

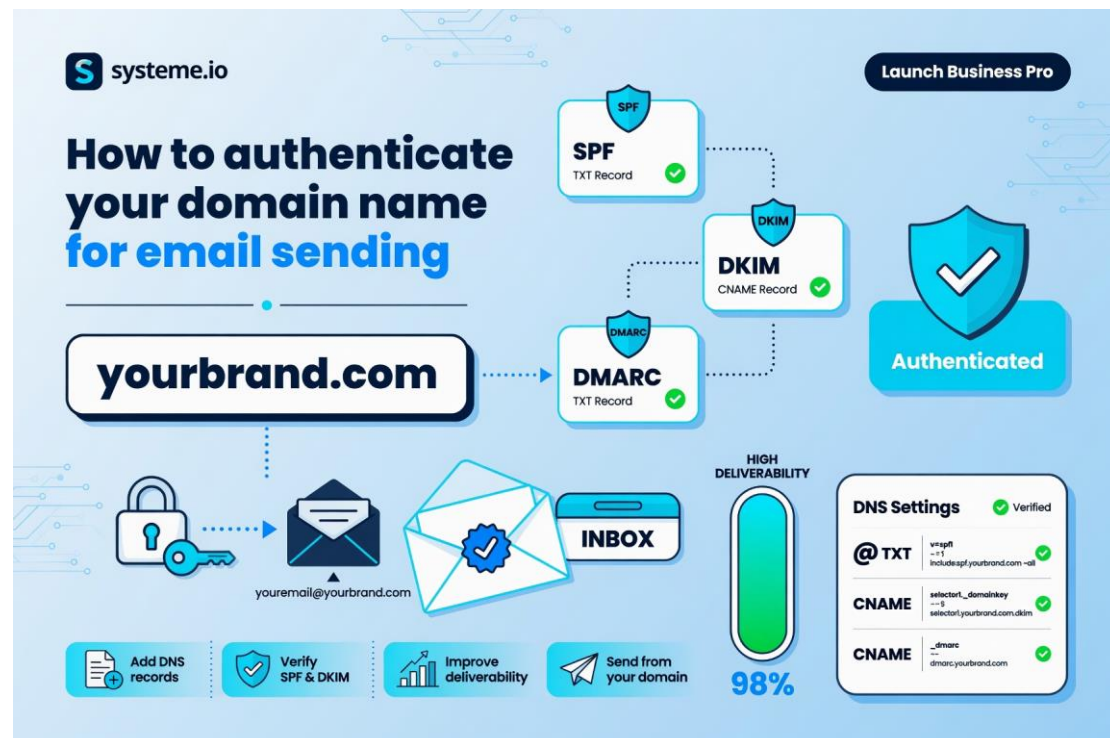
How to Authenticate Your Domain Name for Email Sending

Introduction

Sending newsletters, automation emails, and booking confirmations from a generic address hurts trust and deliverability. Recipients—and inbox providers—expect messages from **your** brand domain, backed by proper DNS authentication (SPF, DKIM, and DMARC alignment via the records [systeme.io](#) provides).

On [systeme.io](#), **domain authentication is mandatory** before you can send email from your custom domain. You generate DNS records inside the platform, paste them at your registrar or DNS host, wait for verification, then confirm your sender address.

This guide explains requirements, how to open email domain settings, add CNAME and TXT records, handle Pending status, and complete sender verification.



What You Will Need

- A **systeme.io** account.
- A **domain name** you control (for example yourbrand.com).
- Access to **DNS settings** at your registrar or DNS provider (Namecheap, GoDaddy, Cloudflare, Hostinger, IONOS, etc.).
- An **active website** linked to that domain on systeme.io (required for authentication).
- A professional mailbox on the domain (for example hello@yourbrand.com) to confirm as sender after DNS verifies.

Important

Enter the domain **without** www—use yourbrand.com, not www.yourbrand.com.

Why Authentication Matters

Authentication proves that systeme.io is allowed to send mail on behalf of your domain. That reduces spam flags, improves inbox placement, and displays your domain information correctly in email headers—signals mailbox providers use when filtering marketing and transactional messages.

Skipping this step blocks you from using your branded From address for campaigns, sequences, and many automated notifications inside systeme.io.

Step 1: Open Email Domain Settings

1. Hover over your **profile picture** and click **Settings**.
2. In the settings menu, click **Emails**.
3. In the **Domains** section, use the link to authenticate your domain and display its information in your email header.
4. In the popup, **enter your domain name** without www.
5. Click **Save** (or **Continue**, depending on your interface) to generate DNS records.

