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Which sender addresses SMTP Relay accepts: verified domains, several domains, name and Reply-To

E-mail

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Which sender addresses SMTP Relay accepts: verified domains, several domains, name and Reply-To

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The short answer: SMTP Relay sends from **any address on a domain you have verified** in the Email Center, and you can verify **several domains**. The address does not need to be a mailbox that exists. What it cannot be is an address on a domain you have not verified, such as a free webmail address: that is **refused**.

Which address for each e-mail

E-mail	Suggested sender	Reply-To
Passwords, codes, account confirmations	`no-reply@yourcompany.com`	Not needed.
Orders and deliveries	`orders@yourcompany.com`	The mailbox of whoever handles orders.
Invoices and statements	`billing@yourcompany.com`	The accounts mailbox, because customers reply to invoices.
System alerts	`alerts@yourcompany.com`	Not needed.

For choosing company addresses in general, see **which addresses a business should create**.

The name people see

Besides the address, the program sends a **From name**. It is the first thing the customer reads in the inbox: use your company or website name, and always the same one. A name that changes from one e-mail to the next, or says nothing («Admin», «WordPress»), makes people suspicious.

Forms: the visitor address goes in Reply-To

On a contact form it is tempting to use the visitor e-mail as the sender, so you can reply in one click. Do not: their domain is not verified, and the e-mail is refused. Put **your address as the sender** and **the visitor address in Reply-To**. The Reply button still goes straight to them.

Several domains

You can send from any domain you have verified: your company domain, a second brand, a campaign website. Each one is verified separately, with its own DNS records. An address on a subdomain of a verified domain also works.

«Sender refused» almost always means this:
The sender address is on a domain you have not verified, or it has a typo. Verify the domain or use an address on it.

Do people reply to a no-reply?
Some customers do anyway. If you do not want to lose those replies, use a real address or set a Reply-To.

RECOMMENDED

Want to send from more than one domain? Tell us which ones and how many e-mails you send each month, and we will prepare the proposal.

Ask for a proposal →

SEE ALSO

- A domain that already has mailboxes: adding SMTP Relay with a single SPF record →
- Getting started with SMTP Relay: verify the domain, create a credential, connect your program →
- Which e-mail addresses a business should create: role addresses and personal ones →
- SMTP Relay not sending: connection, TLS, login, sender and recipient problems, one by one →
- Someone is sending e-mail in the name of your domain: what SPF, DKIM and DMARC do about it →

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