Direct Mail Service

FAQs

Product Documentation

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FAQs
Domain Name Configuration

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Domain Name Configuration

What are the limits for domain name creation?

- Each Tencent Cloud account can verify up to five sender domains. We recommend you create two different domain names for triggered emails and batch emails, respectively.

- We recommend you use a sub-domain name to avoid affecting the primary domain name by issues such as emailing reputation. You can create a sub-domain name of your organizational email domain as the sender domain.

- A domain name passing all verification items cannot be deleted.

- A primary domain name and all its sub-domain names can be used by only one Tencent Cloud account as the sender domain.

Why do I need to verify the domain name? What are the purposes of each configuration item?

Domain name verification is to verify your ownership of the domain name so as to prevent others from forging it to send spam emails. It also verifies the sender identity for the email service provider to improve the email deliverability.

SPF, DKIM, and DMARC verification methods are mainly used to guarantee the emailing security. The MX verification method is used to receive replies from recipients. Their specific features are as follows:

- SPF verification
  Sender Policy Framework (SPF) is an email verification standard designed to prevent email spoofing. The domain owner uses SPF to notify the email service provider of which servers are allowed to send emails from the domain.

- DKIM verification

  DomainKeys Identified Mail (DKIM) is a standard that allows the sender to use an encrypted key as the email signature, which can be used by the email service provider to check whether the email is tampered with by any third party during delivery.

- DMARC verification

  Domain-based Message Authentication, Reporting, and Conformance (DMARC) is an email authentication protocol that uses SPF and DKIM to detect email spoofing. To meet the DMARC standards, emails must be authenticated through SPF and/or DKIM.

- MX verification

  A mail exchanger (MX) record points to an email server and is used by the email system to locate the email server based on the recipient address suffix during emailing.

How do I configure a domain name on the DNS server?

This section describes how to bind DNS to DMS on the DNS server.

First, log in to the DMS Console, create a domain name to be verified, and click **Configure** for the domain name to view the domain name configuration information.

Then, log in at your domain name registrar's website and add the queried domain name resolution records for your domain name.

The steps to update a DNS record vary by DNS or web hosting service provider. The table below lists links to documents of some popular providers. It is not exhaustive and does not endorse or recommend any products or services of any providers.

DNS/Hosting Service Provider	Document Link
Tencent Cloud	TXT Record (only Chinese is supported)
AWS	Values for basic records (external link)
GoDaddy	Add a TXT record (external link)
DreamHost	How do I add custom DNS records? (external link)
Cloudflare	Managing DNS records in Cloudflare (external link)
HostGator	Manage DNS Records with HostGator/eNom (external link)
Namecheap	How do I add TXT/SPF/DKIM/DMARC records for my domain? (external link)

Names.co.uk	Changing your domain's DNS settings (external link)
Wix	Adding or Updating TXT Records in Your Wix Account (external link)

Can I modify a DNS record configured for the domain name?

After a sender domain is successfully verified, its DNS record cannot be modified or deleted; otherwise, some incoming mail servers may reject emails, affecting the email delivery.

Emailing

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Emailing

Which emailing methods are supported by DMS?

DMS supports two emailing methods:

- You can send regular and template emails in the DMS Console. For detailed directions, please see Emailing in Console.
- You can send emails through APIs. For detailed directions, please see the API documentation.

Can I add attachments in an email?

DMS currently does not support attachments. If you need to add attachments, please submit a ticket.

Email Template

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Email Template

How do I send highly customized template emails?

The template feature of DMS is based on the Handlebars template system. In addition to simple expressions, you can also use Handlebars to create templates containing advanced features (such as nested attributes, array iteration, basic conditional statements, and inline elements). This section provides some samples of such features.

In addition to those described below, Handlebars also provides many other features. For more information, please visit handlebarsjs.com.

1. **Nest an input object**

   An input object can contain other objects or arrays; for example:

   ```
   {
   person: {
   firstname: "Yehuda",
   lastname: "Katz",
   },
   }
   ```

   In an email template, you can import nested attributes as follows: enter the parent attribute name, add a period (.) after it, and enter the name of the attribute whose value is to be nested. For example, for the data structure in the above example, you can enter the full name of the recipient in the email template as follows:

   ```
   {{person.firstname}} {{person.lastname}}
   ```

   During emailing, the output result will be like:
   Yehuda Katz

   Handlebars can parse multi-layer nested paths, enabling you to flexibly organize the template data structures.

