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.

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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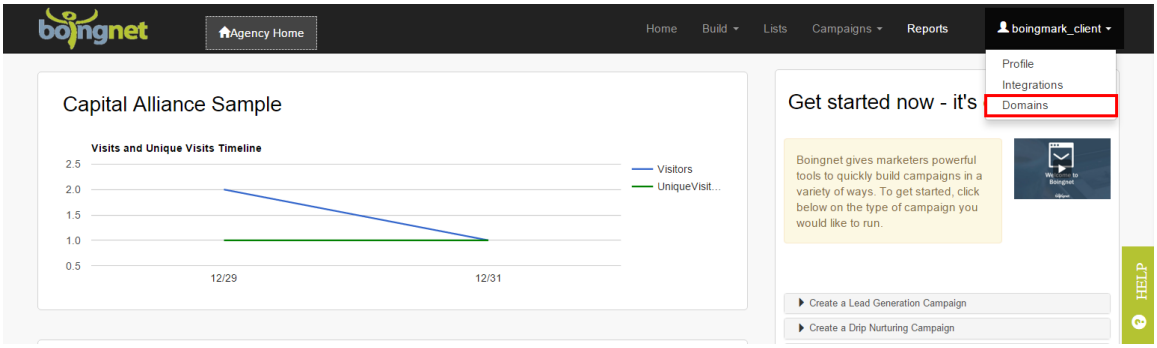
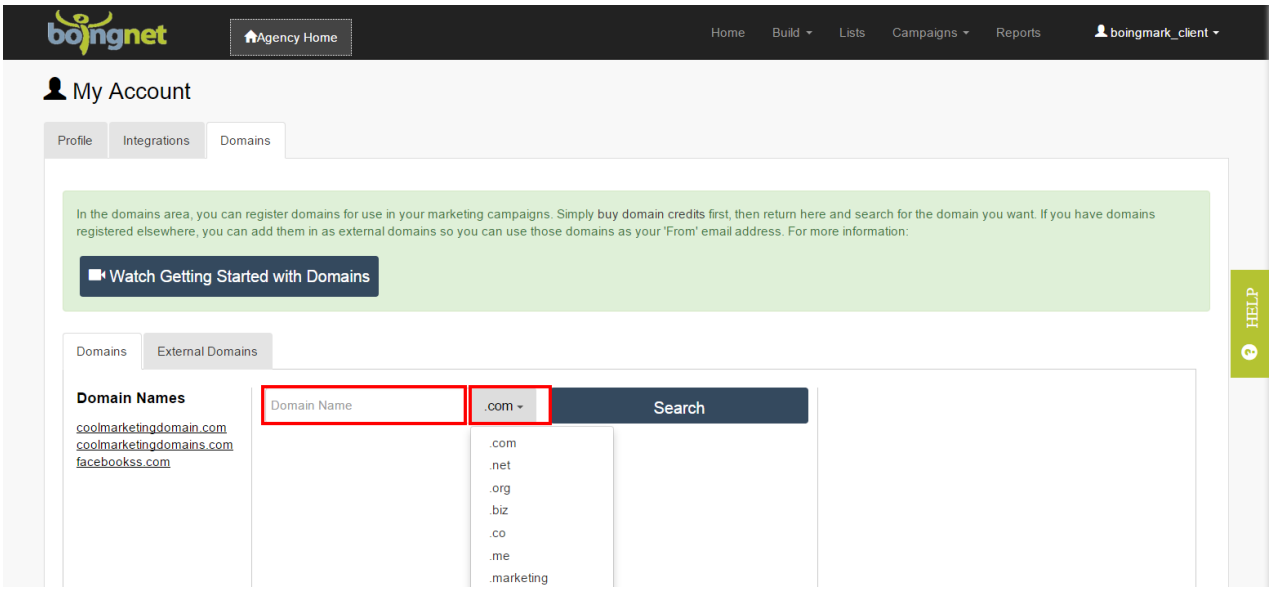
To Purchase and Register Domains using Boingnet:

