Change From Email Address in Email Campaigns and Send Email Actions

Wondering what respondents see when they receive an email from your SurveyGizmo account?

In Email Campaign messages, the from address will look like so:

> [From Name]*

*This pulls from the **From Address** field in the email campaign.

In Send Email Action messages, the from address will look like so:

> [From Name]**

This pulls from the **From Address field in send email actions.

To ensure both a good email open rate and survey response rate you may want to change the from address for your email campaign invitations to something that your recipients recognize.

Change the From Email Address in Email Campaigns

> *As of July 6th, 2017, SurveyGizmo has retired the below process for customizing your Email Campaign From Address. This process will continue to be in place for any existing campaigns. Any new campaigns (including copies of previous campaigns) will be subject to the new process outlined below.* Why was this option retired?
>
> For longtime SurveyGizmo customers, changing the From Email Address previously required Account Administrators to go to **Account > Account Settings** and check the option to **Use the Reply To email address specified in each email invite** as the **Email Invite "From" Address**.
>
> | Email Invite "From" Address | ☑ Use the Reply To email address specified in each email invite |
> | --- | --- |

Two new options have been introduced for customizing the **From Address** (these options apply to both Email Campaigns and Send Email Actions):

To enable using a custom **From Email** address in Email Actions and Email Campaigns (other than the above SurveyGizmo default), you must either send from your own (or third party) SMTP server or

configure your domain with SPF and DKIM records.

1. If you have your own mail server (or a third party such as SendGrid) and wish to send your SurveyGizmo emails via your server, you can setup an **SMTP** integration. This will allow you to provide a custom **From Email** address to use with Email Campaigns and Send Email Actions.

2. If you need to continue sending emails using SurveyGizmo's email server, you will need to setup **SPF** and **DKIM** records on your domain in order to specify a custom **From Email** address.
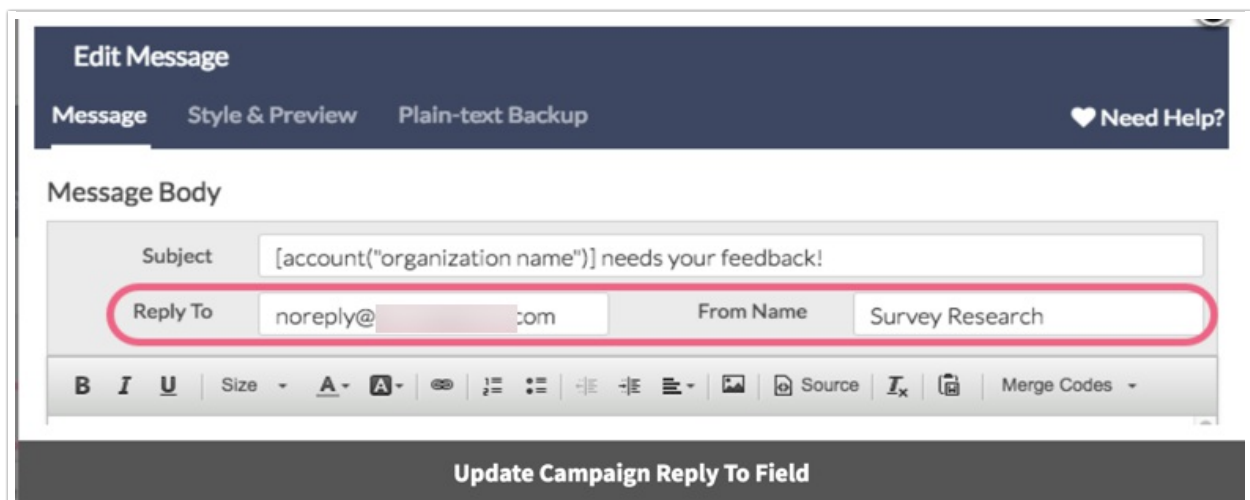
Both of these options provide greater security and help mitigate against email spoofing and spam complaints.

> Please visit our Custom Email Settings tutorial to learn how to take advantage of these features! Configuring these Custom Email Settings requires SurveyGizmo Account Administrator access.

Alternative Option: Change the Reply To Email Address in Email Campaigns

If you are not able to utilize either the SMTP or DKIM & SPF options, consider customizing the campaign's **Reply To** email address.

