

2024 bulk sender checklist

How to comply with the new Gmail and Yahoo bulk sender guidelines

1. Sender Policy Framework (SPF) authentication

List the IP addresses that are allowed to send email for a given domain/subdomain.

- Check SPF settings for all sending domains.
- Ensure all authorized sources are listed (this includes Mailgun Send and other tools).
- If SPF is out of alignment, go to your DNS provider and rotate credentials between your DNS and ESP.

2. Domain-keys Identified Mail (DKIM) authentication

Create key pairings to identify your sending domains.

- Check DKIM settings for all sending domains.
- Ensure selectors indicate where receiving servers can find the public key.
- If DKIM is out of alignment, go to your DNS provider and rotate credentials between your DNS and ESP.

3. Domain-based Message Authentication, Reporting and Conformance (DMARC)

Let receiving mail servers know what to do with authentication failures.

- Set up DMARC with your DNS provider (SPF and DKIM are required).
- Ensure the domain listed in the From: header is aligned with domains for SPF/DKIM.
- If using a **p=none** DMARC policy, consider eventually enforcing **p=quarantine** or **p=reject**.

4. One-click unsubscribe

Make it easy for subscribers to opt-out of marketing emails.

- Include an unsubscribe link in the body of the email that removes the subscriber from all marketing communications within 48 hours.

5. Avoid spam complaints

Keep your spam complaint rate under 0.1% and never exceed 0.3%.

- Review your current sending practices, including frequency.
- Conduct list hygiene to remove or segment unengaged and outdated contacts.
- Monitor your spam complaints through Google Postmaster Tools (GPT) or our [GPT integration](#).

For detailed instructions on how to comply with these guidelines, view our [Guide To The 2024 Gmail And Yahoo Changes For Optimal Deliverability](#).

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