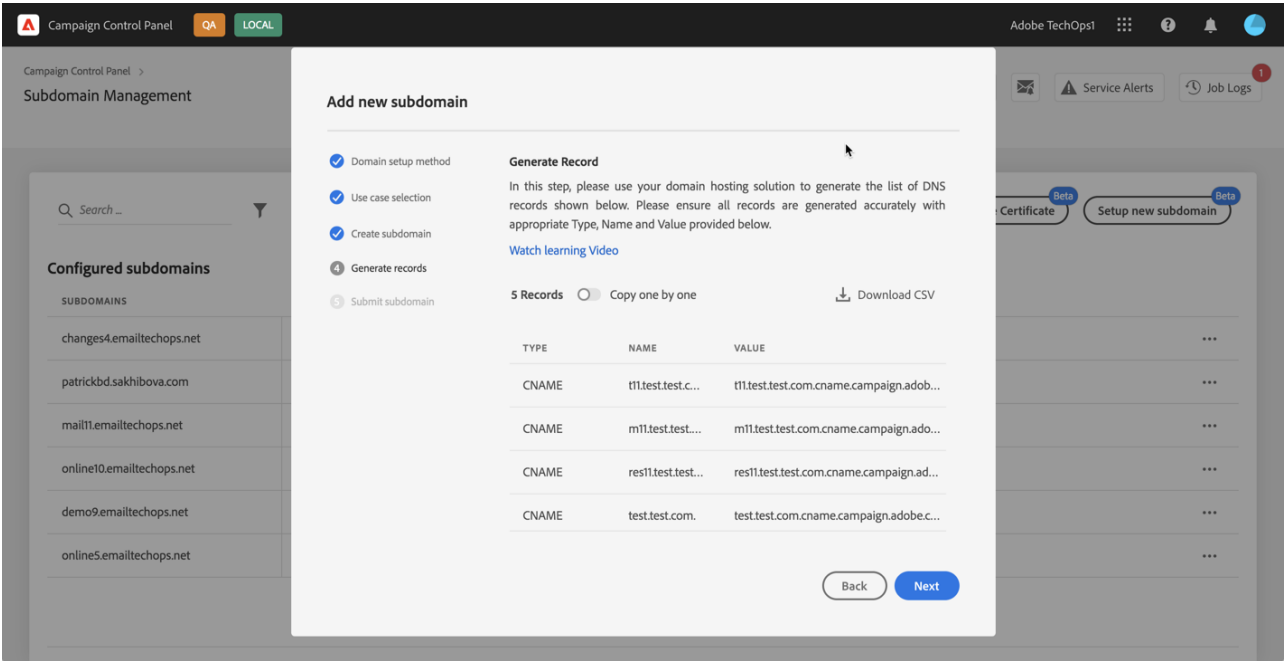
6. Make sure that all the DNS records from previous steps have been generated into your domain hosting solution. If everything is configured properly, select the first statement then click **[!UICONTROL Submit]** to confirm.
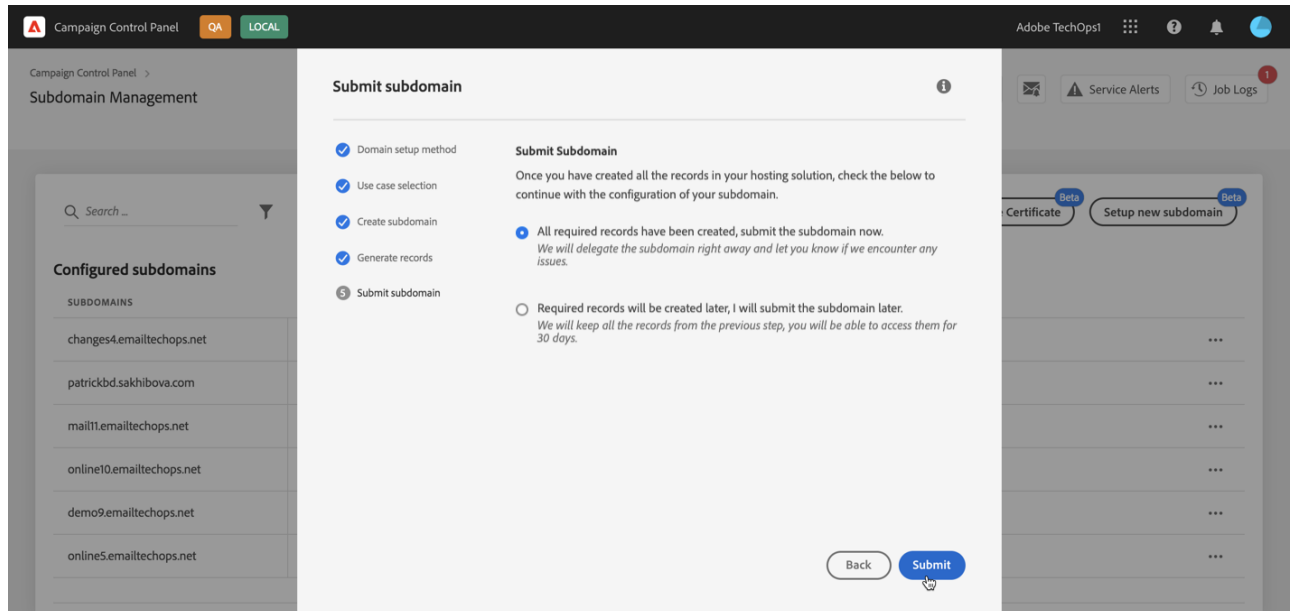
> [!NOTE]
>
> If you want to create the records and submit the subdomain delegation later on, select the second statement then click **[!UICONTROL Submit later]**. You will then be able to resume the subdomain delegation directly from the subdomain management screen **[!UICONTROL Processing]** area.
>
> Note that DNS records to be placed on your server will be kept by Control Panel 30 days. Beyond that period, you will have to delegate the subdomain from scratch.

