How to add Custom MX Records

In this guide, you will learn how to add Custom MX records to the sending domains of your Mailvio account.

Why adding Custom MX records is important for your sending domains?

Custom MX records play a crucial role in email marketing by optimizing email deliverability and enhancing the effectiveness of marketing campaigns. With custom MX records, email marketers can establish a dedicated and reliable email delivery infrastructure. This allows them to route their marketing emails through specialized email service providers or dedicated platforms, improving the chances of emails reaching recipients' inboxes instead of being flagged as spam.

By using custom MX records, marketers can benefit from improved sender reputation management, ensuring that their emails are trusted and recognized by ISPs and email providers. This increases the likelihood of higher email deliverability rates, reaching the intended audience effectively. Custom MX records also provide scalability and reliability, enabling marketers to handle large email volumes without compromising performance or deliverability. Additionally, these records offer access to advanced analytics and tracking features, allowing marketers to measure the success of their campaigns, optimize future efforts, and comply with regulatory requirements. Overall, custom MX records serve as a professional solution to maximize the impact of email marketing campaigns.

Steps on how to add Custom MX records to your sending domains

Step 1: Verify SPF and DKIM: Before adding the custom MX records, ensure that you have already verified your SPF and DKIM records for your sending domain. This step is important and should be completed first, you may proceed by following our separate guide here: How to Add SPF and DKIM Records.

NOTE: Do not remove or modify the SPF and DKIM that you've previously added to your sending domain and instead create new records for the Custom MX.

- On your Dashboard, go to your Company Profile > My Domains.
- Select the domain you wish to add to Custom MX records then look for the Setup MX Records option and click on it.

- On the new window, add the needed records listed there. After they've resolved, you may click on Check Records to see if you're successful. Once all the records are added and resolved by your hosting provider then the cogwheel will turn green indicating that the process is successful.

Step 2: Access MX Records Setup: Once you have verified SPF and DKIM, log in to your domain hosting provider account. In this example, the domain hosting provider is Namecheap.

Step 3: Locate Custom MX Records: On the MX Records setup page, you will see options to add specific records to your sending domain. Take note that Namecheap organizes these records under □Custom MX□ instead of the typical section for adding records.

Step 4:

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Add MX Records: The first record you need to add is the MX record. If you have already added it, you can choose to edit it. Under the "Custom MX" section, click on "Yes" to proceed.

Step 5: Add MX Record Details: In Namecheap, you don't need to add the top-level domain. Simply enter the subdomain name. For example, if the record asks for "mpmail.mailvioprospect.com", only add "mpmail" under the "Host" field. The value should be provided, and set the priority to 10. Choose "Automatic" or the lowest value available. Click on "Save" to add the record.

Step 6: Add CNAME Record: The next record to add is the CNAME record. Click on "Add New Record" and select the "CNAME" option.

Step 7: Add CNAME Record Details: Similar to the MX record, exclude the top-level domain and enter the subdomain name in the "Host" field. Paste the provided target value and click on "Save" to add the record.

Step 8: Add TXT Record: The last record to add is the TXT record. If you already have an SPF record, ensure that you add another TXT record instead of modifying the existing one. Click on "Add New Record" and select the "TXT Record" option.

Step 9: Add TXT Record Details: Add the subdomain name under "Host". If it's the top-level domain, only enter "mpmail". Paste the provided value for the SPF record. Set the lowest priority value available. Click on "Save" to add the TXT record.

Step 10: Wait for Record Resolution: It may take approximately 2 to 4 hours for the records to fully resolve. Check back after this timeframe to see if the records have been successfully resolved. If not, the system will indicate which records are still pending.

Once all three records have been successfully propagated, you can start sending emails. But to kickstart effectively, you need to conduct an 'account warm-up' process.

That's it! You have now successfully added custom MX records to your sending domain. If you have further questions, please reach out to us here.

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