JangoMail Tutorial

Different Options for the From Email Address

The From Email Address is an important part of your outbound mass emails. There are several options to choose from regarding this field. One option is determining what domain name will be part of the From address. The **default** option satisfies the needs of most JangoMail customers, but those customers that are extremely concerned about the branding of their outbound mass emails 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 email address will be your JangoMail username plus @jangomail.com. So if your username is "joebaker", then your From Email Address will be in the format joebaker@jangomail.com. You can still set the From Display Name to be whatever you like, and most email recipients will see the From Display Name over the From Email Address.

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

Option 2: Branded sub-domain (the best option)
Another option is to brand your From email 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 Email address will be your username plus @subdomain.domain.com. In this example, your From Email address would be joebaker@eat.joebaker.com.

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

Option 3: Editable From Email field

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

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

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

When a recipient replies to your mass emailing, 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 Email address.

From Email 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, email change requests, etc. will go to this address. Bounces will NOT go to this address.
All replies, unsubscribes, viruses, email change requests, etc., will go to this address if Reply-To is left blank.	

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

a. If the messages comes to your @jangomail.com email address, then the message gets forwarded to the address specified under Settings --> Reply Management --> Reply Handling.

b. If the message comes to your branded sub-domain address, then the message gets forwarded to the address specified under Settings --> Reply Management --> Reply Handling.

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 email address, then the reply will go here no matter what.

How to decide on the best option for your organization:

JangoMail From Email 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**	Do you want JangoMail to be able to automatically process unsubscribes and replies?	
	If **yes**, then **Option 1: Default**	If **no**, then **Option 3: Editable Field**