



New Email Sender Requirements

Action required prior to February 1st, 2024

If you have done this previously, please double-check that you are meeting the new requirements Google and Yahoo have regarding authentication of ANY email address you plan to send from (regardless if they are a "user" in your CRM).

Why is this important? Ensuring that your emails adhere to these standards is vital for:

- **Deliverability:** Emails are less likely to be marked as spam, ensuring they reach your recipients' inboxes.
- **Security:** Protect your brand reputation by minimizing the risk of phishing attacks and unauthorized use of your domain.
- **Compliance:** Meet the requirements set by Google and Yahoo to avoid potential deliverability issues.

STEPS NEEDED:

Set Up A Custom Domain: If you haven't already, set up and verify your custom domain (URL). Ensure your sending domain is valid (at least 30 days old) and points to a live website, not a blank page. It should also have an MX record, which is like a signpost directing emails to the right server.

Create ONE SPF record. Check to see if your email service provider already configures SPF for you. If not, you'll need to add something like "include:providerdomain.com"

Configure your DKIM Signature: Your email provider will generate two text records. Go to where your domain is registered and/or hosted, click on DNS>Manage. Add the TXT records, including Name/Host and Value/Record.

Verify with your email provider that DKIM setup was successful

Set up your DMARC: Create a TXT record with a Name/Host of _dmarc and a value of v=DMARC1; p=none; pct=100; rua=mailto:your@email.com (replace the email address with your email)



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OTHER THINGS TO REMEMBER:

- Don't send to email addresses that haven't specifically opted in to your content
- Don't send to emails that have hard bounced
- Don't send to contacts that don't open or engage with your content at least every 30 days
- Always include an unsubscribe link
- Always include your physical address in the footer

NEED MORE HELP?

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