

# Change From Email Address in Email Campaigns and Send Email Actions

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

In [Email Campaign](#) messages, the from address will look like so:

```
[From Name]* <noreply@alchemer.com>
```

\*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]** <noreply@alchemer.com>
```

\*\*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

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 Alchemer 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 Alchemer 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 Alchemer'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 Alchemer [Account Administrator](#)

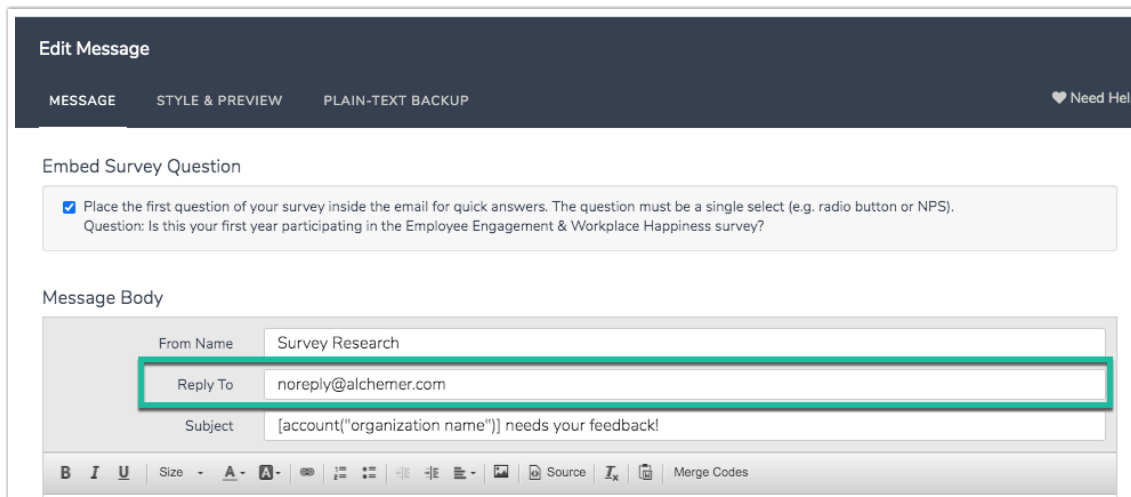
access.

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

To ensure your email is delivered appropriately, it is recommended to have the **From** and **Reply To Address** match. Different **From** and **Reply To** addresses may cause emails to be marked as spam and to fail to make it to the recipient. This is a known issue when sending to Google accounts.

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.



The screenshot shows the 'Edit Message' interface. At the top, there are tabs for 'MESSAGE', 'STYLE & PREVIEW', and 'PLAIN-TEXT BACKUP'. Below the tabs, there is a section for 'Embed Survey Question' with a checkbox and a question. The 'Message Body' section contains three fields: 'From Name' (Survey Research), 'Reply To' (noreply@alchemer.com), and 'Subject' ([account("organization name")] needs your feedback!). The 'Reply To' field is highlighted with a red box. At the bottom, there is a rich text editor toolbar with various icons and a 'Merge Codes' button.

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@alchemer.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 to organization, sometimes quite drastically!

## Change From Address in Send Email Actions

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 Alchemer 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 Alchemer 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 Alchemer'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.

Please visit our [Custom Email Settings](#) tutorial to learn how to take advantage of these features! Configuring these Custom Email Settings requires Alchemer [Account Administrator](#) access.

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

To ensure your email is delivered appropriately, it is recommended to have the **From** and **Reply To Address** match. Different **From** and **Reply To** addresses may cause emails to be marked as spam and to fail to make it to the recipient. This is a known issue when sending to Google accounts.

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.

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Name

New Survey Response

Subject New Response Notification

From Name Quick fills: Me | Survey Taker

From Address noreply @ .com (default) ▼

Reply To Jon Smith <jon.smith@company.net>

To tom.jones@company.net Quick fills: Me | Survey Taker Add BCC

**Update Email Action Reply To Field**

## 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 deliverability 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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