

How to Authenticate Your Domain Name on Cloudflare

Introduction

Sending from systeme.io with your own domain requires **DNS authentication**. If Cloudflare manages your DNS, you add the records under **DNS** → **Records**—and the critical Cloudflare rule is **DNS only** (gray cloud), not proxied (orange cloud). Official help article [4240](#) walks through this setup.

This guide is for **email authentication** only. Connecting a funnel or website uses different CNAME targets—see the Cloudflare **Custom Domain** article, not this one.

The diagram illustrates the process of authenticating a domain name on Cloudflare for email authentication. It features a central graphic with the title "How to authenticate your domain name on Cloudflare".

On the left, a "DNS RECORDS" table shows the required records:

Type	Name	Value	Proxy status
CNAME	mail	mail.systeme.io	DNS only
TXT	@	v=spf1 include: mail.systeme.io ~all	DNS only

On the right, a checklist shows the authentication steps: SPF, DKIM, and DMARC, each with a checkmark. Below the checklist is a shield icon with a checkmark, labeled "systeme.io VERIFIED EMAIL DOMAIN".

At the bottom, four buttons are shown: "DNS records", "DNS only", "CNAME & TXT", and "Domain verified".

Prerequisites

- Active systeme.io account.
- Domain using **Cloudflare nameservers** (DNS hosted at Cloudflare).
- Cloudflare dashboard access.
- Domain entered in systeme.io **without www**.
- An **active site** linked on the domain when authenticating for email—see [general domain authentication](#).

Step 1 — Generate Records in systeme.io

1. Log in to systeme.io.
2. **Settings** → **Emails**.
3. Start **domain authentication** for sending.
4. Enter your domain **without www** → **Save**.
5. Status shows **Pending** until DNS is correct.
6. Refresh if needed → click the **eye** icon for **three CNAME records** and **one TXT record**.

Typical CNAME pattern (your values differ):

- si942517 → inbound.systeme.io
- systemeio1._domainkey → key1.systeme.io
- systemeio2._domainkey → key2.systeme.io

Step 2 — Open Cloudflare DNS

1. Log in to Cloudflare.
2. Select your **domain**.
3. Open **DNS** → **Records**.
4. Click **Add record** for each row from systeme.io.

Step 3 — Add the Three CNAME Records (DNS Only)

Repeat for **each** of the three CNAME lines:

1. **Type:** CNAME.
2. **Name:** paste from systeme.io—**prefix only** (for example si942517, not si942517.yourdomain.com if Cloudflare auto-appends the zone).
3. **Target** (or Content): paste the target (for example inbound.systeme.io, key1.systeme.io, key2.systeme.io).
4. **Proxy status:** set to **DNS only** — **gray cloud**. The orange proxied cloud must be **off** for every email-auth CNAME.
5. Click **Save**.

Why DNS only matters

Proxied records route through Cloudflare's HTTP proxy. Mail authentication expects direct DNS answers. Orange-cloud CNAMEs are the #1 reason

[systeme.io](#) stays **Pending** even when values look correct. The same rule applies to **MX** and mail-related **TXT** if you use external mailboxes.

To confirm in Cloudflare's record search, enter the **full CNAME hostname** (including your domain) as help documentation suggests.

Step 4 — Add the TXT Record

1. **Add record** → **Type: TXT**.
2. **Name:** match `systeme.io` (often root-related or a specific host from the eye icon).
3. **Content:** paste the full TXT string in one line.
4. **Proxy:** TXT records are not proxied; leave as DNS only / automatic.
5. **Save**.

Avoid **duplicate DMARC** TXT rows—multiple `_dmarc` records break validation. Keep one correct policy.

Step 5 — DMARC (Recommended)

If not included in the `systeme.io` TXT set, add:

- **Type:** TXT
- **Name:** `_dmarc`
- **Content:** e.g. `v=DMARC1; p=none; rua=mailto:you@yourdomain.com`

[How to Create a DMARC Record](#)

Step 6 — Verify in `systeme.io`

1. Wait for DNS propagation (minutes to 48 hours; Cloudflare is often fast).
2. Return to **Settings** → **Emails** on [systeme.io](#).
3. Confirm **Pending** → **Verified**.
4. Confirm your **sender email address** on the same domain.

Optional: check public DNS with a lookup tool using the full record names.

Cloudflare-Specific Notes

- **Do not mix records:** funnel CNAMEs (CloudFront targets from Custom Domain) live beside email CNAMEs—do not overwrite one with the other.
- **SSL/TLS and Page Rules** do not replace DNS auth; fix the Records tab first.

- **Redirect rules** on the apex do not authenticate email—keep email DNS separate.
- If you recently moved DNS to Cloudflare, ensure nameservers are active at the registrar.

Troubleshooting

Issue	Likely cause	Fix
Pending forever	Orange proxy on CNAME	Toggle to DNS only (gray).
Support says records OK	Proxied mail records	Gray cloud all three CNAMEs + review TXT.
Duplicate DKIM	Old + new rows	Delete obsolete CNAMEs.
DMARC fails	Two _dmarc TXT	Keep one record.
Wrong host	Full FQDN in Name	Use prefix only.
Site works, mail not verified	Used funnel DNS only	Add Emails panel CNAMEs/TXT.

Frequently Asked Questions

Proxy off?

Yes—gray cloud on all email-auth CNAMEs.

Where in Cloudflare?

Domain → DNS → Records.

Name field?

Host prefix; DKIM labels like `systemeio1._domainkey`.

Funnel vs email?

Different settings and targets in `systeme.io`.

Verify in UI?

Search full record name or use external DNS check.

Related Resources

- [How to Authenticate Your Domain Name for Email Sending](#)
- [How to Connect Your Cloudflare Domain to systeme.io](#)
- [How to Authenticate Your Domain Name on Namecheap](#)
- [How to Improve Your Email Deliverability](#)

Authenticate at Cloudflare with **DNS only**, then send from [systeme.io](#) with a verified domain.

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