

A Guide to Setting Up DMARC at Your DNS Provider

Step 1 - Visit your DNS Hosting Provider and Create Record

To change your DNS records, you will navigate to your DNS Hosting provider and log in. From there, you need to find the prompt to create a new record or find the TXT section to edit. Interfaces may vary between different hosting providers.

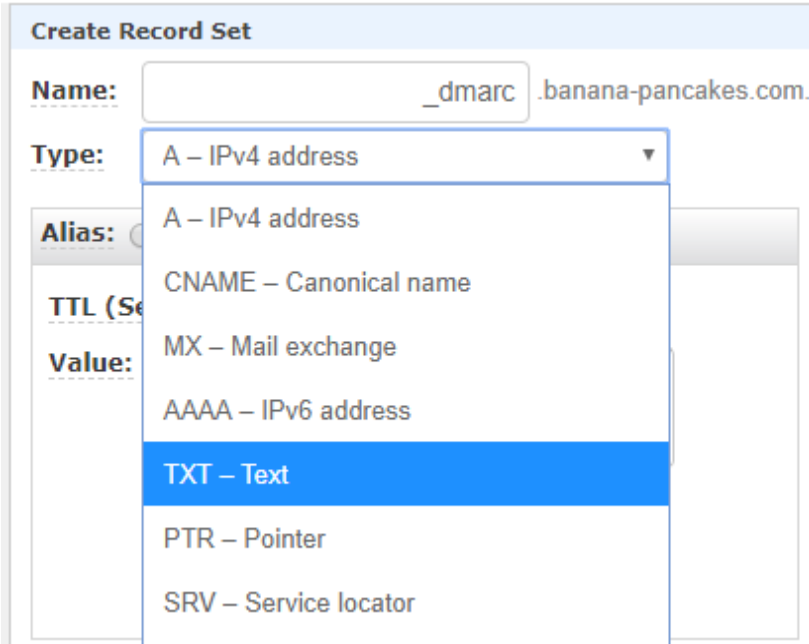
Once you have loaded the new record creation wizard, you will notice three important fields that could include the following

- Host/Name
- Record Type
- Value

Please note that the names of these fields may vary across all of the different hosting providers.

Step 2 - Select TXT DNS Record Type

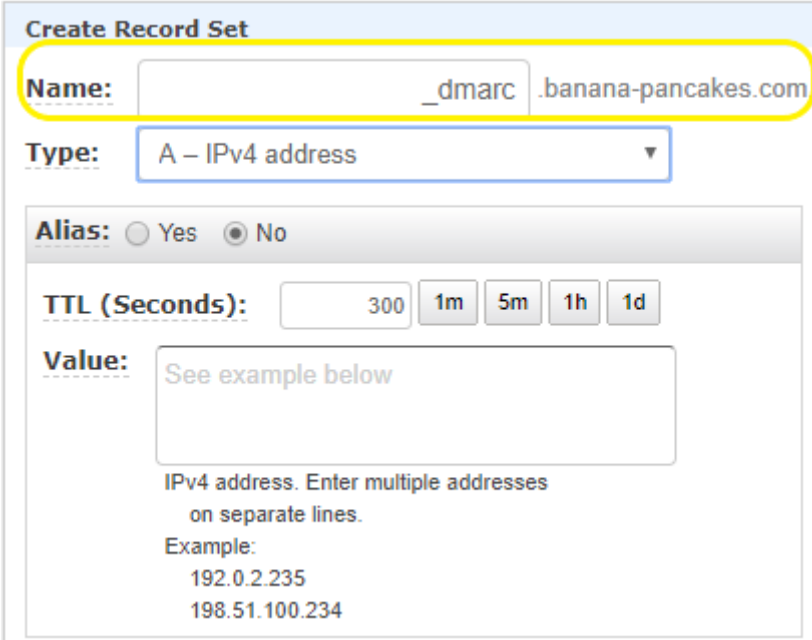
Based on provider, you will likely see a drop-down list of DNS record types to choose from. Select the one that says "TXT - Text".



The screenshot shows a 'Create Record Set' form. The 'Name' field contains '_dmarc' and the domain is '.banana-pancakes.com.'. The 'Type' dropdown menu is open, showing options: 'A - IPv4 address', 'CNAME - Canonical name', 'MX - Mail exchange', 'AAAA - IPv6 address', 'TXT - Text' (highlighted in blue), 'PTR - Pointer', and 'SRV - Service locator'. Other fields like 'Alias', 'TTL (Seconds)', and 'Value' are partially visible.



Step 3 - Add Host Value



In this field you will input the value **_DMARC** and the hosting provider will add the domain or subdomain after that value.

Note: If you are adding a DMARC record for a **subdomain**, you will likely put the value **_dmarc.subdomain**. in the input field, and the provider will likely add the domain to the end.

Here is an example of this format.

