

# Email Branding Domain Guide

Email branding domain is used to brand links added to an email created in Marketo, with our own domain. Since we have two lines of business on the same Marketo instance, we have created multiple Email Branding Domains.

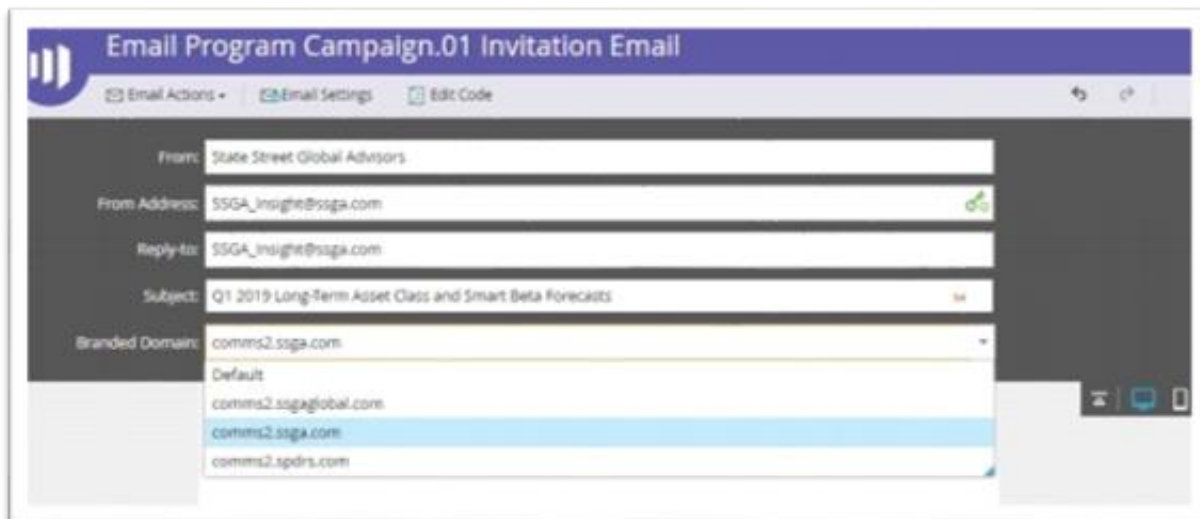
SPDR web pages have been migrated into our SSGA website infrastructure.

Note: 'Comms2.spdrs.com' is no longer in usage. It has been migrated from Comms2.spdrs.com into **Comms2.ssga.com**

Here is the list of Branding Domains available on our Marketo instance

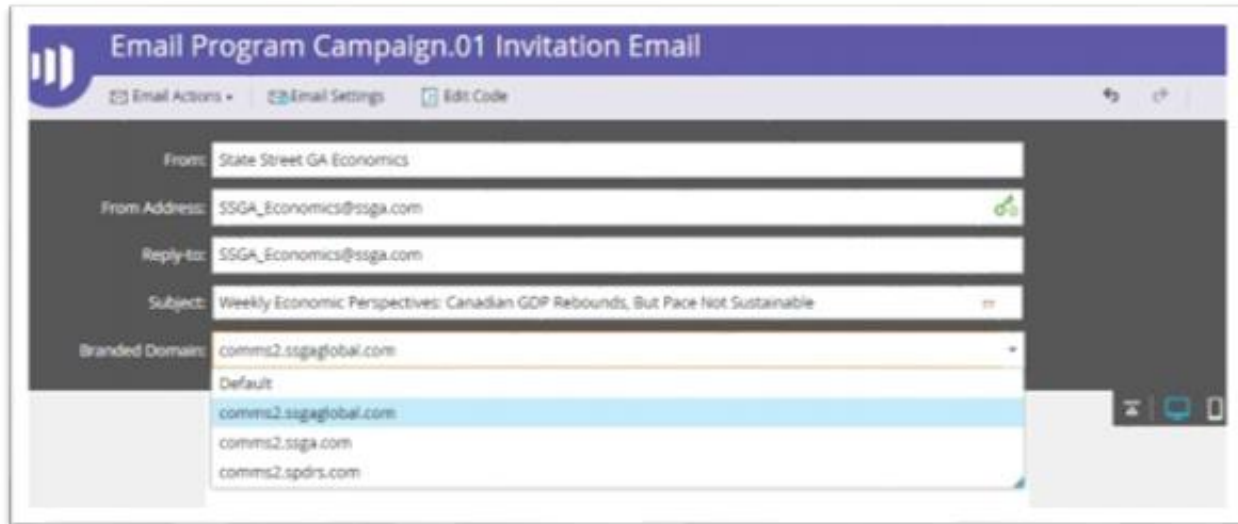
- **Comms2.ssga.com**
- Comms2.spdrs.com
- Comms2.ssgaglobal.com

1. **Comms2.ssga.com** –Should be selected while sending email from both line of business (GIG/ETF)



2. **Comms2.ssgaglobal.com** – Should be used to send emails common to both lines of business.

Eg: Organizational Updates, emails from CEO, and campaigns targeting both lines of business.



**Note:** All users have permissions to set the branded domain on a per-email basis. If you don't see above Branded Domain drop-down, you can reach out to us by creating a Marketing Automation service request on Salesforce.