

## PURL Campaign “Vanity” Domain Quick Reference Guide

Boingnet PURL campaigns have support for two types of domains.

1. “**Vanity**” domains 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.
2. “**External**” domains 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 [support@boingnet.com](mailto:support@boingnet.com).

### 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.

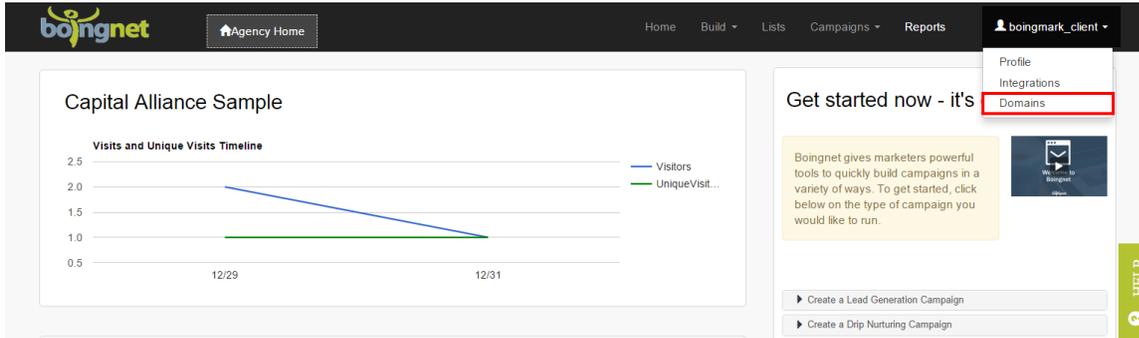
There’s no need to log into domain registrars to configure email DNS settings, or to edit CNAME records. No more need to add ‘wildcards’ for your pURL campaigns, your domain will automatically point to our IP address so Boingnet can host your landing pages. You can also set up ‘external’ domains that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

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

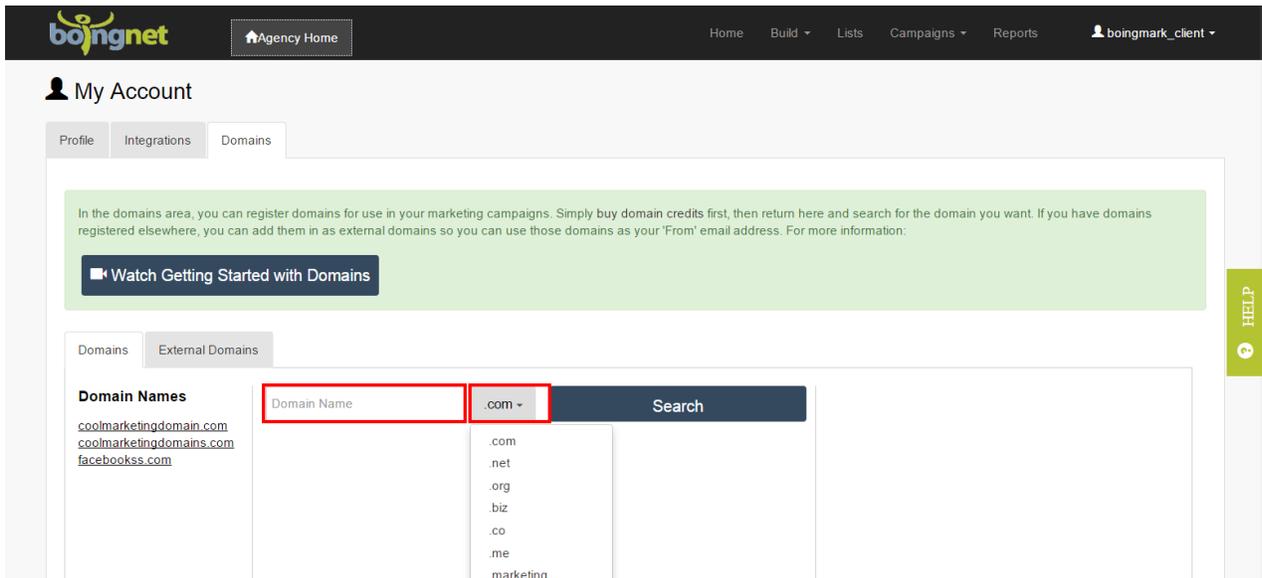
To add an external domain that you have purchased elsewhere, see the “**External Domain Quick Reference Guide**”.

