

VALIMAIL

 Simon

The New Email Sending Requirements

A Joint Webinar and Q&A with Simon Data and Valimail

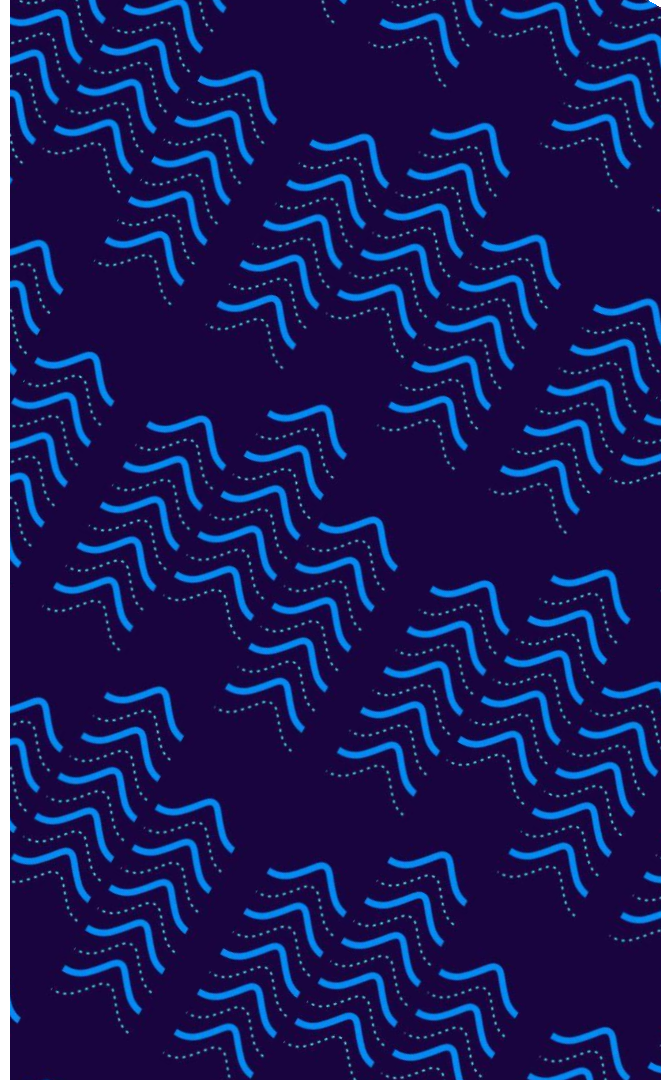
January 11, 2024

Agenda

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- 01.** Introductions
- 02.** What was announced?
- 03.** Why make these changes?
- 04.** The new requirements for email delivery
- 05.** What you can do at Simon Data
- 06.** What you can use Valimail to accomplish
- 07.** Questions



Introductions



Will Boyd

Director, Deliverability Services

Will has been in the email deliverability space for over a decade, helping people understand why they were sending spam emails and educating them to ensure that they improve their email deliverability.



Kenneth Schwartzman

Senior Manager, Sales Engineering

Kenneth is an expert in the email authentication space. He has more than 6 years of experience helping organizations of all sizes reach their goal of enforcing DMARC.



Warren Duff

Director of Content Marketing

Warren has been producing content about email and email authentication for nearly a decade. He currently leads the Content team at Valimail, driving DMARC awareness and adoption.

New Email Requirements

On October 3, 2023, Google and Yahoo announced a massive change that is intended to impact email senders who send more than 5,000 emails to Gmail or Yahoo inboxes each day.

New Requirements

Authenticate your email using SPF and DKIM, with at least one of them aligned with your 'From' domain

Send from a domain with a DMARC policy of at least p=none

Have valid forward and reverse DNS for your mail systems

Enable easy unsubscription by using the one-click unsubscribe header

Maintain a low spam rate

What is DMARC?

DMARC - Domain-based Message Authentication, Reporting, and Conformance - is the gold standard of email authentication. SPF and DKIM tell you if an email authenticates, but DMARC does three critical things on top of that.

01

It ensures that SPF and DKIM authenticate, is what is displayed to the user in the mail client (this is known as alignment)

02

It tells a mail receiver what to do with mail that does not authenticate (spam it or reject it outright-- this is policy conformance)

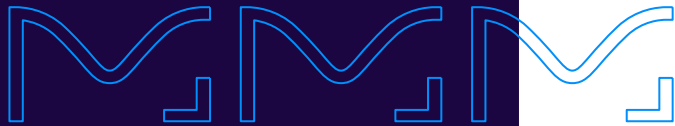
03

It sends the owner of the domain a report on all the mail (authenticated and not) sent in its name (this is reporting)

Who will be impacted?

What does “bulk email sender” mean exactly?

For all senders, especially those who are borderline in terms of daily volumes, it's much better to get the benefits of up-to-date authentication than try to keep volumes under 5k per day. In fact, if you've ever sent more than 5k in a day, it's very likely you are already designated a bulk sender.



What requirements can you address with Simon Data?

1

SPF and DKIM

Dedicated, aligned
SPF and DKIM

2

DNS

Valid forward and
reverse DNS is in place

3

Unsubscribe

Messages have one-click
unsubscribe

4

Spam Rate

Low spam rate is
maintained

What requirements can you address with Valimail?

Aligned DMARC Pass

One of the crucial aspects of Gmail's requirements is that you must pass DMARC in addition to a p=none policy. Many senders might have a DMARC policy, but if they do not pass, it's futile

Policy of p=none

Valimail is the best DMARC software available to not only implement a policy of p=none, but also to enforce DMARC with policies of p=quarantine or p=reject



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Q&A

What else would you like to know about the new sending requirements or ensuring your email isn't blocked when they take effect?

Thank You!

