

# the ecommerce roadmap

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## New Gmail + Yahoo Email Sender Requirements for Feb 1, 2024

### What is it?

Technical requirements imposed by Gmail and Yahoo to avoid your marketing emails going to spam. The requirements must be met by Feb 1, 2024.

### Who is it for?

It's required for everyone sending 5000 bulk emails or more per day. A mini campaign is a bulk email.

There's no downside to following the requirements for smaller list sizes.

### Why is it important?

These changes are positive for everybody:

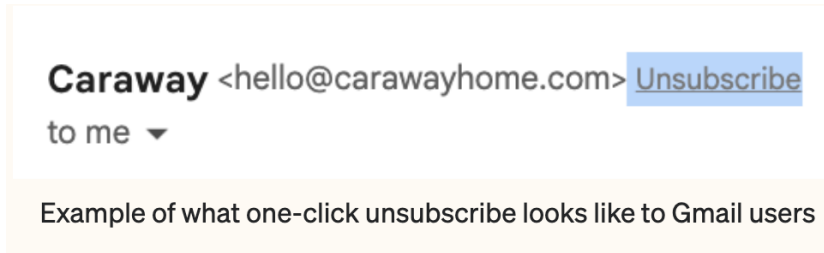
- Gmail and Yahoo won't send your emails to spam
- Subscribers will have a cleaner, less spammy inbox
- Your deliverability score/sending reputation is likely to go up
- You'll be following email marketing best practices

### What are the requirements?

1. Check that your 'from' address in your email account is not a gmail, yahoo address, eg it's not something like mybiz@yahoo.com
2. Align your 'from' address with your branded domain, eg hello@mydomain.com. Do not use an email from a different domain you own.
3. Set up a Branded Sending Domain. It improves your branding in the "from" address in the inbox by removing the sent "via klaviyomail.com" disclaimer. This is setup by using [the guide in your Klaviyo account](#) to edit your DNS settings at your domain registrar.
4. Set up a DMARC policy - this authenticates the email is coming from your domain. It enhances email security by preventing unauthorized use of your domain, reduces phishing and improves deliverability. This is setup by editing your DNS settings at your domain registrar. Here's a link to a [free DMARC record generator](#) demonstrated in this tutorial's video.

5. Make it easy to unsubscribe. It's recommended the unsubscribe link be moved from the footer to the body of your email templates - just above the footer area is fine.

And Klaviyo will also be coding an unsubscribe link in the email header. This link will appear in the recipient's inbox.



6. Keep spam complaints low - the acceptable threshold for inboxes is 3 per 1000. Use Klaviyo's benchmark and deliverability reports to monitor your spam complaints and if they exceed the threshold take steps to reduce them. Steps include list cleaning and segmentation.