

Custom Domain

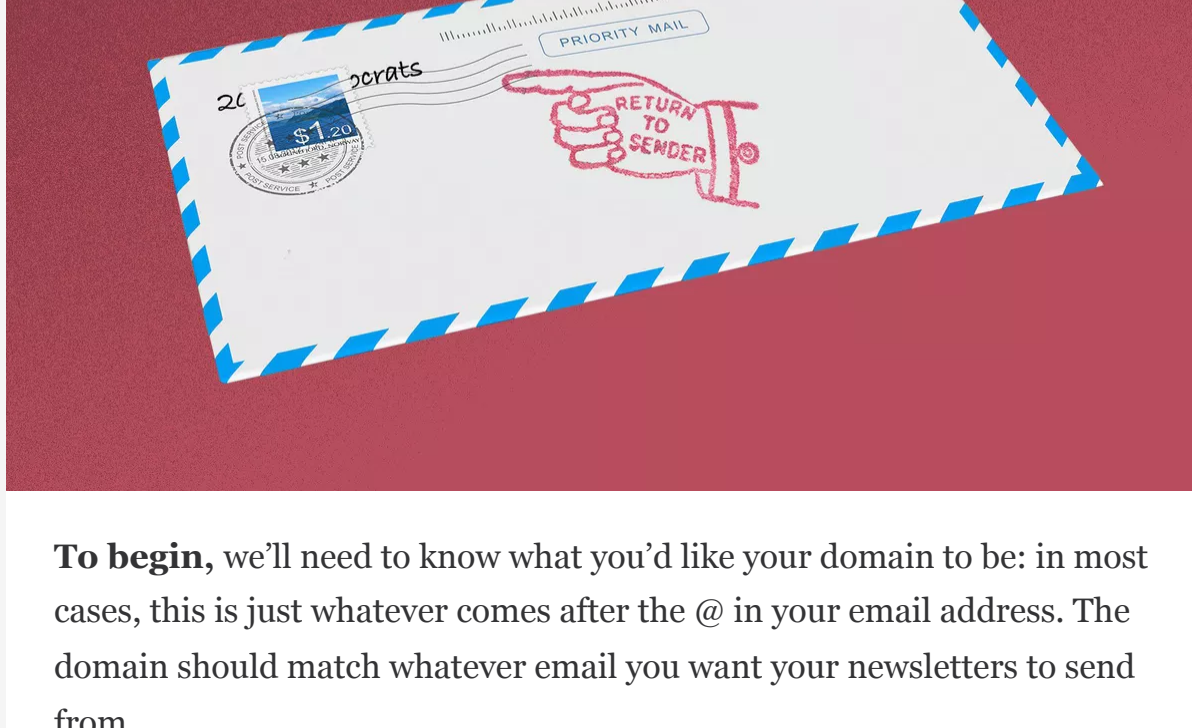
By Axios Solutions • Apr 18, 2023

Smart Brevity® count: 3 mins...729 words

By default, all newsletters sent through Axios HQ come from our email address, noreply@axioshq.com.

Setting up a custom domain allows you to decide what email address your newsletters send from. This makes your messaging friendlier, lets you stay on-brand, and gives your audience confidence that your newsletters are coming from you!

1. Setting up your custom domain



To begin, we'll need to know what you'd like your domain to be: in most cases, this is just whatever comes after the @ in your email address. The domain should match whatever email you want your newsletters to send from.

