

# How Marketers can work with IT to meet

VALIMAIL

## GOOGLE, YAHOO, AND MICROSOFT'S EMAIL DELIVERY REQUIREMENTS

In the fast-paced world of digital marketing, email remains your company's most valuable marketing channel and an incredible source of revenue.

**Google, Yahoo, Microsoft, and Apple have announced that anyone sending more than 5,000 messages per day will need to meet new sending requirements if they want their messages delivered correctly.**

This means that ensuring your messages meet these new requirements is imperative for maximizing the ROI of email marketing programs. The types of email marketing messages impacted will include things like:

- Newsletters
- New Product Announcements
- New Content Releases
- New Sales Announcements
- Any messages sent in bulk to more than 5,000 recipients

Fortunately for you, there's still time to ensure that you can meet these requirements without impeding your campaigns! In order to meet Google, Yahoo, and Microsoft's new email deliverability requirements, you'll need to:

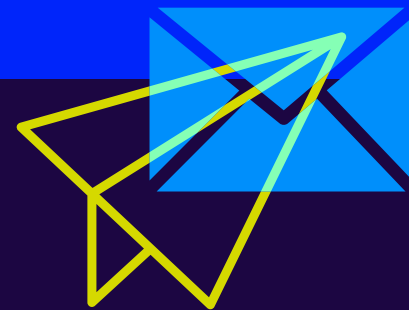
- Authenticate all marketing messages with DMARC
- To do this, you'll need to implement both SPF + DKIM
- Send from a domain with a DMARC policy of at least p=none
- Have valid forward and reverse DNS
- Use one-click unsubscribe
- Maintain a low spam rate

While you can meet a handful of these requirements with your email service provider, Valimail is here to help you work with your IT team to tackle DMARC. As part of this process, your IT team can use Valimail to help you:

- Set up DMARC monitor records for all sending domains
- Recognize legitimate senders with high email volume
- Collaborate with you and your vendors to address issues with these high-volume senders

# Not sure how to approach IT?

We've got you covered! Below, we've provided a sample email template to kickstart your efforts. Simply copy and paste the draft below into an email, personalize it as necessary, and hit send.



## New Message

**To:** ItExpert@Company.com

**Subject:** Urgent: [Google, Yahoo, and Microsoft](#) Email Sending Requirements - Must Act Now!

Hi [IT expert],

Google, Yahoo, and Microsoft have announced that they're making email authentication and DMARC mandatory. If we don't meet their new requirements, it could have serious repercussions for our company.

**The upcoming requirements include:**

1. Implementing of SPF & DKIM protocols
2. Enabling a DMARC policy with alignment
3. Maintaining a low spam report rate (<0.3%)
4. Offering a one-click unsubscribe option

To address the first two requirements, we'll need your IT expertise, and we'd like to leverage Valimail as our vendor for these email delivery changes. They excel in SPF and DKIM alignment, as well as automated DMARC, and they can ensure email compliance in a matter of days. Once we have a Valimail account, I believe the next step is to make some DNS changes so that we can manage our DMARC, DKIM, and SPF. Can you help me with this?

Thanks so much for your help in collaborating on this project, please let me know if there's anything I can do to help or if you'd like me to schedule a demo with Valimail to review their software.

Best regards,  
[Your Name]

**Time is of the essence, so make sure that you're ready. If you'd like a more thorough walkthrough of how Valimail can help you, don't hesitate to schedule a demo.**

[Schedule a Demo](#)

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