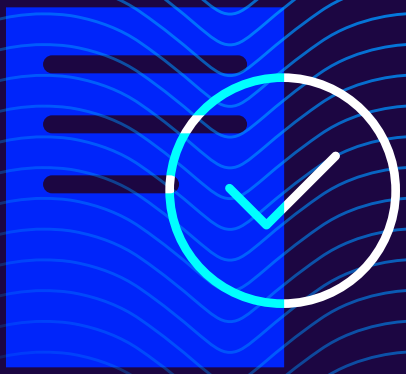
VALIMAIL

VALIMAIL INSTANT SPF

The only truly automated, scalable, and reliable SPF solution



Rated the most valued feature by our users, Valimail's patented technology simplifies SPF (Sender Policy Framework) management by dynamically generating the correct SPF record in real time—per email, per sender. Our smarter approach to SPF management eliminates the risks of SPF failure caused by SPF flattening, manual DNS lookup limits, outdated IPs, or misconfigured records. It ensures every message is authenticated accurately and automatically, no matter how many services your organization uses.

Risks of SPF Flattening

Flattening (also referred to as SPF compression) is a fragile, management-intensive approach to circumventing the 10-domain lookup limit by replacing lookups with IP addresses and IP blocks. It requires constant monitoring of underlying IP infrastructure changes, otherwise you're at risk for outdated and broken SPF.

Instead of relying on a single static SPF record with a flattened response like all other solutions, Valimail generates dynamic records in real time as needed.

WHY OUR SPF TECHNOLOGY IS SUPERIOR



Unlimited SPF Record

Most SPF records break when using more than 10 services. Valimail's patented approach sidesteps this limit entirely by responding in real time per email, ensuring full compliance and accuracy, no matter how many senders you use.



Fully Automated and Risk-Free

Forget manual SPF record updates. Just point your SPF to Valimail and select the services you want to authorize. That's it. No flattening, no IP monitoring, no risk of misconfiguration.



Dynamic, Real-Time SPF Management

Unlike flattening, dynamic Sender IP updates keep your SPF record accurate in real time. Changes to sending infrastructure are instantly reflected, ensuring legitimate emails pass authentication without manual updates or deliverability risk.



Built-In Protection

By managing data behind the scenes, individual services stay hidden from public DNS records. This prevents bad actors from identifying and targeting specific services, adding a discreet layer of security to protect your infrastructure and brand.

HOW VALIMAIL COMPARES

	OTHER VENDORS	VALIMAIL
SPF updates in real-time	✗ No, uses prebuilt or flattened lists	✓ Yes, generated per request
Handles more than 10 lookups	✗ Brittle, error-prone workarounds	✓ Seamless, dynamic bypass
Per-service SPF accuracy	✗ Risky and overly permissive	✓ Precise and secure
No need for IP maintenance	✗ Manual monitoring required	✓ Fully automated and proactive
Supports unlimited services	✗ More complexity and increased lag time	✓ Scales effortlessly

WHAT IT LOOKS LIKE

OTHER VENDORS
Record published in customer's DNS

```
v=spf1 include:_u.ef.com._spf.smart.vendor.com ~all
```

The record looks dynamic...

Flattened response

The first IP address alone includes over 250,000 unique IPs

```
v=spf1 ip4:52.100.0.0/14 ip4:40.92.0.0/15
ip4:13.111.0.0/16 ip4:40.107.0.0/16 ip4:149.72.0.0/16
ip4:104.47.0.0/17 ip4:167.89.0.0/17
ip4:168.245.0.0/17 ip4:54.240.0.0/18
ip4:77.32.128.0/18 ip4:192.28.128.0/18
ip4:198.2.128.0/18 ip4:212.146.192.0/18 ip4:213"
".32.128.0/18 ip4:216.198.0.0/18 ip4:23.251.224.0/19
ip4:50.31.32.0/19 ip4:77.32.192.0/19
include:p.1.1jbsg7t._u.ef.com._spf.smart.vendor.com
```

The last include: directive points to another flattened record that then points to four more, all of which contain vast amounts of IPs. This makes accurate maintenance and change detection difficult. It also weakens the organization's security posture by authorizing SPF authentication for every single listed IP.

VALIMAIL
Record published in customer's DNS

```
v=spf1 include:%{i}._ip.%{h}._ehlo.%{d}._spf.vali.
email ~all
```

Instant SPF leverages variables in the SPF record that are based on the specific email being authenticated. This allows Valimail to send only the exact information required to authenticate that email.

Query gathered from the mail receiver

```
209.85.222.48._ip.mail-ua1-f48.google.com._ehlo.
valimail.com._spf.vali.email
```

Instant SPF response

```
v=spf1 include:_spf.google.com -all
```

Valimail's response is tailored to the specific service as needed, and acts as a pointer to the sender-maintained SPF information. This ensures error-free SPF authentication without ever having to worry about the 10 lookup limit.

Bottom Line

Other tools claim automation but still rely on brittle and error-prone techniques like IP flattening. Only Valimail Instant SPF delivers real-time, fully automated, standards-compliant SPF authentication at enterprise scale. It's simple, secure, and future-proof.

Ready to See It Live?

Schedule a Live Demo to see our dynamic approach to SPF in action—delivering accurate and adaptive SPF responses, per service, in real time.