HOST/NAME:	_dmarc.blue	.mxtoolbox.com
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Step 4 - Add "Value" Information

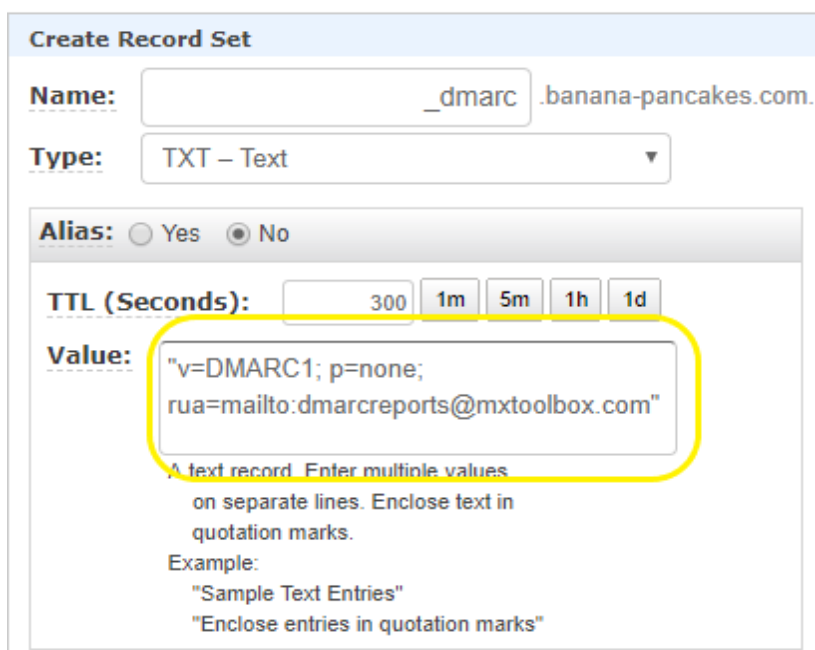
There are two required tag-value pairs that **MUST** be present on every DMARC record. They are "v" and "p".

- The only tag-value pair for "v" is **v=DMARC1**
- For the "p" tag pair, "p=" can be paired with **none**, **quarantine**, or **reject**. As tag-value pairs, they would look like: **p=none** or **p=quarantine** or **p=reject**



We recommend that all new DMARC records should start with **p=none**, as this policy value allows you to identify email delivery problems due to the domain's SPF or DKIM. This will ensure that mails are not accidentally quarantined or rejected.

It is also strongly recommended that you include the "rua" tag, so that you will see the resulting reports on your email's performance.



The record that you put into the Value field should look similar to the below example value for a DMARC record.

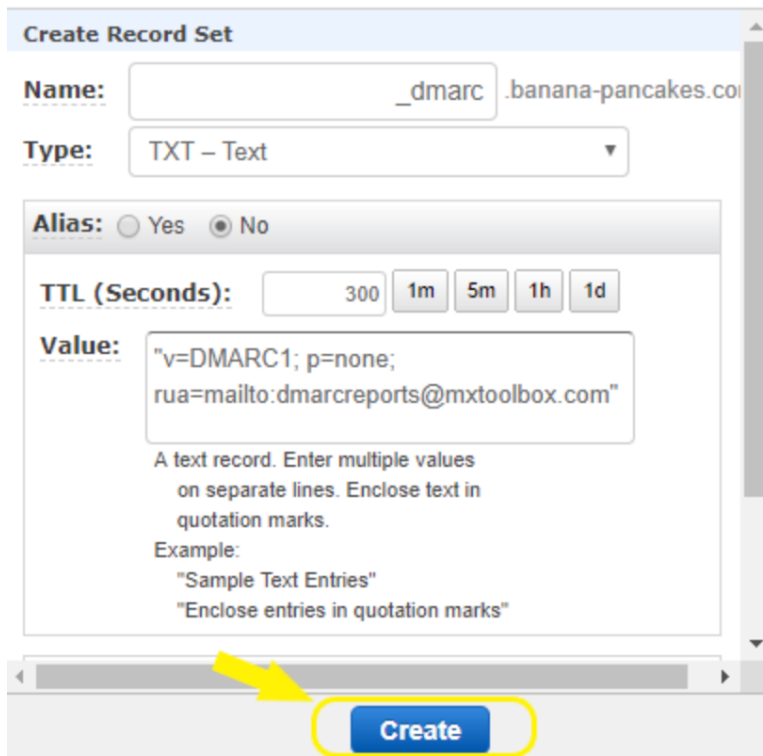
VALUE:	v=DMARC1; p=none; rua=mailto:dmarcreports@mxttoolbox.com
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- Each tag in this list should be separated by semicolons
- The "rua" and "ruf" tags support multiple email addresses, with each separated by a comma
- There are several "Advanced Tags" that can be added, but they are not recommended for initial setup



Step 5 - Hit the Create/Save Button

Once all the required details have been added, your record should look like the below image. Ensure you hit the “save” or “submit” button to generate the record.



