DMARC May Impact Your Deliverability ✎

This article applies to:

Changes at Gmail, Yahoo and others may impact your deliverability - are you prepared for DMARC?

In an effort to reduce spam and spoofing, email providers are moving to a policy that will reject mail sent from outside of their respective servers. This means that if you use a 'from' email address from one of these providers, your email will be rejected because it is sent from Keap and not the actual provider. While this will help to reduce spoofing and phishing via email, it may also impact your legitimate marketing efforts.

We want to help you understand how you can be best prepared for these upcoming industry changes. Here are answers to some of the most common questions:

Q: **What happens if I do not update to a DMARC compliant "from" address?**
A: In order to deliver your emails, Keap will automatically update your "from" address to one ending with *@infusionmail.com*.

Examples:
bob@gmail.com > *bob+gmail@infusionmail.com*
123company@yahoo.com > *123company+yahoo@infusionmail.com*

Note, this solution is meant to be temporary as we strongly advise all small businesses use a private domain email as soon as possible (*name@mycompany.com*).

Q: **What does DMARC stand for?**
A: Domain-based Message Authentication Reporting & Conformance. Learn more at dmarc.org

Q: **Which email providers are embracing DMARC policies?**
A: Yahoo, AOL, Google, and Microsoft are among the email providers who will use these policies. This means that any email that ends in @yahoo, @aol, @gmail, @outlook, @hotmail, @msn, or @live will no longer be delivered if it is in your Keap 'From' address.

Q: **Is this just an Keap problem?**
A: No, this is across the industry. If you do your email marketing with any email marketing provider and send your emails from one of the impacted domains, your email will not be delivered.

Q: **My Keap 'from' email is one of these, what should I do?**
A: We advise any small business owner to have a private domain email (ie - myname@mycompany.com, info@mycompany.com, etc.) If you have a website, you may have access to a private domain through your hosting package. If you aren't sure, please call your website host and ask for help getting a branded domain email.

Q: **How do I get my private domain email into Keap?**
A: Please follow the instructions below:

1. Go to **Settings > Users**
2. Select the User you want to modify
3. Change email address, modify permission, and **Save.**

- You'll want to change **All** users that have an email from an @gmail, @hotmail, @msn, @live, @yahoo, or @aol email address.
- If you have campaigns that use an 'Other' or a Non-merge field with an email address that has one of the above domains, you will want to modify these addresses too so that they will be delivered.