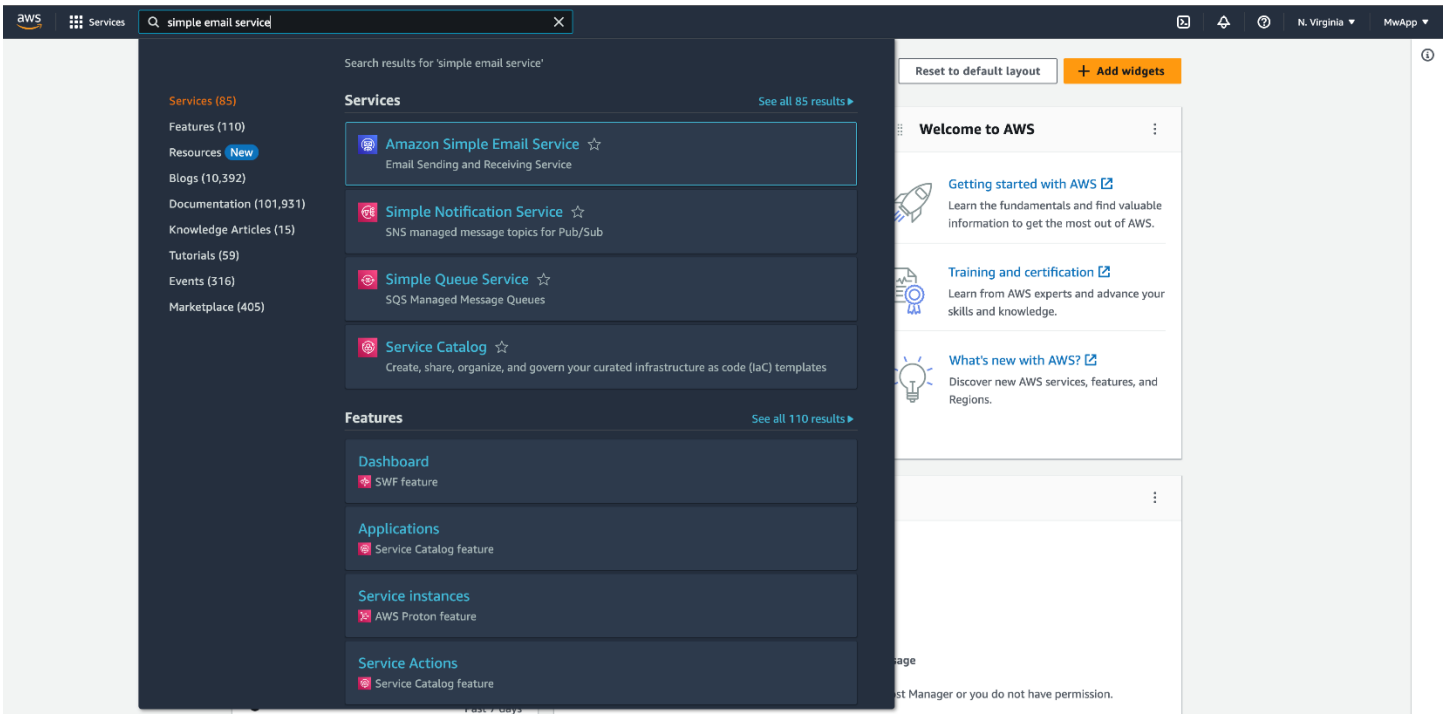
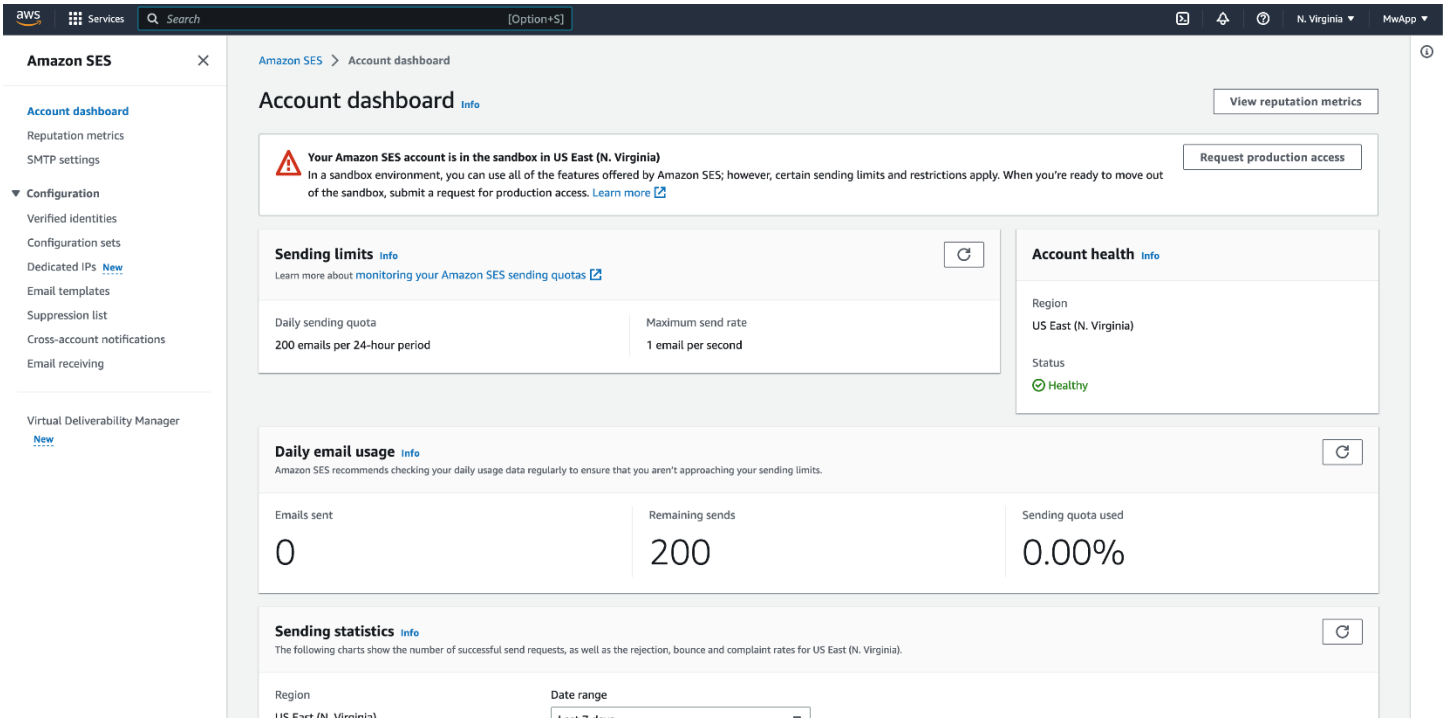
AWS (Web API) Configuration for BestBetMail

Step 1 – Login to AWS

Login or create an account here.
Once you are logged in, search for SES (Amazon Simple Email Service) and open it.



