



Ethnio™

Domain Verification Instructions

Authorizing Ethnio via DKIM/SPF for Emails

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1.0 Pick a **unique subdomain**

Your developers will most likely want to route email that's part of the Ethnio domain verification through a subdomain like

research.yourdomain.com

Please read the full DKIM documentation here:

help.ethn.io/hc/en-us/articles/360030562372

2.0 Choose a Sender Email

The most important thing to note about this email is your recipients will almost never see it, and you'll always be able to specify the **from and reply-to inside Ethnio for different purposes** (a study might need one type of from and reply-to, or even a team). This email is usually something like:

studies@research.yourdomain.com

Important: nobody sees the sender email

You do not need to receive email at this sender email address. You will still be able to specify the reply-to email and from name inside Ethnio for different studies.



3.0 Add DNS records for **sending**

Ethnio uses Amazon SES and Mailgun to distribute Pool, Scheduling, and Incentive emails. **Customer** (*hereby referred to as `yourdomain.com` as the domain*) can grant domain verification to Ethnio by setting up keys authorizing both services. Go to the DNS provider that you use to manage your domain and add the following DNS records.

Type	Hostname	Enter Value from CSV
TXT	research.yourdomain.com	Sent via CSV
TXT	k1._domainkey.research.yourdomain.com	Sent via CSV
TXT	_amazonses.research.yourdomain.com	Sent via CSV

Use the CSV Ethnio emails to you for copying & pasting these values

This document does not contain any actual records. The Hostname and Value should be copied from a CSV sent to you via email into your DNS records.



4.0 Add DNS records for **receiving**

Even if you don't receive emails at the sender email address, it's important to add these MX records as they drastically improve deliverability. In fact many email providers will bounce emails without MX records being present.

Type	Hostname	Enter Value from CSV
MX	research.yourdomain.com	Sent via CSV
MX	research.yourdomain.com	Sent via CSV
MX	research.yourdomain.com.	Sent via CSV



5.0 Add DNS records for tracking

The CNAME record is necessary for tracking opens and clicks, but also required to show that Ethnio is authorized to properly send emails by your DNS records, in addition to the other types.

Type	Hostname	Enter Value from CSV
CNAME	email .research.yourdomain.com	Sent via CSV
CNAME	domainkey.research.yourdomain.com	Sent via CSV
CNAME	domainkey.research.yourdomain.com	Sent via CSV
CNAME	domainkey.research,yourdomain.com	Sent via CSV