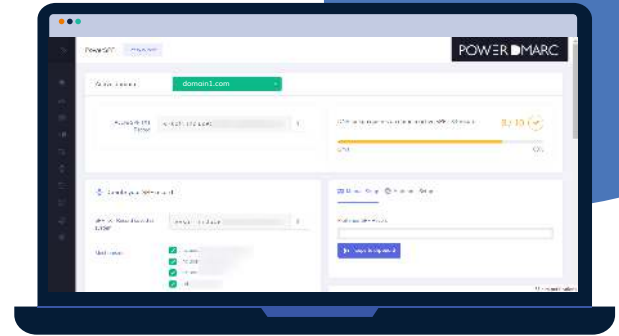# Zero Risk of Accidental SPF Failure, Only With PowerSPF

The DNS Lookup Limit

An SPF record is like an instructions booklet for email servers. By looking up your record, the receiving email server knows which emails are coming from authorized and unauthorized IP addresses, and how to deal with them.

But a longer SPF record comes at the cost of more DNS Lookups, and you have a limit of 10 DNS Lookups. If your organization has many third party vendors sending emails from your domain, that can be a problem. More than 10 DNS Lookups, and the email will fail SPF. This will drive you deliverability down.

One-Click Optimize

PowerSPF does away with long, cumbersome SPF records. Enter your current SPF record with all the IP addresses you want to authorize, click one button and bingo! You've just optimized your SPF record to under 10 DNS Lookups.

What's better, you can even use Power-SPF to update your records if you change vendors and need their IP address removed or replaced. We give you control over your SPF record right from the start.

Guarantee total email deliverability, only with PowerDMARC. Get your solution today!