Your screen should look like the below



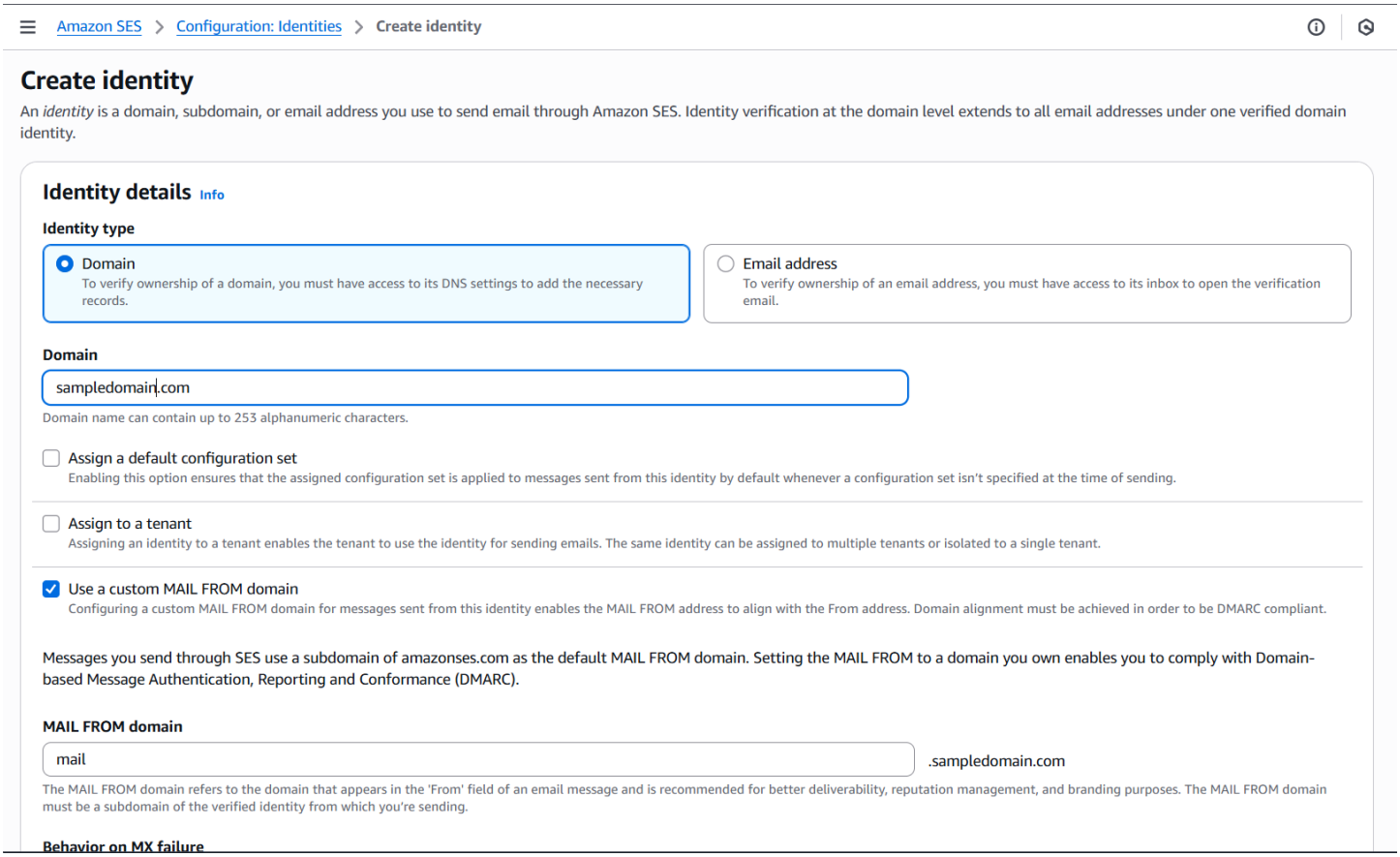
Step 2 – Add Your Mail Domain

Preparation:

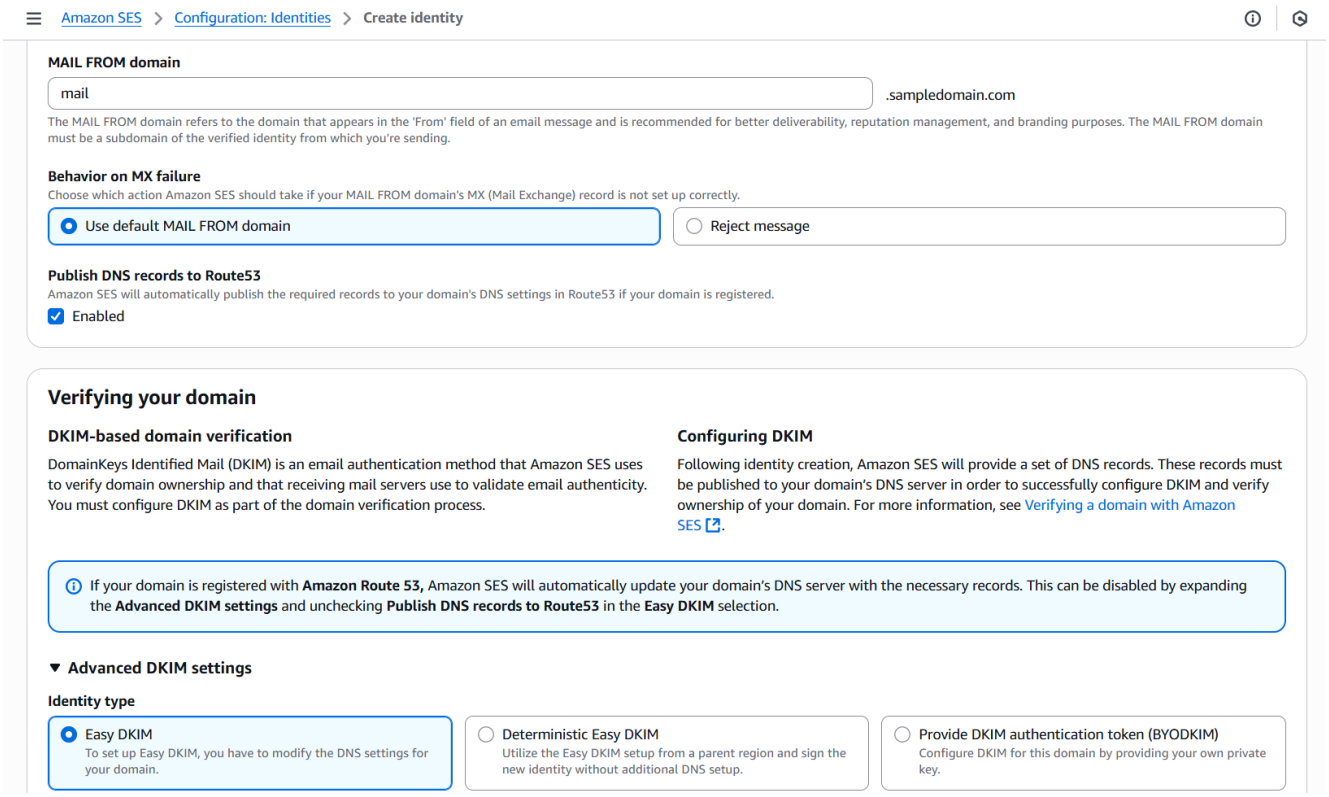
- You should already have a domain you wish to use as your mail sending domain. This can be an existing domain or a new domain. I you need a new domain you can get one from us here.
- Within your sending domain you should have an email address you would like your marketing emails to come from. This can be an existing mailbox like john.doe@mydomain.com or a generic sending address like mail@mydomain.com. If you're using a new domain, be sure and setup a mailbox for this.

In this step we will setup your mail domain. We will be setting up a custom "Mail From" domain so an existing domain will work just fine. Now, within SES click on "Identities" under Configuration in the left panel, the click the orange "Create Identity" button and you see a screen like below.

