



Branding Information in Realtime Register

Contractual obligations require Realtime Register to send certain emails to your customers. The Realtime Register backend uses your company details provided on sign up by default. In the Domain Manager you can change this information to the way you want to represent your company or labels to your customers and the general public. When applicable, you can add additional texts for translation or additional explanation. This “setup guide” will help you getting the most out the available options.

Setup your branding

By setting up your branding details and styles, you will have a firm control over how the automated communication from Realtime Register to your customers looks and what the company name and contact details are.

It is good practice to start setting up the branding in the test environment and test it before copying it to the production environment.

Multiple brands

The branding feature allows you to use multiple brands in your account.

Multiple brands are especially useful if you:

- target the market with a number of different brands
- have customers with a native language other than English.
- want to consolidate your companies at Realtime Register
- have resellers with their own brand.

Branding lets you customize the look of emails, validation forms and makes it possible to add your company details and URL to the WHOIS output.

For each registrant's contact, you can specify which brand to use. If you do not specify the brand, a contact will use the default brand.

Help texts

An extensive description and explanation of every template is available in the domain manager. From the “Brand details” page, you can navigate to any specific template page.



Branding templates

With the branding templates you have an easy way of getting control of branded communication for each type of communication.

Variables

Brand and customer details are available in the templates in the form of variables. For an overview of available variables per template, please have a look at <https://dm.yoursrs-ote.com/docs/api/brands/templates/update> .

Suggested workflow:

1. Update your default brand details
2. Decide whether you want or need additional brands
 - a. Add additional brands if required
3. Make an inventory of the email and web templates
4. Add the styling for the emails and web page
5. Write additional texts if required
6. Add your own content to the templates
7. Make a test run
8. Copy the template content to production environment

1. Update your default brand details

In the Realtime Register Domain manager in the Account details submenu the “Branding” item is available. Check at the “Brand details” page the details for your default brand. The details listed are available as variables throughout the brand template system.

The brand details are the information of your company presented through the web forms and emails to the registrants e.g. your clients. Please, make sure to update any inaccurate information listed for your company or label.

The brand details hold the base information, which will be displayed in the various media for the registrants on which they can act.

Email address.

Email sent by Realtime Register will appear to the receiver as it was sent from the email address at the brand details. It will also be the reply to address. For this to be possible, it might be necessary to add a SPF record for lb.yoursrs.com to your domains DNS configuration. The email address is



verified to be an existing, working email address. Please note; Gmail and Yahoo email addresses will not work. Make sure to supply an email address your clients can reach you at.

Telephone number format

The telephone number format in the brand details is not as strict as the format used for registration. If your customers are national, you might want to skip the country code part in the phone number. Or, if there are local habits concerning the number format, you can use these.

2. Decide whether you want or need additional brands

The registrant handle used with the registration, determines which brand you want to use in the obligated communication with the registrant.

If you have a number of clients that are under a different brand of your company, you probably want an additional brand in your account. You can add a brand by choosing Account details, Branding and on the top of the branding page Add brand.

If you choose to use multiple brands, you will need to specify the brand at the creation of the contact. If you do not specify a brand the default will be used.

With multiple brands in your account, below "Contacts", the submenu item "Bulk update brand" will become available. You can use this to set the brand on multiple contacts simultaneously.

3. Make an inventory of the email and web templates

The following email templates are currently in use, plus the header and footer templates:

- 7 day expiration email
- 30 day expiration email
- Contact validation
- Whois data accuracy reminder email
- Brand confirmation
- Incoming transfer approval
- Incoming Transfer approval with contact validation
- Outgoing transfer approval
- Internal transfer approval
- TMCH Claim acknowledgement



- TMCH Claim contact validation acknowledgement and

The following web templates are currently in available, plus the header and footer templates:

- Incoming transfer approval template
- Incoming Transfer approval with contact validation
- Incoming transfer submit token
- Outgoing transfer approval
- Thank you page
- Error page
- Registration pending validation
- Contact validation
- Brand confirmation
- Update domain submit token
- Internal transfer approval
- Internal transfer submit token
- TMCH Claim acknowledgement page
- TMCH Claim acknowledgement and contact validation page

4. Add the styling for the emails and web page

Two kind of branding templates are available; Email templates and Web templates. Any action that triggers communication with the registrant has a template associated with it.

Email templates

Email is sent as multi part emails; both the text version and HTML version are being sent together. The emails consist of a header, body and footer part, all of these parts can use variables to personalize the emails content and add your company's brand information.

Email header

You can add the brand information and include CSS and HTML for HTML based communication. This allows you to adjust the look and feel to match your brands style.



Note: if you want to communicate to your registrants with text only email, you will have to keep the HTML version empty. Though, if you want to communicate with HTML emails, please fill both the text version content as well as the HTML version.

If you want to refer to the explanation in a specific language, or refer to your additional content, you may want to use the header template to do so. As the header content is displayed at the top, while you custom content is displayed below any fixed content.

Email body

For most emails, the main text in the email is mandatory and cannot be altered. However, you can add your own translation or additional message to it. This additional text will be displayed below the mandatory text and if applicable the confirmation link. Exceptions are the expiration emails. You can modify these freely. You can include variables in the additional text. The confirmation link will jump to a page branded in your style.

Note: if you want to communicate to your registrants with text only email, you need to keep the HTML version empty. Though, if you want to communicate with HTML emails, please fill both the text version as well as the HTML version.

Email footer

Use the footer to display any information you want, at the bottom of an email, such as a signature. Also, you can include any HTML closing tags you need.

Web templates

The web templates have the same composition as the email templates; they consist of a header, body and footer. All of these parts can contain variables to show your brand information.

Web page header

You can add the brand information and include CSS and HTML. This allows you to adjust the look and feel to match your brands style.

If you want to refer to the explanation in a specific language, or refer to your additional content, you may want to use the header template to do so. As the header content is displayed at the top, while you custom content is displayed below any fixed content.



Web page body

For most pages, the main content in the web page body is mandatory and cannot be altered. However, you can add your own translation or additional message to it. This additional text will be displayed below the mandatory content, and if applicable, the submit button. You can include variables in the additional text. A click on the submit button will jump to a thank you page branded in your style.

You can completely customize the “thank you” and “registration pending validation” pages.

Web page footer

Use the footer to display any information you want, at the bottom of the page. HTML closing tags for tags you opened in the header or body can be put here if necessary.

Variables

Both the email and web page templates have the option to use variables in their respective headers, footers and bodies. Your company’s information is easily included by using the available variables. For example:

- \$brand.organization ; the organization name
- \$brand.voice ; the phone number
- \$brand.addressLines; list of address lines
- \$brand.email ; the email address

Information about the particular process can be displayed on the webpage or in the email as well. Such as the registrant details or the domain name.

The complete list of variables to use with the email templates is located at the documentation section of the domain manager.

5. Write additional texts if required

The information in the body of the email and web pages are in English. If your customers speak a different language, you might want to consider summarizing the content in their particular language.

Multiple translations

If your business is internationally oriented and you have clients speaking different languages, you might want to consider using multiple brands, one for each language in your customer base.



6. Add your own content to the templates

Add the text, variables, images and HTML to the templates.

7. Make a test run

Inspect the emails and web pages by previewing in the OT&E domain manager. Next, create a new contact with an email address you have access to, register a generic test domain and complete the validation by following the instructions in the validation email that is sent by the system. This allows for a production like preview of the template system. Make wanted adjustments to the templates and repeat until you are satisfied.

8. Copy the template content to production environment

The final task is to copy the content to their respective production templates.