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Add Marketo to Your Corporate Email Whitelist

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Why you should whitelist Marketo email servers
When using Marketo, you may want to send many tests to your own account and/or some seed testing accounts maintained by your colleagues. It is important that these tests go through immediately so that you aren't waiting on the info you need to move forward, optimize emails and get your campaigns out.

Many corporate anti-spam systems slow down or gray-list (momentarily defer) the delivery of substantially similar messages being sent to the same email addresses. This behavior by anti-spam systems can result in the delay of your testing email messages. To ensure fast delivery of your test messages to your testing and seed accounts, please ask your IT team to whitelist Marketo in their anti-spam system. A whitelist is a list of good senders set in your mailservers. Most anti-spam systems will immediately deliver all messages sent from whitelisted senders.

How to Add Marketo to Your Corporate Email Whitelist
Here's the technical information your IT team will need:

IP addresses:

199.15.212.0/22
204.232.250.0/24
72.32.154.224/27
72.32.243.0/27
174.143.64.160/27
72.32.217.96/28
72.3.185.72/29
67.192.43.199/32
94.236.119.0/26

Check back to see if this article has been updated with additional IP addresses. Make sure to send any new IPs from this article to your IT administrator!

Additionally, some anti-spam systems use the return-path instead of the IP in whitelisting. Marketo uses a number of unique mailbox subdomains, so the safest route to whitelisting this is to whitelist *.mktomail.com

Postini uses a somewhat unique means of whitelisting. If you use it, please see our article on Whitelisting with Postini.

Note: Some anti-spam systems whitelist based on the From address. If your corporation's anti-spam system whitelists this way, please provide your IT team with all the sending domains you'll be using in your marketing campaigns.

We are happy to work with you or your IT department to address any problems. If you need assistance, contact support.

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