

DMARC - Important Update and Implications for Email Compliance

What is it?

If you send 5,000 messages a day or more to either of the world's largest mailbox providers (**Gmail and Yahoo**), starting February 2024, your email domain must have a DMARC policy in your DNS.

These messages must pass DMARC Alignment or they will not be delivered.

This includes messages sent on behalf of your organization by third-party email service providers (ESPs) like Constant Contact and MailChimp that use your email domain.

Why is it important?

To help understand why this is important, please review these reference sites.

[Why is it crucial for Third-Party Senders to comply with DMARC? \(skysnag.com\)](#)

[Making Sure Your Third-Party Email Services use DMARC | Mimecast](#)

[How To Make My Third-party Vendors DMARC-compliant? \(powerdmarc.com\)](#)

Steps to DMARC compliance

- Set up SPF or DKIM email authentication for your domain.
- Ensure that sending domains or IPs have valid forward and reverse DNS records, also referred to as PTR records. [Learn more](#)
- Use a TLS connection for transmitting email. For steps to set up TLS in Google Workspace, visit [Require a secure connection for email](#).
- Keep spam rates reported in [Postmaster Tools](#) below 0.10% and avoid ever reaching a spam rate of 0.30% or higher. [Learn more about spam rates](#).
- Format messages according to the Internet Message Format standard ([RFC 5322](#)).
- Don't impersonate Gmail From: headers. Gmail will begin using a DMARC **quarantine enforcement policy**, and impersonating Gmail From: headers might impact your email delivery.

<https://support.google.com/a/answer/81126?hl=en-#zippy=%2Crequirements-for-all-senders>

How can I check my setup is compliant?

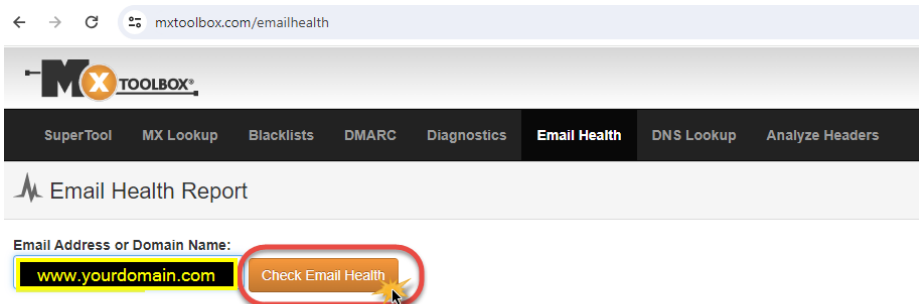
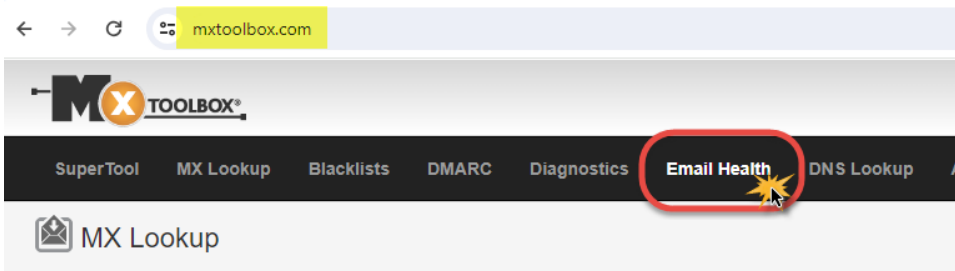
There are many tools out there you can use to check however, a couple that our team have found to be most useful are -

[Domain Health Check - Online Domain Tools - Blacklist, Email, Website, DNS - MxToolBox](#)

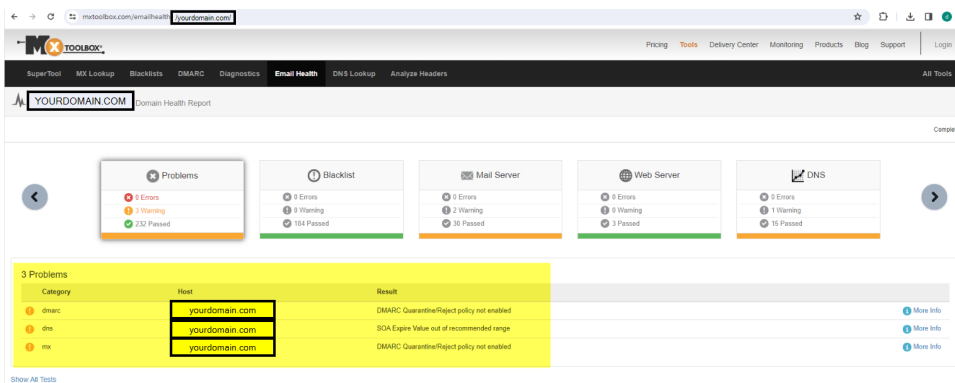
[DMARC Inspector - dmarcian](#)

We found [mxtoolbox.com](#) to be simple to use and provide lots of useful information in a pretty easy-to-read format. Below are the steps taken to demonstrate the usage:

1. Load the browser and navigate to <https://mxtoolbox.com/>
2. Click on [Email Health] then enter the domain or email address that you want to check (e.g. [www.yourdomain.com](#)), and click [Check Email Health]



