Email Marketing Tools

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- How do I make sure mass email messages from 3rd party vendors will not be blocked or flagged as SPAM?
- What is DKIM?
- What is DMARC?

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- Can I use a 3rd party vendor like iContact, ConstantContact or MailChimp to send emails from a @uncc.edu email address?
- How do I make sure mass email messages from 3rd party vendors will not be blocked or flagged as SPAM?
- How do I test for DMARC compliance when I am working with a third party vendor to send mass emails from an @uncc.edu account?
- What is DKIM (Domain Key Identified Mail)?
- What is DMARC (Domain-based Message Authentication, Reporting and Conformance)?
- Why is DMARC important?