

Customize Your Landing Page URLs with a CNAME

Even though Marketo hosts your landing pages, the URL can be totally customized.

What it looks like without a CNAME:

```
http://na-sj02.marketo.com/lp/mktodemoaccount126/UnsubscribePage.html
```

The way it should look:

```
http://go.YourCompany.com/UnsubscribePage.html
```

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Choose a CNAME

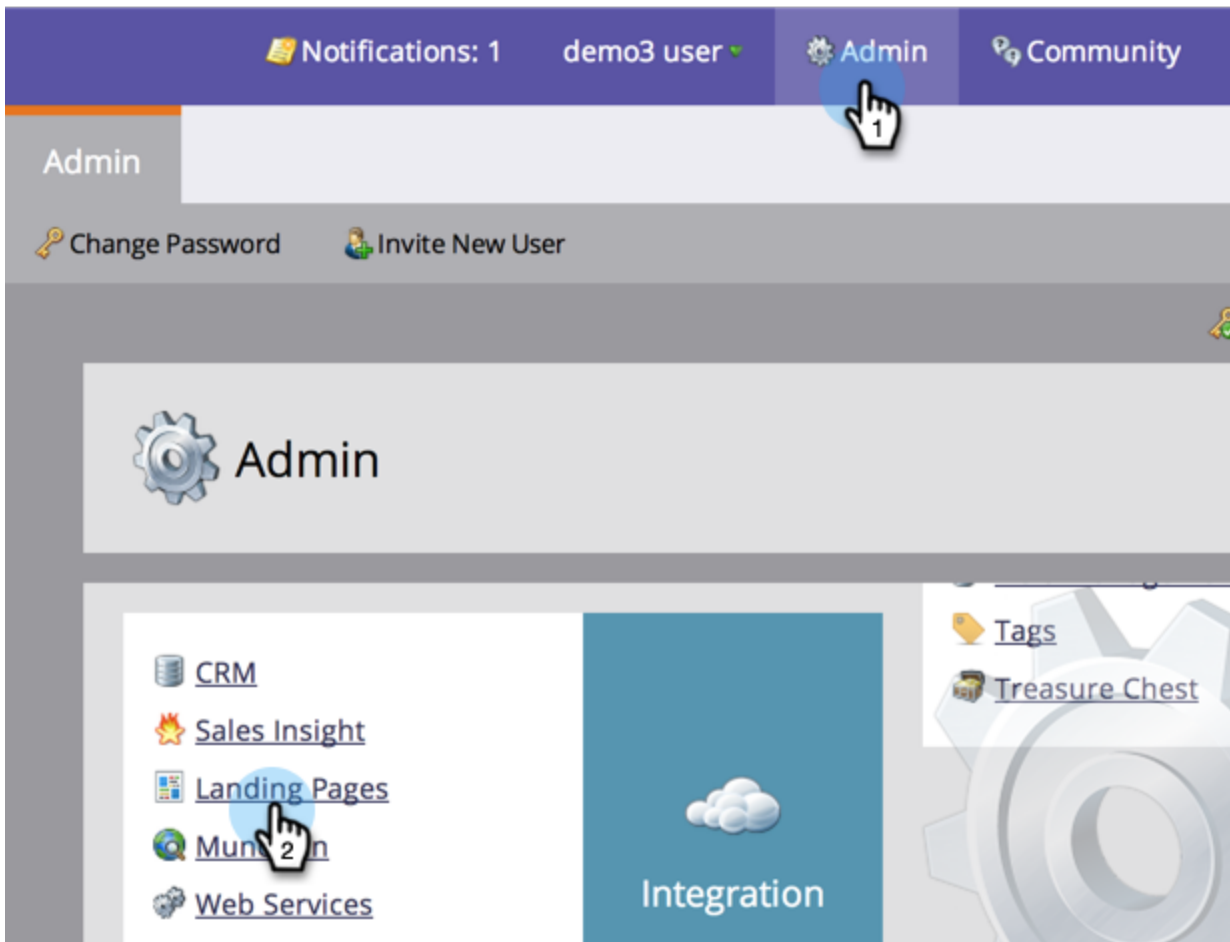
Pick a word to go at the beginning of the URL for your landing pages. It's just one word and should be relatively short. Examples:

- [go.YourCompany.com/NameOfPage.html](#)
- [info.YourCompany.com/NameOfPage.html](#)
- [pages.YourCompany.com/NameOfPage.html](#)

The one word (plus [YourCompany.com](#)) is called a CNAME. You will need this later so make a note of it.

