market

Sugar Market Technical Setup Instructions

Welcome to the Sugar Market family! Below you will find the step-by-step instructions for your Technical Setup. Please keep in touch with your Marketing Automation Consultant as you complete the below action items.

- **NOTE:** If you need any assistance with the DNS setup, please contact your DNS Administrator or Domain Provider for more information.

#1. Setting Up SPF CNAME Record: Sender Policy Framework (SPF) is an email authentication system designed to prevent email address spoofing by allowing domain owners to specify which internet hosts are allowed to send emails on their behalf.

Sugar Market supports "From: header" SPF domain alignment in accordance with bulk sender requirements stipulated by Gmail and Yahoo.

To achieve the correct SPF alignment, you will need to update your DNS configuration via your DNS provider. Specifically, you must create a new CNAME record for your Sugar Market email-sending domain.

For example, if your email-sending domain is mycompany.com, and you are in the US, you will need to create a CNAME record for market.us-bounce.mycompany.com with the value ussender.msgapp.com.

To set this up, you will need to have your DNS Administrator add the following as an SPF CNAME record:

> **Name/Host:** market.us-bounce
>
> **Record Type: CNAME**
>
> **Record Content:** ussender.msgapp.com

You will need to setup SPF and DKIM records for each domain and/or sub-domain you will be sending from.

#2. Setting Up Your DKIM Record: The DomainKeys Identified Mail (DKIM) is an additional email authentication system required by Sugar Market which helps email from being sent to the spam folder. When your message is sent, DKIM creates a digital signature of your email with a private encryption key. Upon arrival at the recipient's mail server, the server will look for your server's public encryption key. If the public key is present, then the recipient's server will be able to authenticate the message sender.

Public Key:

Name/Host: msgapp._domainkey

Record Type: TXT

Record Content:

k=rsa;p=MIGfMA0GCSqGSIb3DQEBAQUAA4GNADCBiQKBgQDasswtodxAxfHPmN5hipc7y77k5sGjdO5Pf/4kUZ2wuBd9gxCIpns TjKS88eXkCf0LHaRvmYwNgECQslOAqdirJIqtM08Hym609p1IbV1+eEHXWU1VTLmDDBmEKrG9nl1nrchZUGaIXzDzlq8kZL+pkvQ oIid/DoFHW3GbpN2XvwIDAQAB;

#3. Setting Up Your DMARC Record:
The Domain-Based Message Authentication, Reporting, and Conformance (DMARC) is an additional email authentication protocol required by Sugar Market, which protects users against cyberattacks and prevents cases of email "spoofing." This will allow you to review any emails sent from your domain, and determine whether or not they are a threat to your organization.

To set this up, you will need to have your DNS Administrator add the following as a TXT record:

Name/Host: _dmarc.yourdomain.com

- Replace "yourdomain.com" with your actual domain

Record Type: TXT

Record Content: v=DMARC1; p=none; rua=mailto:your@email.com

- Replace "**your@email.com**" with the email address in which you wish to receive DMARC reports

#4. Allowlisting Sending IP Addresses:
To ensure any internal notifications to your team get to your email inbox with no issues, you will need to allowlist the following Sugar Market IP address ranges on your mail server:

Please Add the Following IP Ranges for emails:

3.26.128.192 – 3.26.128.255		
52.73.255.192 - 52.73.255.255	OR	(CIDR: 52.73.255.192/26)
52.200.60.192 - 52.200.60.255	OR	(CIDR: 52.200.60.192/26)
18.232.1.16 - 18.232.1.31	OR	(CIDR: 18.232.1.16/28)

In addition to the IPs above, please allowlist all sending domains you will be using. This step is preferable— but optional - as not all clients will be able to allowlist the domain name. However, allowlisting the above IP addresses is much more important.

#5. CNAMEs: CNAMEs allow you to customize URLs to camouflage Sugar Market servers to align more closely with your branding.

