

Updating your Sender Policy Framework (SPF)

The goal of the SPF record is to publicize ALL the IP addresses from which your domain email may be sent.

Definitions:

Sender ID or SID. A method major Internet service providers (ISPs) use to verify that every e-mail message originates from the Internet domain from which it claims to have been sent. This is accomplished by checking the address of the server sending the mail against the domain owner’s published list of authorized senders.

Sender Policy Framework or SPF. An extension of SMTP that stops spammers from forging the “From” fields in an e-mail. Adding this record to your domain will help with deliverability.

How to add Quadrant as an authorized sender for your organization:

Step 1: Log into your domain control panel. Your record should look something like this but without the quotes:

```
"v=spf1 include:mtdmarketing.messages2.com ~all"
```

Copy and paste that into a blank text record inside the DNS Control for your domain. (If you cannot do this yourself, send your updated SPF record information to your technical contact to make the changes for you.)

Step 2: To optimize your delivery across the board, including Hotmail, add this record as well:

```
"spf2.0/pr a v=spf1 include:mtdmarketing.messages2.com ~all"
```

*****Note:** We recommend you publish both lines to your DNS record. It may look something like this in your control panel:

TXT (Text)		Add New SPF Record	Add New TXT Record
Host	TXT Value	TTL	Actions
<input type="checkbox"/> @	v=spf1 include:mtdmarketing.messages2.com ~all	1 Hour	
<input type="checkbox"/> @	spf2.0/pr a v=spf1 include:mtdmarketing.messages2.com ~all	1 Hour	

The Syntax of the SPF/SID records may be checked by using the utility at <http://www.vamsoft.com/spfvalidator.asp>. Just copy the contents of your SPF/SID record into the box and click “Validate.” You will be informed of any errors.

For more detailed information on SPF records, see:
http://randsco.com/index.php/2007/02/07/writing_an_spf_record