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SPF never says -all — Gmail does not know who to reject

There is a SPF record, but it has no terminal all mechanism. Receivers treat unlisted senders as neutral. Pair -all with the ESPs you actually use.

SPF

PRESENT

v=spf1 mx include:_spf.google.com
includes / lookups: 4/10 · all=none · ESPs: Google Workspace

DMARC

PRESENT

v=DMARC1; p=reject; pct=100; fo=1; ri=3600; rua=mailto:1dd3f5c7@inbox.ondmarc.com; ruf=mailto:1dd3f5c7@inbox.ondmarc.com;
p=reject · rua=mailto:1dd3f5c7@inbox.ondmarc.com

DKIM

PRESENT · GOOGLE, K1

Tried 15 common selectors. Custom selectors are not claimed missing.

BIMI

MISSING

none

MX

PRESENT

10 mx-01-us-west-2.prod.hydra.sophos.com., 20 mx-02-us-west-2.prod.hydra.sophos.com.

MTA-STS

MISSING

none

TLS-RPT

MISSING

none

Five fixes, ranked

1 HIGH

SPF has no terminal all mechanism

Without -all / ~all, receivers do not know what to do with hosts you did not list.

Do this: Add -all at the end of the SPF TXT.

2 HIGH

Mailchimp DKIM (k1) is live, but SPF does not include Mailchimp

k1._domainkey answered. That is Mailchimp's default selector. Mail sent from Mailchimp will DKIM-sign, but SPF will fail unless servers.mailchimp.com / spf.mandrillapp.com is in the SPF include list. DMARC can still pass on DKIM alignment — SPF failure is still a trust signal Gmail sees.

Do this: Add include:servers.mailchimp.com (or the include Mailchimp currently prints in the domain wizard). Recount SPF lookups before you save. Stay under 10.

3 HIGH

This looks like a Shopify storefront, but shops.shopify.com is not in SPF

The A record is on Shopify's 23.227.38.x anycast. Order notifications and some app mail send from Shopify. If the From: is this domain, SPF will not pass those

messages.

Do this: Add include:shops.shopify.com to SPF (or Shopify's current include from Admin → Settings → Notifications). Flatten if that pushes you over 10 lookups.

4 LOW

Add BIMI once DMARC is at quarantine/reject

BIMI is how your logo appears next to the message in supporting inboxes. It requires a DMARC enforcement policy and an SVG (plus a VMC for Gmail).

Do this: TXT default._bimi.colourpop.com: v=BIMI1; l=https://colourpop.com/bimi.svg. Do not bother until p=quarantine or p=reject is live.

5 LOW

Optional: publish MTA-STS so inbound SMTP must use TLS

MTA-STS is inbound protection (people mailing you), not Klaviyo outbound. Worth it if this domain receives mail.

Do this: TXT _mta-sts.colourpop.com plus https://mta-sts.colourpop.com/.well-known/mta-sts.txt

SPF lookup chain

KIND	TARGET	LOOKUPS SO FAR
mx	colourpop.com	1
mx-host	mx-01-us-west-2.prod.hydra.sophos.com	2
mx-host	mx-02-us-west-2.prod.hydra.sophos.com	3
include	_spf.google.com	4

DKIM selectors tried

SELECTOR	RESULT	RECORD
google	found	v=DKIM1; k=rsa; p=MIIBIjANBgkqhkiG9w0BAQEFAAOCAQ8AMIIBCgKCAQEA0OVH...
k1	found	k=rsa; p=MIGfMA0GCSqGSIb3DQEBAQUAA4GNADCBiQKBgQDbNrX2c...
k2	—	—
s1	—	—
s2	—	—
selector1	—	—
selector2	—	—
klaviyo	—	—
mailchimp	—	—
shopify	—	—
sendgrid	—	—
amazonses	—	—
cm	—	—
mx	—	—
default	—	—

DNS-only authentication audit. We queried public DNS for SPF, DMARC, common DKIM selectors, BIMI, MX, MTA-STS, and TLS-RPT. We did not send mail, we did not run seed-list inbox-placement, and we did not log into Klaviyo, Mailchimp, Attentive, or Shopify. From-domain alignment is inferred from these records, not from a captured message. Nameservers: 1.1.1.1, 8.8.8.8, 9.9.9.9. Duration 361 ms.