Once the subdomain is submitted, various checks and configuration steps will be performed by the Control Panel. For more on this, see .

Subdomain checks and configuration {#subdomain-checks-and-configuration}

1. Once a subdomain has been submitted, the Control Panel will check that it correctly point to Adobe NS records and that the Start of Authority (SOA) record does not exist for this subdomain.

   > [!NOTE]
   >
   > Note that while subdomain delegation runs, other requests through the Control Panel will be entered into a queue and performed only after the Subdomain Delegation completes, to prevent any performance issues.

2. If the checks are successful, the Control Panel will start setting up the subdomain with DNS records, additional URLs, inboxes etc.
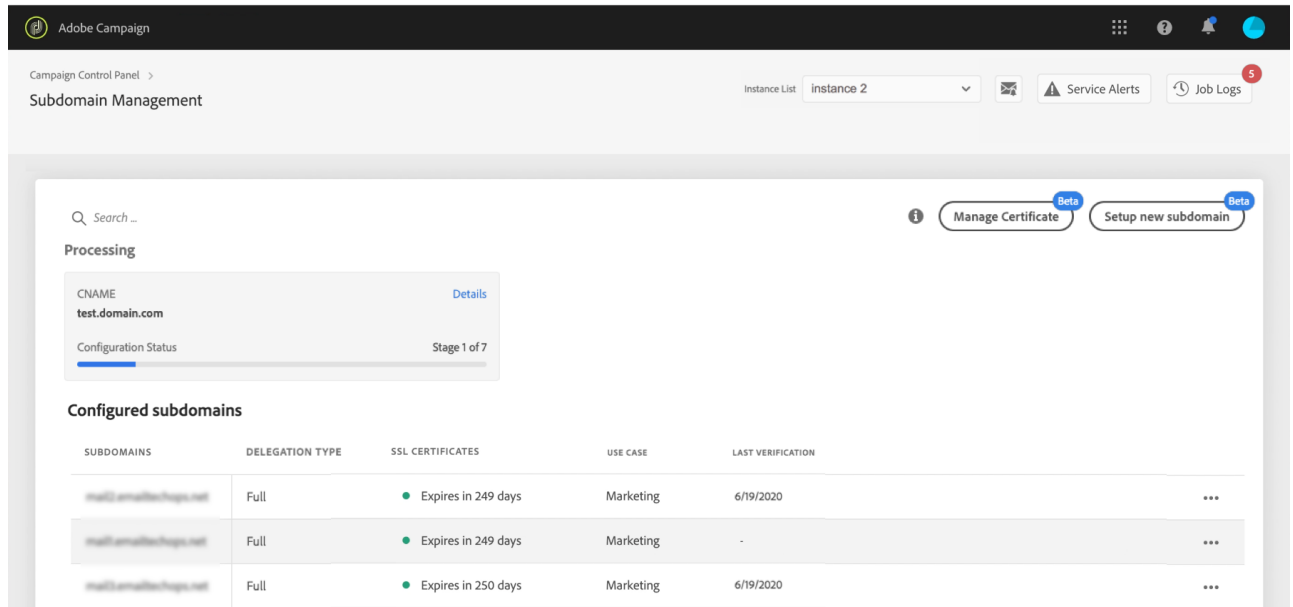
You can get more details on the configuration progress by clicking the subdomain delegation
[!UICONTROL Details] button.
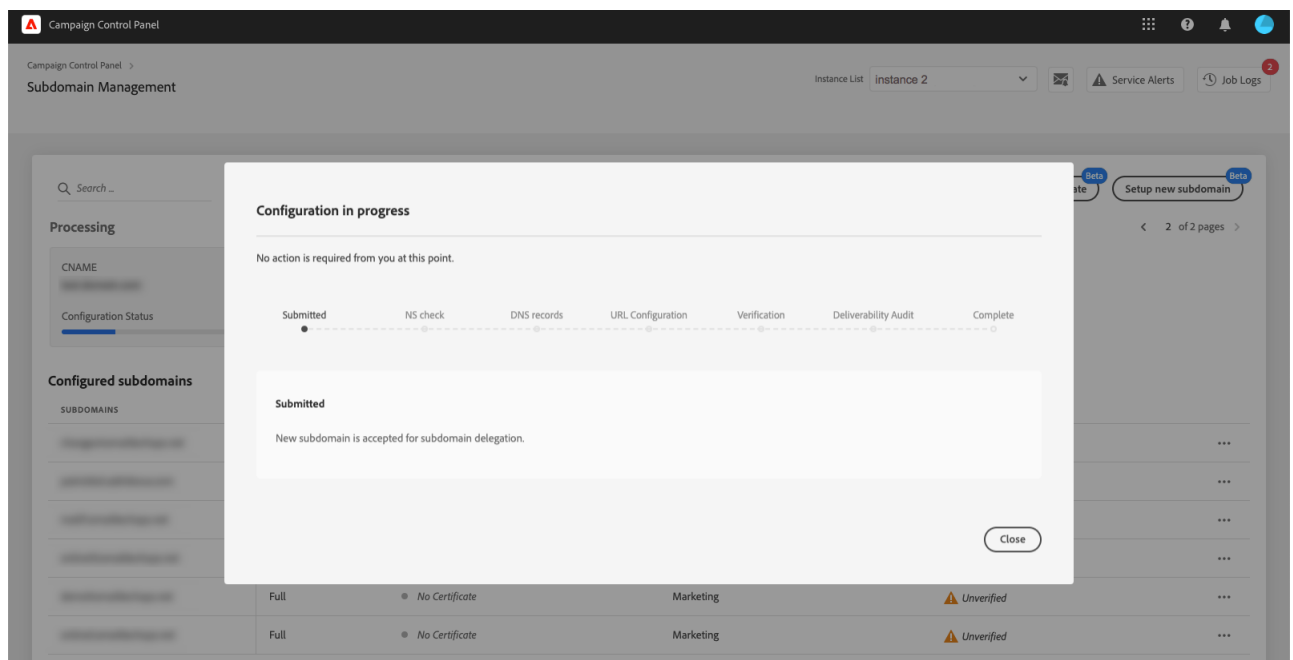
3. Eventually, the **Deliverability team** will be notified about the new subdomain, in order to audit it. The
   audit process can take up to 10 business days after the subdomain has been delegated.