After creating your email campaign go to the **Campaign Designer** section and edit your initial **Message**. On the **Message** tab customize the **Reply To** field and **From Name** field. For Reminder and Thank You messages the process is exactly the same.

This will change the "Reply To" Email Address ONLY. So, if recipients choose to reply to your message you will receive their email response! You should be fine putting any valid email address here, including *@Yahoo.com*/etc addresses. The "From" Address that displays in the email will still display as noreply@surveygizmo.com.
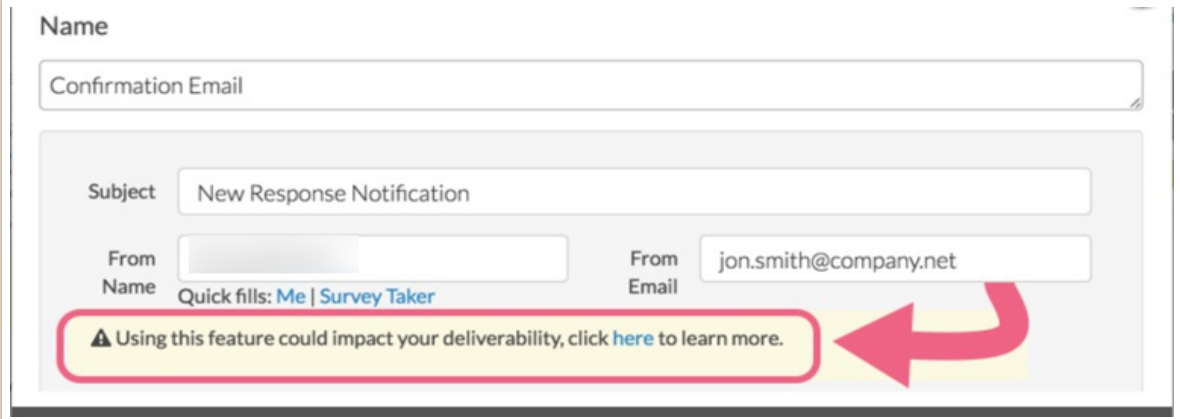
> 🎓 Special Considerations
>
> If you are sending an email campaign to employees within your own or a client's organization, be sure to test deliverability with a "seed list" of email addresses to check for any potential problems before rolling out your full campaign. The bottom line is that email rules will vary from organization

Change From Address in Send Email Actions

As of July 6th, 2017, SurveyGizmo has retired the above process for customizing your Send Email Action From Address. Any existing Email Actions will continue using the previous process, though any newly created (including copied) actions will be subject to the new process outlined below. Why was this option retired?

For longtime SurveyGizmo customers, changing the From Email Address within Send Email Actions was previously done via the **From Email** field located on the **Primary Setup** tab of the action. This process could often result in degraded email deliverability due to some receiving servers perceiving the incoming emails as 'spoofed'.

Two new options have been introduced for updating your **From Address** (these options apply to both Send Email Actions and Email Campaigns):

To enable using a custom **From Email** address in Email Actions and Email Campaigns (other than the above SurveyGizmo default), you must either send from your own (or third party) SMTP server or configure your domain with SPF and DKIM records.

1. If you have your own mail server (or use a third party provider such as SendGrid) and wish to send your SurveyGizmo emails via your server, you can setup an **SMTP** integration. This will allow you to provide a custom **From Email** address to use with Email Campaigns and Send Email Actions.

2. If you need to continue sending emails using SurveyGizmo's email server, you will need to setup **SPF** and **DKIM** records on your domain in order to specify a custom **From Email** address.

Both of these options provide greater security and help mitigate against spoofed emails and spam complaints.

Alternative Option: Change the Reply To Email Address in Send Email Actions

If you are not able to utilize either SMTP or DKIM & SPF to customize your **From Address**, consider updating the **Reply To** Email Address on the **Primary Setup** tab.

Why did my options for changing the from email change?

First and foremost, the previous option forged your specified sender address. This practice is commonly referred to as spoofing which leads to degraded deliverabilty and increased spam reports (which damages the reputation of our servers and further degrades deliverability from our system).

We implemented SMTP and DKIM as, among email providers, these are the standard approaches for allowing someone else to send email on your behalf.

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