

Configure Protocols for Marketo

Your marketing group is using Marketo to create branded campaign landing pages and emails. To ensure that those landing pages and emails work, they need a little help from IT.

Please set up the following protocols, with the information that your marketing group should have sent you in email:

- 1 [Create DNS Records for Landing Page and Email CNAMEs](#)
- 2 [Whitelist Marketo IPs](#)
- 3 [Set Up SPF and DKIM](#)

Step 1: Create DNS Records for Landing Page and Email CNAMEs

Your marketing team should have sent you two requests for new CNAME records. The first is for landing page URLs, so that the landing pages appear in URLs that reflect your domain and not Marketo (the actual host). The second is for the tracking links that are included in the emails they send from Marketo.

1.1 Add CNAME for Landing Pages

Add the landing page CNAME they sent you to your DNS record, so that **[YourLandingPageCNAME]** points to the unique Account String that is assigned to your Marketo landing pages.

Log in to your domain registrar's site and enter the landing page CNAME and Account String. Typically, this involves three fields:

- **Alias:** Enter **[YourLandingPageCNAME]** (provided by marketing)
- **Type:** CNAME
- **Point to:** Enter **[MarketoAccountString].mktoweb.com** (provided by marketing)

1.2 Add CNAME for Email Tracking Links

Add the email CNAME marketing sent you, so that **[YourEmailCNAME]** points to **[MktoTrackingLink]**, the default tracking link that Marketo assigned, in the format:

[YourEmailCNAME].[YourDomain].com IN CNAME **[MktoTrackingLink]**

For example:

pages.abc.com IN CNAME mkto-a0244.com

1.3 Notify your marketing team, so that they can open a ticket with Marketo to complete the process.

Step 2: Whitelist Marketo IPs

When your Marketing group uses Marketo to send test emails (a best practice before sending out email blasts), the test emails are sometimes blocked by anti-spam systems that rely on sender IP addresses to verify that the email is valid. To ensure that those test emails arrive, add Marketo to your whitelist.

Add these IP addresses to your corporate whitelist:

199.15.212.0/22
94.236.119.0/26
37.188.97.188/32
185.28.196.0/22

Some anti-spam systems use the email **Return-Path** field instead of the IP address for whitelisting. In those cases, the best approach is to whitelist '***.mktomail.com**', as Marketo uses several mailbox subdomains.

Other anti-spam systems whitelist based on the **From** address. In these situations, be sure to include all the sending ('From') domains that your Marketing group uses to communicate with leads.

Note.

Postini employs a unique technology, and requires whitelisting IP ranges. See [Whitelisting with Postini](#).

Step 3: Set Up SPF and DKIM

To help prevent recipients' email systems from rejecting emails that are sent from your Marketo account (because the sender IP address is different from your corporate email server), set up a Sender Policy Framework (SPF) and Domain Keys Identified Mail (DKIM) to confirm that you have authorized the Marketo platform to send emails on your behalf.

The [two technologies are complementary](#); [SPF](#) validates the mail header (the FROM address) against its source server, while [DKIM](#) validates the mail header and body by cryptographic means.

If you already have an SPF record in your DNS entry, skip the first step below.

3.1 Set Up SPF

If you do not already have an SPF record in your DNS entry, learn how to set up SPF records at [OpenSPF.org](#).

Add the following line to your DNS entries:

```
[YourDomain] IN TXT v=spf1 mx ip4:[YourCorpEmailIP] include:mktomail.com ~all
```

3.2 Add Marketo to SPF

If you already have an SPF record in your DNS entry, add the following to it:

```
include:mktomail.com
```

3.3 Set Up DKIM

Add Marketo's public DKIM key to your DNS entry. Your DNS path indicates the location of your DNS entry:

```
M1._domainkey.[YourDomain].com
```

For example, Marketo's DNS path is M1._domainkey.marketo.com.

Paste Marketo's public DKIM key into your DNS entry *as a single line*. To retrieve it, copy it from this text file: [Marketo-DKIM-key.txt](#).

Important.

If you are using multiple From addresses from different domains, add Marketo's public DKIM key for each domain.

3.4 Activate DKIM Signing

Once you have added Marketo's DKIM key, it must be activated by Marketo. (It will **not** work if activated before you add the key.)

Let your marketing group know when you are finished so that they can contact marketo support to schedule the DKIM activation.