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# How Google and Yahoo are changing the rules for email

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**Maarten Oelering**, Postmastery

Focus on users,  
not email servers

SPARKPOST

The Most Reliable Email API for Your App



15.267.899.819

The image shows a browser window displaying a Google blog post. The browser's address bar shows 'blog.google'. The page header includes the Google logo and the text 'The Keyword' with a search icon. The main content area features the word 'GMAIL' in all caps, followed by the title 'New Gmail protections for a safer, less spammy inbox'. Below the title is a paragraph: 'Starting in 2024, we'll require bulk senders to authenticate their emails, allow for easy unsubscription and stay under a reported spam threshold.' The post is dated 'Oct 03, 2023' and has a '2 min read' indicator. A 'Share' button is located to the right. The author's name, 'Neil Kumaran', is listed with a circular profile picture containing the letter 'N', followed by his title, 'Group Product Manager, Gmail Security & Trust'. On the right side of the browser window, there are four colored circles: red, yellow, green, and blue.

blog.google

Google The Keyword


GMAIL

# New Gmail protections for a safer, less spammy inbox

Starting in 2024, we'll **require** bulk senders to authenticate their emails, allow for easy unsubscription and stay under a reported spam threshold.

Oct 03, 2023 · 2 min read

Share

 **Neil Kumaran**  
Group Product Manager, Gmail Security & Trust

# Postmaster @ Yahoo & AOL

More Secure, Less Spam: **Enforcing** Email Standards for a Better Experience



*By Marcel Becker, Sr Director Product Management*

# The message

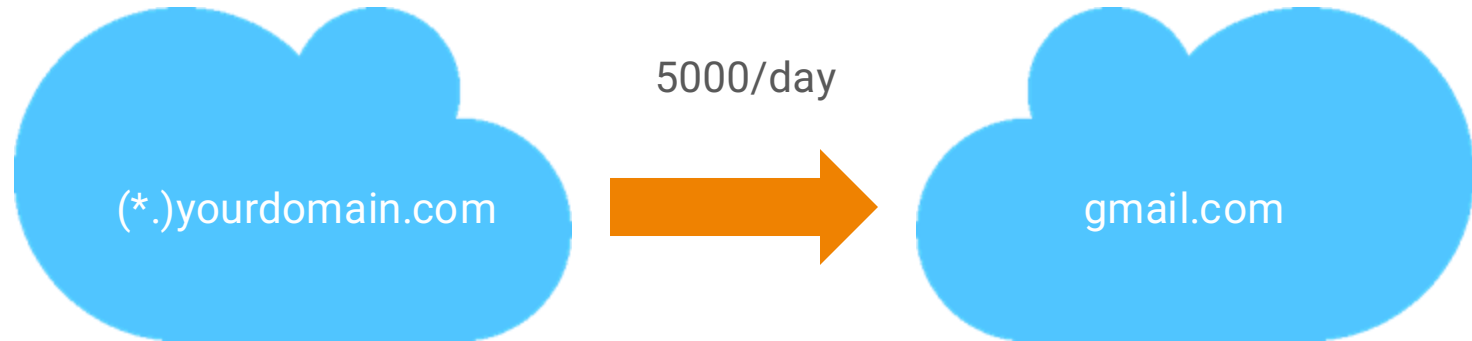
By February 2024 we will start to require that bulk senders:

- **Authenticate their email**
- **Enable easy unsubscription**
- **Ensure they're sending wanted email**

