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Enterprise Email Authentication Checklist (SPF/DKIM/DMARC)

A practical checklist for marketing ops teams managing SPF, DKIM, and DMARC for email at scale.

This Maropost resource supports **enterprise email marketing** teams running SPF, DKIM, and DMARC for email. Use it to assign owners, run QA gates, and document outcomes across campaigns, journeys, and deliverability — built for high-volume senders and multi-brand email programs.

Enterprise email marketing resource · maropost.com

What this resource is for

A fill-in workbook for integration design, field mapping, testing, and go-live checklists.

Complete the worksheets below with your team. For full strategy, context, and benchmarks, read the companion article on maropost.com.

When to use this resource

Trigger	Use this workbook when...
New connector	Connecting CRM, ecommerce, or data warehouse
Sync failure	Contacts or events not flowing correctly
Go-live	Final validation before production traffic
API change	New middleware or field map in scope

Worksheet 1: Why authentication matters at enterprise scale (Protocol)

Protocol	Question it answers	DNS location	Enterprise nuance	Owner	Status	Notes
SPF	Is this server allowed to send for my domain?	TXT on MAIL FROM / bounce domain	10-lookup limit; many vendors			
DKIM	Was this message signed by my domain?	TXT/CNAME at	Per-brand selectors; rotation			
DMARC	What should receivers do if both fail alignment?	TXT at	Subdomain policy; staged			

Worksheet 2: Why authentication matters at enterprise scale (Stakeholder)

Stakeholder	Why they care	Owner	Status	Notes
Deliverability / ops	Placement, bounce reduction			
IT / security	Spoofing, DMARC enforcement			
Legal / compliance	Audit trail, vendor senders			
Marketing	Campaign reach, brand trust			
Finance	Revenue impact of mail blocked			

Worksheet 3: SPF, setup and enterprise pitfalls (delegate to another domain's SPF (

#	Action	Owner	Target date	Status	Notes
1	delegate to another domain's SPF (counts toward lookup limit)				
2	/ , authorize specific IPs/ranges				
3	fail all others (recommended for enforcement)				
4	softfail (transitional only)				

Worksheet 4: SPF, setup and enterprise pitfalls (Consolidate includes via subdomain

#	Action	Owner	Target date	Status	Notes
1	Consolidate includes via subdomain SPF (includes only ESP)				

#	Action	Owner	Target date	Status	Notes
2	Use / for stable dedicated IPs where possible				
3	Remove dead includes after vendor offboarding				
4	Flatten SPF with dedicated tools or IT review quarterly				

Stakeholder alignment

Stakeholder	Focus	Named contact
Marketing ops	Execution, QA, reporting	
IT / Security	Integrations, auth, data	
Program owner	Sign-off, executive updates	

Program sign-off

Role	Name	Date
Marketing Ops Lead		
Technical owner		
Program Owner		

Complete criteria

Criterion	Met? (Y/N)
Worksheets completed with owners	
Stakeholder sign-off recorded	
Archived in ops wiki	

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About Maropost

Maropost is a **global** customer engagement platform trusted by enterprise brands worldwide, with teams across the **United States, Canada, Australia**, and beyond. This resource focuses on **enterprise email marketing**: campaigns, lifecycle automation, deliverability, and revenue attribution, powered by Maropost **Marketing Cloud**, which serves high-volume senders worldwide. Explore the full platform at maropost.com.

Maropost platform (global product suite):

Marketing Cloud: email, SMS, journeys, segmentation, and analytics for enterprise teams worldwide

Commerce Cloud: ecommerce storefronts, inventory, and order management at scale

Retail Cloud: unified retail operations, POS, and omnichannel commerce

Merchandising Cloud: product data, catalog, and merchandising workflows at scale

Service Cloud: customer service, sales, and marketing connected in one experience

Da Vinci: AI-driven insights and personalization across the Maropost platform

Maropost strengthened its global commerce footprint through the acquisitions of **Neto** and **Retail Express**, adding proven ecommerce and retail capabilities for enterprise brands worldwide, alongside email and marketing programs.

Neto: acquired ecommerce platform for online storefronts, inventory, and order management; now part of Maropost Commerce Cloud

Retail Express: acquired retail operations and POS platform for omnichannel commerce; now part of Maropost Retail Cloud

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