

# Is your business prepared for this quarter's rollout of stricter email requirements?



Google and Yahoo recently announced that they will be enforcing stricter email standards for bulk senders to ensure bulk email senders are setting up their systems correctly. Bulk email senders are those that send emails to 5,000+ recipients in a single day. Thus, many companies will need to meet these new requirements in order to ensure their emails are delivered.

This is a huge change, but don't panic. We'll help you understand the crucial processes and tools needed to abide by Google and Yahoo's email security and performance guidelines.

## Here are the new requirements:

### 1. Email Authentication

Bulk email senders now must adopt email authentication protocols (such as SPF, DKIM, and DMARC) in order to verify their identity within the email system. Without authentication, both companies and customers are at risk of identity spoofing and phishing attacks.

- SPF - Sender Policy Framework
- DKIM - DomainKeys Identified Mail
- DMARC - Domain-based Message Authentication Reporting and Conformance

### 2. One-Click Unsubscription

Bulk senders must now have an easy option for consumers to unsubscribe with a single click. For customers, this means no more jumping through hoops to stop receiving unwanted emails. For companies, a simple opt-out is much better than potentially damaging alternatives such as customers reporting your emails as spam.

### 3. New Spam Rate Threshold

Speaking of spam, bulk email senders are now required to remain under a specified spam complaint rate. For customers, this means a cleaner inbox with more relevant information. For companies, this means exercising caution before sending too many emails.

## Let us help you get up-to-date with these new requirements

When it comes to email compliance, we do all the heavy lifting so you can rest easy knowing your emails are getting delivered and staying out of spam. To learn more about our Managed DMARC Services, reach out to your dedicated account executive or email [corporate@101domain.com](mailto:corporate@101domain.com).