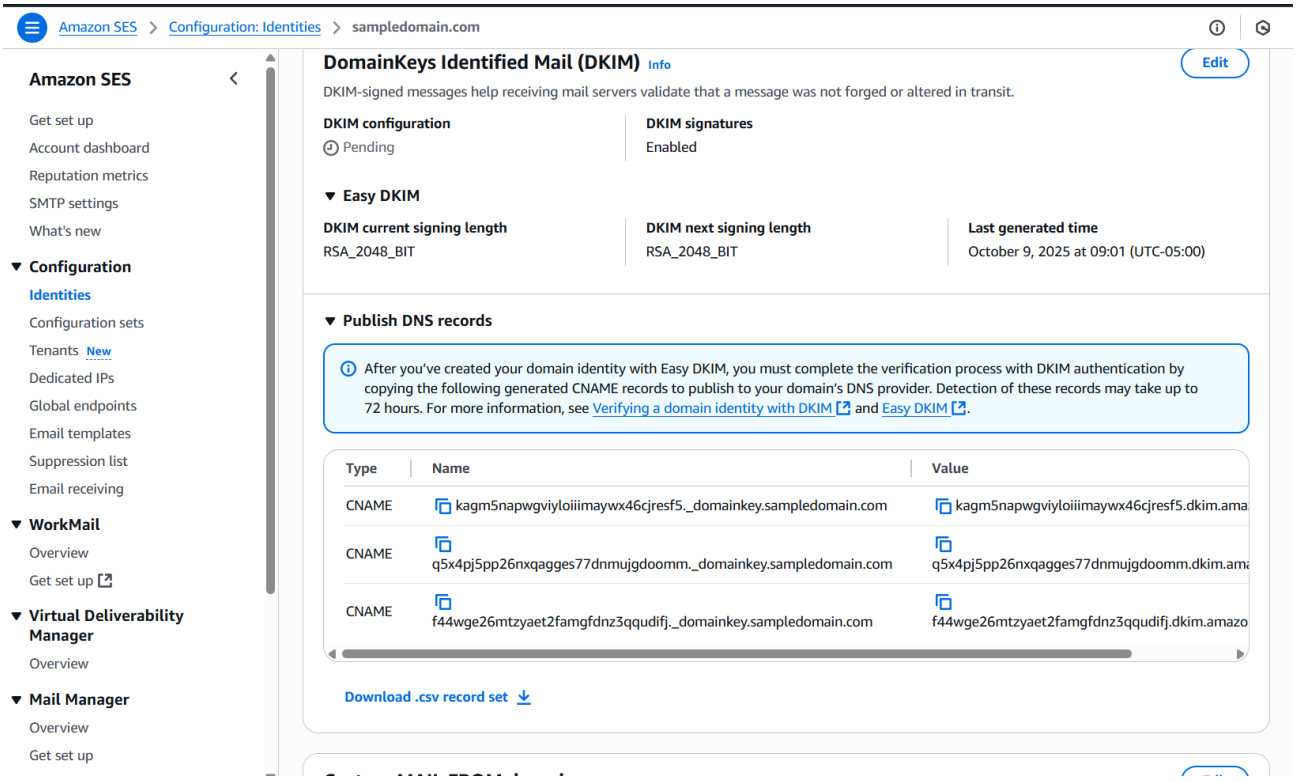
1. Select "Domain"
2. Check the box that says "Use a custom MAIL FROM domain"
3. Enter the name of your MAIL FROM domain. This can be anything really, but we recommend something logical like "mail".

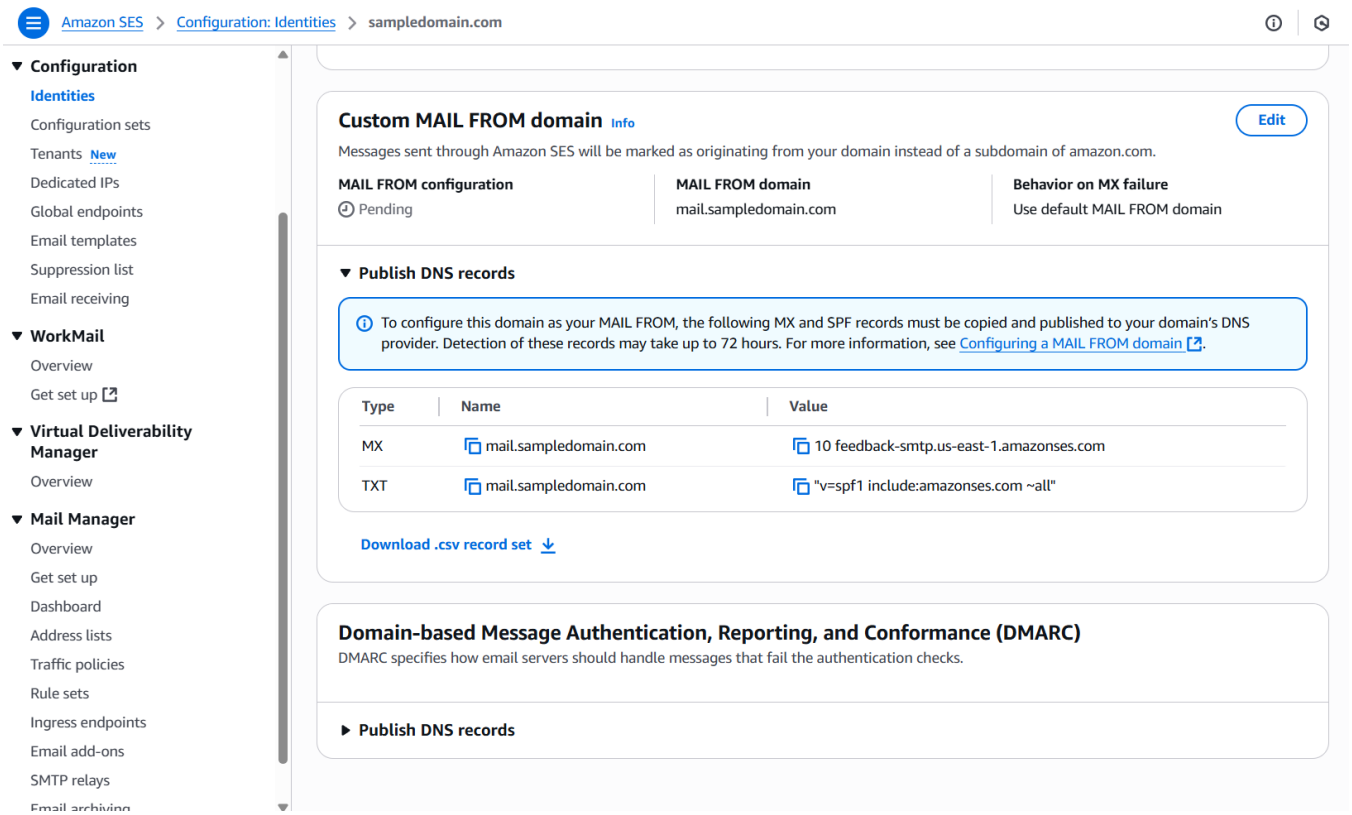


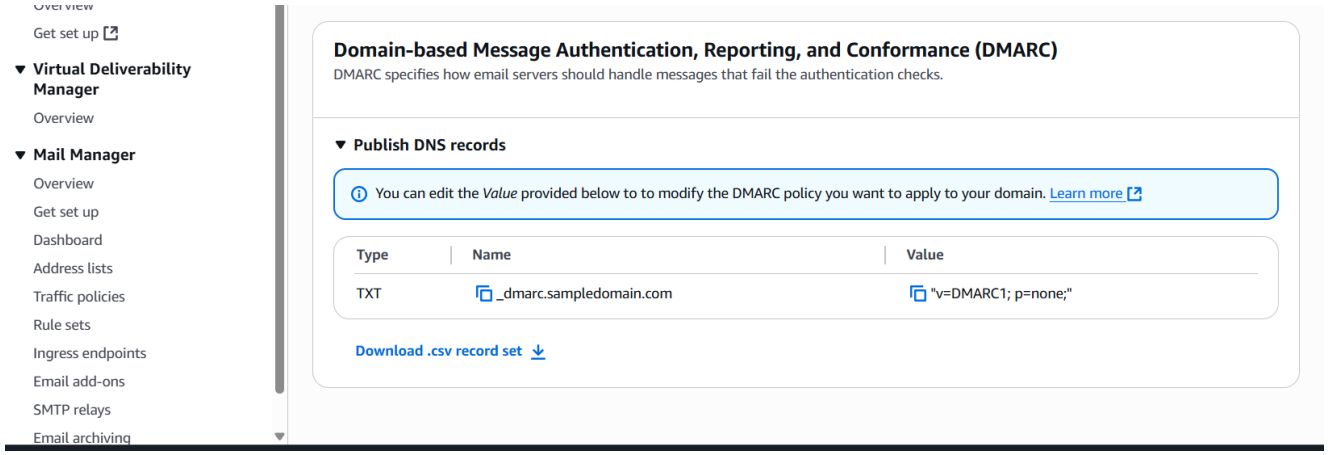
Next, scroll down and choose “Easy DKIM”.



Now we want to download all of your DNS records which will need to be added later in this process. We’ll expand each of the following sections and download the required records. Be sure and save these files somewhere you can retrieve them from in a later step in this process.







