## Check all that apply:

## [Dedicated IP](#_Dedicated_IP:_Yes) [Domain Masking](#_Domain_to_use) [Custom Return Path](#_Domain_to_use_1) [Reply Handling](#_Reply_Handling_Email)

**Customer Name: Falcon Entertainment Farm: Up0**

**Customer Site ID: 666711 MLID: 258647**

## Please complete all that apply (more information is located on )

### Dedicated IP: Yes No

* **Your company’s legal name:** Falcon Studios Group
* **Your company website URL: Click here to enter text.**
* **Your Privacy Policy page: Click here to enter text.**

### Domain Masking

### Domain to be used for [ClickThrough Masking](#_Click-through_Masking): lyris.playgirlblue.com

**Example**: http://replies.example.com

**Note**: This domain may NOT BE USED for any other purpose in your organization.

**Important:** The Domain must have its TXT entry of DNS record of:

**subdomain.com IN CNAME www.elabs12.com**

### [Landing Page for Domain](#_Landing_Page_for): www.playgirl.com

**Example**: <http://replies.example.com/privacy.html>

**Note**: If blank, your website home page will be used.

***Recommended for when a contact attempts to browse to the masked domain’s URL.***

### 

### Custom Return Path

### Domain to be used for [Return Path masking](#_Return-Path_Masking): lyris.playgirlblue.com

**Example**: <http://replies.example.com>

**Note**: This domain may NOT BE USED for any other purpose in your organization.

**Important:** The Domain must have its TXT entry of DNS record of:

**sub.domain.com IN CNAME www.elabs12.com**

### Reply Handling

### Email address to be used for [Automatic Replies](#_From/Reply-To_Masking_Types:): reply@playgirlblue.com

**Examples**:

* Custom: [reply-12345@marketing.example.com](mailto:reply-12345@marketing.example.com)
* Complete Custom: [replies@example.com](mailto:replies@example.com)

**Uses**:For handling auto-replies such as “Out of Office”, “Mail Box Full”, etc.

**Important:** If you are masking your domain and are using the Complete Custom reply handler the masked domain *cannot* be the same as the domain for the Email address.

Please see the “**From/Reply-To Masking Types**” section below for options.

### Email address to be used for [Forwarding Replies](#_Reply_Handler:): reply@playgirlblue.com

**Example**: [replies@replies.example.com](mailto:replies@replies.example.com)

**Use**: To receive Emails when a contact clicks their “Reply” button

**Important:** This must be an Email address than can receive Emails.

### Agency Settings

### Apply all settings to a sub-Account: Yes No

**Important**:

1. Sub-accounts added after this form is processed will *not* be masked
2. You will need to notify us of each additional sub-account they would like masked in the future.

## What happens next?

Please send it your implementation or account manager who will verify these details and submit to support. You will be updated on the progress vie Self Service portal.

You will be given your account information and chosen masking domain to Support. They will supply you with DNS entries that your DNS administrator will need to enter. These DNS entries will mask the identity of your server so your email messages won’t appear to be sent from Lyris HQ or EmailLabs—all the domains visible to recipients will be yours.

For a dedicated IP, the set-up process typically takes two weeks. You should expect to spend a minimum of 2 weeks ramping up your new IP before attempting full volumes. Your account manager will advise you on your ramp-up schedule; very large senders may require a month or more.

# About Domain Masking

## Click-through Masking

By default, the links in your messages will lead back to your server so your clicks may be tracked; for example, http://www.elabs6.com/c.html?rtr=on&s=,5qm&ML\_MID=77&MM\_UNIQUEID=40 could be a link in your message. We will then track the click and redirect the clicker to the requested page.

The sub-domain you provided can be used to mask the links in your email. Without masking, the links in your emails will show the URL of your server, and will be visible in the text portion of your message or if someone hovers over the link.

By masking the Click-through domain, your emails will have stronger branding and recipients may feel more secure clicking the links.

**After you publish a CNAME entry in your DNS, you can add ClickThru masking yourself per each and every list individually – please refer to Lyris HQ and EmailLabs manuals for list settings.**

## Landing Page for Domain

If an email recipient is technically savvy, they may try to figure out where emails are really originating from by taking the masked domains and going to the homepage of those URLs. This would typically result in viewing the EmailLabs homepage. However, we can mask this by redirecting such users to a different webpage. By default, we will direct these clickers to your homepage, but you may specify another page above (e.g., your privacy policy or a page dedicated to your newsletter).

