Email Marketing Tools

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✅ Recommended FAQs
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- How do I make sure mass email messages from 3rd party vendors will not be blocked or flagged as SPAM?
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- 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?

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