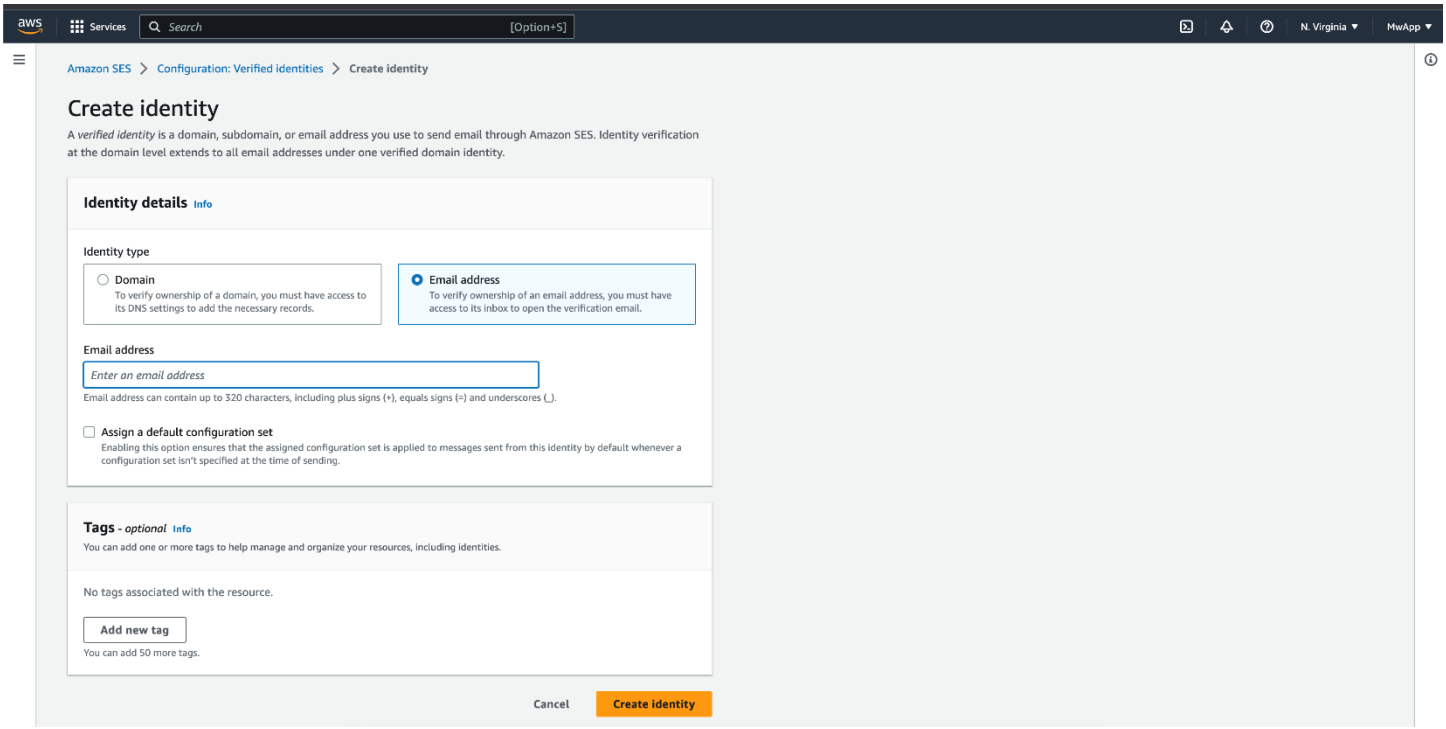
When finished, you should have downloaded and saved the following csv record sets.

- DKIM CNAME records.
- Custom MAIL FROM domain records.
- DMARC TXT record.

Step 3 – Confirm your sender identity

Return to the Amazon SES main screen (type SES in the search box if necessary). Next we'll setup your sender identity, so you will need to validate an email address **not** a domain. This should be the email address you want to send mail from and must be valid as you will receive an email validation link you must click. If necessary, create a new mailbox for this purpose.

Enter our email address and click the orange "Create Identity" button.



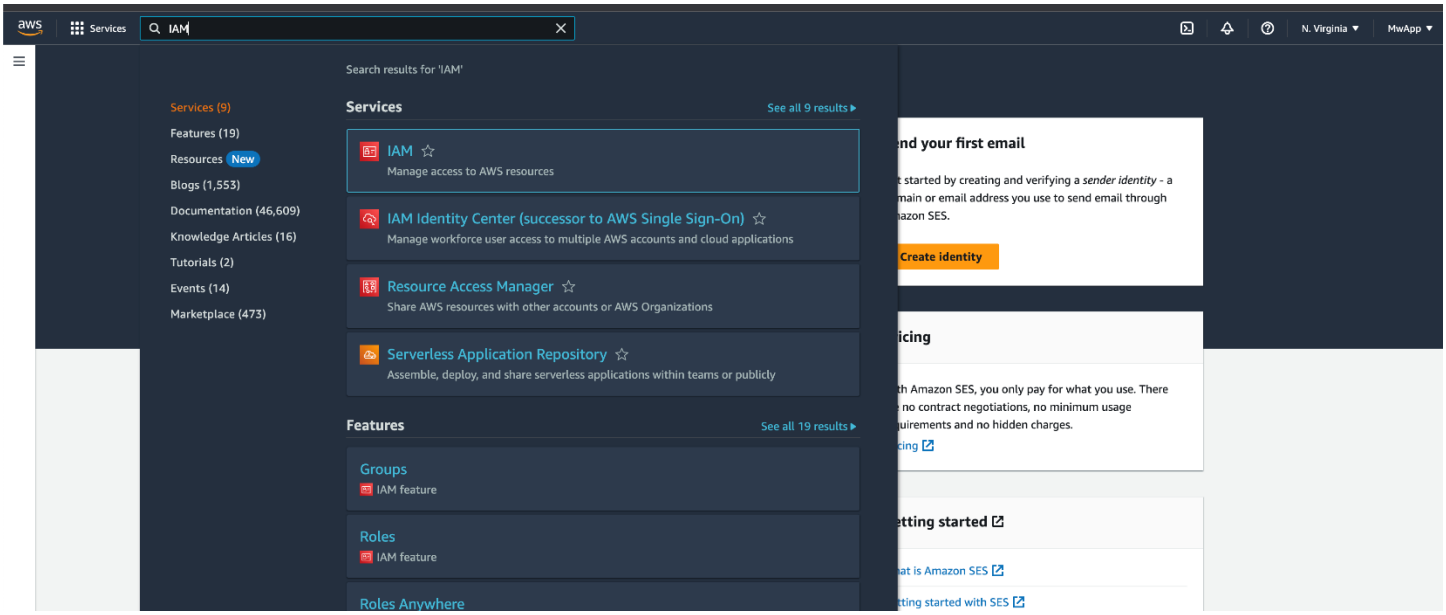
Step 4 – Update your DNS records.

This step requires you to set the DNS records that you downloaded earlier. Go to your domain registrar and add the 3 sets of DNS records. If you purchased the domain from us, go to your hosting control panel, login and go to your client area, then click "Hosting". Click Manage on your domain and you'll find "Manage DNS" under "Doman Names". If you purchased your domain elsewhere, go to that registrar and add your DNS records there. If you are unsure how to add the records, a simply Google search on "How to add DNS records for [your registrar]". This should return a number of articles on how to do this.

