

# 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.



## Note

This specific article is meant to be viewed by the IT department of the company wishing to implement these protocols.

## What's in this article?

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## Step 1: Create DNS Records for Landing Pages and Email

### Tracking Link 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. 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)

#### 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
```

#### 3. Notify Your Marketing Team

Notify your marketing team when you've completed this 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:

103.237.104.0/22  
185.28.196.0/22  
192.28.144.0/20  
192.28.160.0/19  
199.15.212.0/22  
94.236.119.0/26

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 people/leads.



## Note

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

## Step 3: Set Up SPF and DKIM

Your marketing team should have also sent you DKIM information to be added to your DNS resource record (also listed below). Follow the steps to successfully configure DKIM and SPF, then notify your marketing team that this has been updated.

1. To setup SPF, add the following line to our DNS entries:

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

If we already have an existing SPF record in our DNS entry, simply add the following to it:

```
include:mktomail.com
```

[Replace CompanyDomain with the main domain of your website (ex: "company.com") and CorpIP with the IP address of your corporate email server (ex. "255.255.255.255"). If you are going to be sending email from multiple domains through Marketo, you should have your IT staff add this line for each domain (on one line).]

2. For DKIM, create DNS Resource Records for each domain we'd like to setup. Below are the Host Records and TXT Values for each domain we'll be signing for:

```
[DKIMDomain1]: Host Record is [HostRecord1] and the TXT Value is [TXTValue1].
```

```
[DKIMDomain2]: Host Record is [HostRecord2] and the TXT Value is [TXTValue2].
```

...

[Copy the HostRecord and TXTValue for each DKIMDomain you've setup after following the [instructions here](#). Don't forget to verify each domain in Admin > Email > DKIM after your IT staff has completed this step.]