- The site then helps assess the deliverability of emails sent from the domain by performing tests and analyzing factors that can impact successful email delivery. Any problems found will be displayed:



4. Click on [Mail Server] to display detailed results:

MXTOOLBOX®

SuperTool MX Lookup Blacklists DMARC Diagnostics **Email Health** DNS Lookup Analyze Headers

YOURDOMAIN.COM Domain Health Report

Problems: 0 Errors, 3 Warning, 232 Passed

Blacklist: 0 Errors, 0 Warning, 184 Passed

Mail Server: 0 Errors, 2 Warning, 38 Passed

Web Server: 0 Errors, 0 Warning, 3 Passed

3 Problems

Category	Host	Result
dmARC	yourdomain.com	DMARC Quarantine/Reject policy not enabled
dns	yourdomain.com	SOA Expire Value out of recommended range
mx	yourdomain.com	DMARC Quarantine/Reject policy not enabled

Show All Tests

5. Here you can see that while DMARC record has been found on the domain, the Quarantine/Reject policy has not been enabled, i.e. it is still set to NONE.

MXTOOLBOX®

SuperTool MX Lookup Blacklists DMARC Diagnostics **Email Health** DNS Lookup Analyze Headers

YOURDOMAIN.COM Domain Health Report

Problems: 0 Errors, 3 Warning, 234 Passed

Blacklist: 0 Errors, 0 Warning, 185 Passed

Mail Server: 0 Errors, 2 Warning, 38 Passed

Web Server: 0 Errors, 0 Warning, 3 Passed

DNS: 0 Errors, 1 Warning, 15 Passed

Mail Server

mx: yourdomain.com

Port	Hostname	IP Address	TTL
10	au-smtp-inbound-1.mimecast.com	103.96.20.26	5 min
20	au-smtp-inbound-2.mimecast.com	103.96.20.26	5 min

dmARC: officemax.co.nz

Category	Host	Result
dmARC	yourdomain.com	DMARC Quarantine/Reject policy not enabled
dmARC	yourdomain.com	DMARC Record found
dmARC	yourdomain.com	The record is valid
dmARC	yourdomain.com	All external domains in your DMARC record are giving permission to send them DMARC reports
dmARC	yourdomain.com	Multiple DMARC records corrected to a single record

smtp: au-smtp-inbound-1.mimecast.com

Category	Host	Result
smtp	au-smtp-inbound-1.mimecast.com	OK - 103.96.20.26 resolves to au-smtp-inbound-1.mimecast.com, au-smtp-inbound-2.mimecast.com
smtp	au-smtp-inbound-1.mimecast.com	OK - Reverse DNS is a valid Hostname
smtp	au-smtp-inbound-1.mimecast.com	OK - Reverse DNS matches SMTP Banner
smtp	au-smtp-inbound-1.mimecast.com	OK - Supports TLS
smtp	au-smtp-inbound-1.mimecast.com	0.005 seconds - Good on Connection time
smtp	au-smtp-inbound-1.mimecast.com	OK - Not an open relay
smtp	au-smtp-inbound-1.mimecast.com	1.005 seconds - Good on Transaction Time

6. Now try repeating the above steps for <http://ZoomInfo.com>

MXTOOLBOX®

SuperTool MX Lookup Blacklists DMARC Diagnostics **Email Health** DNS Lookup Analyze Headers

Email Health Report

Email Address or Domain Name:

zoominfo.com

Check Email Health

ABOUT EMAIL HEALTH

The Email Health Check will execute hundreds of domain/email/network performance tests to make sure all of your systems are online and performing optimally. The report will

How it works: The report uses DNS to obtain the hostnames of your Mail Server, Web Server, and DNS Servers and then queries them to identify potential problems.

- Get full visibility of your email's health status in one concise report
- Identify every problem facing your email, including **blacklist, mail server, web server, and dns issues**

7. You can see that DMARC record is found and DMARC Quarantine/Reject policy is enabled

mxtoolbox.com/emailhealth/zoominfo.com/

Problems

0 Errors
2 Warning
238 Passed

Blacklist

0 Errors
0 Warning
189 Passed

Mail Server

0 Errors
0 Warning
32 Passed

Mail Server

mx.zoominfo.com

Pref	Hostname
10	us-smtp-inbound-1.mimecast.com
10	us-smtp-inbound-2.mimecast.com

dmARC zoominfo.com

Category	Host	Result
dmARC	zoominfo.com	DMARC Record found
dmARC	zoominfo.com	The record is valid
dmARC	zoominfo.com	All external domains in your DMARC record are giving permission to send them DMARC reports.
dmARC	zoominfo.com	Multiple DMARC records corrected to a single record.
dmARC	zoominfo.com	DMARC Quarantine/Reject policy enabled

Support

If you require assistance, please reach out to our support team for additional help from our team.

Want to learn more?

<https://support.google.com/a/answer/81126>
<https://dmarcian.com/yahoo-and-google-dmarc-required/>

- [Email Template List](#)
- [Widget-Based Email Templates](#)
- [Review sent emails](#)
- [Sender Policy Framework \(SPF\) Record](#)
- [CC Order Confirmation emails](#)