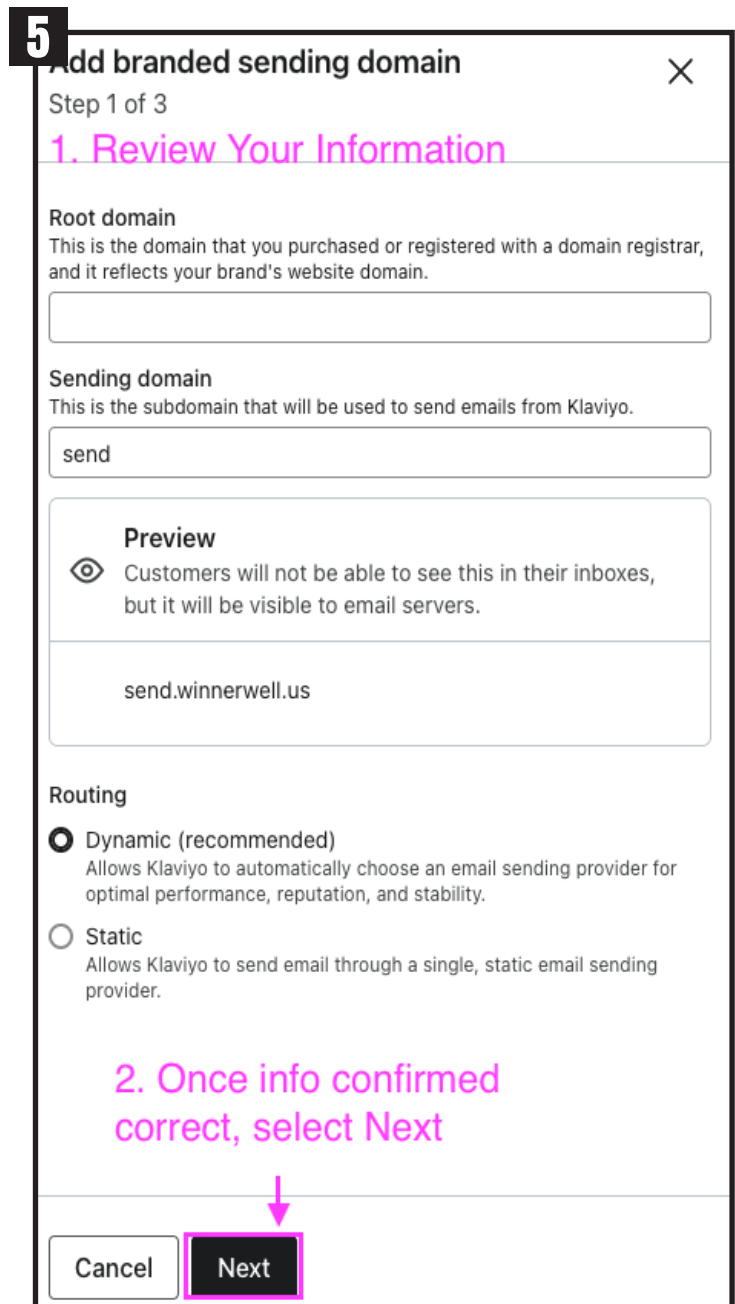
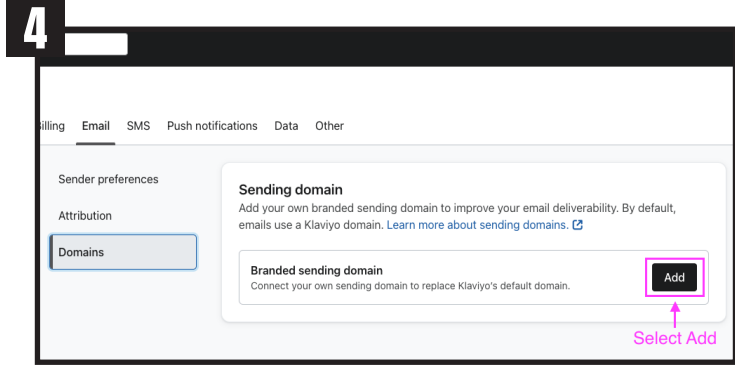
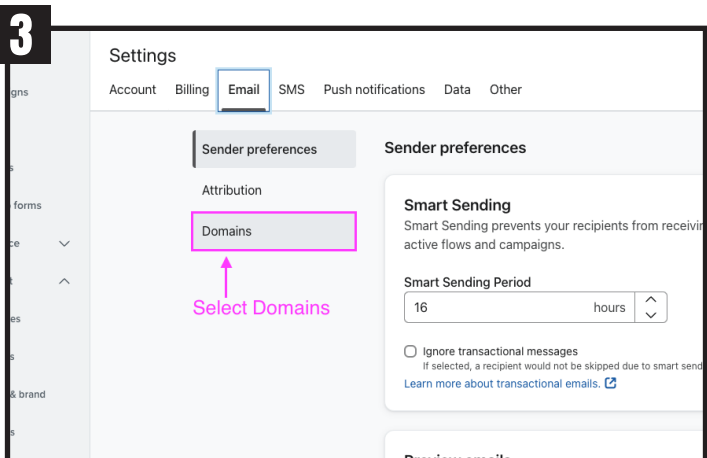