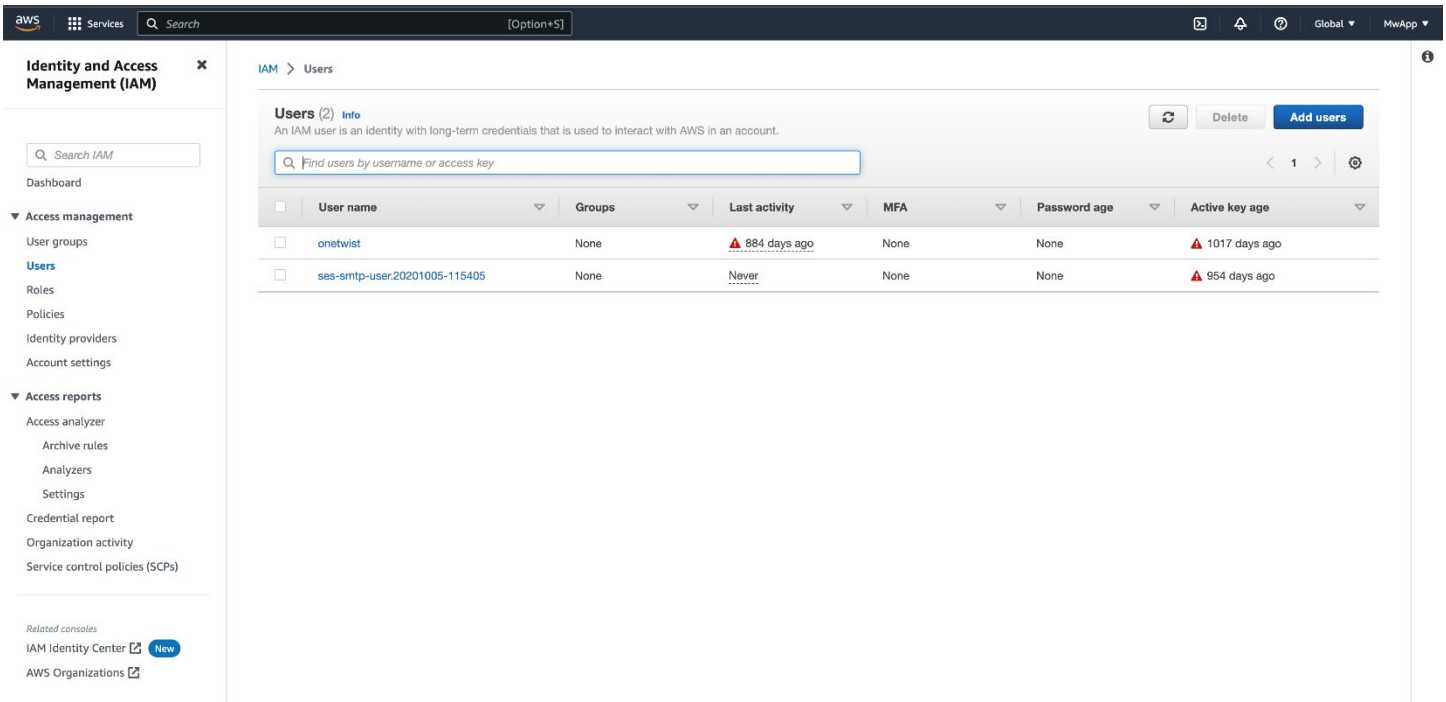
Note: It can take up to 24 hours for DNS to propagate, but usually less than an hour. After an hour or so, return to SES Identities and make sure your domain says "Verified". Also click your domain and be sure the DKIM Configuration says Successful.

Step 5 – Create an IAM user

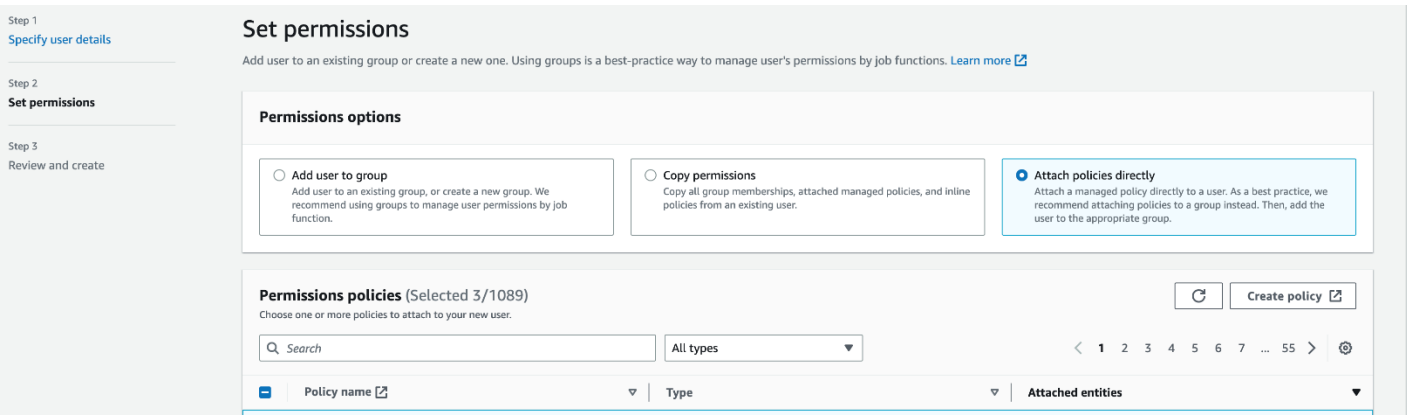
Search for “IAM” and click on it, be it just says “IAM” and NOT “IAM Identity Center”



Next, add a new user. Name it something like “bestbetmail” or another identifying name. DO NOT check the box to grant console access.



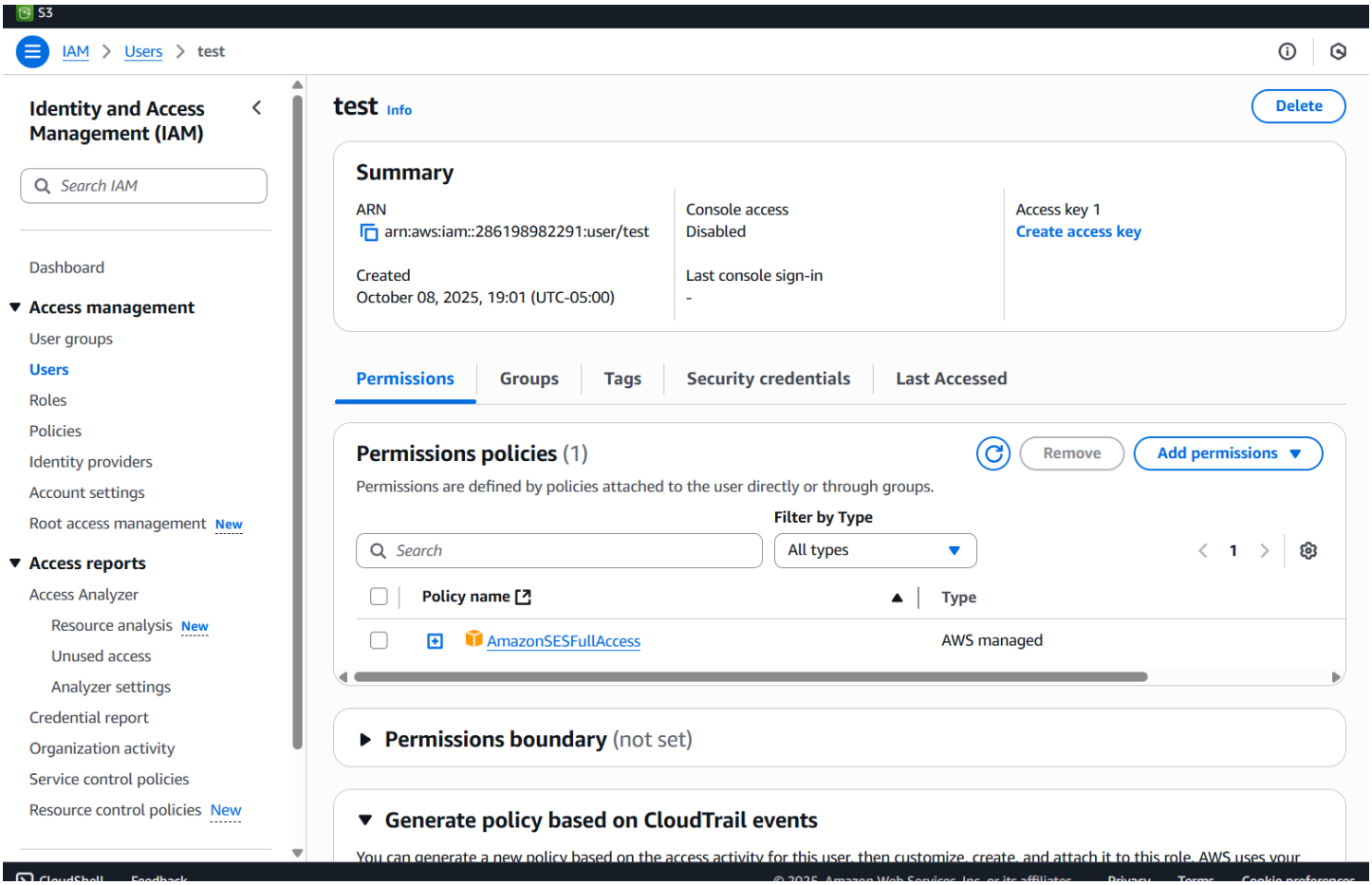
Next step will be to set the user permissions. Select “Attach Policies Directly”. Now search for “amazonses” under Permissions Policies, and check the box next to “AmazonSESFullAccess”.



