Domain Authorization and IP Whitelisting Explanation for IT departments

Corporate Visions has been engaged to survey and/or interview your prospective customers and needs to be authorized to send survey feedback requests via email on behalf of your Account Executives.

These emails will allow us to capture feedback from our prospects on their experience with your sales team. Having these emails come from the sales rep will increase response rates by 50% or more, as well as reduce the likelihood the emails get flagged as spam, which makes this implementation step important to the success of our program.

Domain authorization usually just requires a few minutes from someone on your team. If you are using any marketing automation or sales engagement tools (Market, Pardot, Outreach, Xant, etc.) you most likely have implemented domain authorization for those platforms in the past.

You will need to add two DNS records to your email domain:

1. A DKIM – What is DKIM?

2. Return-Path record. - What is Return-Path?

Please add the following DKIM and Return-Path records to **<IMPLEMENTION SPECIALIST WILL PROVIDE UNIQUE KEYS>**

We will also need to whitelist the following Postmark server IP addresses in CIDR format:

- **50.31.156.96/27**
- **104.245.209.192/26**

Thank you for your support with this step, enabling our organization to get more responses, data, and insights from your win loss program.