2. **Traverse a list**

The `each` helper function can traverse entries in an array. For example, a user has many hobbies:

```
{
interests: [
"football",
"swimming",
"reading",
],
}
```

The `each` helper code will iterate the array, so you can use Handlebars to simply access the attribute expression of each object.

```
{{#each interests}}
{{this}}
{{/each}}
```

During emailing, the output result will be like:

- football
- swimming
- reading

3. **Use a basic conditional statement**

You can use the `if` helper code to render a code block based on a condition. If the parameter returns `false`, `undefined`, `null`, `""`, `0`, or `[]`, Handlebars will not render this block.

For example, there is a parameter for determining whether the recipient is the author in the input object:

```
{
author: true,
firstName: "Yehuda",
lastName: "Katz",
}
```

It will be judged by the `if` helper code, and the recipient's full name will be displayed only if the recipient is the author.

```
{{#if author}}
{{firstName}} {{lastName}}
{{/if}}
```

During emailing, the output result will be like:

```
Yehuda Katz
```

What are the requirements for custom template variable values?

When sending a template email, you need to upload a file in JSON format to specify the values for replacing the custom variables in the template. This section describes the JSON file.

The JSON file format is as follows:

```
{
"Destinations":[
{
"Destination":{
ToAddresses":[
"address1@example.com"
]
},
"ReplacementTemplateData": "{ Handlebars input 1 }"
},
{
"Destination":{
ToAddresses":[
"address2@example.com",
"address3@example.com"
]
},
"ReplacementTemplateData": "{ Handlebars input 2 }"
}
],
"DefaultTemplateData": "{ Handlebars input 3 }"
}
```

The code contains the following attributes:

- Destinations: array containing one or multiple objects.

```
- Destination: recipient address. You can enter multiple "recipient", "CC", and "BCC" addresse
s.
- ReplacementTemplateData: JSON object containing key-value pairs. A key corresponds to a vari
able in the template (such as `{{name}}`), and a value represents the content to replace the v
ariable in the email.
```

- DefaultTemplateData: JSON object containing key-value pairs. A key corresponds to a variable in the template (such as `{{name}}`), and a value represents the content to replace the variable in the email. This object will replace the content of the email received by recipient addresses not specified in `Destinations`.

If you use the above JSON file to send an email, `address1@example.com`, `address2@example.com` and `address3@example.com`, and other recipient addresses will receive emails generated by the email template replaced with `Handlebars input 1`, `Handlebars input 2`, and `Handlebars input 3`, respectively.

For example, for the following edited email template:

```
Hi {{prefix}} {{lname}} {{fname}},

Thank you for choosing Tencent Cloud DMS.

Best regards,
Tencent Cloud Team
```

You can use the following JSON file to replace the custom template variable values:

```
{
"Destinations": [
{
"Destination": {
"ToAddresses": [
"tomlee@example.com"
]
},
"ReplacementTemplateData": "{ ¥"fname¥":¥"Tom¥", ¥"lname¥":¥"Lee¥", ¥"prefix¥":¥"Mr.¥" }"
},
{
"Destination": {
"ToAddresses": [
"micheal@example.com"
]
},
"ReplacementTemplateData": "{ ¥"fname¥":¥"Micheal¥", ¥"prefix¥":¥"Mr.¥" }"
```

```
},
{
"Destination": {
"ToAddresses": [
"tina@example.com"
]
},
"ReplacementTemplateData": "{ ¥"fname¥":¥"Tina¥", ¥"lname¥":¥"chan¥", ¥"prefix¥":¥"Ms.¥" }"
},
{
"Destination": {
"ToAddresses": [
"richard.roe@example.com",
"richard.work@example.com"
]
},
"ReplacementTemplateData": "{ ¥"fname¥":¥"Richard¥""
}
],
"DefaultTemplateData": "{ ¥"fname¥":¥"Friend¥", ¥"lname¥":¥"Sweety¥", ¥"prefix¥":¥"¥"}"
}
```

Can I restore a deleted email template?

Once deleted, an email template cannot be restored.

If an email template is deleted, you cannot use it to send template emails any more. We recommend you back up all email templates on your server.

In addition, if an email template is renamed, you may need to select the **email template** again when **resending** a template email.