*NOTE: We do not support proxied CNAMEs (also known as "orange-clouded"), as DNS queries for proxied CNAMEs will resolve with Cloudflare and not the DNS host.

- **Start by picking your hostnames.** A hostname is the prefix to the domain name. Please have this in mind before talking to your DNS Administrator.
- Tell your DNS Administrator to create a CNAME designation and assign it to a forwarding hostname at Sugar Market.
- Please ensure that these CNAMEs are added both your *external AND internal DNS*.
- Once the CNAMEs are set, email the ones you chose to your Marketing Automation Consultant.

Sugar Market Module	Examples of Possible CNAMEs	Sugar Market Hostname	What You Will See in the Browser
* Forms	forms or www2	hostssl.msgapp.com	forms.domain.com
Landing Pages	pages or info	pages.salesfusion.com	pages.domain.com
* eMarketing	marketing or emails	hostssl.msgapp.com	emails.domain.com

*NOTE: Sugar Market requires you to provide an SSL Certificate that we can install on our servers to secure your "Forms" and "eMarketing" CNAMEs.

#6. SSL Setup for Your CNAMEs: Once you have successfully set up your CNAMEs and informed your Marketing Automation Consultant, **they will introduce you to a Technical Marketing Consultant who will assist you in securing those CNAMEs by installing an SSL certificate.**

#7. Load the Web Tracking Code to the Common Header or Footer of Your Website:

*NOTE: Your Web Tracking Code should not be loaded until you have submitted your CNAMEs to your Marketing Automation Consultant.

After your Marketing Automation Consultant has verified and added your CNAMEs, they will send you a plain text document containing your web tracking code. You will need to add this code to the common footer or header of your website in order to track your customer's journey across your site.

If you would like to access the web tracking code on your own, follow the instructions below:

- Login to Sugar Market
- Go to the "User Menu" in the top-right corner, then click "Admin"
- On the top section labeled "Administrator," select the "General" tab
- Click "Web Analytics Category," and click "Create" to create a new tracking code
  - This long code is what you will add to the common footer of your main website. If you are tracking more than one site, for example an additional blog site, you will click on "New," and will be able to create additional categories for the sites or subsites you want to track separately.

#8. abuse@ and postmaster@ Email Addresses: In order to receive deliverability complaints, you will need to create **abuse@ and postmaster@ email addresses for each domain/subdomain you will be sending from**. Please let your Marketing Automation Consultant when you have set these up, and they will assist in verifying them.

#9. Yahoo! Feedback Loop: Once you have created your postmaster@ address, your Marketing Automation Consultant will assist you in completing the Yahoo! Feedback Loop. The purpose of the Feedback Loop is to understand what Yahoo! Mail users think of your messages, take corrective action to minimize the complaints generated by your mailings, and improve your sending reputation.

To complete the Loop, your Marketing Automation Consultant **will generate an email that contains a time-sensitive confirmation code through Yahoo!,** which will be **sent to your postmaster@ email address**. Someone at your organization will need to monitor the inbox and forward the confirmation code back to your consultant, who will enter it into a Yahoo! Form and complete the Loop.

#10. Provide Unsubscribe and Hard Bounce lists from your previous mailing system to your Marketing Automation Consultant.

Additional Information:

CRM Connection: For additional documentation on your integration and to download the Sugar Market bundle for your CRM, visit the Sugar Market Knowledge Base by:

1. Log into Sugar Market
2. Click the "Help" icon at the bottom of the navigation sidebar
3. Click the "Documentation & Support" link
4. Choose the "Product Guides" section and set the "Product" to Market
5. Select "Sugar Market Integration Guides" from the menu

For non-Sugar cloud customers, additional IPs need to be added to your firewall configuration to allow the pushing and pulling of data from CRM to Sugar Market. The IPs can be found here.

NOTE: Technical Setup and CRM Integration should be completed simultaneously.