

Step-by-step guide to verifying and authenticating your domain for newsletters

(This resource uses Mailchimp as an example, but it's similar for other services such as EmailOctopus).

How the process works (in simple terms)

1. You add your domain in Mailchimp
2. You verify access to an email address
3. Mailchimp gives you DNS records
4. You add these to your DNS via your domain provider
5. Mailchimp checks them and confirms authentication

That is it. It is a one-off setup taking around 10-15 minutes

Example walkthrough using real screenshots

Below is a real example showing each step.

Step 1: Go to your domains area and add your domain

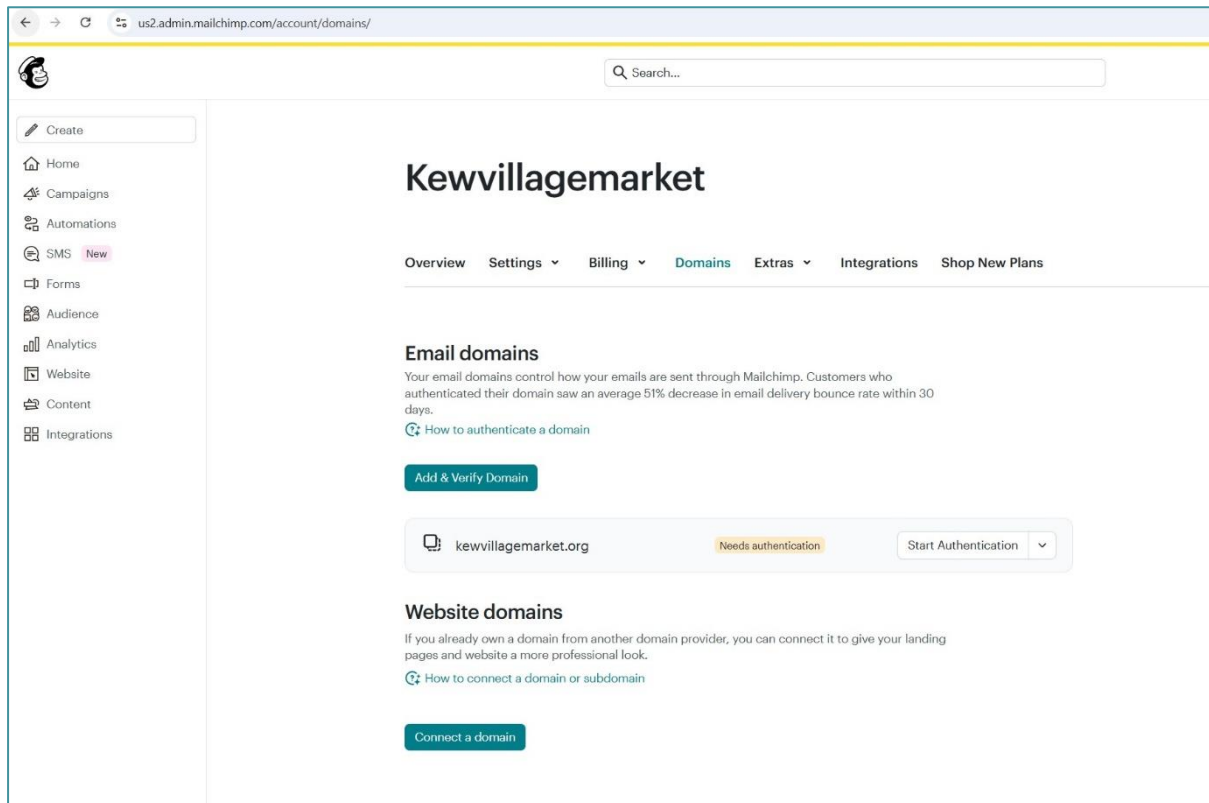
In Mailchimp, go to:

- Account
- Domains

You will see your domain listed and a button to begin setup.

What to look for:

- Your domain name, as an example we are using kewvillagemarket.org
- A status such as *Needs authentication*
- A button to start the process