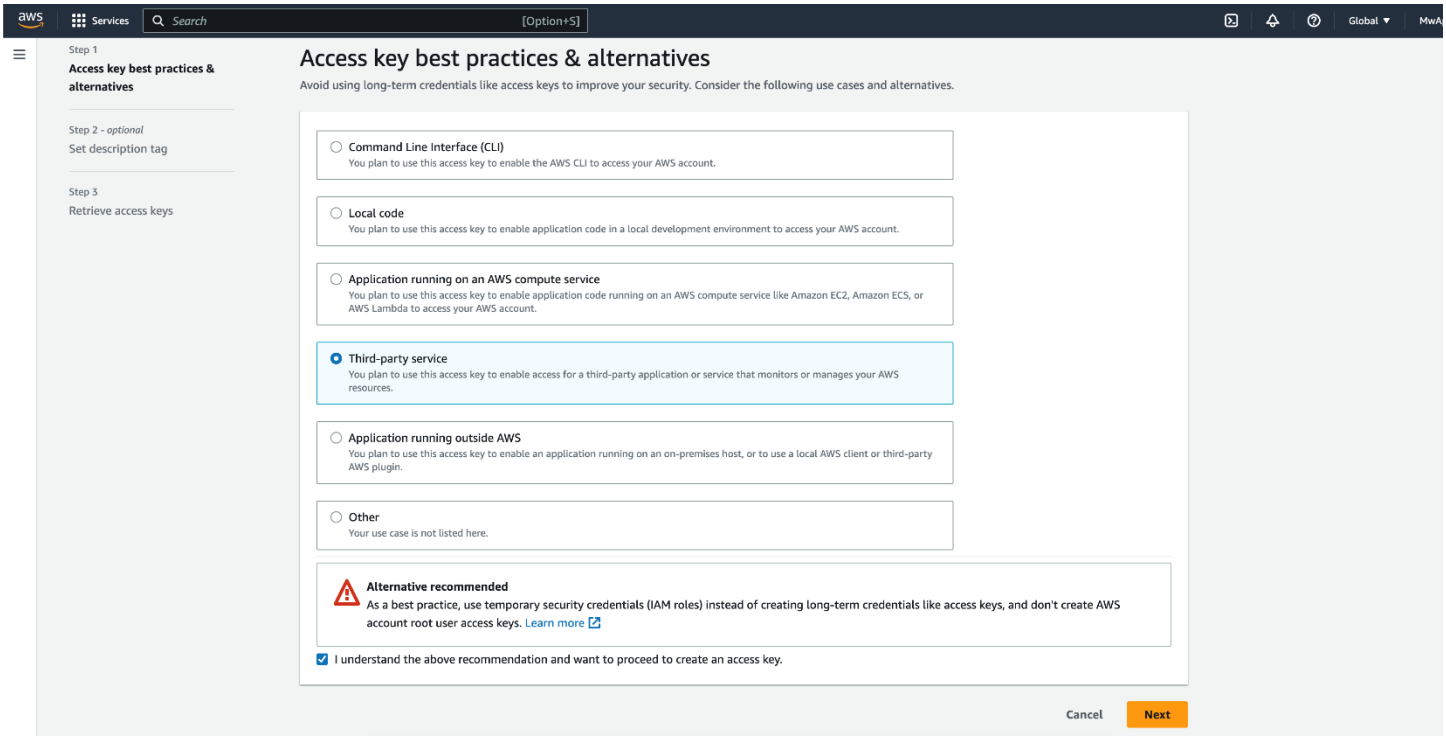
Click Next, then click “Create User”. You should now see your new user.

Step 6 – Create your access key.

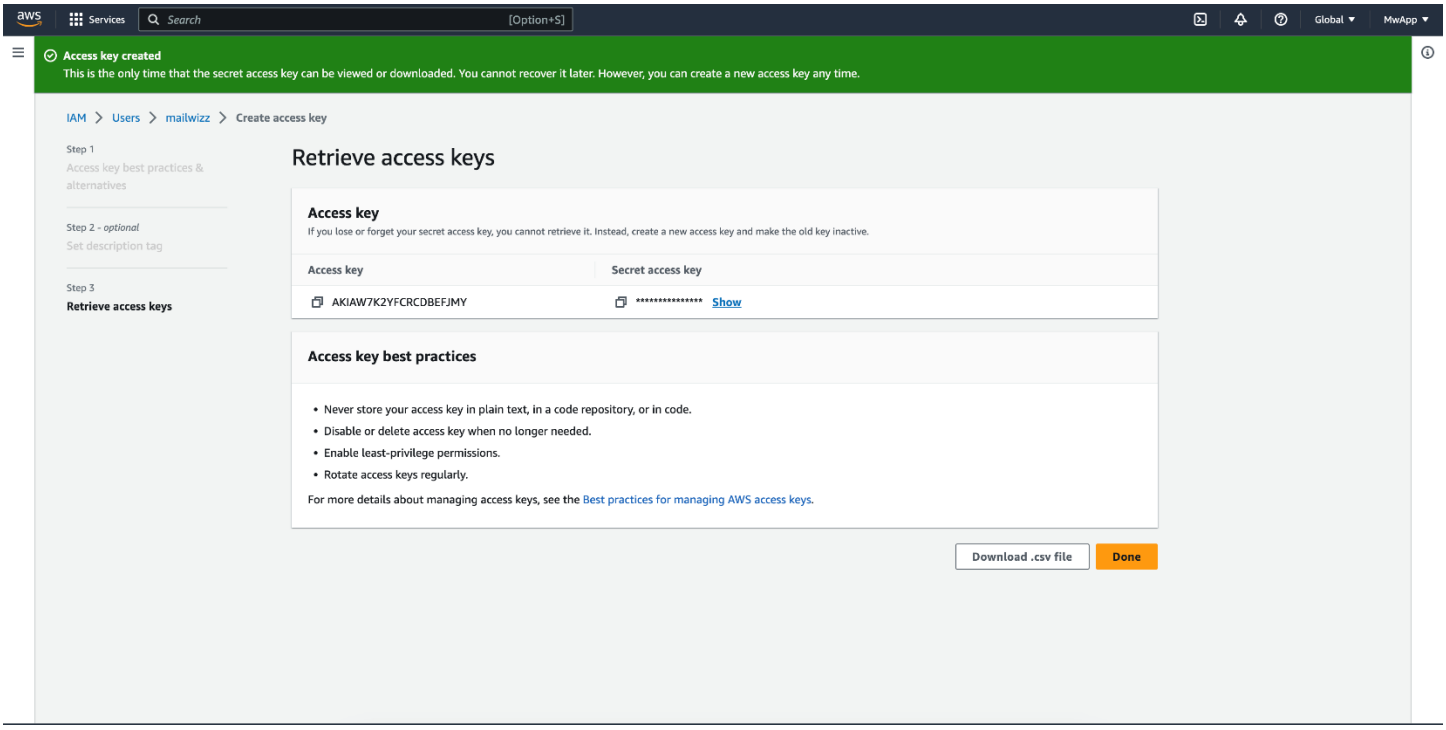
While still on the IAM Users screen, Click on your newly created user. Then click on “Create Access Key”.