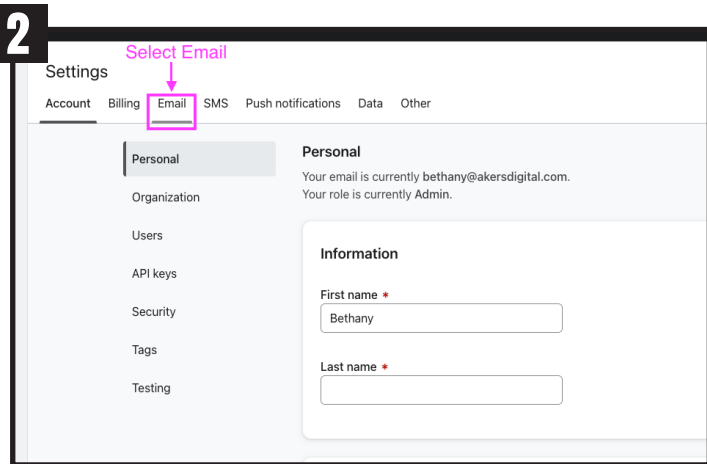
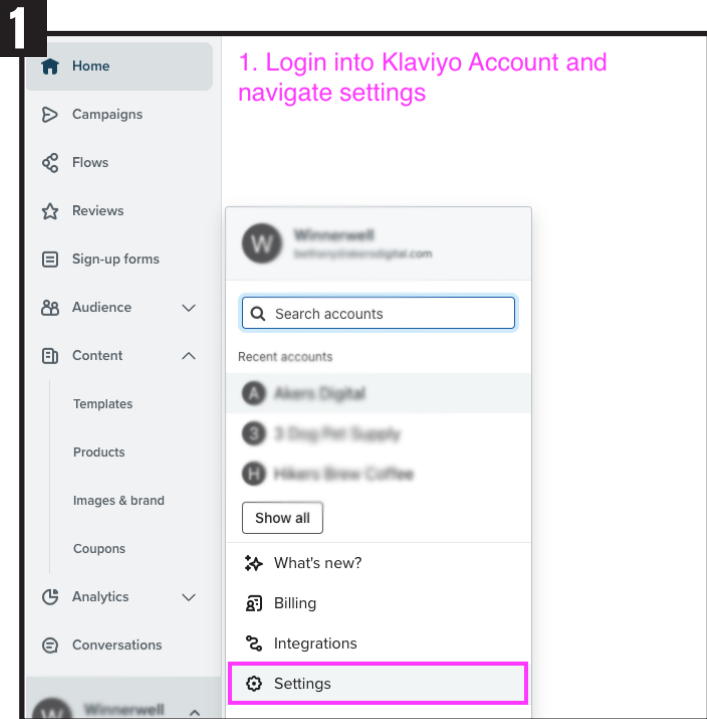


