

## Client Whitelisting & Branding Guide

### DNS Entries



#### DKIM

DKIM, or Domain Keys Identified Mail, is an authentication standard that encrypts your messages during transit to the recipient's inbox to prevent malicious users from altering the contents of these messages. By default, Upaknee asks that you use the selector 'dkim'. If another DKIM record is currently using the 'dkim' selector please let the Upaknee team know which selector is used.

DKIM selector:

DKIM Record:

dkim._domainkey.hello.boston.gov	CNAME	dkim._domainkey.upaknee.com
----------------------------------	-------	-----------------------------

#### SPF

Sender Policy Framework (SPF) authenticates Upaknee's mail servers to send messages from your domain. Note that SPF standards have changed to deprecate the use of an SPF record type in favour of a TXT record type.

SPF Record:

bounce.hello.boston.gov	TXT	v=spf1 include:bounce.upaknee.com -all
hello.boston.gov	TXT	v=spf1 include:bounce.upaknee.com ~all

#### Tracking Links

This record will allow for branded tracking links within all outgoing messages from the account.

Tracking Link Record:

track.hello.boston.gov	CNAME	track.upaknee.com
------------------------	-------	-------------------

#### Bounce Domain

This record provides a location to where information about bounced messages will be sent. This record allows Upaknee to provide send statistics to our clients.

Bounce Record:

bounce.hello.boston.gov	CNAME	bounce.upaknee.com
-------------------------	-------	--------------------

#### Forward

Should the client choose to use the Upaknee Forward feature on LMA, this record allows the sent messages to be branded with the client's domain.

Forward Record:

forward.hello.boston.gov	CNAME	forward.upaknee.com
--------------------------	-------	---------------------

#### Subscription Management

This record will allow for branded subscription management pages hosted on the List Management Application (LMA). Pages included are the subscription center, preference center, unsubscribe pages, and widgets.

Subscription Management Record:

newsletters.hello.boston.gov	CNAME	list.upaknee.com
------------------------------	-------	------------------

#### MX Record

This record specifies how email should be routed for the sending domain.

Bounce Record:

bounce.hello.boston.gov	CNAME	bounce.upaknee.com (priority 10)
-------------------------	-------	----------------------------------