Create Record Set

Name:

Type:

Alias: Yes No

TTL (Seconds):

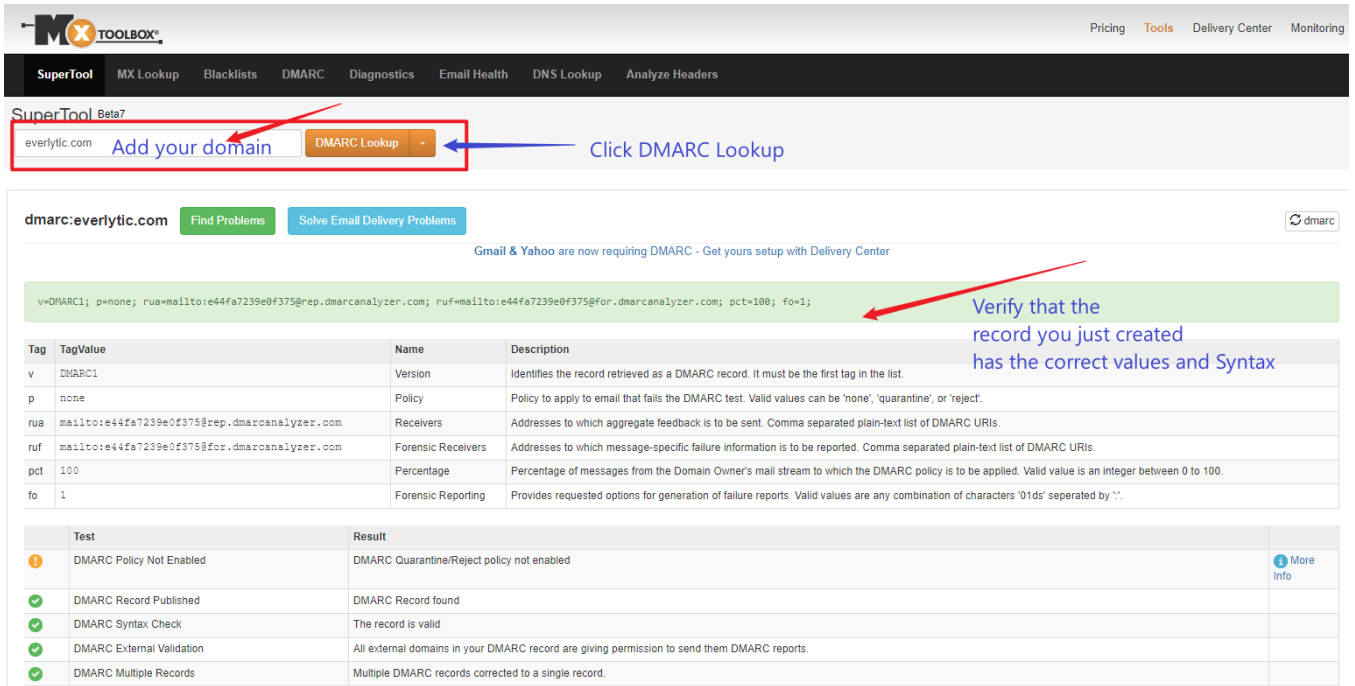
Value:

A text record. Enter multiple values on separate lines. Enclose text in quotation marks.
Example:
"Sample Text Entries"
"Enclose entries in quotation marks"



Step 6 - Validate the Record Is Set Up Correctly

The last step is to Run a DMARC Record Check to verify that the record you just created has the correct values and syntax.



everlytic.com

Click DMARC Lookup

dmarc:everlytic.com

Gmail & Yahoo are now requiring DMARC - Get yours setup with Delivery Center

```
v=DMARC1; p=none; rua=mailto:e44fa7239e0f375@rep.dmarcanalyzer.com; ruf=mailto:e44fa7239e0f375@for.dmarcanalyzer.com; pct=100; fo=1;
```

Tag	TagValue	Name	Description
v	DMARC1	Version	Identifies the record retrieved as a DMARC record. It must be the first tag in the list.
p	none	Policy	Policy to apply to email that fails the DMARC test. Valid values can be 'none', 'quarantine', or 'reject'.
rua	mailto:e44fa7239e0f375@rep.dmarcanalyzer.com	Receivers	Addresses to which aggregate feedback is to be sent. Comma separated plain-text list of DMARC URIs.
ruf	mailto:e44fa7239e0f375@for.dmarcanalyzer.com	Forensic Receivers	Addresses to which message-specific failure information is to be reported. Comma separated plain-text list of DMARC URIs.
pct	100	Percentage	Percentage of messages from the Domain Owner's mail stream to which the DMARC policy is to be applied. Valid value is an integer between 0 to 100.
fo	1	Forensic Reporting	Provides requested options for generation of failure reports. Valid values are any combination of characters '01ds' separated by '.'.

Test	Result
DMARC Policy Not Enabled	DMARC Quarantine/Reject policy not enabled More Info
DMARC Record Published	DMARC Record found
DMARC Syntax Check	The record is valid
DMARC External Validation	All external domains in your DMARC record are giving permission to send them DMARC reports.
DMARC Multiple Records	Multiple DMARC records corrected to a single record.

More information can be found at the below links. For further assistance, you are welcome to reach out to support@everlytic.com.

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[Everlytic Knowledge Base](#)
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