## **Email Notifications with Verified Domain Authentication**

Dear Partners,

We understand the importance of personalization and brand consistency for communications between **suppliers** and **customers**.

Our API service to <u>send PDF invoices by email</u> allows the **suppliers** the possibility of setting a specific ": **from**" **email address with supplier's own domain** for the notifications that are sent **by our server** to their **customers**.

Therefore, to enable a specific ": from" email address with supplier's own domain, it will be necessary to perform domain authentication.

This process will ensure that **suppliers** email notifications are not only personalized but also delivered securely to **customers** email inboxes.

#### What is Domain Authentication?

Involves verifying the ownership of the email domain that is used for sending notifications.

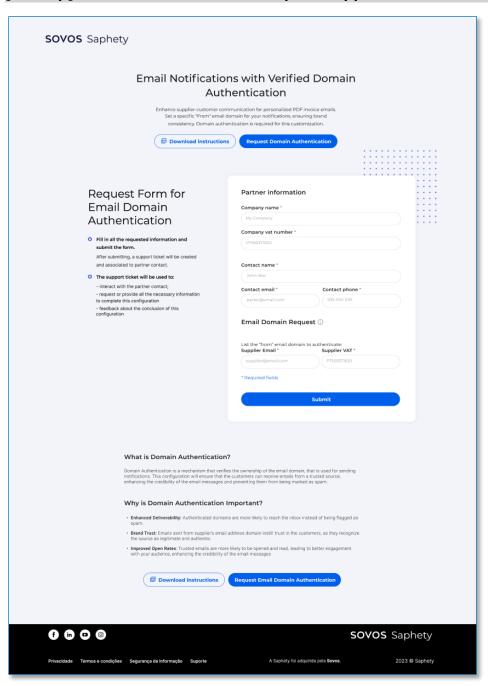
It is a crucial step in ensuring the deliverability of emails and preventing them from being marked as spam.

#### Why is Domain Authentication important?

- **Enhanced Deliverability**: Authenticated domains are more likely to reach the inbox instead of being flagged as spam.
- Brand Trust: Emails sent from supplier's email address domain instill trust in the customers, as they recognize the source as legitimate and authentic.
- **Improved Open Rates**: Trusted emails are more likely to be opened and read, leading to better engagement with your audience, enhancing the credibility of the email messages.

# **Steps to Request Email Domain Authentication**

#### [1<sup>st</sup> Step] Access to a webform to request supplier email address domain authentication:



- The webform will request all the data necessary to create the email domain authentication request.
- After filling all the required information at webform, a support ticket will be created, and our support team will start managing your request.
- From now on, all feedback will be provided by the ticket emails, please be patient while the ticket is being managed.

Important note: Please ensure the accuracy of the email address provided, as it will be used as the ": from" email set in

Request Domain Authentication 🗵

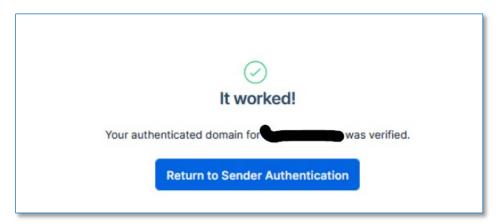
# **SOVOS** Saphety

### [2<sup>nd</sup> Step] Giving feedback about and Domain Name Server (DNS) Record setup:

Туре	Host	Value This in a
CNAME	xx9080. <mark>yourdomain</mark> .com	value  This image has not real values, not
CNAME	PRD.domainkey. <mark>yourdomain</mark> .com	PRD.domainkey.u12345678.wl135.sendgrid.net
CNAME	url0102. <mark>yourdomain</mark> .com	sendgrid.net

- When our support team has already finished to setup the request, feedback will be sent by ticket email, with the specific DNS records that need to be added to supplier's DNS Server.
- These records are essential for performing SPF (Sender Policy Framework) and DKIM (Domain Keys Identified Mail) authentication.
- Please reach out to your IT team or your IT Provider to perform these DNS record configurations.
- When IT Team or IT Provider have finished DNS record configurations, please return feedback to our support team by the ticket email.

### [3<sup>rd</sup> Step] Confirmation test to enable DNS Record setup:



After our support team tests the DNS records settings with success, feedback will be sent by ticket email informing that this setup is now finished, so the supplier can start using specific ": from" email address.

If you have any questions or need assistance during this process, please do not hesitate to reach out to our support team at helpdesk@saphety.com

Thank you for choosing our services. We look forward to assisting you in creating a seamless and trustworthy communication experience for your customers.

Best regards, SOVOS Saphety