You'll need select "Third Party Service" and click Next

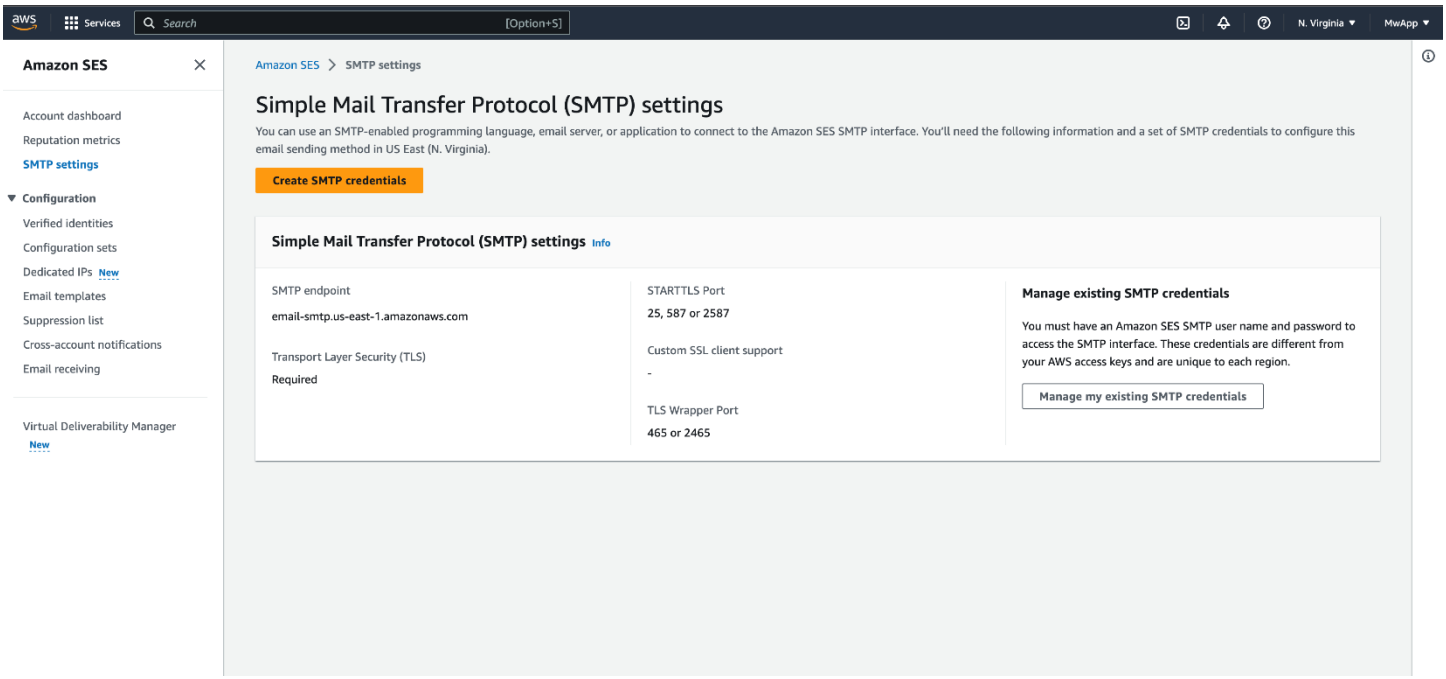


You'll need to copy and paste doth the Access Key and Secret Key. Save them somewhere safe as we'll need them later, then click "Done".



Step 7 – Get your SMTP Server

Return to your SES home page in the dashboard and access *SMTP Settings.* You will need to copy and paste the *SMTP endpoint* in the same document as your Access keys, since you will need it inside the BestBetMail setup also.



You should now have the following information.

- Access Key
- Secret Access Key
- SMTP Endpoint
- Confirmed SES email address

Step 8 – Request production access

Back on the SES screen you'll see that your SES access currently says "Sandbox". We need to request production access. However, before requesting production access we need to verify a few things that are very important to getting production access.

1. Make sure your sending domain has been verified in SES beforehand.
2. Your website should have a valid Terms of Use and Privacy Policy
3. On your website contact from, opt-in form/user registration form, make sure you have a checkbox that states "I agree to receiving marketing and transactional emails."
4. Your forms should have reCAPTCHA protection to prevent bots from spamming your email database.

Getting out of the sandbox

1. Open the Amazon SES console at https://console.aws.amazon.com/ses/.
2. In the navigation panel, choose **Account dashboard**.
3. In the warning box at the top of the console that says, "Your Amazon SES account is in the sandbox", on the right-hand side, choose **View Get set up page** followed by **Request production access**.
4. In the account details modal, select either the **Marketing** or **Transactional** radio button that best describes the majority of mail you'll be sending.
    - *Marketing email* - Sent on a one-to-many basis to a targeted list of prospects or customers containing marketing and promotional content such as to make a purchase, download information, etc.
    - *Transactional email* - Sent on a one-to-one basis unique to each recipient usually triggered by a user action such as a website purchase, a password reset request, etc.
5. In **Website URL**, enter the URL of your website to help us better understand the kind of content you plan on sending.
6. **Use-case description**: Enter your use case description being sure to describe your opt-in process, bounce and complaint handling and compliance. See the sample text below

> Only registered users that opt'd in (via double opt-in) will receive emails from us. Our website's address is https://mydomain.com/. We use Google reCAPTCHA to protect our forms against spam.
>
> We send opt-in newsletters and transactional emails using a custom Mailwizz application to verified subscribers. Our lists are GDPR/Can-Spam compliant and we handle bounces and complaints through Amazon SNS topics. We also include an unsubscribe link in every email we send.
>
> In the event of a permanent bounce, the application unsubscribes the lead immediately. There will be no further emails sent to that address. If the bounce is temporary, the application saves the bounce response (along with the timestamp, type, and subtype) for future reference.
>
> In response to complaints, the application immediately unsubscribes the email address. There will be no further emails sent to that address.
>
> The application will also help us create email campaigns with the required content and format (as advised by AWS) to help us maintain a good email sending reputation.

7. In **Additional contacts**, tell us where you want to receive communications about your account. This can be a comma-separated list of up to 4 email addresses.
8. In **Preferred contact language**, choose whether you want to receive communications in **English** or **Japanese**.
9. In **Acknowledgement**, check the box that you agree to only send email to individuals who've explicitly requested it and confirm that you have a process in place for handling bounce and complaint notifications.
10. Choose the **Submit request** button - a banner will display to confirm your request was submitted and is currently under review.

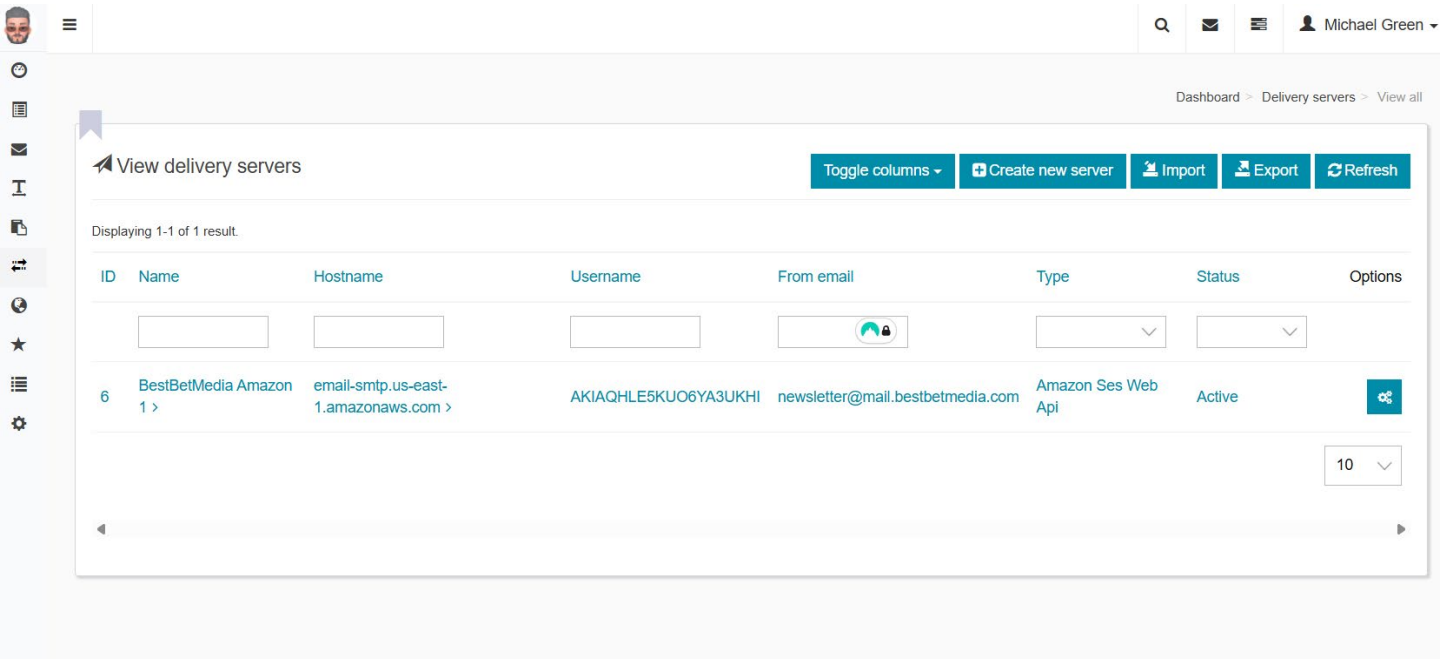
It may take 1 – 2 business days to receive a response, but you should receive an email saying production access has been granted. You can also check your Amazon SES account to see that your access says "Production". If your request has been rejected, follow the instructions and respond with the required information. If necessary, open a support ticket at https://bestbetmedia.com/support/ and we can provide assistance.

