Adjust DNS Settings

This topic helps you adjust DNS settings of your domain used to send your mails.

Reasons to Adjust DNS Settings

One of the greatest problems facing email marketers is making sure that your email goes to the user's Inbox instead of going to Junk folder.

To avoid your emails (sent via COMGRESS64 mailing servers) going to Junk folder, you need to edit the **DNS-settings** of the domain you use for mailing.

Adjust SPF Settings

Sender Policy Framework (SPF) is a simple email-validation system that provides a mechanism to allow receiving mail exchangers to check that incoming mail from a domain comes from a host authorized by that domain's administrators.

If you do not yet have an SPF record, create this TXT resource record using the following template:

```
Name: @
Type: TXT
Text/Value: v=spf1 a mx include:mailer.jeshkov.ru ~all
```

If you already have the SPF record, add the following construction before the element `~all`:

```
include:mailer.jeshkov.ru
```

Adjust DKIM Settings

DomainKeys Identified Mail (DKIM) is an email authentication method that allows the receiver to check that an email claimed to have come from a specific domain was indeed authorized by the owner of that domain.

Create the following CNAME resource record:

```
Name: default._domainkey
Type: CNAME
Value: dkim_default.jeshkov.ru.
```

Adjust DMARC Settings

DMARC (Domain-based Message Authentication, Reporting & Conformance) is an email authentication, policy and reporting protocol.

Create the following TXT resource record:

```
Name: _dmarc
Type: TXT
Text/Value: v=DMARC1; p=none
```

Use Subdomains to Create DKIM and DMARC

It is possible that your web hoster does not provide tools for creating the above mentioned DNS resource records. This section explains how to workaround this issue through creation of subdomains.

DKIM

Create the following fourth-level domain:

```
default._domainkey.mystore.com
```

Important!

In this example, "mystore.com" is a placeholder for your domain name.

DNS settings of newly created domain should include the NS resource records that are the same as those for the master domain of your website. Otherwise, create the appropriate NS records. Note that you should not create the A (IPv4) resource record.

Create new CNAME resource record using the Value from the DKIM default settings (see the "Adjust DKIM Settings" section earlier in this topic).

DMARC

Create the following third-level domain:

```
_dmarc.mystore.com
```

Important!

In this example, "mystore.com" is a placeholder for your domain name.

DNS settings of newly created domain should include the NS resource records that are the same as those for the master domain of your website. Otherwise, create the appropriate NS records. Note that you should not create the A (IPv4) resource record.

Create new TXT resource record using the Text/Value from the DMARC settings (see the "Adjust DMARC Settings" section earlier in this topic).

Advanced Settings

This section explains how to get the email delivery reports for recipients with @mail.ru accounts. The reports include statistical information about delivery problems, spam and more. You can use these reports to improve an efficiency of your marketing campaigns for the mail.ru target audience.

Create the following TXT resource record:

```
Name: @
Type: TXT
Text/Value: mailru-verification: 6ac93e6fc8eb8633
```

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