

Domain Authentication Guide

To ensure the secure and reliable delivery of your emails, you must authenticate the domain used in your application using DKIM, SPF, and DMARC. These measures are now mandatory for providers like Google and Yahoo.

Step-by-Step Overview

1. Choose Your Domain

Use a domain you or your organization owns (e.g., yourdomain.com, mail.yourdomain.com). *Note:* Do not use generic domains (e.g., Gmail, Yahoo).

2. Add or Locate DNS Records

- **Log in to your domain registrar**

This is the company where your domain is registered (e.g., GoDaddy, Namecheap, Google Domains, Bluehost, etc.).

- **Navigate to DNS Management**

Look for a section labeled something like:

- DNS Settings
 - DNS Management
 - Zone Editor
 - Advanced DNS

- **Locate or Add DNS Records**

- You should be able to add or edit:

- SPF (as a TXT record)
 - DKIM (as a TXT or CNAME record, depending on your provider)
 - DMARC (as a TXT record)
 - Add each record to your DNS provider.

- Each record will include:

- Name/Host
 - Value
 - TTL (300–600 seconds)

- **You can complete this process by:**

- Adding the records yourself
 - Sharing the information with your IT or DNS administrator
 - Using existing DNS information if already set up

3. Verify SPF Record

Check your domain's Sender Policy Framework (SPF) to confirm it's configured properly. **Tip:** Free validation tools are available (e.g., emailstuff.org/spf)

4. Submit Information to BACB Mass Email Service

- If you have an open application:
 - Reply to the email thread from the Mass Email Service team and include your DKIM, SPF, and DMARC information.
- If you are starting a new application:
 - Use the [Mass Email Support Form](#) to submit the required information.
- The BACB Mass Email Service will review your authentication details and apply them to your campaign as needed.
 - If any information is missing or incomplete, we will contact you with instructions to resolve it.
- Once authentication is successfully completed, you will receive a confirmation and can proceed with scheduling your Mass Email application.

Troubleshooting & Tips

- DNS changes may take time to propagate (anywhere from minutes to 24+ hours)
- Some providers do not support **underscores** (_) or **semicolons** (;) in TXT records
- Do not overwrite existing **SPF** or **DMARC** records without verifying their current usage