Amazon configuration is now complete.

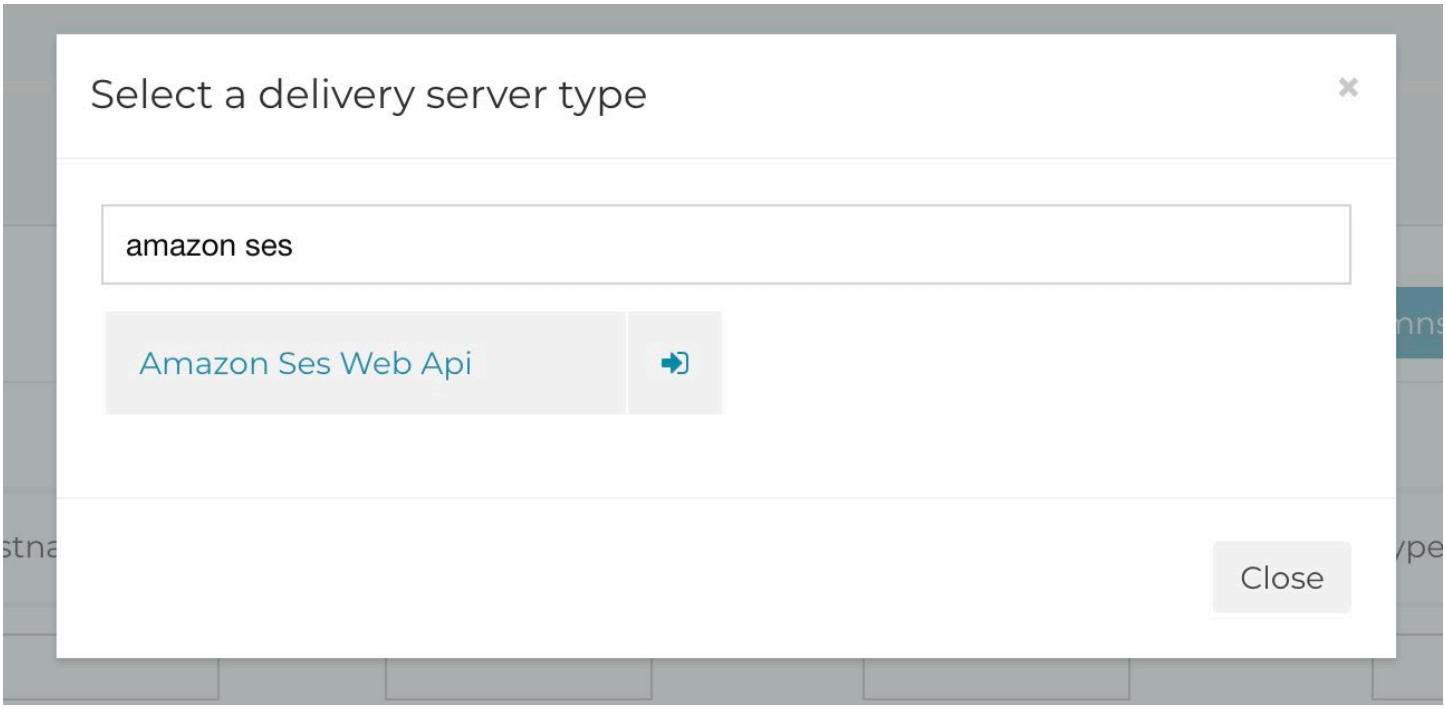
Step 9 – Setup your Delivery Server in BestBetMail

Login to your BestBetMail account here: https://bestbetmail.com/customer/

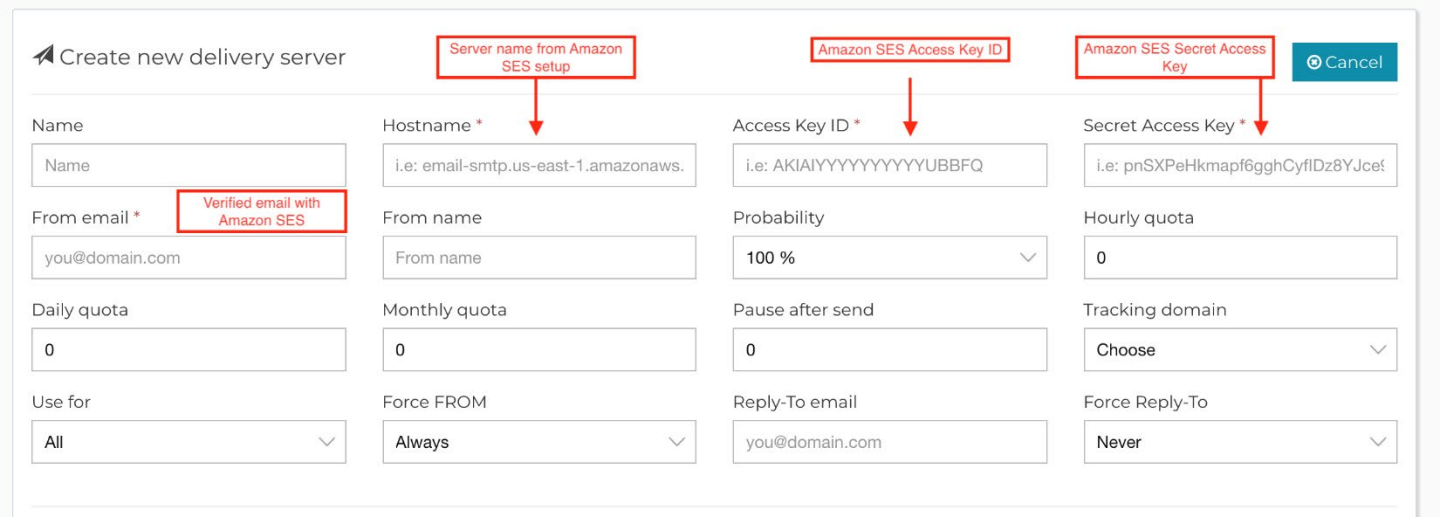
Next navigate to **Servers -> Delivery Servers** and click on “Create New Server”



Click on Server Type “Amazon SES Web API”



Here you will need to fill in the info that you noted from the Amazon SES setup steps. Be sure and enter a valid **Reply-To email**.



Save the form and then you will need to verify your server. In the verification step you should enter a valid email address where you will receive an email containing the verification link.

That's it.

From here you'll want to:

1. Create a test list with valid test email accounts.
2. Send a test compaign to make sure everything is working.

Periodically check your Amazon SES Reputation and make sure things are working properly. Reputation is very important. If bounces or complaints start climbing in Amazon SES, you'll want to address the issue promptly.

1. Check for spam email addresses making it into our system. If so, correct the issue by securing your opt-in forms.
2. Make sure your reCAPTCHA's are working on all your forms, even contact forms.
3. Check your outgoing campaigns and see if there is a particular campaign that's generating complaints and address those issues.

Happy Marketing,

BestBetMail