BI Helper Emails

Set up a branded sending domain

Updated: April 2, 2024

AWS SES and Email Structure

BI Helper uses [AWS SES](#) to send emails.

Emails delivered via BI Helper (AWS SES) have two components:

1. FROM ADDRESS (the address you specify in the BI Helper Email Setup screen)

2. MAIL FROM DOMAIN (the domain via which the emails are delivered - default is [amazonses.com](#))

BI Helper email setup screen

Send emails ⓘ

`ON` ⬤

From email ⓘ

| BI Helper Demo <demo@bihelper.tech> | | Verify this email |

Email subject

| Test PDF | : ${File Name }

Eg: Test PDF: 2019-04, Allan Guinot

Recipient Inbox

This is how the email looks in the recipient's inbox.

Please note the email says that it was delivered via amazonses.com. amazonses.com is the MAIL FROM domain.

BI Helper Demo demo@bihelper.tech <u>via</u> amazonses.com

to g.dicrisci, me, kiran ▾

Hi,

Thank you for signing up to BI Helper. The 'Retail Sales Report' demo report is filtered by District Manager and Report Period.

The attached PDF and Excel files show how BI Helper **automates the report bursting and distribution process from Power BI**.

To test further, please go ahead and set up one of your Power BI reports as a BI Helper job. We offer a **14 day free trial**.

To learn more about how BI Helper can meet your report bursting requirements, please schedule a meeting at https://calendly.com/bih

Thank you,

BI HELPER

PDF **2021-12, Andrew ...**

Set up a branded sending domain

Branded sending domains (also known as dedicated sending domains or MAIL FROM domains):

- Give you better deliverability. Email servers can flag the emails coming from BI Helper since there is a domain mismatch between the FROM ADDRESS and the MAIL FROM DOMAIN (default is amazonses.com).

- They also improve your branding in the "from" address in the inbox by removing the sent "via amazonses.com" disclaimer.

- Make your emails DMARC compliant.

DMARC compliance

By using a branded sending domain, you have the flexibility to use SPF, DKIM, or both to achieve Domain-based Message Authentication, Reporting, and Conformance (DMARC) validation. DMARC enables a sender's domain to indicate that emails sent from the domain are protected by one or more authentication systems.

Set up steps

To set up a branding/MAIL FROM domain, the following steps need to be followed:

1. Users are to share their "MAIL FROM" subdomain with support@bihelper.tech. The requirements for the "MAIL FROM" domain are [listed below](#).

2. BI Helper team to share the TXT, MX, and CNAME records for SPF and DKIM. Users need to publish the above records to their DNS providers.

3. Detection of these records can take up to 72 hours. Users will be notified once their domain has been verified.

4. Align your "From" address with your "MAIL FROM" domain. Details [here](#).

Choosing "Mail From" Domain

The subdomain you use for your MAIL FROM domain has to meet the following requirements:

1. The MAIL FROM domain has to be a subdomain of the primary domain that you send email from. For example, "reports.example.com" is a valid MAIL FROM domain for the domain "example.com".

2. The MAIL FROM domain shouldn't be a domain that you send email from.

3. The MAIL FROM domain shouldn't be a domain that you use to receive email.

Align your "From" address with your "MAIL FROM" domain

To be DMARC compliant, the domain in your "FROM ADDRESS" must align with the root domain in your MAIL FROM sending domain.

So, if your MAIL FROM domain is called reports.example.com, the root domain would be example.com. Therefore, using hello@example.com as your "FROM ADDRESS" would be in alignment with the root domain.

Additional Resources

More details about the MAIL FROM domain, DMARC compliance, and AWS SES can be read at -

https://docs.aws.amazon.com/ses/latest/dg/mail-from.html