

2024 is the year of safe sending

There's new industry requirements for email marketing, but you're in good hands with Constant Contact.

In 2024 Google and Yahoo are implementing new guidelines to protect against spam, fraud and phishing. If you are a good sender, these changes will also improve your deliverability.

Change is never easy. But lucky for you, you've got an email marketing leader on your side. In fact, Constant Contact has the highest deliverability rate out there, and we've got you covered.

Three requirements bulk senders should know about



Authenticate your email

Email marketers need to prove they are legitimate senders, not spammers. We want to make sure your mail is authenticated properly for your business needs. Constant Contact offers several solutions for how to do this, and you can read about those options on the next page. Keep in mind, if your business owns its domain, we recommend you self authenticate.



Enable easy unsubscribes

Google requires all bulk senders to support one-click unsubscribe in email headers. We've been doing this for years, so all set there.



Ensure you're sending wanted emails

We've got you! We monitor all accounts for spam complaints and reach out if we see a problem. Plus, if you are collecting opt-ins with subscribers' consent, this should not be an issue.

Keep calm and email on

The authentication requirements go into effect February of 2024, and we're working behind the scenes so your emails continue to be delivered.

As a customer of Constant Contact, you can choose which changes are best for your business. We make it easy and we give you options. Simply confirm an email address in your workflow, or take a few extra steps to self-authenticate your own domain.

The choice is yours!



Unlocking Email Delivery Success in 2024

What's right for you?

As you continue to send emails to your subscribers in 2024, there are two paths you can take to ensure your emails reach their destined inboxes.

Option One:

Send emails from a self-authenticated domain

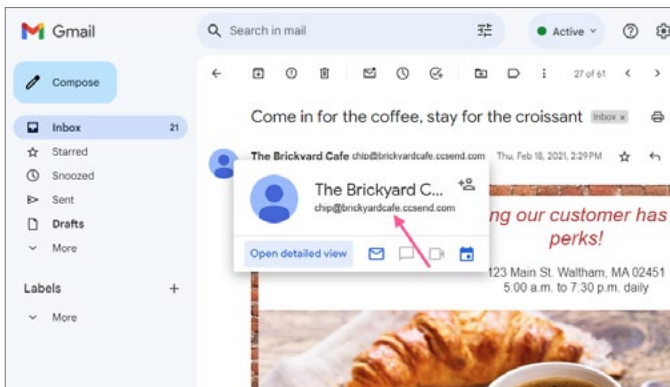
If you or your company owns its domain, we recommend setting up self-authentication. Self-authentication will allow your "from address" to match your domain and help build a strong reputation.

You or your IT department will also need to set up a DMARC policy with your domain provider. [See how to do it.](#)

Option Two:

Send emails from a Constant Contact authenticated domain

No domain? No problem. We will make changes that will allow Constant Contact to authenticate messages for you. This will not change what your subscriber sees in your "friendly from" field, it will only impact your "from address."

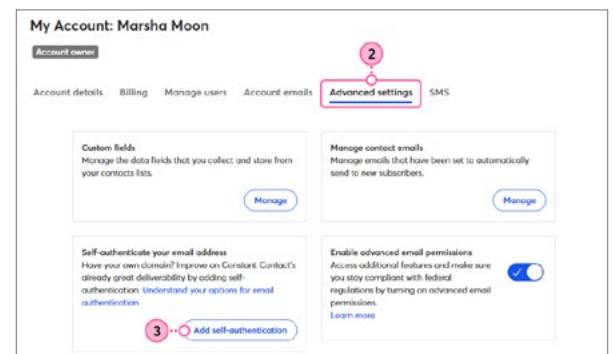
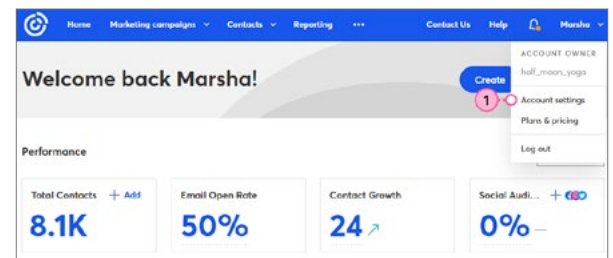


You will be able to customize a subdomain and a from email address within our system. Constant Contact will take care of all of the authentication setup for you and your mail will comply with the new requirements.

Visit the [Email Delivery Hub](#) on the Constant Contact Community, where you'll find more information about these changes and understand your best option forward.

Is your domain self-authenticated?

Customers can check their status within the **Account settings** in Constant Contact. Click on the **Advanced settings** tab and then look at the **Self-Authenticate your email address** module. If you are not already self-authenticated click the **Add self-authentication** button to get started.



Thinking of getting a domain?

Using an owned domain for sending emails enhances your brand's credibility and ensures sent emails are recognized as professional and trustworthy. In addition, many of our customers have seen an average of 10-20% increase in opens and clicks after turning on self authentication.

 **10-20% increase**
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Source: Rate based on customers who turned on self authentication (either via CNAME or TXT) in the previous year, compared to campaigns sent to lists larger than 500 in the 60 days before and the 60 days after turning on self authentication.