## To Purchase and Register Domains using Boingnet:

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



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**:



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

In the domains area, you can register domains for use in your marketing campaigns. Simply buy domain credits first, then return here and search for the domain you want. If you have domains registered elsewhere, you can add them in as external domains so you can use those domains as your 'From' email address. For more information:

[Watch Getting Started with Domains](#)

Domains External Domains

**Domain Names**  
[coolmarketingdomain.com](#)  
[coolmarketingdomains.com](#)  
[facebookss.com](#)

marketingdomains .com Search

**✗ marketingdomains.com is not available**

HELP

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

In the domains area, you can register domains for use in your marketing campaigns. Simply buy domain credits first, then return here and search for the domain you registered elsewhere, you can add them in as external domains so you can use those domains as your 'From' email address. For more information:

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Domains External Domains

**Domain Names**  
[coolmarketingdomain.com](#)  
[coolmarketingdomains.com](#)  
[facebookss.com](#)

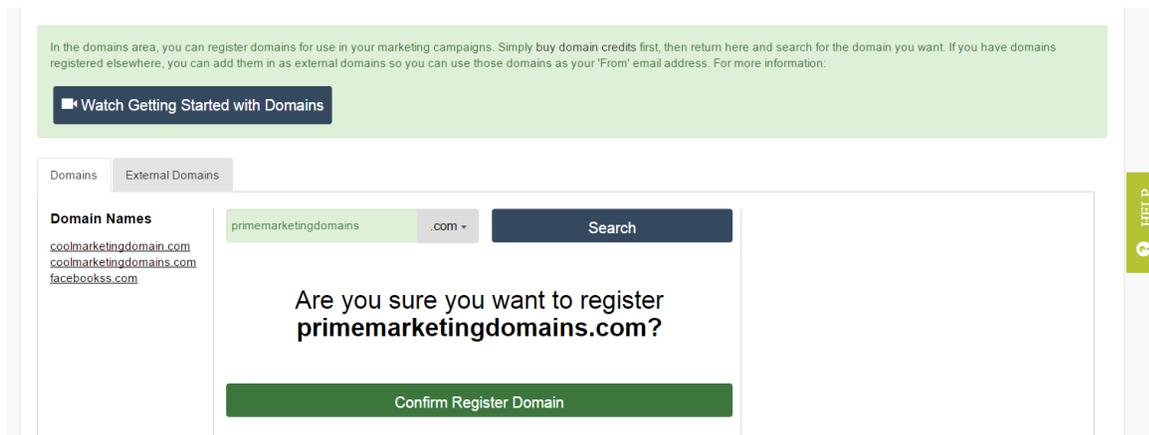
primemarketingdomains .com Search

**✓ primemarketingdomains.com is available**

I agree to the [domain registration terms and conditions](#)

Register Domain

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 register domains for use in your marketing campaigns. Simply buy domain credits first, then return here and search for the domain you want. If you have domains registered elsewhere, you can add them in as external domains so you can use those domains as your 'From' email address. For more information:

[Watch Getting Started with Domains](#)