Step 2: Verify that you own the domain

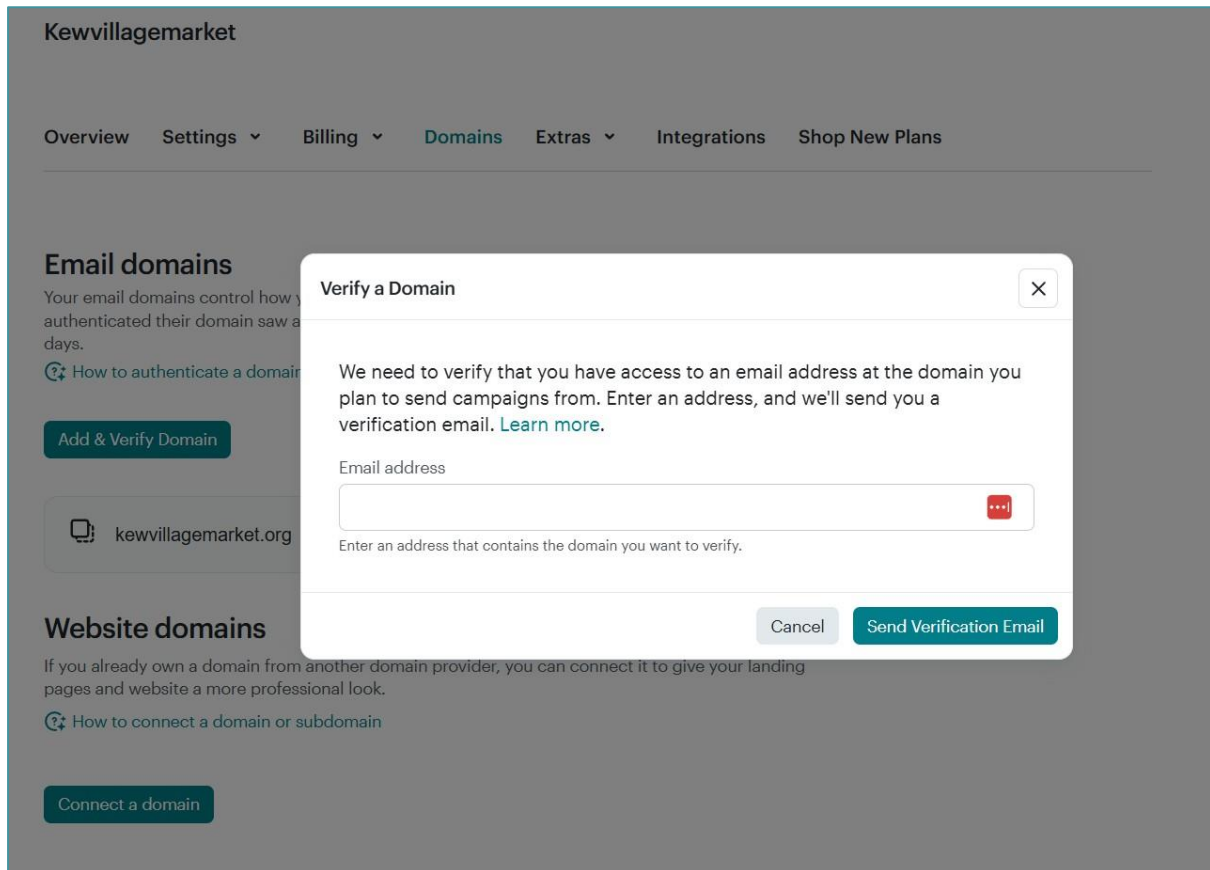
Mailchimp will ask you to enter an email address linked to your domain.

What you do here:

- Enter an address such as info@yourdomain.org
- Click **Send Verification Email**
- Open the email and confirm

Why this step matters:

It proves you control the domain before you are allowed to send.



Step 3: Start authentication and get your DNS records

Once verified, Mailchimp shows instructions titled something like:

“Add records to your DNS settings”

This is the most important screen.

What you will see:

- CNAME records (for DKIM)
- A TXT record (for DMARC)

For example:

- CNAME → k2._domainkey... → dkim2.mcsv.net
- CNAME → k3._domainkey... → dkim3.mcsv.net
- TXT → _dmarc → v=DMARC1; p=none;

What to do:
Copy these exactly.

kewvillagemarket.org
Authenticate your domain

Add records to your DNS settings

DNS provider: [Other](#) ▼

It looks like you may have a domain hosted with a provider not listed here. DNS records show domain providers you're a secure sender. Mailchimp uses DNS records to help your emails reach subscriber inboxes instead of spam folders.

- In your domain provider's portal, find the **DNS management** or **Custom records** area (often located under "Manage Domains").
- Look for the option to **Add a New Record** to begin entering your authentication details.
- Add the following **CNAME** and **TXT** records to your domain provider's settings by copying and pasting the name and value for each record.
 - For DKIM: Create two CNAME records. Copy/paste the Name (Host) and Value (Points To) for CNAME 1, then repeat the process for CNAME 2.
 - For DMARC: Create one TXT record. Copy/paste the Host and Points To value provided below.
 - Note: If asked for a TTL, use the default setting or the lowest available value.
- Once you've added these records, return to Mailchimp to **validate records**.

Need more help? Try searching your provider's help center for "how to add DNS records."

