How your from address affects email deliverability ⚲

This article applies to:

DMARC, Domain-based Message Authentication Reporting & Conformance, is an email authentication protocol that allows domain owners to publish a policy statement telling receiving domains what to do if their message fails SPF or DKIM authentication. In an effort to reduce spam and spoofing, email providers have moved to a policy that will reject (p=reject) mail sent from outside of their respective servers. This means that if you use a 'from' email address of one of these providers, email will be rejected because it was sent from Keap and not the actual provider. In 2014 Yahoo! and AOL published strict DMARC policies, with Gmail slated to follow suit in June of 2016. In fact, this policy will likely become the new standard across all free email providers over time.

To mitigate deliverability issues, we encourage the use of your own private domain. Registering your own domain for your business is important for branding and marketing, along with many other benefits including email deliverability. Please note this is not specific to Keap, these changes impact anyone using a third-party email service provider or service that sends email on your behalf.

Does this affect me?

This affects Keap customers who are sending emails through Keap using a Yahoo, AOL! or Gmail email address in the "From" field of their emails (i.e. james123@yahoo.com).

How does this affect me?

If you send emails from Keap using a Yahoo, AOL! or Gmail domain, your emails will get rejected (bounced) by most major email providers including Gmail, Yahoo and Hotmail.

How can I fix this?

Best practice is to send emails from Keap using a custom business domain (i.e.tom@tomscleaning.com). We recommend that customers obtain a custom business domain, setup an email address and update the "From" fields for any email sent from their Keap account.

This will resolve this problem completely and ensure that all of the emails you send get delivered.

Here is how you can create a custom business domain for Gmail.

After I've fixed this, how do I further maximize my deliverability?

To maximize your email deliverability through Keap, we recommend configuring the SPF records on your domain to indicate our servers are authorized to send email from your sender address. This will further reduce the chance that your emails might end up flagged as spam. You can find instructions on that here: Configure Your SPF Records.