



Different Options for the From E-mail Address

The From E-mail Address is an important part of your outbound mass e-mails. There are several options to choose from regarding this field. The options include determining what domain name will be part of the From address, and whether the From address should contain a unique 4-digit number for Reporting purposes. The **default** option satisfies the needs of most JangoMail customers, but those customers that are extremely concerned about the branding of their outbound mass e-mails may want to consider other options.

Consult the decision tree at the bottom of this page to help you decide which option best suits you. To set an option other than the default, contact your JangoMail representative.

Option 1: Default

By default, your From e-mail address will be your JangoMail username plus @jangomail.com. So if your username is "joebaker", then your From E-mail Address will be in the format joebaker@jangomail.com. You can still set the From Display Name to be whatever you like, and most e-mail recipients will see the From Display Name over the From E-mail Address.

| Advantages | Disadvantages |
|---|---|
| JangoMail can handle all replies to mass e-mails and route them appropriately, including unsubscribes, bounces, out-of-office auto-replies, virus messages, e-mail change requests, and legitimate replies. | |
| | While most e-mail users don't notice the From e-mail address (because the From Display Name is more relevant), the ones that do might not recognize the @jangomail.com e-mail address as being you! |
| Legitimate replies from your recipients will be forwarded on to the address specified under My Options --> Forward Replies To. | |

Option 2: Branded sub-domain (the best option)*

Another option is to brand your From e-mail address with a sub-domain of your company's domain name. If your company's domain name is joebaker.com, you might setup a sub-domain called eat.joebaker.com specifically for use with your JangoMail account. Then your From E-mail address will be your username plus @subdomain.domain.com. In this example, your From E-mail address would be joebaker@eat.joebaker.com.

| Advantages | Disadvantages |
|---|---------------|
| JangoMail can handle all replies to mass e-mails and route them appropriately, including unsubscribes, bounces, out-of-office auto-replies, virus messages, e-mail change requests, and legitimate replies. | |
| Your recipients won't know that you are using an outside e-mail service, and the e-mail is completely branded around your organization. | |
| Legitimate replies from your recipients will be forwarded on to the address specified under My Options --> Forward Replies To. | |

**This option incurs a one-time setup fee.*

Option 3: Editable From E-mail field

The final option is to have your From E-mail address field set to an editable field, so you can type any valid e-mail address you choose in this box, including an existing personal or corporate e-mail address.

| Advantages | Disadvantages |
|---|--|
| JangoMail can handle bounces automatically. | Unsubscribe requests, challenge-response e-mails, replies, and messages containing viruses will be routed back to the From E-mail Address, bypassing JangoMail's servers. You will be responsible for manually processing unsubscribe requests that come via an e-mail message. |
| Your recipients won't know that you are using an outside e-mail service. | |
| Legitimate replies from your recipients will go directly to the address you put in the field. | |

A note about the 4-digit number in the From E-mail address (options 1 and 2):

You have the option to include a unique 4-digit number as part of the From E-mail address for each mass e-mail that you send. This allows JangoMail to provide more accurate reporting data, separated by mass e-mail campaign. With the 4-digit number, JangoMail Reports can tell you how many unsubscribes and replies there

were **per mass e-mail** sent, along with other statistics. Without the 4-digit number, unsubscribes and replies will still be handled automatically, but JangoMail Reports will only show these two metrics in aggregate form across your entire account.

| Advantages | Disadvantages |
|---|--|
| You will know how many unsubscribes and replies there were per mass e-mail. | Some spam filters look for a number as part of the From E-mail address to determine whether the message might be spam. Currently our statistics show that about 0.05% of messages (1 out of 2000) are blocked due to this. |
| | Some of your recipients e-mail systems might use a "challenge-response" system, in which case, when you first send e-mail to a recipient, you must reply to an auto-generated message in order for your From address to get white-listed with the recipient's network. With a unique 4-digit number as part of the From address on every e-mailing, you will have to "respond" to the "challenge" every time. <i>Note: Earthlink.net recently deployed a challenge-response system for all its members.</i> |

A note about the From E-mail Address versus the Reply-To address:

When a recipient replies to your mass e-mailing, where will the reply go?

If a Reply-To address is specified, then the reply will go here. If a Reply-To address is not specified, the reply will go to the From E-mail address.

| From E-mail Address | Reply To Address |
|---|--|
| Bounces go to this address, unless you are specifying a From Address in the editable field, in which case you specify where bounces go. | If specified, all replies, including unsubscribe requests, viruses, out-of-office auto-replies, e-mail change requests, etc. will go to this address. Bounces will NOT go to this address. |
| All replies, unsubscribes, viruses, e-mail change requests, etc., will go to this address if Reply-To is left blank. | |

A note about what happens when a recipient of your e-mail replies with an actual relevant message:

- a. If the message comes to your @jangomail.com e-mail address, then it gets forwarded to the address specified under My Options --> Forward Replies To.
- b. If the message comes to your branded sub-domain address, then the message gets forwarded to the address specified under My Options --> Forward Replies To.
- c. If your From address is editable, and you set it to a non-JangoMail hosted address (like an existing personal or corporate address of yours), then reply will come directly to this address, as long as Reply-To is left blank.
- d. If the Reply-To contains an e-mail address, then the reply will go here no matter what.

How to decide on the best option for your organization:

JangoMail From E-mail Address Decision Tree

| | | | | | | |
|--|---|--|--|--|--|---|
| Do you have administrative control over your organization's domain name? | | | | | | |
| Yes, I have control and can add an entry into my Domain Name Server. | | | No, I don't have control over my domain name. | | | |
| Go with Option 2: Branded sub-domain | | | Which is more important to you -- the most successful and accurate delivery possible, or the most accurate reporting possible? | | | |
| Which is more important to you -- the most successful and accurate delivery possible, or the most accurate reporting possible? | | | If reporting is more important, then go with Option 1: Default with 4-digit number | | If delivery is more important, then do you want JangoMail to be able to automatically process unsubscribes and replies? | |
| If reporting is more important, then go with Option 2: Branded sub-domain with 4-digit number | If delivery is more important, then go with Option 2: Branded sub-domain without the 4-digit number | | | | If yes, then Option 1: Default without 4-digit number | If no, then Option 3: Editable Field |