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Why do you recommend using a subdomain for email sending?

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Why Should I Send Emails from a Subdomain?

We recommend sending marketing and bulk email from a subdomain, such as e.companyname.com, rather than directly from your primary domain (companyname.com). This allows you to separate the sender reputation of your marketing emails from that of your regular business email.

What Are the Benefits of Using a Subdomain?

Using a dedicated subdomain offers several advantages:

- Protects the reputation of your primary domain.
- Provides greater control over the sender reputation of marketing email.
- Makes it easier to monitor and optimize email deliverability.
- Allows you to apply dedicated email authentication settings.
- Reduces the risk of marketing email issues affecting regular business email.

How Does a Subdomain Protect My Business Email?

Marketing and bulk email typically have different sending patterns than regular business email. When marketing email is sent from a dedicated subdomain, that subdomain builds its own reputation with receiving email providers such as Microsoft, Google, and Yahoo.

As a result, if the reputation of your marketing email temporarily declines, it is less likely to affect the deliverability of emails sent from your primary domain.

What Is Sender Reputation?

Sender reputation is a score or rating assigned to a sending domain by receiving email providers. This reputation is influenced by factors such as:

- Spam complaints
- Bounces
- Open and click activity
- Sending volumes
- Authentication settings

A strong sender reputation increases the likelihood that emails will be delivered successfully to recipients' inboxes.

Can I Use Different Authentication Settings for a Subdomain?

Yes. A subdomain can have its own SPF, DKIM, and DMARC settings. This allows you to configure authentication specifically for marketing email and manage it independently from the settings used for your regular business email.

Is a Subdomain Required?

No, using a subdomain is not required. You can also send email from your primary domain. However, a subdomain is strongly recommended because it provides better control over your sender reputation and helps limit the impact of marketing email on business email deliverability.

What Is an Example of a Suitable Subdomain?

Common examples include:

- [‘e.companyname.com’](#)
- [‘email.companyname.com’](#)

The specific subdomain you choose is less important than using it consistently for marketing and bulk email communications.