Email Deliverability & DMARC Helper

SPF/DKIM/DMARC checker, bounce & complaint handling and a suppression list

User Guide · Odoo 18 / 19 Community
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Technical name: gb_email_deliverability_dmarc_helper
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This guide documents only features implemented in the module. Menu paths, field names and button labels match the application exactly.

1. Overview

Email Deliverability & DMARC Helper checks that your sending domains are correctly configured for SPF, DKIM and DMARC, scores each domain, and helps keep your list clean by capturing bounces and complaints into a suppression list.

When messages land in spam there is nothing native to diagnose it. This module fetches and grades DNS records, imports DMARC aggregate reports, records bounces by type, and suppresses bad addresses so future sends skip them.

Who it is for

- Administrators responsible for email deliverability.
- Marketing teams sending newsletters and transactional mail.
- Anyone troubleshooting spam-folder placement.

Key capabilities at a glance

- Domain scoring — Fetch and validate SPF/DKIM/DMARC, with sub-scores, overall A–F grade and issue list.
- DMARC reports — Import aggregate XML with pass/fail counts, pass rate and per-source-IP lines.
- Bounce capture — Records bounces/complaints by type with diagnostic and SMTP code.
- Suppression list — Blocks addresses by six reasons, with expiry and release.
- Force suppress — Add an address to the suppression list directly from a bounce.
- DNS tools — Helper that retrieves the published records for a domain.

2. Installation

Install from the Odoo Apps menu with Administrator access; dependencies are pulled in automatically.

1. Open Apps from the main Odoo menu.
2. Click Update Apps List to refresh the catalogue.
3. Search for “Email Deliverability”.
4. Click Install on the matching card.
5. The Deliverability menu appears once installation finishes.

Technical name	gb_email_deliverability_dmarc_helper
Depends on	base, mail
Odoo versions	18.0 and 19.0
Licence	LGPL-3

3. Configuration

Register each Sending Domain under Deliverability ▸ Sending Domains.

Sending domains

- Create a domain record with its name and DKIM selector.
- Click Fetch Records to pull the published SPF, DKIM and DMARC records, then Check to validate them.
- The module scores SPF, DKIM and DMARC, sets an overall grade (A–F) and lists issues to fix.

DMARC reports

- Import DMARC aggregate XML reports under DMARC Reports.
- Each report stores total/pass/fail counts, a pass rate and per-source-IP lines with SPF/DKIM results.

Suppression list

- The suppression list blocks addresses by reason: hard bounce, repeated soft bounce, spam complaint, unsubscribe, manual block or invalid address.
- Entries can carry an expiry date and be released when appropriate.

4. Step-by-Step Usage

Check your domains, then let bounces and complaints feed the suppression list.

Grade a domain

1. Open the domain, click Fetch Records then Check.
2. Read the overall grade and the issues text; fix DNS where flagged and re-check.
3. Re-run periodically to confirm the grade stays high.

Handle bounces

1. Bounces and complaints are recorded with type (Hard/Soft/Complaint) and diagnostic/SMTP code.
2. From a bounce you can Force Suppress the address.
3. Hard bounces and complaints feed the suppression list automatically.

Manage suppression

1. Review Suppression List entries and their reasons.
2. Release an address once the underlying problem is resolved, or let an expiry date clear it.

5. Feature Reference

Each row corresponds to a real menu, model or wizard in the module.

Domain scoring	Fetch and validate SPF/DKIM/DMARC, with sub-scores, overall A–F grade and issue list.
DMARC reports	Import aggregate XML with pass/fail counts, pass rate and per-source-IP lines.
Bounce capture	Records bounces/complaints by type with diagnostic and SMTP code.
Suppression list	Blocks addresses by six reasons, with expiry and release.
Force suppress	Add an address to the suppression list directly from a bounce.
DNS tools	Helper that retrieves the published records for a domain.

6. Tips, Troubleshooting & FAQ

Q. What do the SPF/DKIM/DMARC scores mean?
A. Each is validated and scored; together they produce an overall A–F grade with a list of issues to fix.

Q. Where do bounces come from?
A. Bounced and complaint messages are recorded with their type and diagnostic, and can be suppressed.

Q. What is the suppression list for?
A. To stop sending to addresses that hard-bounced, complained, unsubscribed or are invalid, protecting your sender reputation.

Q. Can I import DMARC reports?
A. Yes. Import the aggregate XML; the module summarises pass/fail and lists the sending sources.

Q. Can I unblock an address?
A. Yes, use Release on the suppression entry, or set an expiry date so it clears automatically.

Q. Does this send email for me?
A. No — it analyses your domains and your existing mail flow and manages the suppression list.

7. Support

We are happy to help with installation, configuration and usage questions.

Email	support@pokutsoft.com
Apps & catalogue	https://pokutsoft.com
Module	Email Deliverability & DMARC Helper (v18.0 / v19.0)

When contacting support, please include your Odoo version, the module version and a short description of the steps that led to the issue.