

# Zoho SMTP Account Approval Requirements

## 1. Domain Ownership & DNS Setup

You must authenticate the domain you will send emails from.

### Required DNS records

- ✓ DKIM record – verifies email integrity and sender authenticity
- ✓ CNAME record – used for return-path / bounce handling
- ✓ SPF record – authorizes ZeptoMail servers to send emails for your domain
- (Recommended) ✓ DMARC record – improves email reputation and compliance

These DNS records prove that you control the domain and allow recipient servers to trust your emails.

## 2. Domain Verification in ZeptoMail

- Steps inside ZeptoMail:
- Add your domain in Domains section
- Copy DKIM + CNAME values
- Add them to your DNS
- Click Verify Domain
- Wait 24–48 hours for DNS propagation

Without verification sending will not be enabled.

## 3. Configure Sender Address

You must configure sender email addresses for the verified domain.

- [noreply@yourdomain.com](mailto:noreply@yourdomain.com)
- [support@yourdomain.com](mailto:support@yourdomain.com)
- [alerts@yourdomain.com](mailto:alerts@yourdomain.com)

## 4. Describe Your Application (For Account Approval)

Zoho usually reviews accounts to prevent spam.

### Prepare this information:

- ✓ Application / website name
- ✓ Website URL
- ✓ Description of the application
- ✓ Type of emails sent

### Example acceptable emails:

- OTP / verification codes
- password reset
- account confirmation
- order confirmation
- system alerts

### Not allowed:

- marketing campaigns
- newsletters
- promotional bulk emails

ZeptoMail is strictly for **transactional emails only**

## 5. Provide Proof of Application

- Sometimes Zoho asks for:
- screenshot of the **application sending emails**
- screenshot of **email template**
- explanation of **trigger events** (when emails are sent)

## 6. Email Content Compliance

Your transactional emails must include:

- ✓ clear purpose
- ✓ valid sender address
- ✓ legitimate domain
- ✓ no marketing language
- ✓ no purchased email lists