

Email Authentication (DKIM, DMARC, and SPF)[Ⓢ]

This article applies to:

[Pro](#)

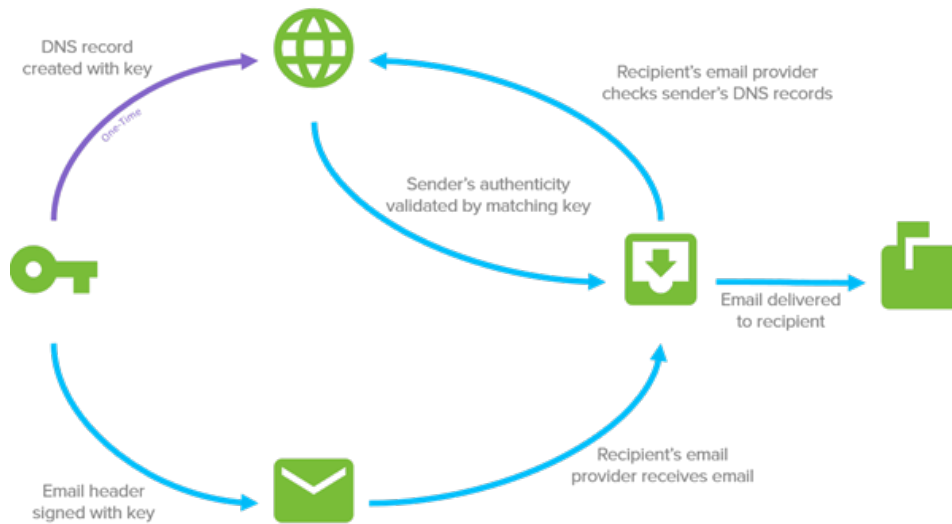
[Max](#)

For the Max Classic/Ultimate editions of Keap, please refer to this article: [Email Authentication \(DKIM, DMARC, and SPF\)](#)

DKIM (Domain Keys Identified Mail) is a complex email protocol that allows a sender's identity to be authenticated by the recipient to help combat email fraud. It's also a very important factor in your email deliverability. DKIM affords the greatest assurance that the sender is who they say they are and gives email providers a way to track and hold senders accountable for the messages they send. As a result of setting up DKIM, your email deliverability and inbox placement improves. If you haven't set it up yet, follow the steps below.

How does it work?

A public key is used to create a DNS record. That same key is also used to digitally sign the header of emails that are sent. When the recipient's provider receives the email, they check the sender's DNS records and the sender's authenticity is validated by the matching key. The message is then delivered with confidence that the sender is who they claim to be.



How is Keap Simplifying Domain Authentication?

Normally, implementing DKIM requires a domain owner to create public and private RSA keys which are used in the authentication process. To make it easier for you to implement DKIM, Keap has eliminated this complexity by creating these keys on your behalf. With this approach, you only need to create 3 CNAME records in your DNS records that point back to the Keap servers, and turn on the function in your Keap account.

For your convenience, our team takes care of the SPF (Sender Policy Framework) record setup to ensure your emails are authenticated and delivered securely. By managing this technical step, we ensure your domain's email sending practices are in compliance, enhancing your email deliverability and protecting your domain's reputation. You don't need to worry about the complexities of DNS management or SPF syntax; we've got you covered.

Setting up DMARC externally can be challenging due to complexities in defining policies, managing DNS records, and interpreting authentication reports. However, Keap simplifies this process by providing an easy way to create the necessary DMARC record, streamlining the setup for enhanced email security.

We've tried to further simplify this process by providing simple, step-by-step instructions directly within your Keap account to help guide you.

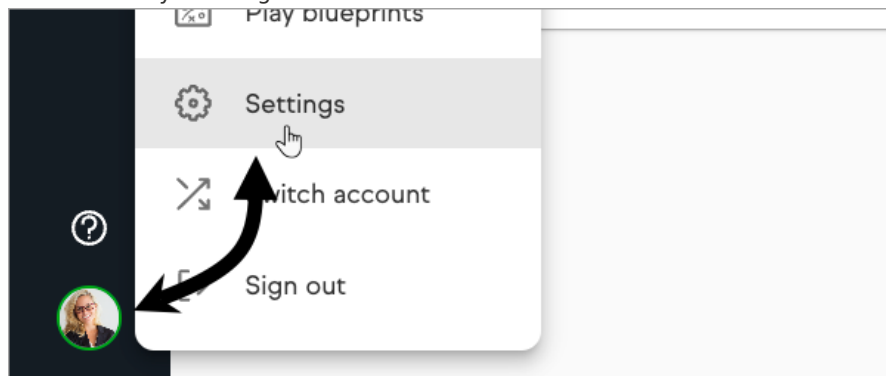
How do I set it up?

These instructions require you to create a CNAME entry in your DNS records. If you need assistance with this step, we recommend you contact your DNS provider for assistance because the steps may vary depending on your provider. Below are links to help articles of several common DNS providers to help you.

