

# Email Deliverability Guide

A quick, one-time setup so ShelfSpace notifications — payments, settlement reports, and account invites — reliably reach your team's inboxes.

FOR IT & EMAIL ADMINISTRATORS

Your organization uses **ShelfSpace** to receive payment notifications, settlement reports, and account invitations from a retail partner. Our email is **fully authenticated** (SPF, DKIM, and DMARC all pass), but your mail security gateway is currently routing it to **quarantine or junk** before it reaches inboxes. The fix is a quick allowlist — no security trade-off, because we ask you to require DMARC pass.

**Why this happens:** Enterprise gateways (Microsoft 365, Proofpoint, Mimecast, Google Workspace) accept our message — so our delivery logs show "delivered" — and then apply tenant-side filtering. That filtering decision lives in your console, which is why it can only be resolved on your side.

## OUR SENDING DETAILS

Sending domain	shelfspace.pro — allowlist by <b>domain</b> , not IP
From addresses	Every message is sent from the shelfspace.pro domain — allowlisting the domain covers all of them, so there's no need to list individual mailboxes.
Authentication	SPF + DKIM ( d=shelfspace.pro , selector resend._domainkey ) + DMARC — all passing
Email service	Resend, sending over Amazon SES (shared IPs — please <b>do not</b> allowlist by IP; they rotate)
Recommended rule	Allow shelfspace.pro with <b>DMARC = pass required</b> — spoof-safe and future-proof

## HOW TO ALLOWLIST SHELFSPACE

### ● Microsoft 365 / Exchange Online EOP & Defender

- Defender portal → **Policies & rules** → **Threat policies** → **Tenant Allow/Block Lists** → **Domains & addresses**.
- Add shelfspace.pro as an **Allow**.
- Have a user open a quarantined message → **Report** → **Not junk** → **Allow sender**.
- Optional: a mail-flow rule — if sender domain is shelfspace.pro and DMARC = pass → set SCL to -1 .

### ● Proofpoint Essentials & PPS

- Add shelfspace.pro to the **Safe Senders** / allowed-sender list (Essentials: **Administration** → **Account Management** → **Features** → **Sender Lists**).
- PPS: create a **Sender List** / allow rule keyed on the From domain shelfspace.pro .
- Release** the quarantined ShelfSpace messages and choose "**Allow sender**".
- If a content/DLP rule is holding them, add an exception for shelfspace.pro .

### ● Google Workspace Gmail admin

- Admin console → **Apps** → **Google Workspace** → **Gmail** → **Spam, phishing and malware**.
- Under **Approved senders**, add a list containing shelfspace.pro and enable bypassing spam for it.
- Ask end users to mark a filtered message **Not spam** and add the sender to Contacts.

### ● Mimecast / Other gateways generic

- Add shelfspace.pro to **Permitted Senders** / a managed-sender allow policy.
- Require **DMARC = pass** on the allow entry so it can't be spoofed.
- Release / permit** any currently held ShelfSpace messages.

## CONFIRM IT WORKED

**Send a test:** reply to the person who shared this guide and ask them to trigger a test notification to any mailbox you choose. It should now arrive in the inbox. If it's still filtered, double-check the allow entry is on the **domain** (shelfspace.pro) and that any prior block/quarantine rule isn't overriding it.