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## Bulk senders

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# Authenticate email

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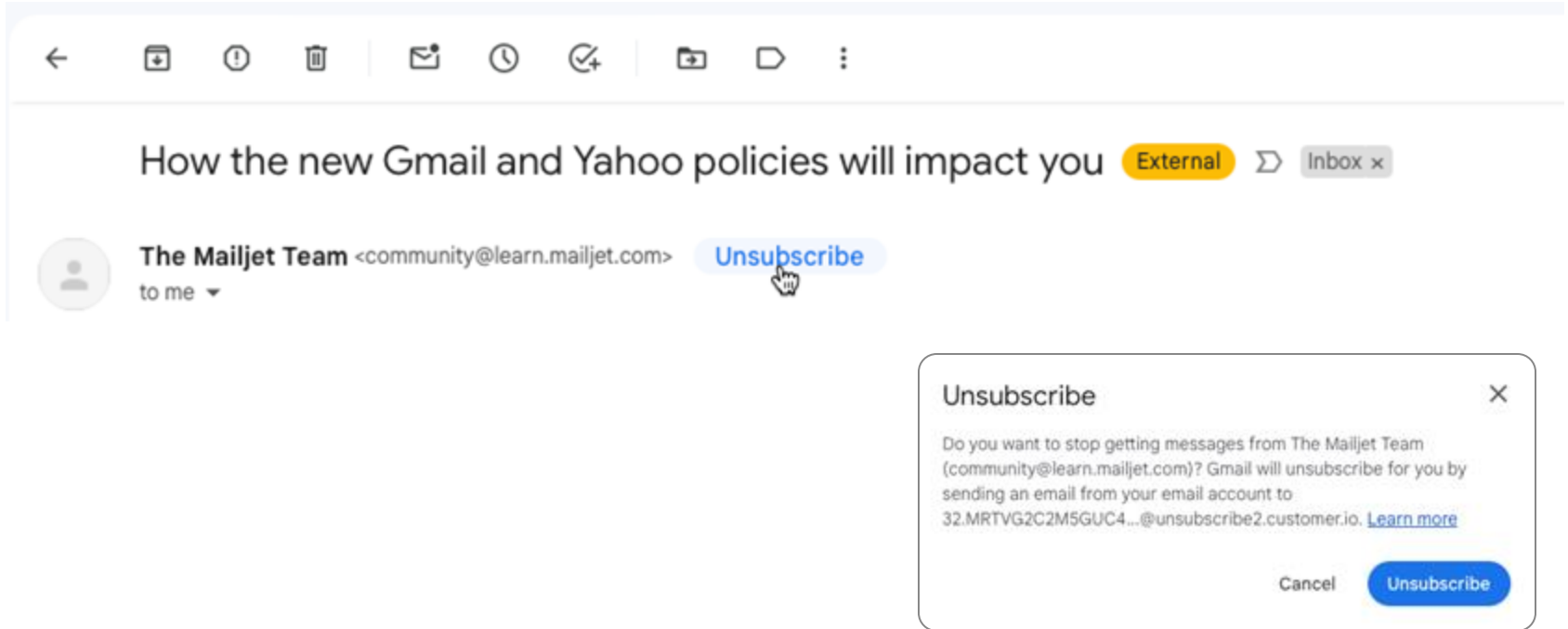
## Original Message

Message ID	<78b0dfc7.AVMAADKGvdMAAAAAAAAAAAQc92kkAAYCrSRAAAAAAAAAuJSQBInWin@mailjet.com>
Created at:	Tue, Jan 9, 2024 at 4:34 PM (Delivered after 264 seconds)
From:	The Mailjet Team <community@learn.mailjet.com>
To:	maarten@postmastery.net
Subject:	How the new Gmail and Yahoo policies will impact you
SPF:	PASS with IP 87.253.234.146 <a href="#">Learn more</a>
DKIM:	'PASS' with domain learn.mailjet.com <a href="#">Learn more</a>
DMARC:	'PASS' <a href="#">Learn more</a>