Find your Account String

1. Go to the **Admin** area and click on **Landing Pages**.



Admin Permissions Required

2. Under the **Landing Pages** tab, copy the **Account String** from the **Settings** section.

The screenshot shows the Marketo interface for managing landing pages. At the top, there are two tabs: 'Landing Pages' (active) and 'Rules'. Below the tabs are two buttons: 'New' (with a hand cursor and the number '1') and 'Edit Settings'. The main content area is titled 'Landing Pages' with the subtitle 'Change landing page related settings'. Below this is a 'Settings' table with an 'EDIT' button on the right. The table contains the following information:

Settings	EDIT
Domain Name:	http://info.yourcompanydomain.com
<i>page example</i>	http://info.yourcompanydomain.com/pageName.html
<i>doc example</i>	http://info.yourcompanydomain.com/rs/images/carboltdemo3/doc.pdf
Fallback page:	http://www.yourcompanydomain.com/notfound.html
Homepage:	http://www.marketo.com
Account String:	carbouldemo3 (with hand cursor and '2')
Form Prefill:	Enable

3. You will need later also, so make a note of it.

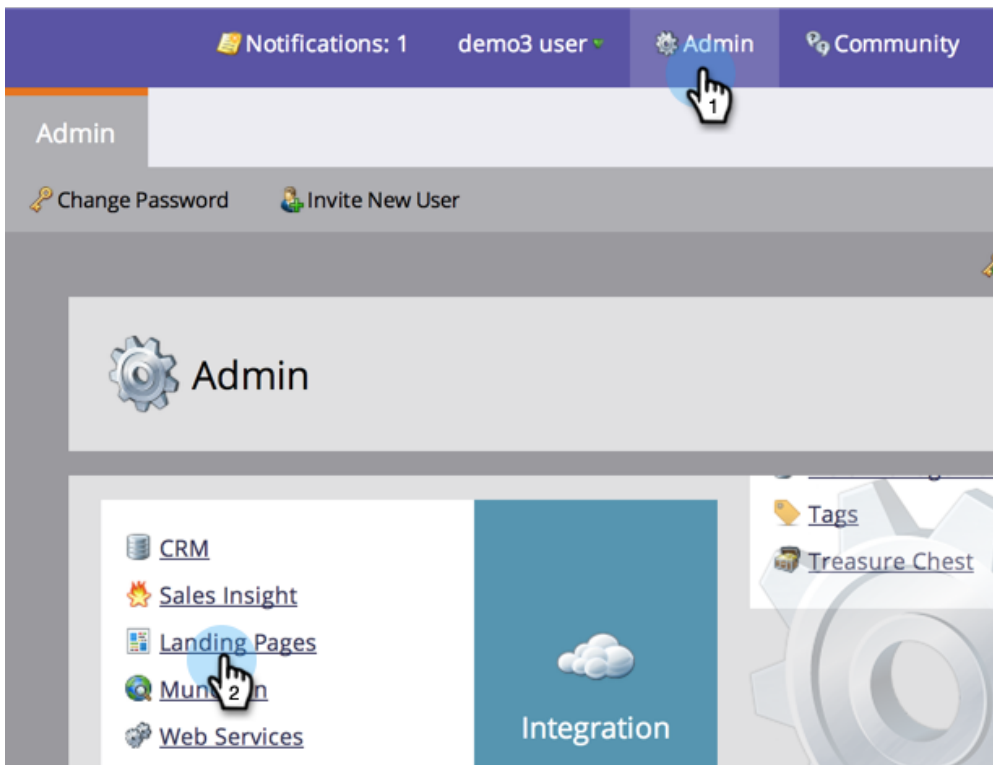
Send Request to IT

Ask your IT staff to setup the following CNAME: (Replace the word [CNAME] and [ACCOUNT STRING] with the text from the previous step.)

