

EMAIL AUTHENTICATION CHECKLIST

This form is designed to help member companies understand the requirements needed for authenticating corporate emails. By completing this form, you'll have all you need to get the job done!

Your goal should be to authenticate 100% of your email. The table below outlines some of the categories of email you may be sending, along with the information you need to know.

If you are unsure of your compliance for a particular domain and want to test its status, visit the DMA's Email Authentication Help Center at <http://www.the-dma.org/emailauthentication/>.

Should you need assistance in gathering the information below or have questions about the authentication process, the Help Center has the answers you need. Technical assistance for a reasonable cost is available to DMA members.

Email Categories	Domains used (Please list)	IP's used (Please list)	Authenticated? Yes / No / n/a
List Rental Email			
Marketing & Promotional Email			
Customer Service Email			
Non-bulk Corporate Communications Email			
Email From Mobile Devices			
Sales Email			
Receipts Or Shipping Confirmation Email			
Monthly Statements Via Email			
Newsletters Via Email			

Once you've completed this form, go the DMA's Email Authentication Help Center at <http://www.the-dma.org/emailauthentication> for instructions on how to execute email authentication.