aligned



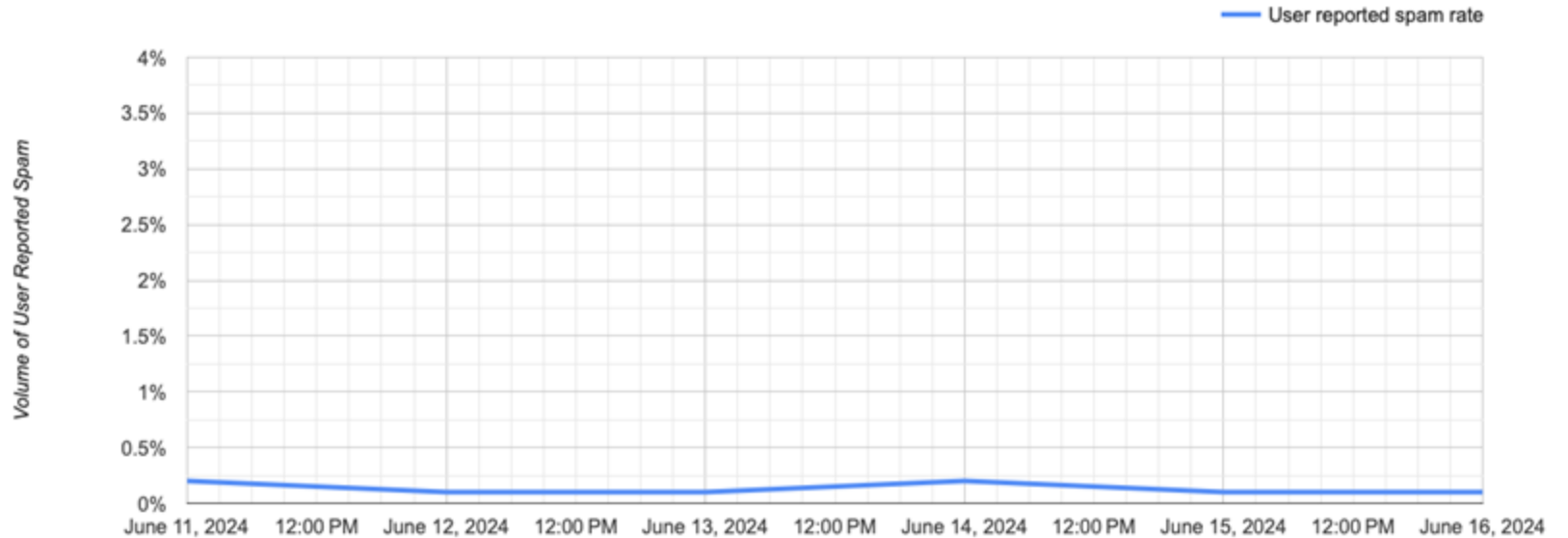
# Easy unsubscription



The screenshot shows an email client interface. At the top, there is a navigation bar with icons for back, add, warning, delete, mail, clock, refresh, folder, and a menu. Below this, the email subject is "How the new Gmail and Yahoo policies will impact you" with a yellow "External" label and an "Inbox x" label. The sender is "The Mailjet Team <community@learn.mailjet.com>" and the recipient is "to me". A blue "Unsubscribe" button is visible next to the sender's name, with a mouse cursor hovering over it. A confirmation dialog box is open, titled "Unsubscribe", with a close button (X) in the top right corner. The dialog text asks: "Do you want to stop getting messages from The Mailjet Team (community@learn.mailjet.com)? Gmail will unsubscribe for you by sending an email from your email account to 32.MRTVG2C2M5GUC4...@unsubscribe2.customer.io. [Learn more](#)". At the bottom of the dialog, there are two buttons: "Cancel" and "Unsubscribe".