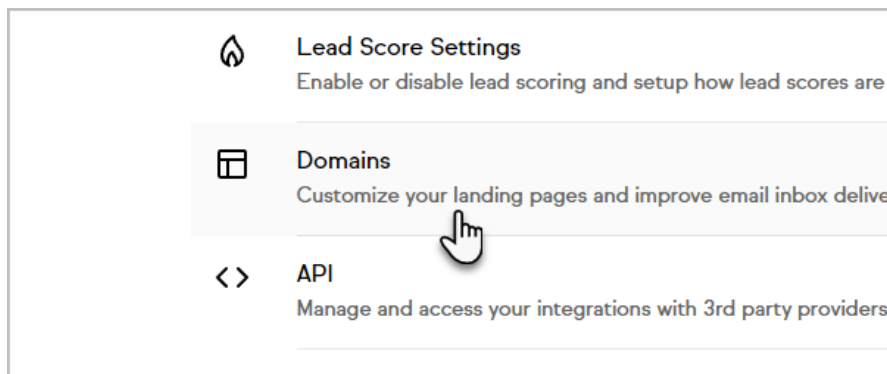
1. [GoDaddy](#)
2. [BlueHost](#)
3. [Host Gator](#)

4. [DreamHost](#)
5. [Liquid Web](#)
6. [In-Motion](#)
7. [Amazon CloudFront](#)
8. [Google Cloud](#)

1. Navigate to your Keap settings by clicking your avatar located in the bottom left followed by "Settings"



2. Click **Domains**



3. Under "Email" if you have an unverified business email address domain associated with your app it will be listed under the "Suggested" section of the page. Click on "+ Connect this domain" to begin the process. Or you can add a different email domain by clicking the stand alone "+ Connect email domain" at the top of the page

< Domains



Suggested

Available donaldduck.com You're using the email domain mccrackin.com. Would you like to finish setting it up to use it in Keap?	+ Connect this domain
Available mcduck.com You're using the email domain mccrackin.com. Would you like to finish setting it up to use it in Keap?	+ Connect this domain

4. Select your domain provider from the drop-down

Domain details

What's the email domain you'll be using to send email?

Email domain*
glitteringgoldie.com

Who's the domain host, provider, or registrar you use to host your email domain?

Domain host*
GoDaddy

- Bluehost
- DreamHost
- GoDaddy**
- HostGator
- InMotion
- Liquid Web
- Other (not listed)

5. Determine if you have DMARC authenticated on your domain

1. If you already have a DMARC record on your DNS you will check the "I already have a DMARC record" box
2. In case you're uncertain, you can utilize the link next to the box to check. This will direct you to the FREE Dmarcian DMARC domain checker. There, you can confirm the presence of a DMARC record for your domain at no cost and without the need for any sign-ups.

The implementation of **DMARC** starts with the publishing of a valid DMARC record. The dmarcian DMARC Record Checker is a diagnostic tool that allows you to view the DMARC record of any given domain and test if the TXT record is valid and published correctly.

Why test your DMARC record?

- Find out if your record has been published correctly
- Prevent mistakes in the formatting of your record
- Get more information about the possible extra parameters
- Find out where your DMARC reports are being sent to

Enter domain [INSPECT THE DOMAIN](#)

3. If you do not have a DMARC record on your DNS file, you will need to

select either the DMARC policy None, Quarantine, or Reject. We suggest starting off using the None policy. [To learn more check here](#)

DMARC record

This record is required by providers to verify that the email sent by Keap on your behalf isn't spam.

I already have a DMARC record [Unsure? Check here](#)

How do you want email that fails your DMARC record to be treated by the recipient?

None **Quarantine** **Reject**

No security Recommended

Observation or reporting mode. Email providers will only give statistics on your email domain.

[Continue](#)

6. Click "Continue" button

7. Log in to your Domain Provider and add the information provided into your domain in the steps shown below

1. Create new CNAME records in your provider for each row shown
2. Copy paste text into "Name" or "Host" field
3. Copy paste text into "Value" or "Points to" field

Copy records to GoDaddy

1. Create a new new record in GoDaddy for each row shown.
2. Copy and paste the text into each record.

Record	Type	Host	Value
1	CNAME	vu249intg.isemailops.com	return.infusionmail.com
2	CNAME	vu249intg1_domainkey.isemailops.com	s1.domainkey.infusionmail.com
3	CNAME	vu249intg2_domainkey.isemailops.com	s2.domainkey.infusionmail.com
4	TXT	_dmarc.isemailops.com	v=DMARC1; p=none;

Need help? We suggest contacting [GoDaddy](#) for assistance in locating your CNAME records.

[Confirm](#)

8. Click "Confirm" after the CNAME records have been added in your Domain Provider DNS records

4	TXT	_dmarc.isemailops.com	v=DMARC1; p=none;
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Need help? We suggest contacting [GoDaddy](#) for assistance in locating your CNAME records.

[Confirm](#)

9. You will then be taken back to the Domains home page, and your new domain will be displayed with a Pending status. The verification process may take up to 48 hours to complete. Once verification is complete your domain will show Connected.


Pending

Pending
nhl.com
This email domain verification is pending. It can take up to 48 hours for verification to complete and the domain to connect.



Connected

Connected
all-in-poker.app
This email domain is verified and connected without a DMARC record. [Learn more.](#)



If your domain authentication is stuck in "Pending"

If you previously had your domain authenticated within Keap and it is stuck in the "Pending" status for more than 48 hours, you will need to click on the edit button (pictured below) and go through the steps above, if you have already copied over the appropriate records just click confirm when you get to the records page. If your records have been verified it will move into "Connected" and if it is still verifying it will remain in the "Pending" status until verification is completed.

Pending
glitteringgoldie.com
This email domain verification is pending. It can take up to 48 hours for verification to complete and the domain to connect.