Type	Name	Value
CNAME 1	k2_domainkey.kewvillagemarket.org	dkim2.mcsv.net
CNAME 2	k3_domainkey.kewvillagemarket.org	dkim3.mcsv.net
TXT	_dmarc	v=DMARC1; p=none;

[Next](#)

Step 4: Open your domain provider and access DNS settings

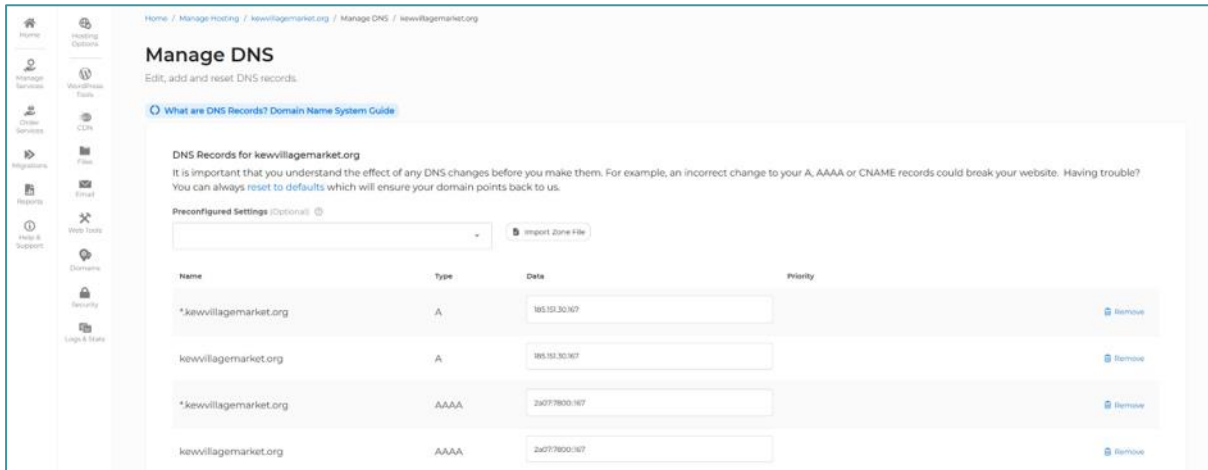
Now go to the system where your domain is managed (typically, 123Reg, GoDaddy, IONOS, 20i etc.)

In our example (20i), this is:

- Domains
- Manage DNS

What to look for:

- DNS settings or DNS management
- A list of existing records



Step 5: Add the DNS records

This is where many people get unsure, but it is straightforward.

For each record from Mailchimp:

- Select the correct type (CNAME or TXT)
- Paste the **Name**
- Paste the **Value**
- Save

Important points:

- Do not delete existing records
- Copy values exactly
- Small errors/typos will prevent verification

The screenshot below shows:

- Some existing records (A, MX, email settings)
- New Mailchimp CNAME records being added

kewvillagemarket.org	A/AAAA	zserv.mcs.vnet.net	Remove
autodiscover.kewvillagemarket.org	CNAME	autodiscover.stackmail.com	Remove
ftp.kewvillagemarket.org	CNAME	wordpressftp.stackmail.com	Remove
imap.kewvillagemarket.org	CNAME	imap.stackmail.com	Remove
mail.kewvillagemarket.org	CNAME	mail.stackmail.com	Remove
pop3.kewvillagemarket.org	CNAME	pop3.stackmail.com	Remove
smtp.kewvillagemarket.org	CNAME	smtp.stackmail.com	Remove
kewvillagemarket.org	MX	mx.stackmail.com	10 Remove
kewvillagemarket.org	TXT	v=spf1 include:spf.stackmail.com ~all	Remove
s1_domainkey.kewvillagemarket.org	TXT	v=DkIM1krsaah=sha256g+yn=st=1+sp=MIIBJANBgkqhkiG9w0BAQ	Remove
k2_domainkey.kewvillagemarket.org	CNAME	dkim2.mcsv.net	Remove
k3_domainkey.kewvillagemarket.org	A	dkim3.mcsv.net	Remove

Add another record +

Step 6: Return to Mailchimp and complete authentication

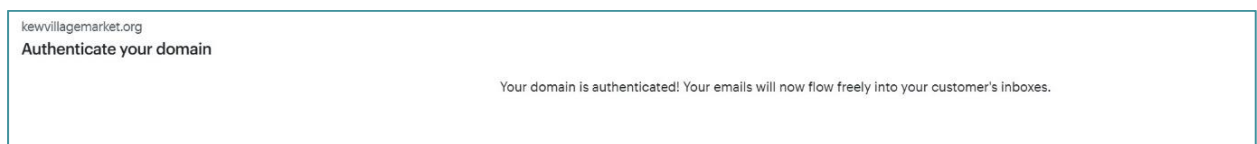
After adding your records:

- Go back to Mailchimp
- Click to validate or continue

If everything is correct, you will see confirmation.

Final result from your example:

“Your domain is authenticated! Your emails will now flow freely into your customer’s inboxes.”



Common issues

- DNS changes can take time (often minutes, but sometimes longer)

- Records not copied exactly
- Adding them in the wrong DNS provider (you need to add them where your Domain is controlled – the nameserver settings will confirm this)

If it fails at first, wait and try again.