

How to Add a DMARC Record on LWS



Introduction

To send marketing email from systeme.io, your domain needs **SPF**, **DKIM**, and **DMARC**. If your DNS is at **LWS** (a French registrar/host), help article **4342** shows how to add the **DMARC TXT** record with policy **p=none** so Gmail, Yahoo, and Microsoft accept your mail as an authenticated bulk sender.

DMARC values appear in the same **DNS records popup** as your CNAME authentication rows when you manage the domain in systeme.io ([authenticate your domain on LWS](#), 7851). Add DMARC **after** the inbound and DKIM CNAME records are saved.

Prerequisites

- Domain registered or DNS hosted at **LWS**.
- Domain added under **Settings** → **Custom domains** on systeme.io and authentication popup open (316).
- **CNAME** records for inbound + `systemeio1._domainkey` / `systemeio2._domainkey` already added per LWS auth guide.

- An email address on your domain for **rua** reports (dedicated inbox recommended, e.g. `dmarc@yourdomain.fr`).

What You Are Adding

DMARC is published as:

- **Type:** TXT
- **Name / host:** `_dmarc` (LWS usually appends your domain → `_dmarc.example.fr`)
- **Value (example):** `v=DMARC1; p=none; rua=mailto:youraddress@yourdomain.com`

If your address is **example@example.fr**, the value is: `v=DMARC1; p=none; rua=mailto:example@example.fr (4342)`.

p=none monitors authentication without rejecting mail—standard first step ([2241](#)).

Step-by-Step on LWS (4342)

1. **Log in** to your LWS account.
2. Open the **DNS zone** dashboard for the domain you use with `systeme.io`.
3. Start creating a **new DNS record**.
4. In the **Type** column, select **TXT** from the dropdown.
5. In the **Name** field, enter `_dmarc` exactly as shown in the **Name** column of the `systeme.io` popup.
6. In the **Value** field:
 - Click inside the field—on LWS a **pop-up** may appear for long TXT values.
 - Paste the **DMARC value** from `systeme.io` (or build it using the template above).
 - Replace the **placeholder email** at the end of `rua=mailto:...` with your real reporting address.
7. Click the **safeguard / confirm** control if LWS shows one, then click **Add** to save the record.
8. Return to [systeme.io](#) → domain **Manage** → refresh until authentication shows **Verified** (DNS can take up to 48 hours).

LWS CNAME reminder: For inbound/DKIM CNAME **values**, LWS requires a **trailing period** (e.g. `inbound.systeme.io.`). That rule does **not** apply to the DMARC TXT string.

Important Remarks (4342)

1. **One DMARC record only.** Your zone must not contain two `_dmarc` TXT entries. If an old DMARC record exists, **delete it** and keep only the new one—otherwise authentication can fail.
2. **Daily aggregate reports.** After DMARC is live, providers (Gmail, Yahoo, etc.) send roughly **daily XML reports** to the address in `rua=mailto:....`. Use a **dedicated mailbox** so your main inbox is not flooded; edit the `rua` section of the value if needed.
3. **Purpose of reports.** Reports help confirm **legitimate emails** pass SPF/DKIM and spot spoofing ([10240](#)).
4. **Verification.** Check publication at [MXToolbox DMARC lookup](#) (search your domain).

Troubleshooting

Issue	Fix
Authentication still Pending	Wait for propagation; confirm SPF/DKIM CNAMEs first; only one <code>_dmarc</code> TXT.
DMARC not found on MXToolbox	Name must be <code>_dmarc</code> ; type TXT; no extra quotes breaking the value.
Removed <code>rua</code> and domain de-verified	<code>systeme.io</code> expects a complete DMARC value including <code>rua</code> —restore it or use a dedicated report address.
Too many report emails	Point <code>rua</code> to a separate inbox; do not delete DMARC entirely.

Frequently Asked Questions

TXT or CNAME for DMARC?

TXT only.

First policy?

`p=none` for monitoring.

Two DMARC records?

Not allowed—keep one.

Trailing dot on DMARC value?

No—only for LWS CNAME targets.

Order vs SPF/DKIM?

Add DMARC **after** [systeme.io](#) CNAME authentication on LWS.

Related Resources

- [How to Authenticate Your Domain Name on LWS](#)
- [How to Create a DMARC Record](#)
- [DMARC Reports: How to Read and Use Them](#)
- [Email Deliverability: How Spam Filters Work](#)

Publishing **DMARC on LWS** closes the authentication loop for [systeme.io](#) — together with SPF/DKIM it satisfies current ISP requirements and gives you visibility through **rua** aggregate reports (4342).

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