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



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:**



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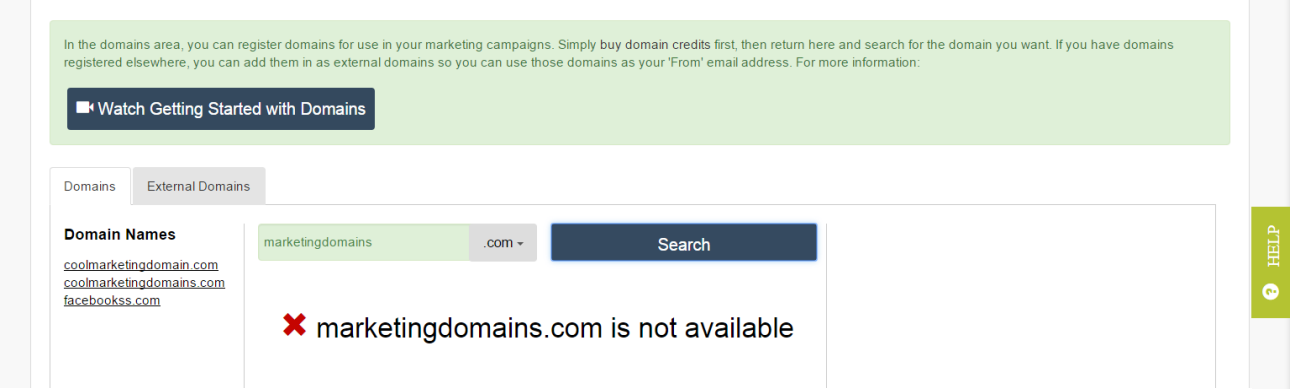
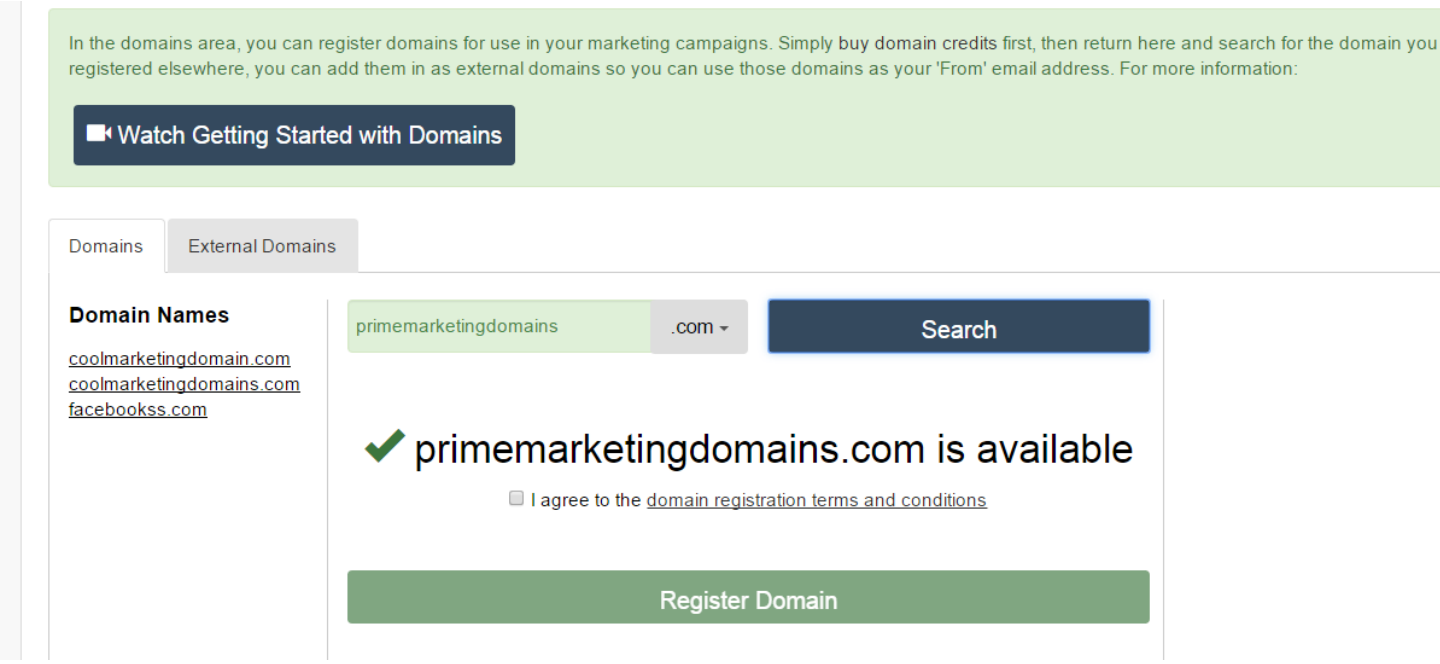
In the example below, we have entered ‘marketingdomains.com’ to see if it is available:



