

Navigating Microsoft's new DMARC requirements

Microsoft has joined Google and Yahoo in enforcing stricter email sender requirements to combat phishing, spam, and spoofing. These new rules ensure that only authenticated emails from trusted senders reach inboxes, and don't land in Junk folders.

Starting May 5, 2025, Microsoft will begin rejecting emails from high-volume senders (sending 5 000+ messages/day) that don't meet the new requirements.

What's changing?



Mandatory requirements for bulk email senders:

Authenticate all emails with SPF, DKIM & DMARC

Emails sent to Microsoft domains like outlook.com, hotmail.com, and msn.com require authentication using SPF, DKIM, and a DMARC policy of at least p=none*.

Watch this [short video](#) for more information.

*While this ensures compliance, it won't protect your business from cyberattacks.

[Check your domain](#)

**Start your DMARC journey.
Contact us today.**

Why it matters



Non-compliance = email rejection

Starting May 5, 2025, if your emails don't meet the authentication requirements, Microsoft will reject them – even if they're legitimate.



Protect your domain from spoofing

SPF, DKIM, and DMARC help prevent attackers from impersonating your business.



Improve deliverability

Authenticated emails are more likely to land in inboxes, not Junk or Spam folders.



Gain visibility with DMARC reports

Monitor how your domain is being used (or abused) worldwide with insight-rich DMARC reports.

Compliance timeline



May 5, 2025

Microsoft **begins rejecting** unauthenticated emails from high-volume senders. All senders should act now to avoid disruption.



Ongoing

Microsoft will **actively monitor compliance**, reputation, and user complaints — enforcement is expected to intensify over time.

Microsoft's additional email hygiene recommendations to boost quality and trust



Use valid 'From' addresses that can receive replies



Provide easy unsubscribe links



Keep email lists clean by removing invalid addresses



Avoid misleading subject lines and headers



Ensure recipients have opted in to receive your emails

Outlook has stated that it “reserves the right to take negative action, including filtering or blocking, against non-compliant senders, especially for critical breaches of authentication or hygiene.”

Let the Sendmarc platform handle it

Navigating SPF, DKIM, and DMARC doesn't have to be complicated. The Sendmarc platform simplifies setup, improves security, and ensures compliance - fast.

Contact us to get started.



Call: 0330 058 4684

Email: contactus@kuipertech.co.uk

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