what is DMARC?

DMARC or Domain-based Message Authentication, Reporting, and Conformance, is your inbox's ultimate defense system. It's basically a digital bouncer that checks IDs. It authenticates your sender address so recipients know it's really you sending those emails, not some shady imposter.

Email giants like Gmail and Yahoo are cracking down on suspicious senders. Without DMARC, your legitimate emails could get caught in the spam filter—basically, you're invisible to your audience.

why is DMARC important?

- **Stops Email Spoofing Shenanigans:** Those phishers trying to impersonate you? DMARC throws them out on their ear (well, their virtual ear).

- **Protects Your Brand Rep:** Nobody wants to be the next email scam victim. DMARC keeps your brand squeaky clean.

- **X-Ray Vision for Email Abuse:** DMARC gives you a heads-up if someone's trying to misuse your domain. Like having a sixth sense for email shenanigans.

- **Compliance Captain:** Avoid any email-related headaches with regulations. DMARC keeps you on the good side of the law.

- **Unlocks the Power of SPF & DKIM:** Think of these as DMARC's awesome sidekicks. Together, they form the ultimate email authentication dream team.

contact pixa today to get DMARC set up on your domain!