Domains External Domains

**Domain Names**  
[coolmarketingdomain.com](#)  
[coolmarketingdomains.com](#)  
[facebookss.com](#)

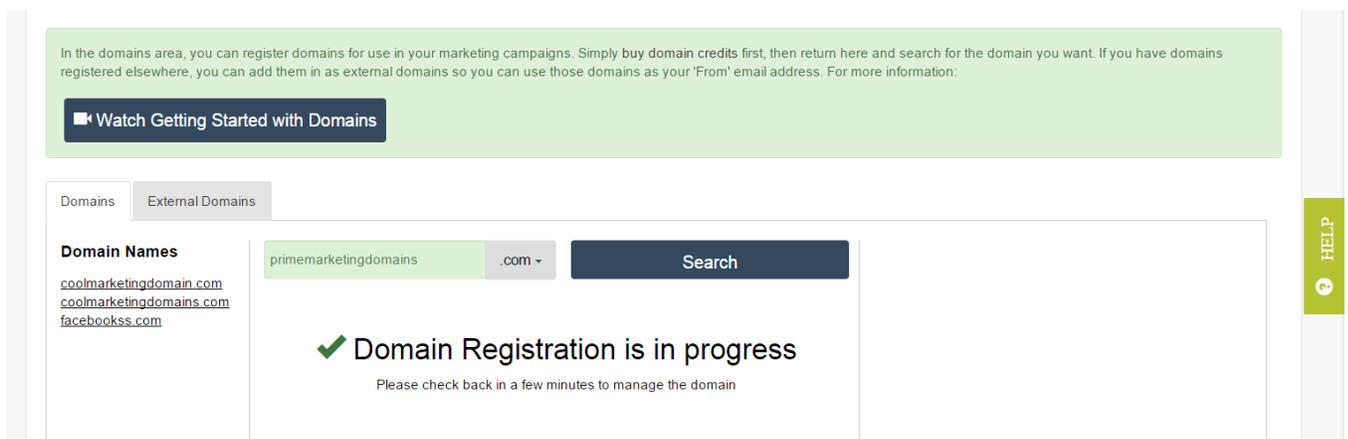
primemarketingdomains .com Search

Are you sure you want to register **primemarketingdomains.com**?

Confirm Register Domain

HELP

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



In the domains area, you can register domains for use in your marketing campaigns. Simply buy domain credits first, then return here and search for the domain you want. If you have domains registered elsewhere, you can add them in as external domains so you can use those domains as your 'From' email address. For more information:

[Watch Getting Started with Domains](#)

Domains External Domains

**Domain Names**  
[coolmarketingdomain.com](#)  
[coolmarketingdomains.com](#)  
[facebookss.com](#)

primemarketingdomains .com Search

✔ Domain Registration is in progress  
Please check back in a few minutes to manage the domain

HELP

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.

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.

Domains External Domains

Domain Name
.com
Search

Expiration Date : Sun Dec 31 2017

**Domain Names**

- [coolmarketingdomain.com](#)
- [coolmarketingdomains.com](#)
- [facebookss.com](#)
- [primemarketingdomains.com](#)
- [tryboingnet.com](#)

Name	Type	Value	TTL
✘ primemarketingdomains.com.	NS	ns-1849.awsdns-39.co.uk.	172800
✘ primemarketingdomains.com.	NS	ns-711.awsdns-24.net.	172800
✘ primemarketingdomains.com.	NS	ns-1410.awsdns-48.org.	172800
✘ primemarketingdomains.com.	NS	ns-9.awsdns-01.com.	172800
✘ primemarketingdomains.com.	SOA	ns-1849.awsdns-39.co.uk. awsdns-hostmaster.amaz on.com. 1 7200 900 1209600 86400	900
✘ 2192404.primemarketingdomains.com.	CNAME	sendgrid.net	300
✘ *.primemarketingdomains.com.	A	64.34.211.176	300
✘ @.primemarketingdomains.com.	A	64.34.211.176	300
✘ m1_domainkey.primemarketingdomains.com.	TXT	"k=rsa: t=s; p=MIGfMA0GCsqGSlb3DQEBAQUAA4GN ADcBQK8gQCqk5Lp0YvdjL7N3kZEgiphfoctWQW PdtD5E7iBhKZhsndL0mr2dsWTNjFfu5nDp3i6k/OxV 3DrVqmjBLmWe15inBw//dxh7ZxskZYTaAGXjm/Buk 1/e9dR7JM35qFuahn3wKith9AwWPQIST7fQC9nnQb BRXGjPnQewIDAQA="	300
✘ e.primemarketingdomains.com.	MX	10 mx.sendgrid.net	300
✘ e.primemarketingdomains.com.	TXT	"v=spf1 includesendgrid.net -all"	300
✘ o1.e.primemarketingdomains.com.	A	167.89.89.142	300
✘ o2.e.primemarketingdomains.com.	A	167.89.110.104	300
✘ o3.e.primemarketingdomains.com.	A	167.89.44.203	300
✘ emailclicks.primemarketingdomains.com.	CNAME	sendgrid.net	300

**Domain Resource Details**

Name:

Type:

Value:

TTL:

[Save Record](#)

[Add New DNS Record to this Domain](#)