## HELO/EHLO Masking

This text, generally a domain name, is typically not seen by recipients but may be used by ISPs for determining the validity of a sender and for spam filtering.

By default, the domain name of your server is used, e.g. mail.elabs6.com. If you have a dedicated IP, the domain you provided above will be used to mask the HELO text so ISPs use your reputation information when determining whether to accept your messages.

# About Custom Return Path

## Return-Path Masking

The return-path is the address which some bounced messages are sent to. By default, the return-path of your emails will be your server, e.g. newsletter@elabs6.com.

When you send a message from your own email client, the bounces come back to you directly to let you know the message was undeliverable. With our service, the bounces come back to the server to be processed. If an address bounces, it is put into a trashed status so that you no longer send to it.

The return-path of your email messages is not normally seen by recipients. However, it has an impact on your sending reputation and may impact your deliverability. By customizing your return-path, your domain reputation will not be affected by other senders.

## Please note that there can only be one Return-Path Masking sub-domain per entire account.

## DNS zone entry

To enable Return-Path Masking you firstly need to create a sub-domain (e.g.: sub.domain.com) using at least a CNAME entry. As best practice we recommend to create a subdomain that would incorporate a call to action e.g.: shopnow, click, browse, - as an example your subdomain might look like: shopnow .yourdomain.com.

This domain may NOT BE USED for any other purpose in your organization.

The Domain must have its CNAME entry in DNS zone.

Please publish below entry in your DNS zone file:

**subdomain.com IN CNAME www.elabs**Click here to enter text.**.com.**

where:

* **sub.domain.com** is your subdomain name (e.g.: shopnow .yourdomain.com)
* **FARM** is your server farm name (e.g.: elabs5, elabs12, etc.)
* Please not a dot at the end of **www.FARM.com.** - some DNS management interfaces require you to add this dot to the end of that string

# About Reply Handling

## From/Reply-To Masking Types:

* “Default Reply Handler” does not contain you brand’s information
* **Example**: *reply-6354@elabs10.com*
* “Alpha-Numeric Custom Reply Handler” reflects your brand’s domain
  + We suggest its domain match the one you have provided for in the ***Domain to use for Masking*** section above
  + Does require a CName/DNS Entry on your server
* **Example:** [*reply-6354@news.example.com*](mailto:reply-6354@news.example.com)
* “Complete Custom Reply Handler” Fully customizable email address
  + We suggest its domain match the one you have provided for in the ***Domain to use for Masking*** section above
  + Requirements:
    - Addition of a CName/DNS Entry on your server
    - The Email address selected cannot be in use on your domain
    - This email address must be configured on the mail server to forward all messages to a specific email address linked to your Lyris HQ account
    - MX & SPF (Sender Policy Framework) required on your mailserver
* **Tip**: The amount of email sent to this address may be considerable as it will include “out of office replies”, etc. We advise you consult with your mail server administrator before selecting this option.
* **Example:** [*replies@example.com*](mailto:replies@example.com)
* **Importan**t: If using multiple lists, the From Email address cannot be used on more than one list. You can however use multiple From Email addresses with the same domain on a single list.

**Changing Addresses**: If you wish to change the **From Email address** with each send, each variation of the Email address must be registered with Lyris regardless of whether or not you are using the “Alpha Numeric” or “Complete Custom” auto-reply handler.

* **Note:** If changing the From Name/Friendly Name, their variations need not be registered with Lyris.

## Forwarding Reply Handler:

* The default Reply address is set to the email of the first registered user on the account.
* The Reply Handler’s Email address can be changed at any time, *provided it is set to a valid email*

## Parts of an Email Message

The graphic below illustrates where masked domains will appear in your emails. Many parts of an email message are not visible to recipients but nonetheless affect your sending reputation.

From: replyto-4392@news.example.com

To: [y@y.com](mailto:y@y.com)

Subject: this

MIME-Version: 1.0

Content-Type: text/plain

Hello,

This is an email.

<a href=”http//news.example.com”>link</a>

HELO smtp.news.example.com

250 mailhost.someisp.com, Hello [208.44.00.11], pleased to meet you

MAIL FROM: newsletter@news.example.com

250 newsletter@mail.news.example.com... Sender ok

RCPT TO: [y@y.com](mailto:y@y.com)

250 [y@y.com](mailto:y@y.com)... Recipient ok

DATA

Email Envelope (not seen by recipients)

Email Message

(seen by recipients)

HELO/EHLO

Return-Path

Clickthrough Domain

Reply-To/From Domain