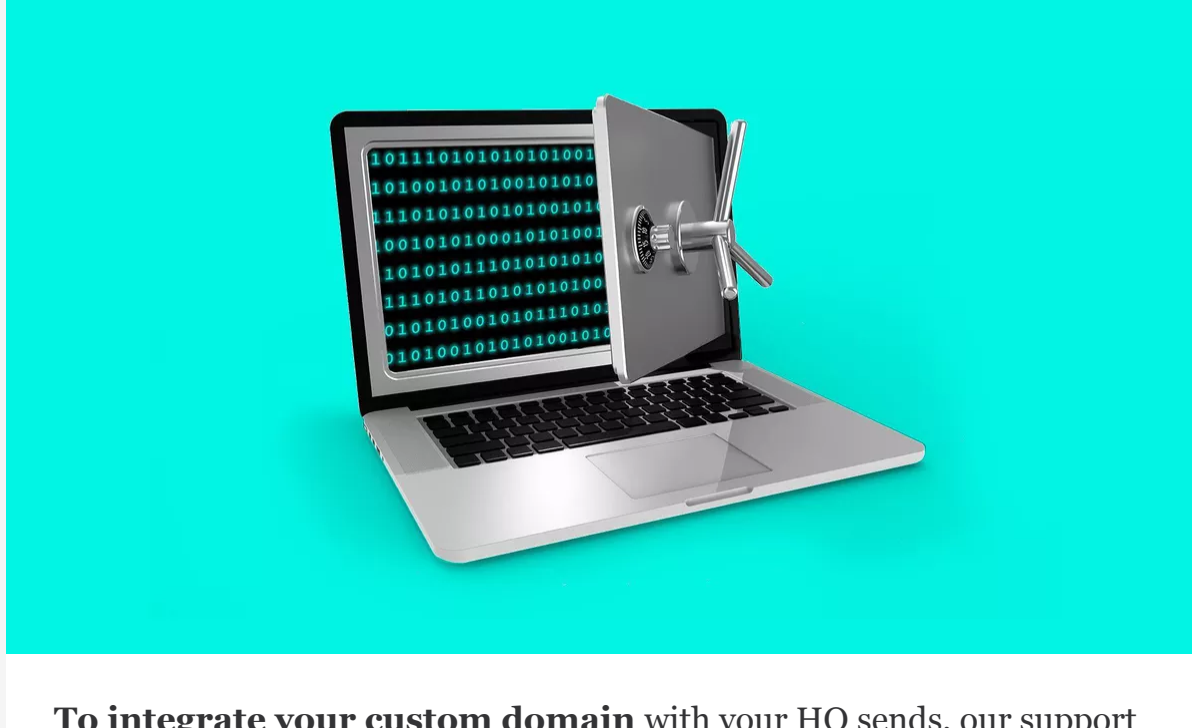
Why it matters: Axios HQ will use whatever you set in the "Reply to this email address" field (in your HQ Settings) as the "sent from" address.

- This helps your audience and their email clients trust you. When an email client (such as Gmail or Outlook) receives an email, they're constantly doing security checks for spam. The more your email looks like you, the better!

Yes, but: Don't forget you can still send from HQ before setting this up.

Without a custom domain, your HQ sends will come from noreply@axioshq.com and any replies will return to whatever address you set as your reply-to email.

2. DNS records



To integrate your custom domain with your HQ sends, our support team will send you five records to add to your DNS configuration:

- 2 TXT records (1 SPF and 1 DKIM)
- 2 MX records
- 1 CNAME record

They will look something like this:

- CNAME: email.axioshq.your-domain.com: mailgun.org
- MX: axioshq.your-domain.com (priority: 10): mx.a.mailgun.org
- MX: axioshq.your-domain.com (priority: 10): mx.b.mailgun.org
- TXT: axioshq.your-domain.com: v=spf1 include:mailgun.org ~all
- TXT: the DKIM record is unique and can be sent with a 1024 or 2048 key length

MX records are technically optional for your custom domain integration. We recommend including them as they will not redirect any mail from your primary domain, but instead exist to validate the sending domain when queried from a recipient's inbox. If MX records do not exist, your recipients' inboxes may reject emails without MX records.

3. Internal DNS and additional troubleshooting



⚠️ If you use an internal DNS, you will need to add these records there as well.

This is our biggest troubleshooting culprit! If your team has an internal DNS setup (as part of a VPN or LAN network in your office/campus, for example,) add these DNS records there as well to ensure your HQ communications are accessible to your internal recipients.

- **It's especially important** to add the CNAME record internally. Without it, your newsletters' images won't display and links won't work for anyone on your internet network.

⚠️ When adding in your records your DNS provider may automatically include your primary domain as a suffix to the hostname, in which case you can remove it from your inputs.

- **If you use GoDaddy**, for example, you need only add the subdomain as the "host name."