   > [!IMPORTANT]
   >
   > The deliverability checks that are performed include feedback loops and spam complaint loops
   > testing. We therefore do not recommend using the subdomain before the audit has been
   > completed, as it could result in bad subdomain reputation.

4. At the end of the process, the subdomains will be configured to work with your Adobe Campaign
   instance and the elements below will be created:

   - **The subdomain with the following DNS records**: SOA, MX, CNAME(s), DKIM, SPF, TXT,
   - **Additional subdomains** to host mirror, resource, tracking pages and domain key,
   - **Inboxes**: Sender, Error, Reply-to.

By default, the "Reply-to" inbox from the Control Panel is configured to clear emails and is not reviewable. If you want to monitor your "Reply-to" inbox for your marketing campaigns, do not use this address.

You can get more details on the subdomain by clicking the **[!UICONTROL Subdomain details]** and **[!UICONTROL Sender info]** buttons.
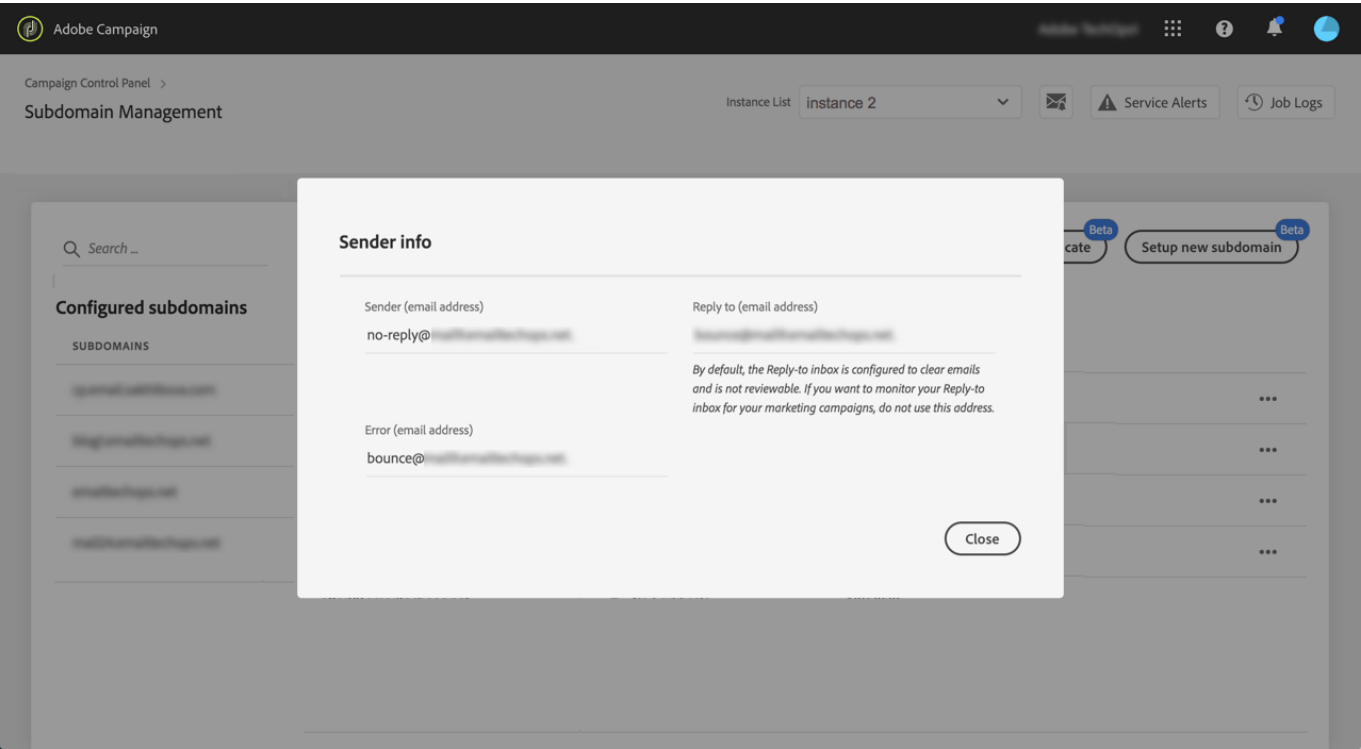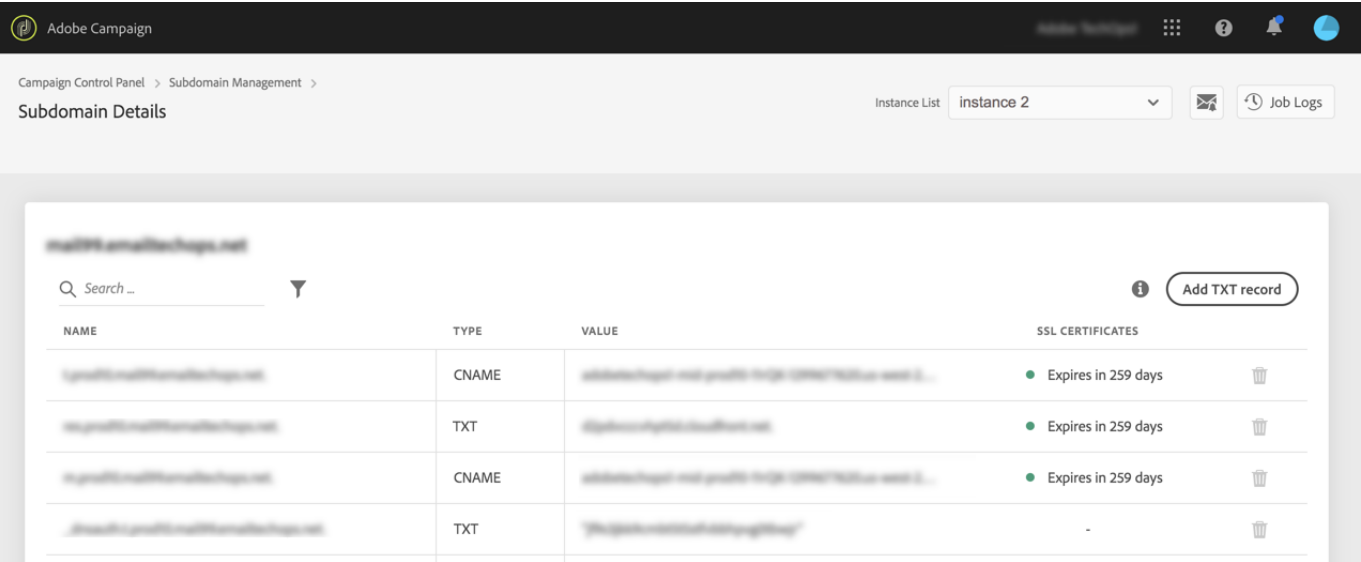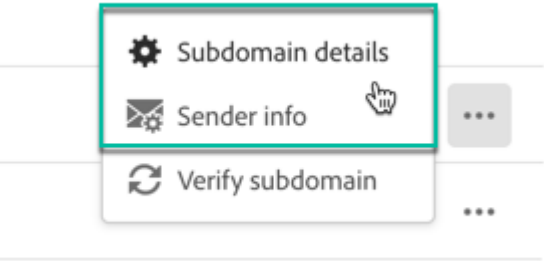
Troubleshooting {#troubleshooting}

- In some cases, delegation goes through, but the subdomain may not be successfully verified. The subdomain will stay into the **[!UICONTROL Configured]** list with a job log providing information on the error. Contact Customer Care if you have trouble resolving the issue.
- If the subdomain is being shown as "Unverified" after being configured, launch a new subdomain verification (**...** / **[!UICONTROL Verify subdomain]**). If it still shows the same status, the reason could be that there is some customisation done on recipients schema, which cannot be verified using standard processes. Please try sending out a campaign with that subdomain.
- If the subdomain configuration is taking too long (more than 10 business days) at deliverability audit step, please reach out to Customer Care.