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



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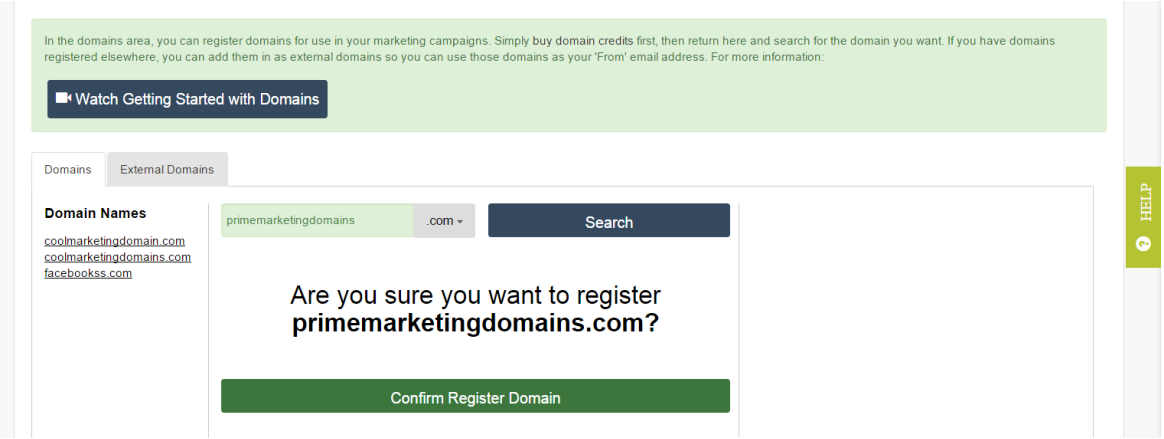
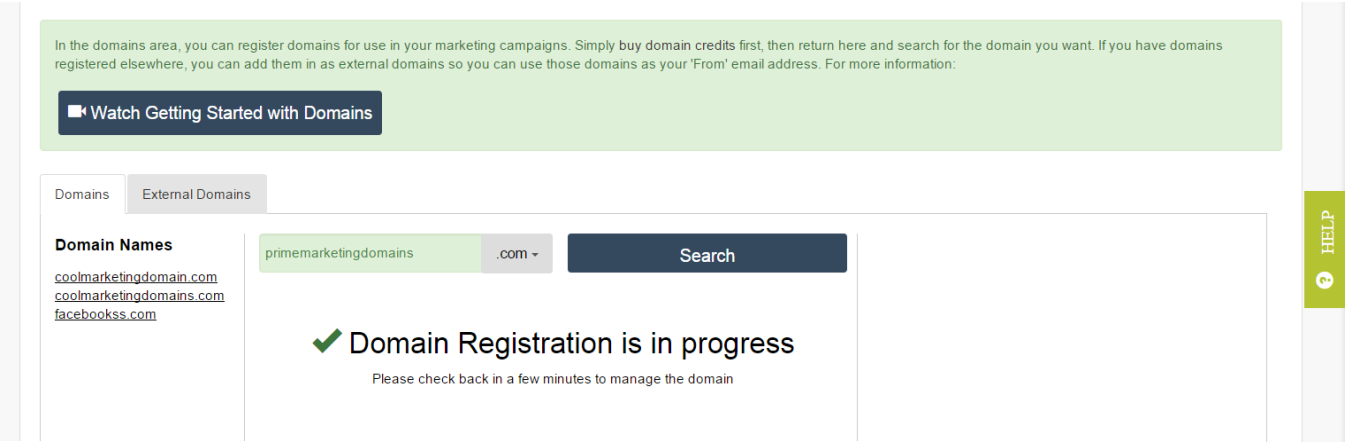
This domain, **primemarketingdomains.com** is available, so check the terms and conditions box and click **Register Domain.** You'll receive a message asking you to confirm the registration, click **Confirm Register Domain** to proceed:



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



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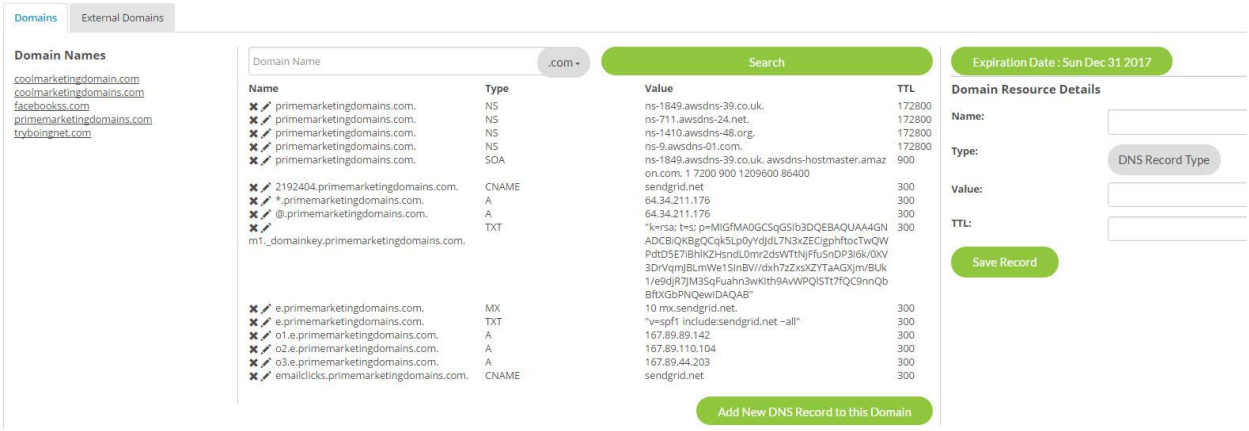
All of the configurations have been handled for you. Your renewal data is identified, and you'll be notified as you approach the domain renewal date.



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