

How to Set Up & Verify Your Sender Email in Wix

A Step-by-Step Guide for Wix Classic Editor | davidovmediadesign.com

Before you send a single email to your list, make sure your subscribers see **your name and your email address** — not a generic Wix placeholder. This quick setup takes about 5 minutes and makes a huge difference for professionalism and deliverability.

Why This Matters

Without setup, Wix sends your emails from a @usmailtest.com or @wixemails.com address — which looks unprofessional and is more likely to land in spam.

A verified sender email builds trust with your audience and improves open rates.

PART 1: Set Your Sender Details

These steps tell Wix what name and email address to display when your subscribers receive your emails.

1 Log in to your Wix Dashboard

Go to manage.wix.com and log in to your account. Make sure you are on the correct site if you manage more than one.

2 Open Email Marketing

In the left-hand sidebar, click **Email Marketing**. If you do not see it, scroll down — it may be under **Marketing Tools**.

3 Go to Settings

Inside Email Marketing, look for a **Settings** option (sometimes shown as a gear icon or listed in the top navigation within that section).

4 Find Sender Details

Look for a section called **Sender Details** or **From Details**. This is where you control what your subscribers see.

5 Enter your From Name

Type your business name or your personal name — whatever you want recipients to see in the 'From' field of their inbox. Example: **Smith Photography** or **Jane Smith**.

6 Enter your From Email Address

Type the email address you want to send from. Ideally this is a custom domain email (example: hello@yourbusiness.com). A Gmail or professional email also works for verification purposes.

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7 Save your changes

Click **Save** or **Update**. Wix will immediately send a verification email to the address you entered.

PART 2: Verify Your Email Address

Wix requires you to confirm that you own the email address before it will send on your behalf. This is a one-time step.

1 Check your inbox

Open the inbox for the email address you just entered. Look for an email from Wix with a subject line like '**Confirm your email address**' or '**Verify your sender email.**'

2 Check spam/junk if needed

If you do not see it within a few minutes, check your spam or junk folder. Verification emails sometimes get filtered.

3 Click the verification link

Open the email from Wix and click the confirmation button or link inside. This will open a browser tab confirming your email is verified.

4 Return to your Wix Dashboard

Go back to Email Marketing > Settings > Sender Details. You should now see a **green checkmark** or a 'Verified' label next to your email address.

5 You are ready to send

Your sender email is now confirmed. Every email campaign you send will display your name and your verified email address to recipients.

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Troubleshooting Tips

Did not receive the verification email? Go back to Sender Details and click 'Resend Verification Email.'

Using a Gmail address? Make sure you are checking the correct Google account inbox — it is easy to be logged into the wrong one.

Using a business domain email? If your domain email is hosted through Google Workspace, cPanel, or another provider, check that inbox directly (not just Gmail) — or check webmail.

Link expired? Verification links typically expire after 24 hours. Request a new one from the Sender Details page.

Still showing @usmailtest.com? This means the sender email has not been set or verified yet. Repeat the steps above.

Pro Tips Before You Hit Send

Check your plan limits. In Email Marketing, look for your monthly send limit. Free plans allow only 200 emails/month — not enough for a list of any real size.

Use a business email, not a personal one. Sending from hello@yourbusiness.com looks far more professional than a Gmail address and improves deliverability.

Set a Reply-To address too. If you want replies to go to a different inbox than your sender email, you can set a Reply-To address in the same Sender Details area.

Need help with your Wix website, email marketing setup, or branding? Visit davidovmediadesign.com to learn more or get in touch.