

## PROBLEM: EMAIL DELIVERY FAILURE

Your Company sends an email and it bounces back as undeliverable. The message sent by our server to your server upon attempted mail delivery is as follows : “ **This server requires PTR for unauthenticated connections**”

### WHAT THIS MEANS

This means that your dedicated email server is lacking a reverse DNS (rDNS) entry in your DNS settings. You will need to contact your DNS hosting company and request that they insert a reverse DNS record (also called PTR record) for the IP address of your email server. The PTR record should be the FQDN (Fully Qualified Domain Name) for your mail server. The FQDN of your mail server should match the MX record DNS entry. The reverse PTR DNS entry should list your FQDN. Also the SMTP response greeting to SMTP connections to and from your SMTP server needs to respond with the FQDN.

Internet standards dictate these requirements. RFC1912 2.1 states that you should have a reverse DNS for all of your mail servers. It is strongly urged that you have them, as many mail servers will not accept mail from mail servers with no reverse DNS entry. Internet standards also dictate that the SMTP response greeting should reply with your FQDN. Many mail servers will verify that the IP address you are coming from (rDNS) matches the FQDN in the SMTP response header. Lack of a match is a strong indicator of a “**spammer**” and may also be the cause for email delivery failure.

A nice tool (that is also free of charge) to check all these settings can be found here : [www.dnsreport.com](http://www.dnsreport.com)

**Please pass this document to your webmaster or IT manager, as a matter of urgency.**

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