SendLayer Documentation

Documentation, Reference Materials, and Tutorials for SendLayer

Looking for help? Type your question here...

Getting Started Your Account Your Domains Integrations SendLayer API Troubleshooting Glossary Error Library	Cate	egories				
Your Domains Integrations SendLayer API Troubleshooting Glossary	Getti	ng Started				
Integrations SendLayer API Troubleshooting Glossary	Your	Account				
SendLayer API Troubleshooting Glossary	Your	Domains				
Troubleshooting Glossary	Integ	rations				
Glossary	Send	Layer API				
	Troubleshooting					
Error Library	Gloss	Glossary				
	Error	Library				
	Mos	t Popular				
Most Popular		Welcome to SendLayer!				
Most Popular Welcome to SendLayer!						
•		Authorizing Your Domain				

Connecting Your Site With SMTP

Managing Webhooks

Docs > Your Domains > Why Does SendLayer Send Emails from a Subdomain?

Why Does SendLayer Send Emails from a Subdomain?



Wondering why SendLayer creates a subdomain to send your emails from?

Whenever you add a domain to your SendLayer account, our platform automatically creates a subdomain to send all your emails from.

In this article, we'll explain why we do this and how it can protect your root domain's sending reputation.

Table of Contents

What Is a Subdomain?

Why Does SendLayer Create an Email Subdomain?

Where Can I See My Subdomain?

What Is a Subdomain?

A subdomain is simply a domain that is part of another domain. It's written before the root domain, like subdomain.rootdomain.com. For more details, check out the SendLayer Glossary.

Why Does SendLayer Create an Email Subdomain?

Subdomains have many different purposes. When it comes to email sending, they're mainly used to keep your sending reputation separate from your root domain's reputation.



Need Help?

For example, if you use an email at example.com to send emails and lots of your messages are marked as spam, email providers may blacklist all emails sent from example.com. This would prevent your emails from delivering. It's extremely difficult to change your domain name, so you would be stuck with ongoing email delivery problems.

Subdomains are much easier to change than your root domain. If something happens to hurt the reputation of your subdomain, you can switch to a different one.

Note: Even when using a subdomain, we recommend following email sending best practices to protect your sending reputation. SendLayer includes features such as $\underline{\text{unsubscribe links}}$ and $\underline{\text{suppression lists}}$ to help keep your messages out of spam folders and your subdomain off of email providers' blacklists.

Where Can I See My Subdomain?

SendLayer automatically creates a subdomain for you when you authorize your domain. It starts with sl, as in sl.example.com.

You can see your email subdomain in your DNS records, which you'll find in your <u>domain settings</u>. Your subdomain will be part of each HOSTNAME value.



DNS Red	cords		Verify DNS Settings		
STATUS	TYPE	HOSTNAME	VALUE	TTL	
⊘	CNAME	sl.example.com	sl.m2.sendlayer.net 🗅	5 Minutes	
⊘	CNAME	_dmarc.sl.example.com 🚨	_dmarc.m2.sendlayer.net 🗓	5 Minutes	
•	CNAME	sldomainkey.example.com []	sldomainkey.m2.sendlayer.net 🗓	5 Minutes	
•	CNAME	track.sl.example.com (track.m2.sendlayer.net	5 Minutes	
•	тхт	Nb5ncaNivf.sl.example.com ①	Z0h4NU5YbCs1Uy94MEtNQmV3T DZZQnNTeWY3SkFxTkRobmJzVkl 2bXQ0TT0= ①	5 Minutes	

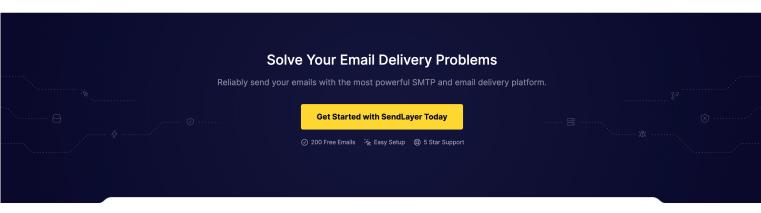
That's it! Now you know all there is to know about email subdomains in SendLayer.

Next, would you like to learn about adding multiple domains to your SendLayer account? Check out our tutorial on how to authorize additional domains for more information.

Still stuck? How can we help?

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transactional email	Contact	SMTP	Your Email	Authorizing Your Domain
service that helps you improve your email deliverability. Our powerful email delivery system lets you send transactional emails quickly and reliably.	Features	Email Logs	How Email Authentication Works How To Set Up WooCommerce Emails	Connecting Your Site With SMTP
	About	Open and Click Tracking		
	Documentation	Email Analytics		Protecting Your Site From Spam
	API Documentation	Transactional SMTP	What Is an Email Blacklist?	Managing Your
	Blog		How To Improve Transactional Emails	Suppression List
	Support			

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