The platform creates **three CNAME records** and **one TXT record** (DMARC) unique to your domain. You will copy each value into your DNS panel.

Step 2: View and Copy DNS Records

After saving, the domain may show status **Pending** until DNS propagates.

1. Refresh the Emails settings page if needed.
2. Click the **eye icon** under **DNS settings** to reveal the full list of records.

3. Copy each **host/name**, **record type**, and **value/target** exactly as shown—do not trim required prefixes or add extra dots unless your host's UI requires a specific format.

Keep this tab open while you work in your registrar so you paste the correct strings for all three CNAMEs and the DMARC TXT entry.

Tip

Some hosts want only the subdomain portion in the Name field; others want the full hostname. If authentication fails, double-check your provider's DNS documentation against the official [systeme.io](https://systeme.io/help) help article for your host (Namecheap, Cloudflare, GoDaddy, etc.).

Step 3: Add Records at Your DNS Provider

Log in where your domain's DNS is managed—the place you bought the domain or where nameservers point (for example Cloudflare).

Add the three CNAME records

1. Open **DNS** or **Advanced DNS** for your domain.
2. For each of the three CNAMEs from systeme.io, create a new **CNAME** record.
3. Paste the **name/host** and **value** from the platform.
4. Save each record and repeat until all three CNAMEs exist.

Add the DMARC TXT record

1. Create a new **TXT** record using the host and value provided for DMARC.
2. Save the record.

Cloudflare users

For CNAME records on Cloudflare, set proxy status to **DNS only** (gray cloud), not proxied (orange cloud), so validation can succeed.

Do not duplicate conflicting SPF or email records unless you know how to merge policies; when unsure, follow systeme.io's listed values only and consult support if you already send mail from the same domain via Google Workspace or another ESP.

Step 4: Wait for Verification

DNS updates are not instant. Propagation can take from a few minutes to 48 hours depending on TTL and provider.

- Return to **Settings** → **Emails** and check whether domain status moves from **Pending** to verified/authenticated.
- Use a public DNS checker tool if you want to confirm each CNAME and TXT is visible globally before opening a support ticket.

If records are correct but status stays pending for an extended period, contact systeme.io support with your domain name and screenshots of your DNS entries.

Step 5: Confirm Your Sender Email Address

Authenticating the domain alone is not enough to press Send on campaigns. You must also verify the **From address** on that domain.

1. Still in **Settings** → **Emails**, find **Verified email addresses**.
2. Click the link to **confirm your email address**.
3. Enter an address you control on the authenticated domain (for example you@yourbrand.com).
4. Save, then open that inbox and click the verification link in the email from systeme.io.
5. Set the verified address as your **sender** in the Sender section when the status shows verified.

Only then can you send mail from that address with the authenticated domain in the header.

Best Practice

Use a real monitored inbox for your sender address so verification and future deliverability notices reach you quickly.

Troubleshooting

Issue	Possible Cause	Recommended Solution
Status stays Pending	DNS not propagated or typo in records	Re-copy values from the eye icon; wait 24–48h; check with a DNS lookup tool.
Authentication fails on Cloudflare	CNAME proxied (orange cloud)	Switch CNAME records to DNS only (gray cloud).

Cannot send after adding DNS	Sender address not verified	Complete verified email steps in Settings → Emails.
Wrong domain entered	Included www or typo	Re-enter root domain only, regenerate records if needed.
Website not linked	Domain not connected to a live site	Connect domain to a funnel or website on systeme.io per domain setup guides.
Emails still land in spam	List quality or content, not only DNS	Warm up sending, clean lists, improve content; authentication is one part of deliverability.

Frequently Asked Questions

Is authentication required?

Yes, to send from your own domain on systeme.io.

How many records?

Three CNAME records plus one DMARC TXT record, as generated in Emails settings.

Where do I add them?

At your domain registrar or DNS host's DNS management panel.

Why Pending?

DNS propagation delay or mismatched record values.

What after authentication?

Confirm and select your verified sender email on the same domain.

Related Resources

- [How to Use the Booking Calendar Feature on systeme.io](#)
- [How to Manage Your Calendar Bookings](#)
- [How the systeme.io Affiliate Program Works](#)

Authenticate your domain and run funnels, email, and CRM on [systeme.io](#).

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