

How to Add a DMARC Record on Cloudflare

Introduction

Many systeme.io users point their domain to **Cloudflare** for DNS. Email authentication requires **three CNAME records + one TXT (DMARC)** at `_dmarc`. Help article **4239** shows how to add that TXT in **Cloudflare DNS → Records**.

This guide covers **DMARC only**. For CNAMEs + TXT together, see [authenticate your domain on Cloudflare](#) (4240).

How to add a DMARC record on Cloudflare

Strengthen your email security. Improve deliverability.

DMARC PASS

systeme.io deliverability

TXT RECORD - _DMARC DNS RECORDS SAVE

Prerequisites

- Domain added to **Cloudflare** with DNS managed there.
- Authentication started in [systeme.io Settings](#) → **Emails** (DMARC value in popup / eye icon).
- Cloudflare account with permission to edit DNS.

Typical systeme.io DMARC Value

v=DMARC1; p=none; rua=mailto:youraddress@yourdomain.com

- **p=none** — monitoring policy ([How to Create a DMARC Record](#), 2241).
- **rua=mailto:...** — aggregate reports; use a dedicated inbox or reporting service (personal mailboxes can be flooded).

Step-by-Step on Cloudflare (Article 4239)

1. Log in to the **Cloudflare dashboard**.
2. Select your **domain**.
3. Open **DNS** → **Records**.
4. Click **Add record**.
5. **Type: TXT**.
6. **Name:** _dmarc (as in systeme.io **Name** column).
7. **Content** (or Value): paste the full DMARC string from systeme.io; customize rua=mailto:..
8. **TTL:** Auto (or default).
9. Click **Save**.

Example row:

- Type: TXT
- Name: _dmarc
- Content: v=DMARC1; p=none; rua=mailto:hello@yourdomain.com

Cloudflare-Specific Tips

- **CNAME auth records:** For systeme.io email CNAMEs, set proxy status to **DNS only** (grey cloud)—proxied orange cloud breaks validation (common fix in Cloudflare community threads).
- **TXT DMARC:** TXT records are not “proxied” for HTTP; you simply publish the TXT in DNS.
- **Duplicate DMARC:** Cloudflare may already have a _dmarc TXT from another tool—edit or delete extras; only **one** valid policy should remain.
- **Registrar vs Cloudflare:** If nameservers are Cloudflare, add records **only** in Cloudflare, not at the registrar.
- **Funnel CNAMEs:** Custom domain / funnel records are separate from email-auth CNAMEs—both may live in the same zone.

Verify DMARC and Domain Status

1. Wait for DNS propagation (often fast on Cloudflare; up to 48 hours globally).

2. Run a **DMARC lookup** (e.g. MXToolbox DMARC checker—as referenced in article 4240).
3. In [systeme.io](#) **Settings** → **Emails**, confirm domain status **Verified** when all records are correct.
4. [Confirm your sender email address](#) and test deliverability with [email headers](#).

Troubleshooting

Issue	Fix
Auth Pending, CNAMEs “wrong”	Turn off orange-cloud proxy on systeme.io CNAME rows.
Multiple DMARC policies	Remove duplicate _dmarc TXT records.
DMARC not found	Name must be _dmarc; zone must be active on Cloudflare.
Content too long	Single line in Content field; re-copy from systeme.io.
Reports overwhelming inbox	Use dedicated rua address or DMARC reporting service.

Frequently Asked Questions

Where in Cloudflare?

DNS → **Records** → **Add record** → **TXT** (4239).

Orange cloud on DMARC?

TXT is normal DNS; focus grey cloud on **CNAME** auth records.

Name field?

_dmarc per systeme.io popup.

Multiple _dmarc?

Keep one TXT only.

Still Pending?

Fix CNAMEs (4240) + this TXT + propagation.

Related Resources

- [How to Authenticate Your Domain Name on Cloudflare](#)
- [How to Add a DMARC Record on GoDaddy](#)
- [How to Add a DMARC Record on Namecheap](#)
- [How to Improve Your Email Deliverability](#)

Publish **TXT _dmarc** in **Cloudflare DNS**, keep auth CNAMEs on **DNS only**, and complete verification on [systeme.io](#).

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