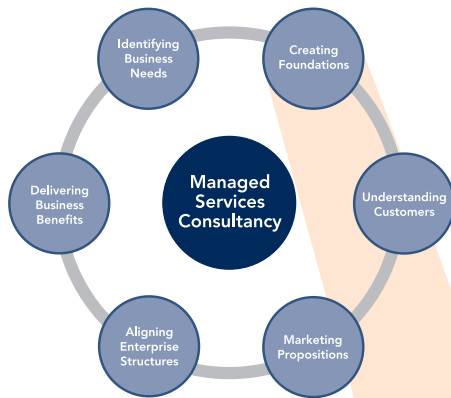


Alterian Managed Services Consultancy

Domain Customisation

Managed Services

Alterian offers integrated marketing solutions that are either on-site installed or hosted in our secure data centre. In addition to hosting the solution, we provide a number of hosted services delivered by the Managed Services Consultancy team.



One of Alterian's solutions is Dynamic Messenger – a top tier Email Service Platform – on top of which we can provide specific email services such as customising your sending 'From' domain and the content domain.

Domain Customisation

Engagement:	Remote service from the Managed Services Consultancy team following completion of appropriate documentation
Solutions:	Dynamic Messenger
Deliverables:	1 custom 'From' domain with up to 3 addresses; 1 content domain set up with all authentication required for campaigns being deployed



The internet has become an untrusting place. Internet users are becoming more knowledgeable about spam email and phishing scams. So your emails need to be closely aligned to your brand to generate maximum response. When your email arrives at the inbox, the recipient has to decide whether to open the email. Knowing that the email has come from a company or brand they trust makes this decision much easier. Domain customisation allows you to create a friendly sender address and content domain. Customisation not only reflects your brand and engenders trust, but also ensures that ISPs can authenticate the email as genuinely being from you.

Domain customization also plays an increasingly important role in ensuring email deliverability. ISPs are moving toward monitoring sending 'domain' reputation as well as the reputation of your sending IPs. Alterian has always followed industry best practices by having dedicated IPs per client to ensure you stay in control of your sending reputation.

"Email Authentication has now surpassed the tipping point... this is a testament to how these organizations are stepping up to protect their brands and consumers."

– The Authentication and Online Trust Alliance (AOTA)

Standard Domain Customisation

Change the sender address and content domain to align it with your brand.

From this

Senders Address – email@abc.dm-4.com

Link and Image URL -

<http://content.dynamicmessenger.com/abc/?vL.eBM3BbUlpQ7DFIE.uKLIAPv&http://www.abc.co.uk/>

To this

Sender Address - Offers@abc.com

Link and Image URL -

<http://content.abc.com/abc/?vL.eBM3BbUlpQ7DFIE.uKLIAPv&http://www.abc.co.uk/>

Agency Domain Customisation

This option allows an agency to configure access to Dynamic Messenger for their clients allowing white labeling with an agency specific domain. Agencies may prefer to implement this level of domain customisation if they prefer to re-brand the Dynamic Messenger client software.

Further Information

To find out more about how Alterian can help with the domain customisation of your Dynamic Messenger account, please contact the Managed Services team or your Partner Development Manager. Alternatively, you can send an email to MSC@alterian.com with a request for someone to contact you.