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Valimail has **completely transformed** how we manage email authentication. Their **automation gives us confidence**, and their **customer support team** has been incredible—especially during urgent, high-stakes moments.”

Sara Diaz

Senior Manager of Information Security & IT, Glossier

INNOVATION IN DIGITAL EXPERIENCES

BACKGROUND:

Ensuring a Secure and Authenticated Email Ecosystem

As a digitally native beauty brand, Glossier relies heavily on email for customer engagement, order confirmations, and brand communications. With an ever-growing roster of third-party platforms sending emails on its behalf, Glossier needed a way to ensure strong email authentication without the manual upkeep of SPF and DKIM records—especially across multiple subdomains and a complex sending infrastructure.

They turned to Valimail to bring automation, visibility, and peace of mind to their email authentication strategy.

**Improved Deliverability
& Reduced Spoofing Risk**
across key domains

**Streamlined Onboarding
of New Third-Party Senders**

Faster Resolution Times
thanks to responsive
and knowledgeable support

Increased Confidence
across the marketing and IT teams
in email infrastructure stability

PRODUCT: ENFORCE

INDUSTRY: E-commerce

LOCATION: Global



TRUST YOUR EMAIL

CHALLENGE:

Manual Maintenance of SPF & DKIM with Third-Party Senders

Glossier's email program involved a diverse set of third-party senders—from marketing platforms and customer service tools to logistics and transactional email systems. As their email ecosystem evolved, so did the complexity of maintaining:

- Accurate SPF records with proper include mechanisms
- Timely DKIM key rotations
- Alignment across multiple sending domains and vendors
- A clear understanding of what Valimail owned vs. what was managed via Cloudflare.

With limited internal resources focused on DNS management and mission-critical email deliverability at stake, Glossier needed a solution that would simplify authentication and provide fast, reliable support when needed most.

SOLUTION:

Automation + Clarity from Valimail

Valimail provided Glossier with a **fully automated platform** to manage SPF and DKIM records across all their domains—eliminating guesswork and manual edits. With Valimail, Glossier was able to:

- **Automate DKIM key rotation and SPF management**, reducing the risk of expired or misconfigured records.
- **Gain full visibility into third-party senders**, including which were properly authenticated and which needed attention.
- Use Valimail's intuitive interface to **easily delegate and control access** across teams and partners.
- **Quickly identify where ownership and responsibility lay** between Valimail-managed records and configurations handled via Cloudflare.