Statistics

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Statistics

What does each data dimension mean?

Currently, the statistics of DMS are divided into emailing data and email tracking data. The former includes the numbers of requests, successes, and failures of emailing tasks, and the latter includes the numbers of opens, clicks, and spam reports of emails after they arrive at recipient addresses.

All data dimensions are as detailed below:

Data Dimension Name	Description
Total number	Total number of emails requested to be sent
Successful deliveries	Number of emails successfully arriving at recipient email addresses
Bounces	Number of emails bounced back by the email service provider. Possible causes include full recipient mailbox, email being marked as spam, etc.
Failed deliveries	Number of emails failed to be sent. Possible causes include non-existing recipient address, unreachable server, sender address being blocked, etc.
Success rate	Successful deliveries/(total number - failed deliveries), i.e., ratio of successfully delivered emails to valid requests
Invalid address rate	Failed deliveries/total number, i.e., ratio of invalid requests to all requests
Opens	Total number of times that a successfully delivered email is opened
Clicks	Total number of times that a link in a successfully delivered email is clicked
Unique opens	Deduplicated number of times that a successfully delivered email is opened (if it is opened for multiple times, they will be counted as one open)
Unique clicks	Deduplicated number of times that a link in a successfully delivered email is clicked (if it is clicked for multiple times, they will be counted as one click)

Spam reports	Number of times that a successfully delivered email is reported as spam

Event Push

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Event Push

What are the data formats of event pushes?

Currently, DMS supports the following event push data formats:

Event	Trigger Condition
Request (request)	The emailing request succeeds
Successful delivery (deliver)	The email arrives at the recipient address
Failed delivery (invalid)	The email fails to be sent
Soft bounce (soft_bounce)	The recipient rejects the email
Spam report (report_spam)	The recipient reports the email as spam
Open (open)	The recipient opens the email
Click (click)	The recipient clicks a link in the email

The specific event parameters are as detailed below:

Parameter	Type	Description
Event	string	Event type
Message	string	Message content
SendDomain	string	Sender domain
Recipient	string	Recipient
RecipientArray	list	Recipient list (request event)
EmailId	string	Email ID
EmailIds	list	Email ID list
RecipientSize	int	Number of requests

Url	string	Clicked link
Ip	string	Manipulated IP address
ExplorerName	string	Browser name
ExplorerVer	string	Browser version
OSName	string	Operating system name
OSVer	string	Operating system version
SubStat	string	Failure cause
Timestamp	string	Timestamp
Token	string	Random string (verification signature)
Signature	string	Signature string (verification signature)

Limits

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Limits

What are the limits for emailing?

1. No matter whether you use the console or API, you can send to up to 100 recipients in a single emailing task. You can call the emailing API for multiple times to send batch emails.
2. You need to use the sender domain of the corresponding type to send emails, that is, you need to use a trigger-type domain name to send triggered emails and batch-type domain name to send batch emails.

What are the limits for sender domains?

1. You can verify up to five sender domains. We recommend you create two different domain names for triggered emails and batch emails, respectively. If you want to verify more domain names, please contact us.
2. We recommend you use a sub-domain name to avoid affecting the primary domain name by issues such as emailing reputation.
3. After a sender address is successfully created for a sender domain, the domain cannot be deleted. Sender domains with no sender addresses added can be deleted.

What are the limits for email templates?

1. You can have up to 1,000 email templates.
2. We recommend you add a specific unsubscription link or feedback address in email templates.

What are the limits for event pushes?

1. You can set only one URL to receive event pushes from DMS.

What are the limits for statistics?

1. The time range for statistics query cannot exceed 7 days.

What are the limits for entered characters and file upload size?

The specific character and file size limits are as detailed below:

Name	Type	Limit

Task name	Input box	Up to 60 characters
Recipient address	Input box + import	Up to 100 addresses
Sender address	Input box	It must contain a verified domain name
Sender name	Input box	Up to 30 characters
Return address	Input box	Up to 3 addresses
Email subject	Input box	Up to 60 characters
Email body	HTML	Up to 200 KB
Custom template variable value	JSON	Up to 100 KB
Domain name	Input box	Up to 60 characters
Template name	Input box	Up to 60 characters
URL	Input box	Up to 60 characters
Email address	Input box	Up to 64 characters