

# Sending

The final step in your email campaign is to send the email by:

- specifying your [sender from and reply-to email addresses](#)
- choosing the [recipients](#)
- selecting to schedule a time and date for the mailing (or to send it immediately) and managing the [mailing queue](#) (view [here](#) to delete an email from the mailing queue).

## Sender Name, Sender Email, and Reply-to Email

Every email marketing campaign should have a meaningful sender name and *sender email* (i.e. the from email)

In addition to editing your sender email address, you can now edit the *Reply-to* email address conveniently when setting up your email campaign, without having to edit it in the *List* settings section.

Your **from email** must be an email address that is easily recognizable and viewed as trustworthy by your recipients. If the email is new you have to **verify** it and click on *Verify now* so that you receive a link to click for confirmation.

Your **reply-to email** (i.e. the email that your recipients can write back to by clicking on *reply*) should be recognizable and friendly, as opposed to a *no-reply@mycompany.com* address. The purpose of having a friendly reply-to email is to encourage your recipients to contact you. Email is about communicating with your customers, not telling them "not to reply" to you. In addition, the *reply* action is counted by ISPs (e.g. Gmail, AOL, etc.) as a clear indication of your recipients' engagement, which means that it positively affects your deliverability.

The Deliverability Checkup system will warn you in case the configured sender has issues. If so, go to *Settings > Account settings > Deliverability checkup* for more details on how to improve your email's deliverability.

Sender email \* ?

alessio.pinto1982@libero.it

We found a potentially serious deliverability issue. ?

## Choosing Recipients

Select who you want to send your email campaign to. Choose to send the email to **test groups** or **segments** of your list or **send to all subscribers**. To send your mailing to just a few email addresses, please use the [Quick Send](#) feature.

Send to...

Pick one or more test groups.

TEST GROUPS

Segment your subscribers.

SEGMENTS

Send to all subscribers.

ALL SUBSCRIBERS

To further segment your mailing list, click on "Segments" and in the next page you can include or exclude groups and apply one or more filters. Filters can be found under *Recipients > Filters*.

Include groups + 129 - Spanish x

Exclude groups +

Apply filters + Inactive recipients (no activity in the last 90 days) i x

 Click to view updated results

SHOW PREVIEW

Reset

BACK DELETE EXISTING STATISTICS CONTINUE

- For more information on Filters, go to [this page](#).
- For more details on Groups, please see: [Manage groups](#)
- For an overview of the difference between a List and a Group in MailUp, please see: [Understanding Lists and Groups](#)

## Queue recipients

In the final step, the system will queue your recipients, displayed with a progress bar.

637 Recipients to be queued

100% completed

We are checking and loading recipients into the queue... You can navigate to a different page during this process. Once the process has been completed, you can schedule the mailing from here or from the 'Send status' page.

 **00d 00h 37m 29s**  
Estimated time to send the message  
[Increase your sending speed](#)

 **637**  
Total recipients selected for this mailing

PUT IN STANDBY SCHEDULE FOR LATER SEND NOW

Once queuing is complete

Once queuing is completed, you have 3 choices:

- **Send now**
- **Schedule for later**
- **Put in standby**

Let's see in detail how each works.

### Send now

Hitting "Send now", the mailing will **start immediately** and join the other mailings that are being sent out by the platform. **No other action is needed by the user**, who will be redirected to *Send Status* page. The mailing will appear in "Sending now" area of *Send status*, with a blinking "starting up" under "Start date", to put in evidence that the system is preparing to send out the message. This is a technical time needed for preliminary operations. These operations can last up to one minute: once finished, messages will start to go out.

### Schedule for later

