

# DNS AUTHENTICATION

ZIFTONE PORTAL

## SPECIFICATIONS

## Increase deliverability sending email marketing via ZiftONE.

We strongly advise that all partners planning to use the Email Marketing feature of ZiftONE authenticate the domain for your *from* email address. This authentication maximizes the likelihood that your emails will successfully arrive at the intended recipient's inbox.

If you do not take the steps to authenticate your domain, your email marketing will automatically send from a Zift generated address. This address will be composed of the intended name+domain @zift123.com. This means the email will not be rejected due to domain authentication, but may be flagged as spam due to an unexpected domain (@bounce.zift123.com).

**SPF** use a tool to create a new SPF record, or If you already have SPF in place, update your existing SPF record, by adding this phrase:  
include:md02.com

**DKIM** add a CNAME record. use either:  
CNAME HOST:  
dkim.\_domainkey.YOURDOMAIN.com  
Value: dkim.\_domainkey.md02.com  
OR  
CNAME HOST:  
dkim.\_domainkey.YOURDOMAIN.com  
Value: dkim.md02.com

**DMARC** add your domain and include the v/p tags. we can suggest at minimum:  
\_dmarc.YOURDOMAIN.com TXT  
"v=DMARC1; p=none;"

### DNS

Authenticate your DNS with all 3 SPF, DKIM and DMARC

### SPF

include:md02.com

### DKIM

add a CNAME record

### DMARC

After SPF & DKIM are in place. Domain name and tag/value pairs should be set

### EXECUTION/VALIDATION TOOLS

<https://mxtoolbox.com>  
<https://emailstuff.org/>