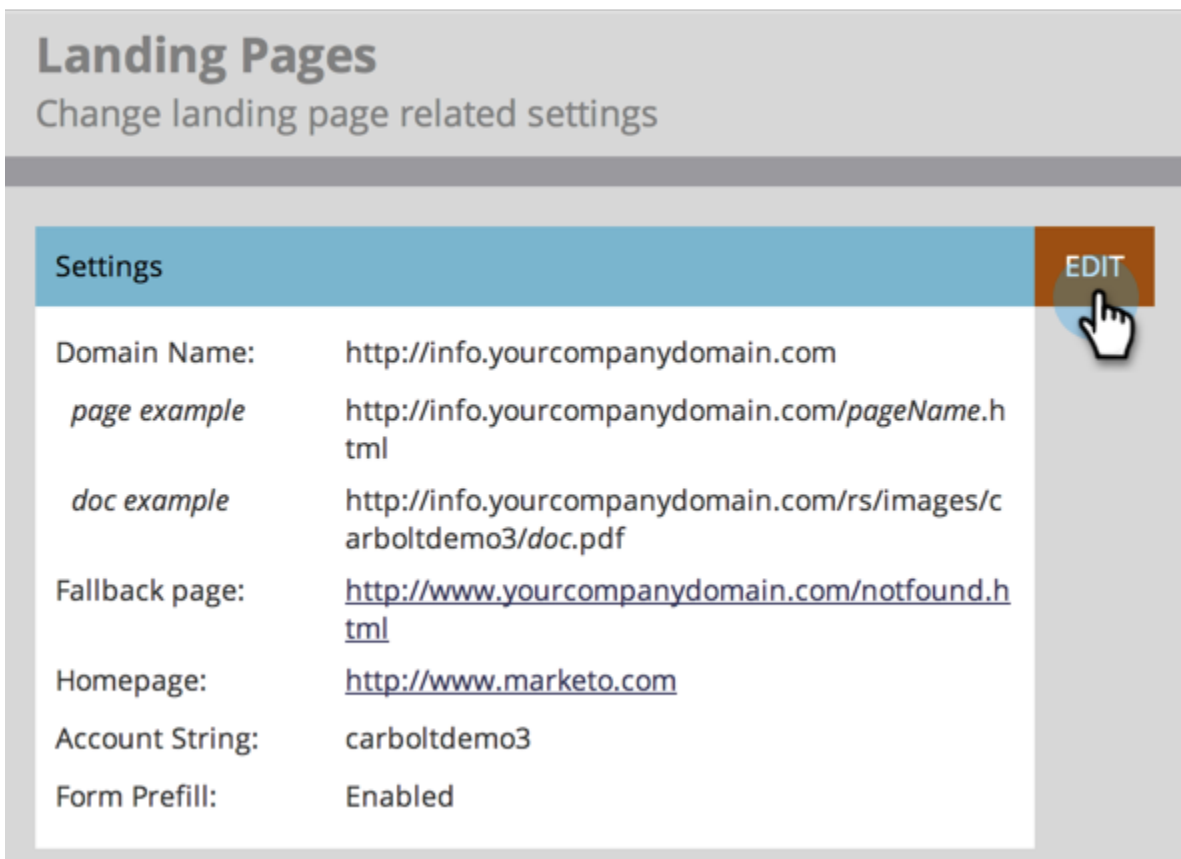
[CNAME].YourCompany.com > [ACCOUNT STRING].mktoweb.com

Complete CNAME Setup

1. Once your IT has created the CNAME, go to **Admin** and click on **Landing Pages**.



2. Under the **Settings** section, click on **Edit**.



3. Enter your CNAME in **Domain name for Landing Pages**, enter your **Fallback page**, enter your **Homepage** and click **Save**.

Edit Settings

Domain name for Landing Pages: * info.yourcompanydomain.com

Fallback page: * http://www.yourcompanydomain.com/notfound

Note: The fallback page is used for unrecognized landing pages and whenever a landing page is unavailable.

Homepage: * http://www.yourcompanydomain.com

Form Prefill:

CANCEL SAVE

Note

Your fallback page will be the page leads will get redirected to if your Marketo Landing Page is unavailable.

Nice job! Your landing pages are now branded with your company domain.