# Sender Domains for CRM Integrations

Integrations · https://coreel.ai/help/sender-domains-for-crm-integrations/

When you send video emails through Keap, HighLevel, or other CRMs, the email goes out through your CRM's sending infrastructure — not through Gmail or Outlook. To ensure good deliverability, the email needs to send from a domain that's properly authenticated (SPF, DKIM, DMARC) inside your CRM.

This article walks you through what sender domains are, why they matter for Keap and HighLevel sends, and how to configure them.

## Why sender domains matter

When your CRM sends an email on your behalf, three pieces of authentication tell the recipient's mail server "this email is legit":

- **SPF** — declares that the sending IP is allowed to send for your domain
- **DKIM** — cryptographically signs the email so it can be verified
- **DMARC** — tells receivers what to do if SPF/DKIM fail

If your CRM isn't authenticated for your domain, your emails are more likely to land in spam — or get rejected outright.

coReel itself doesn't change this. Your CRM handles the send and the authentication. What we do is **let you choose which authenticated sender domain to use** when you send a video email through that CRM.

## Where to configure sender domains

Sender domains are configured **inside your CRM**, not inside coReel. coReel then picks up the authenticated domains that your CRM exposes.

### Keap

1. Sign in to your Keap account.
2. Go to **Admin → Email defaults** (the exact path varies by Keap version).
3. Look for **Authenticated domains** or **Sending domains**.
4. Add your domain and follow Keap's DNS instructions — typically adding SPF, DKIM, and CNAME records to your domain's DNS.
5. Wait for Keap to verify the records (usually a few minutes; can take up to 48 hours for DNS propagation).

Once verified, the domain shows as **Active** in Keap.

### HighLevel

1. Sign in to HighLevel.
2. Go to **Settings → Email Services** in your sub-account.
3. Click **Dedicated Domain** (or **Add Sending Domain**, depending on version).
4. Enter your domain and add the DNS records HighLevel provides.
5. Wait for verification.

Once verified, HighLevel shows the domain as **Authenticated**.

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## Choosing the sender domain in coReel

Once your CRM has at least one authenticated domain, coReel lets you pick from those domains when sending.

1. In coReel, go to **Settings → Integrations**.
2. Click the Keap or HighLevel card.
3. Find the **Default sender domain** setting.
4. Pick the authenticated domain you want to use by default for all sends through this CRM.
5. Save.

For per-send overrides, you can also pick a domain on the send screen if your CRM has multiple authenticated domains.

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## Who manages sender domains

In coReel, sender domain selection is **org-level** — meaning the team owner or manager configures it for everyone in the organization. Individual team members can typically pick from the configured domains but can't add new domains or change DNS.

This is intentional. Sender domain misconfiguration affects everyone's deliverability, so we keep it in one place rather than letting individual users wire it up incorrectly.

If you're a sub-user and need a different sender domain, ask your team owner or manager to add it in the CRM and configure it in **coReel Settings → Integrations**.

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## Deliverability best practices

Even with a perfectly authenticated sender domain, deliverability depends on more than DNS:

- **Warm up new domains slowly.** Don't suddenly send 5,000 emails from a brand-new authenticated domain. Start low (10-50/day) and ramp up over weeks.
- **Avoid spam-triggering content.** All caps, excessive emojis, "FREE!!!" — the usual.
- **Maintain low bounce rates.** High bounces hurt domain reputation. Clean your contact lists.
- **Don't reply on URL shorteners.** Spam filters are suspicious of bit.ly-style links. coReel's watch page links go through `coreel.ai` directly, which is already trusted.
- **Use a real reply-to address.** Recipients should be able to reply and get a human.

See Deliverability Best Practices for Video Email Outreach for the full deliverability guide.

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## Sender domains and the watch page

The sender domain configuration affects only the **send** of the email — not the watch page. Your watch page is always served from `coreel.ai` regardless of which sender domain handled the email.

If you want to use a custom domain for watch pages too (for example, `videos.yourbrand.com`), that's a separate feature called **custom watch page domains**. Contact support to discuss — it's available on higher-tier plans.

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## What about Gmail/Outlook sends?

Gmail and Outlook sends don't use the sender domain selector. They send through your individually-connected Google or Microsoft account, and authentication is handled by Google/Microsoft.

The sender domain selector only appears for CRM-routed sends (Keap, HighLevel) where the CRM handles authentication.

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## Troubleshooting

**My authenticated domain in Keap/HighLevel doesn't appear in coReel's dropdown.** Make sure the domain is **fully verified** in your CRM (not pending). Then in coReel, disconnect and reconnect the CRM integration in **Settings → Integrations** — that refreshes our list of available sender domains.

**Emails are still going to spam even with an authenticated domain.** Authentication is necessary but not sufficient. Check:

- Are you new to sending from this domain? You may need to warm up.
- What's your content like? Spam-triggering phrasing can override authentication.
- What's your bounce rate? Clean your list. See Deliverability Best Practices.

**The DNS records I added don't verify.** DNS propagation can take 24-48 hours. If it's been longer than that, double-check the records — typos in DKIM keys are the most common issue. Use a DNS lookup tool (like `dig` or mxtoolbox.com) to confirm the records are visible publicly.

**I want to remove a sender domain.** Remove it inside your CRM (Keap/HighLevel admin). Once removed there, coReel automatically drops it from the picker on the next integration refresh.