

How to Add a DMARC Record on Hostinger

Introduction

DMARC (Domain-based Message Authentication, Reporting & Conformance) is a **TXT DNS record** at `_dmarc` that complements **SPF** and **DKIM**. When you authenticate your domain for systeme.io email, the setup generates **three CNAMEs + one TXT (DMARC)**. Official help article **4257** explains adding that TXT in **Hostinger hPanel**.

This guide focuses on the **DMARC TXT only**; for full auth including CNAMEs, see [authenticate your domain on Hostinger](#) (4258).

The screenshot shows the Hostinger hPanel interface for adding a DMARC record. The main heading is "How to add a DMARC record on Hostinger". Below it, a table shows the record details:

	Name	Value
TXT	<code>_dmarc</code>	<code>v=DMARC1 p=none rua mailto</code>

To the right of the table is a blue shield icon with a checkmark and the **systeme.io** logo with the tagline "EMAIL DELIVERABILITY". Below the table, there are four buttons: "TXT record", "_dmarc", "p=none", and "Save DNS".

Prerequisites

- Domain DNS managed at **Hostinger**.
- systeme.io **Settings** → **Emails** → domain authentication started (domain saved, records visible via eye icon).
- DMARC **TXT value** copied from the **systeme.io** popup.
- Ideally SPF/DKIM CNAMEs already added or added in the same session.

What the systeme.io DMARC Value Contains

Typical starter policy (monitoring):

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

- **v=DMARC1** — protocol version.
- **p=none** — monitor only; no reject/quarantine from DMARC yet (article 2241).
- **rua=mailto:...** — aggregate reports sent daily to that address.

Replace the placeholder email with a real mailbox you control—often a dedicated address like `dmarc@yourdomain.com` so reports do not flood your main inbox.

Step-by-Step on Hostinger (Article 4257)

1. Log in to **Hostinger hPanel**.
2. Select your **domain**.
3. Open **DNS / Nameservers**.
4. In **Manage DNS records**, click **Add record**.
5. **Type: TXT** (dropdown).
6. **Name:** `_dmarc` (as in the **Name** column of the systeme.io popup).
7. **TXT value** (or Target / Points to): paste the full DMARC string from systeme.io; customize `rua=mailto:` with your email.
8. Leave **TTL** default (e.g. 14400) unless you have a specific need.
9. Click **Add record** to save.

Expected example in DNS (values illustrative):

- **Name:** `_dmarc`
- **TXT value:** `v=DMARC1; p=none; rua=mailto:hello@yourdomain.com`

Verify DMARC Propagation

1. Wait for DNS propagation (minutes to 48 hours).
2. Use a **DMARC lookup** tool (e.g. MXToolbox DMARC) with your domain.
3. In [systeme.io Settings](#) → **Emails**, confirm domain moves from **Pending** to **Verified** once all four records are correct.
4. Send a test campaign and check [email headers](#) for `dmarc=pass` when SPF/DKIM align.

DMARC Reports (rua)

With **p=none**, providers send **aggregate XML reports** to the rua address. Reports help you spot unauthorized senders before moving to **p=quarantine** or **p=reject**.

Tip: Use a dedicated inbox or a DMARC reporting service; personal inboxes can be overwhelmed by volume.

Hostinger Notes

- **One _dmarc only:** Delete or edit an old DMARC TXT before adding a conflicting second row.
- **Hostinger Email:** Hostinger's own mail DMARC guides use the same _dmarc TXT pattern; do not duplicate if one valid record already exists—update its value instead.
- **Not funnel DNS:** DMARC is separate from Custom Domain CNAMEs for funnels (4262).
- **Migration from Mailchimp/MailerLite:** DMARC often stays valid; remove old ESP-specific SPF/DKIM, not necessarily DMARC—unless you have duplicate _dmarc entries.

Troubleshooting

Issue	Fix
DMARC lookup shows no record	Confirm Name is _dmarc; wait for propagation.
Multiple DMARC policies	Remove extra TXT at _dmarc; keep one.
systeme.io still Pending	Fix all three CNAMEs + TXT; check trailing dots on CNAME targets (4258).
Reports not arriving	Verify rua=mailto address exists and accepts mail.
Syntax error	No extra quotes in Hostinger value field; semicolons as in systeme.io copy.

Frequently Asked Questions

What is DMARC?

TXT at _dmarc for policy and reporting on SPF/DKIM alignment.

Hostinger Name field?

_dmarc per systeme.io popup (4257).

p=none?

Monitoring mode—learn before enforcing reject/quarantine.

With CNAMEs?

Yes—fourth record in full systeme.io email authentication.

Two _dmarc rows?

No—single TXT only.

Related Resources

- [How to Authenticate Your Domain Name on Hostinger](#)
- [How to Create a DMARC Record](#)
- [How to Improve Your Email Deliverability](#)
- [How Can I Find My Email Headers?](#)

Add **TXT** _dmarc in Hostinger, complete auth on [systeme.io](#), and meet modern inbox requirements from Gmail, Yahoo, and Microsoft.

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