EMAIL DELIVERABILITY | HOW TO UPDATE YOUR DNS RECORDS



6 Add branded sending domain

Step 2 of 3

Log into your brand's DNS provider to add or update your DNS records. [Learn more about DNS providers](#)

1. Select your DNS provider

GoDaddy

**note: this will be different for everyone*

2. Select the link to log into your DNS provider account

Log into your GoDaddy account
Log into your GoDaddy Domain Control Center.

Select domain
Select your domain to access the Domain Settings page.

Manage DNS
Select DNS to navigate to the DNS Management page

9 Select domain

Select your domain to access the Domain Settings page.

Manage DNS
Select DNS to navigate to the DNS Management page

Back Next

Select Next

7

Portfolio

well.us

DNS Products

Once logged into your DNS provider account navigate to the DNS settings

10 Add branded sending domain

Step 3 of 3

Add or update your DNS records to point to the appropriate values in your DNS provider.

Verify records
Ensure your DNS records are configured properly to avoid authentication issues.

Verify records

Record type	Host	Value
NS Copy	send Copy	ns1.klaviyo.com Copy
NS Copy	send Copy	ns2.klaviyo.com Copy
NS Copy	send Copy	ns3.klaviyo.com Copy
NS Copy	send Copy	ns4.klaviyo.com Copy
TXT Copy	@ Copy	klaviyo-site-verification... Copy

Add or update the following into your DNS records by copying and pasting

8

Overview DNS Products

DNS Records Forwarding Nameservers Premium DNS Hostnames DNSSEC

DNS records define how your domain behaves, like showing your website content and delivering your email.

Add New Record

1. Once you are in the settings select Add New Record

2. Next, head back over to your Klaviyo Account

11

NS records determine which nameservers manage a domain's zone file.

Type *	Name *	Value *	TTL
NS	send	ns1.klaviyo.com	1/2 Hour
NS	send	ns2.klaviyo.com	1/2 Hour
NS	send	ns3.klaviyo.com	1/2 Hour
NS	send	ns4.klaviyo.com	1/2 Hour

TXT records are used to verify domain ownership, SSL verification, and email sender policies.

Type *	Name *	Value *	TTL
TXT	@	klaviyo-site-verification=WSQJEL	1/2 Hour

Add More Records Select Add More Records. Once the 5 records from Klaviyo have been added to your account, you need to add one more TXT record: v=DMARC1; p=none; rua=mailto:dmarc-reports@domain.com **Save All Records** **Cancel**

12

TXT records are used to verify domain ownership, SSL verification, and email sender policies.

Select TXT Select @

Type *	Name *	Value *
TXT	@	C1; p=none; rua=mailto:dmarc-reports@domain.com

Add More Records **Save**

Copy & Paste:
v=DMARC1; p=none; rua=mailto:dmarc-reports@domain.com

13, and email sender policies.

Value *

; rua=mailto:dmarc-reports@domain.com

Save All

Replace with your Sender email address you use for Klaviyo

14

Value *

v=DMARC1; p=none; rua=mailto:service@dwelloutdo

TTL

1/2 Hour

Once the 6 records have been added, select **Save All Records**

Save All Records

15 Add or update your DNS records to point to the appropriate values in your DNS provider.

Now that the records have been added and saved, navigate back to Klaviyo and select verify records

Verify records

Ensure your DNS records are configured properly to avoid authentication issues.

Verify records

Record type	Host	Value
NS Copy	send Copy	ns1.klaviyo.com Copy
NS Copy	send Copy	ns2.klaviyo.com Copy
NS Copy	send Copy	ns3.klaviyo.com Copy
NS Copy	send Copy	ns4.klaviyo.com Copy

16

Verify records

Ensure your DNS records are configured properly to avoid authentication issues.

Verify records

Record type	Host	Value
NS Copy	send Copy	ns1.klaviyo.com Copy
NS Copy	send Copy	ns2.klaviyo.com Copy
NS Copy	send Copy	ns3.klaviyo.com Copy
NS Copy	send Copy	ns4.klaviyo.com Copy
TXT Copy	@ Copy	klaviyo-site-verificatio... Copy

1. Select the check box

I understand that I may need to limit emails to engaged recipients for 2-4 weeks.

2. Select Activate

Back **Activate**