Enabling the subdomain for your DemandCenter account has many benefits, including, but not limited to:

- Create branded landing pages using DemandCenter's What-You-See-Is-What-You-Get (WYSIWYG) editor.

- Gain access to DemandCenter's library of pre-configured email & landing page templates.

- Images and links within email or landing page assets are branded with your subdomain, improving the user experience for your audience.

To activate the landing page subdomain for your DemandCenter account:

1. Decide on a name for your subdomain. The subdomain will brand your images, links, and landing pages, so you will want to make sure it is a name that matches your corporate identity and is a name you would want your audiences to see.

2. Create a DNS resource record for your subdomain. Normally, this is handled by your IT Team or DNS Registrar. Have them create an **A Record** that points to the IP address **38.111.197.137**.

   - **Type:** A Record

   - **IP Address:** 38.111.197.137

   For example, if users query our subdomain at eTrigue, they will see something like this:

   Note – it may take up to 24 - 72 hours before your DNS changes take effect across the Internet.

3. If applicable, your IT team may also need to update your network's DNS settings to include your subdomain. This will help ensure assets branded with your subdomain are accessible to your own internal users. Otherwise, users may see webpage errors like **404** or **Page Cannot Be Found**.

4. Notify the eTrigue Success Team (success@etrigue.com) for verification and activation of your subdomain.

Intelligent Demand Generation™