

PURL Campaign "Vanity" Domain Quick Reference Guide

Boingnet PURL campaigns have support for two types of domains.

- 1. <u>"Vanity" domains</u> that are obtained directly through Boingnet's interface. These domains require no manual intervention to be used with Boingnet PURLs. Please see the Vanity Domain Quick Reference Guide to learn how to search for, purchase and control Vanity domains in the Boingnet interface. This guide is designed to assist in the configuration of these "Vanity" domains.
- <u>"External" domains</u> are domains purchased and hosted outside of Boingnet's control. Often purchased by IT organizations from domain registrars such as GoDaddy, Network Solutions, Register.com (or many others), these domains require manual configuration by a technician in order to funnel traffic to Boingnet PURLs.

Please keep in mind that it can take up to 48 hours for these updates to propagate.

Should you have any questions or concerns, don't hesitate to reach out to us at <u>support@boingnet.com</u>.

Manage Marketing Campaign Vanity Domains In Boingnet

Boingnet now empowers you to buy vanity urls, manage domains and email settings (for DNS authentication) AND manage external domains – all in one centralized console within your Boingnet account. This radically simplifies the process of deploying web and email campaigns, minimizes IT cycles and speeds up campaign development cycles.

You can easily search for, purchase and manage vanity domains and email settings that will then be automatically configured for landing page, microsite, pURL (personal URL) and email marketing campaigns.

There's no need to log into domain registrars to configure email DNS settings, or to edit CNAME records. No more need to add 'wildcards' for your pURL campaigns, your domain will automatically point to our IP address so Boingnet can host your landing pages. You can also set up 'external' domains that you have purchased elsewhere to be used in your Boingnet campaigns.

To register a domain within your Boingnet account, follow the steps below.

To add an external domain that you have purchased elsewhere, see the "**External Domain Quick Reference Guide**".

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To Purchase and Register Domains using Boingnet:

From the **Home** page, click on your account name in the upper right corner, then select **Domains**:

	Home Build -	Lists Campaigns - Reports	L boingmark_client ▼
Capital Alliance Sample		Get started now - it's	Profile Integrations Domains
Visits and Unique Visits Timeline	Visitors UniqueVisit	Boingnet gives marketers powerful tools to quickly build campaigns in a varietly of ways. To get started, click below on the type of campaign you would like to run.	Without the Balageant
0.5 12/29 12/31		➤ Create a Lead Generation Campaign	HELP
		Create a Drip Nurturing Campaign	•

Next, search to see if the domain you have in mind is available. Enter the domain name in the first box, and select the extension from the menu in the second box, and then click **Search**:

ojngnet	Agency Home					Campaigns 👻		L boingmark_client ▪	r i
. My Account									
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In the domains area, you can registered elsewhere, you can Watch Getting Sta Domains External Doma	register domains for use in you n add them in as external doma rted with Domains	ur marketing campaigns. Simply b ains so you can use those domai	ouy domain credits first, then ns as your 'From' email addr	return here ess. For mo	and searcl re informat	n for the domain ion:	you want. If you	u have domains	HELP
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Domain Names	Domain Name	.com +	Search						0
Domain Names coolmarketingdomain.com coolmarketingdomains.com facebookss.com	Domain Name	.com ~	Search						0
Domain Names coolmarketingdomain.com coolmarketingdomains.com facebookss.com	Domain Name	.com + .com .net .org	Search						0
Domain Names coolmarketingdomain.com coolmarketingdomains.com facebookss.com	Domain Name	.com + .com .net .org .biz .co	Search						0

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In the example below, we have entered 'marketingdomains.com' to see if it is available:

In the domains area, you can r registered elsewhere, you can	egister domains for use in your add them in as external domair	marketing campaigns. Simp is so you can use those doi	ly buy domain credits first, then return here ar mains as your 'From' email address. For more	Id search for the domain you want. If you have domains information:	
■ Watch Getting Starf	ed with Domains				
Domains External Domain	s				
Domain Names	marketingdomains	.com -	Search		
coolmarketingdomains.com facebookss.com					
	≍ marketin	gdomains.cor	m is not available		

That domain has already been purchased, so we need to make another selection. Let's try primemarketingdomains.com:

In the domain registered els	ns area, you can re sewhere, you can a h Getting Starte	gister domains for use in your mark add them in as external domains so ed with Domains	eting campaigns. Si you can use those c	nply buy domain credits first, then return Iomains as your 'From' email address. F	n here and search for the domain you or more information:
Domains	External Domains				
Domain Na	ames qdomain.com	primemarketingdomains	.com 🗸	Search	
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			Register Don	nain	

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This domain, **primemarketingdomains.com** is available, so check the terms and conditions box and click **Register Domain**. You'll receive a message asking you to confirm the registration, click **Confirm Register Domain** to proceed:

In the domains area, you can i registered elsewhere, you can Watch Getting Star	egister domains for use in your marke add them in as external domains so y ted with Domains	ting campaigns. Simp rou can use those dor	oly buy domain credits first, then return h mains as your 'From' email address. For	nere and search for the domain you want. If you have domains r more information:	
Domains External Domain Domain Names coolmarketingdomain.com coolmarketingdomains.com facebookss.com	primemarketingdomains Are you su primemark	.com - Ire you wa ketingdor	Search Int to register mains.com?		e help
	Cc	onfirm Register D	lomain		

You'll receive a message telling you that your domain is being registered:

Watch Getting Starte	ed with Domains	you can use those dom	ains as your 'From' email address.	For more information:	
Domains External Domains Domain Names coolmarketingdomain.com coolmarketingdomains.com	primemarketingdomains	.com +	Search		
<u>acebookss.com</u>	Domain I Please check t	Registration	is in progress		

Once your domain has been registered, it will appear on your account's domain page under **Domains** and you'll be ready to use it for pURL, Lead Generation and Email campaigns.

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All of the configurations have been handled for you. Your renewal data is identified, and you'll be notified as you approach the domain renewal date.

main Names	Domain Name		.com +			Expiration Date : Sun De	: 31 2017
marketingdomain.com marketingdomains.com	Name	Туре		Value	TTL	Domain Resource Details	
bookss.com	x / primemarketingdomains.com.	NS		ns-1849.awsdns-39.co.uk.	172800		
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pingnet.com	🗶 🖍 primemarketingdomains.com.	NS		ns-1410.awsdns-48.org.	172800		
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	* / *.primemarketingdomains.com.	A		64.34.211.176	300		
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				BftXGbPNQewIDAQAB"			
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	X / o2.e.primemarketingdomains.com.	A		167.89.110.104	300		
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