Frequently Asked Questions – Artez Custom Sender Email

1. What is a Custom Sender Email?

A Custom Sender Email address is used to mask the system default email address. This means that the Registration Confirmation, Donation Thank You and all other system-generated emails will appear to come from your own custom sender email address.

Current system default sender email address:
message@e2rm.com

Customized email address:
info@charityname.com

What email address should we use?
We suggest that the email address you provide is not a personal email address but one that is monitored on a regular basis as it will receive these types of emails:

- o Out of office emails from registrants and donors after a system-generated email is sent
- o Any other type of bounce back email after a system-generated email is sent
- o Registrants who copy and paste the email address into the email "To" field
- o Donors who copy and paste the email address into the email "To" field

Can we set up different Custom Sender Emails for different events?
No. A Custom Sender Email address is set up at the organization level and will be applied to all emails in all events and templates.

Do we need to make DNS changes?
DNS updates are needed so that SendGrid (our third party email deployment tool) will be able to verify your domain to allow the email transmission. FrontStream will provide you with the DNS updates that will need to be added to your domain.

How do you make sure these emails don't end up in a registrant's email junk folder?
FrontStream provides clients with the necessary zone information that will be added to their SPF Records via DNS.

Can I choose the email sender name and reply to email address in each event?
Yes, you set the sender name and the reply to email address in the Manage Reply To & Sender Name section in Emails.

Will the Custom Sender Email be applied to old email addresses?
Yes, it will be applied to all old and new email addresses. Note: for existing events, all reply to email addresses in each email in the "Show Additional Options" section will be overwritten with the new email address. However, once the Custom Sender Email has been applied, you can update and save each email back to the original email address if needed.

Do I need to own the Custom Sender Email domain name?
No. FrontStream can own the Custom Sender Email domain name on your behalf, however, you will have no access to the email mailbox.

Who manages the Custom Sender Email mailbox?
If you own the Custom Sender Email domain name, then you will manage the mailbox. However if FrontStream owns the Custom Sender Email domain name the mailbox will <u>not</u> be managed.

Can we implement a Custom Sender Email if we don't have a Custom URL?
Yes, with a small additional set up fee.

When can we implement a Custom Sender Email?
At any time. It does not need to be set up when the Custom URL is applied.

2.   What is included in the cost of a Custom Sender Email?

The cost for this service is based on a fee to connect to the email deployment tool which is provided by a third party (SendGrid) and the implementation of your custom email address. Once the Custom Sender Email has been enabled, the Email Dashboard is activated. The Email Dashboard allows your organization to track important KPIs such as delivery, bounce, open and click rates.

3.   How long does it take to implement a Custom Sender Email?

It takes about five business days to implement a Custom Sender Email without a Custom URL and approximately 10-15 business days to implement a Custom Sender Email and a Custom URL at the same time.

4.   How do you implement a Custom Sender Email?

We connect the Custom Sender Email to the email deployment tool (SendGrid). We then provide the DNS changes to be implemented if you own the domain or implement the changes ourselves if it is a FrontStream-owned domain. Finally, we configure, implement and test the email address in our database and ensure the Email Dashboard is enabled.

If you have any further questions, please contact your Account Manager or the Artez Sales team.