# Sending wanted email

## User Reported Spam ?





## Requirements summary

**IP with forward/reverse  
DNS record**

**From: header domain aligned  
with DKIM or SPF**

**Use TLS for transmitting  
email**

**Visible unsubscribe link  
in the body**

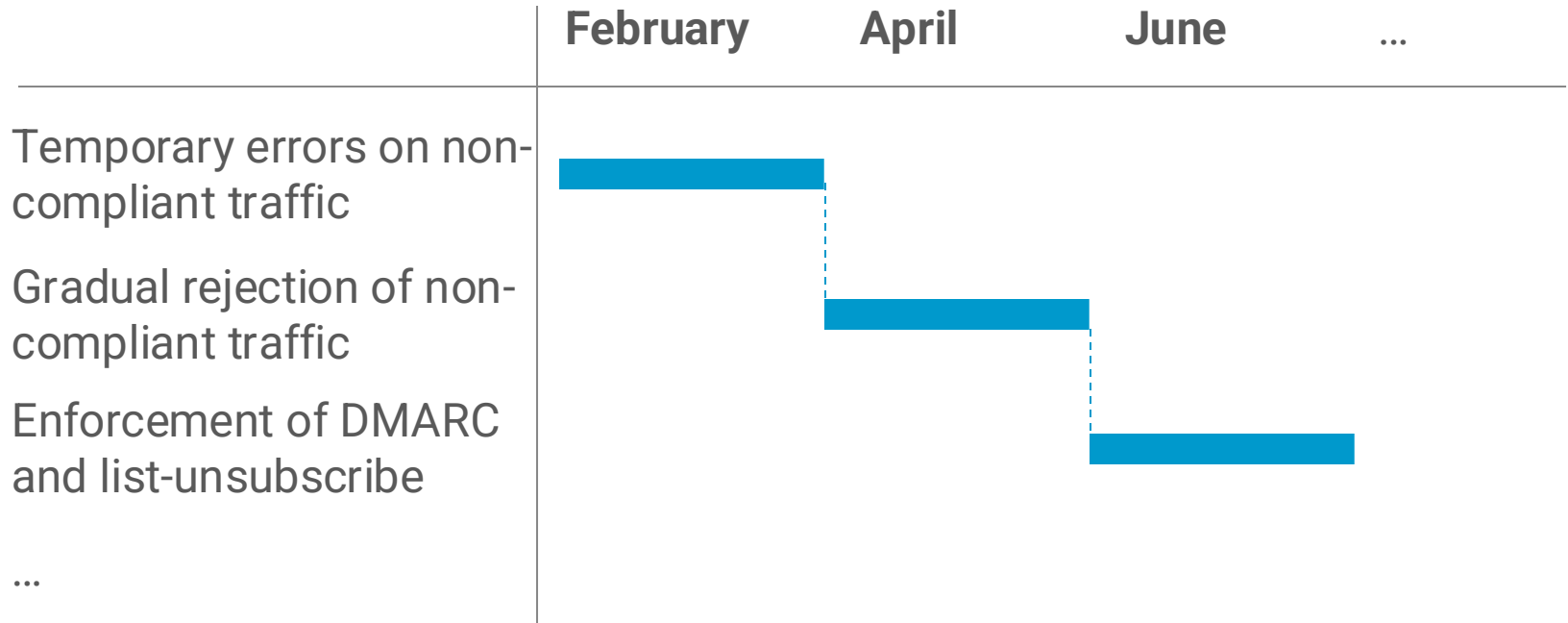
**Authenticate with SPF and  
DKIM**

**List-Unsubscribe headers  
(RFC 8058)**

**Publish DMARC record,  
at least with p=none**

**Spam complaint rate below  
0,3%**

## Enforcement timeline





# NETWORKWORLD

This story appeared on Network World at <http://www.networkworld.com/news/2008/021108-yahoo-block-messages.html>

## Will Yahoo block messages that aren't signed?

### Yahoo Mail exec explains plans for non-authenticated e-mail

By [Carolyn Duffy Marsan](#), Network World, 02/11/08

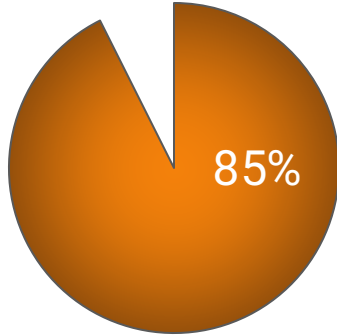
E-mail authentication is on the rise, and much of the credit goes to [Yahoo](#). Sponsored by:

Yahoo came up with the idea of authenticating e-mail at the domain level, rather than with the IP address. Yahoo dubbed this concept DomainKeys and promoted it in the open source and standards communities. The IETF completed the DomainKeys Internet Mail (DKIM) standard last year, and corporate adoption is rising rapidly ([Read our featured story](#) on the rise of DKIM.)

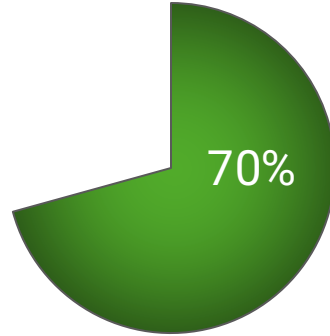
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## Adoption by domain

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**SPF and DKIM**



**Alignment**



**DMARC policy**



**It's about your domain**



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# Thank you

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maarten@postmastery.net