4. A unique subdomain



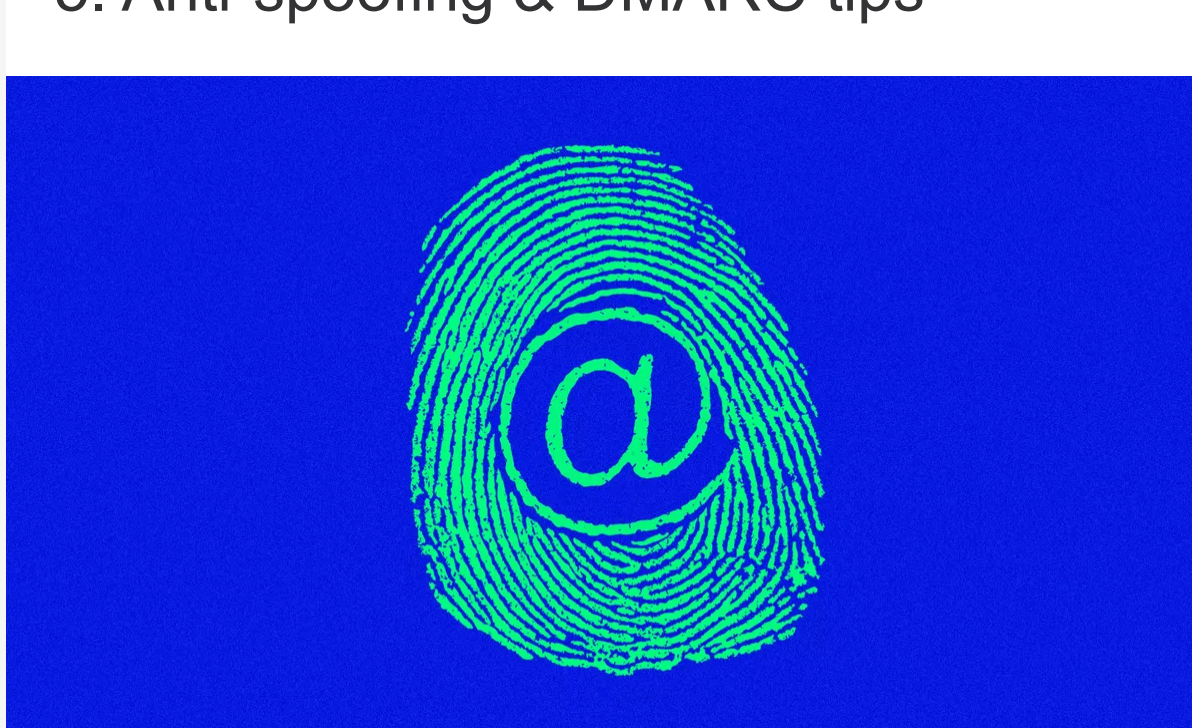
1 big thing: We never ask for DNS changes to be made on your root domain. Instead, your HQ communications will be sent from an HQ-specific subdomain unique to you.

Why it matters: This protects the health and stability of your domain; if there are any spam complaints, bounces, blocks, or other reputation dings against your HQ sends, it will effect the HQ subdomain and our IP addresses, not yours.

- This also means that the DNS records we send over for your subdomain won't impact your existing DNS records.

⚠️ Your DNS provider needs to support connecting your mailbox to a subdomain in order to properly set up this connection.

5. Anti-spoofing & DMARC tips



If you have an anti-spoofing policy, please add your HQ-specific subdomain to the exceptions or bypass list to ensure that your newsletters don't get quarantined or rejected.

- **Go deeper:** Find instructions for adding an exception to common anti-spoofing protection frameworks include [Mimecast](https://www.mimecast.com), [Proofpoint](https://www.proofpoint.com), and [Microsoft 365](https://www.microsoft.com).

If you use DMARC to protect your domain from spam, make sure that it's set up to accept emails from subdomains by adding an `adkim=r` tag to your policy.

📧 1 final thing



It's important to send a test! Please include a link and click it to ensure that all DNS records have been properly implemented.

Axios HQ partners with hundreds of clients, Fortune 500 companies, and small nonprofits alike. We have a dedicated security specialist on staff and have completed a SOC2 Type 2 audit.