



ADOBE CAMPAIGN CLOUD MARKETING

Domain name delegation

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1.1 Introduction

Within the framework of its Adobe Campaign Cloud Marketing offer, Adobe takes account of the Domain Name System (DNS) for email delivery, which allows:

- The client to keep their brand image by using a DNS alias with its domain names,
- Adobe to autonomously implement all the technical best practices that allow it to optimize deliverability during emailing.

1.2 Billing and implementation conditions

All Adobe Campaign Cloud offers include domain name delegation as standard.

- according to the initial contract and the type of package selected, other delegations in addition to those included as standard beyond this initial delegation may be included,
- beyond these included delegations, additional delegations will be billed,
- the billing method for these additional delegations comes at an extra monthly cost, as specified in the initial contract.

These delegations will be accepted provided that the CLIENT chooses the associated domain names that are dedicated to deliveries via the Adobe Campaign tool and that the delegation pre-requisites detailed in the relevant document are correctly implemented.

From a technical point of view, this requires adding the client's primary DNS zone of the NS record showing the server names provided by Adobe (Ok)

For example, a client whose main domain name is "example.com" and who wants to delegate the management of "marketing.example.com" to Adobe for its email deliveries will have to materialize this delegation to add the following type records to its DNS:

marketing.example.com. NS a.ns.campaign.adobe.com.
marketing.example.com. NS b.ns.campaign.adobe.com.
marketing.example.com. NS c.ns.campaign.adobe.com.
marketing.example.com. NS d.ns.campaign.adobe.com.

- if the CLIENT is in hosted deployment mode, then the externally-facing web components are also configured and hosted by Adobe in the Cloud. If the customer wants to delegate an additional subdomain (and the contract allows it), then an alternate subdomain could be used for web components. For example, emails.customer.com for sending emails and web.customer.com for hosting web pages.
- if the CLIENT is in midsourc deployment mode, then the externally-facing web components must be hosted by the customer themselves and have direct connections to the On-Premise/Marketing instance database.

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Delegation of a domain name implies that this domain will be dedicated to delivering via the Adobe Campaign platform, and it therefore cannot be used for other means.

1.3 Services rendered

Following these delegations, the infrastructure put in place by Adobe ensures the following services are carried out for each delegated domain:

- The domain is attached to the Adobe incoming mail infrastructure in order to manage the rebound emails sent to these domains (MX type DNS record configuration on these domains)(Ok)
- Creation of necessary email addresses for sending emails,
- Creation of postmaster@ and abuse@ addresses,
- Implementation of an SPF record (Soft fail) allowing email signatures,
- Implementation of a DKIM record (Key in 1024b) allowing email signatures,
- Implementation of a DMARC record allowing email signatures,
- DMARC Report: option available on request, CLIENT responsibility,
- Creation of a reverse DNS using the name delegated in the rendered response (only valid for dedicated IPs),
- Creation of the Feedback loop in the name of the delegated domain (valid for Yahoo!),
- Availability of a record that facilitates a tracking link using the delegated domain name (t.example.com type),
- Availability of a record that facilitates a link to a mirror page using the delegated domain name (m.example.com type).

All in a redundant and high availability environment.

Parameters established by Adobe are only valid from the time that the delegation is correct, validated by Adobe, and remains functional.

1.3.1 Created mailboxes

Adobe will not keep emails sent to mailboxes created and attached to the domains and will not proceed to redirections. Only bounce type emails (hard and soft) and the Feedback Loop complaints will be automatically processed by the Adobe Campaign rebound management process (inMail process).

1.3.2 SSL certification

Adobe agrees to install one SSL certificate per delegation. The aim of this is the ability to securely manage tracking of emails sent by these domains (HTTPS).

It should be noted that the certificate must be provided and paid for by the CLIENT separately. Adobe may advise the CLIENT on the configuration best adapted to Adobe Campaign (provision of a CSR).

1.3.3 Bounce mailbox server branding

As standard, the Adobe Campaign mail servers of the delegated domain name themselves use IP addresses that are not in the delegated domain.

We can implement a branding service including these DNS aliases as an option.

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1.3.4 Note on SPF

Sender Policy Framework (SPF) is a verification standard of the domain name of the sender of an email. Introducing this standard is in the interest of reducing spam.

Adobe implements this standard to protect your delegated domain name, and optimize your deliverability on this domain.

You have two available options:

- *Soft fail* (standard): the soft fail is a standard configuration at Adobe. It occurs when the sending IP is not part of the DNS records for the delegated domain. In this case, the server receiving the message has freedom regarding the delivery of the message and this error is not categorical for email rejection.
- *Hard fail*: the hard fail is an on-demand configuration at Adobe. It occurs when the sending IP is not part of the DNS records for the delegated domain. In this case the server receiving the message is obligated, according to the RFC standards, to reject the email. It is therefore important to note that a domain delegated to Adobe that has a hard fail SPF configuration shall only be used exclusively for shipments via the Adobe Campaign platform, and nothing else under the penalty of rejection of all emails sent.

1.4 Discontinuation of delegation services

At any moment, the CLIENT will be able to make a written demand to no longer benefit from the delegation services and to take on the necessary emailing configurations themselves.

If this should happen, Adobe will provide the CLIENT with an estimate detailing the number of service days necessary to return back to non-domain delegation mode.

Adobe will be relieved of any liability for the engagement of the aforementioned Deliverability Rate if the Customer fails to comply with the commitments set out above.

Termination of the Marketing Cloud Service will automatically lead to the end of delegations.