What does the message “rua tag is missing in DMARC record” mean?

Deployteq - Suzanne Martens - 2026-02-25 - Comments (0) - Deliverability

Why am I seeing a notification that the rua tag is missing from my DMARC record?

When checking your email setup, you may see a notification indicating that the rua tag is missing from your DMARC record. This can be confusing, but in most cases it is not an issue.

The rua tag (Reporting URI for Aggregate reports) in a DMARC record specifies where aggregated DMARC reports are sent. These reports provide insight into how receiving mail servers evaluate your domain in terms of SPF, DKIM, and DMARC.

Important to know:

- The rua tag does not affect the functioning or validation of DMARC itself.
- If the rua tag is missing or incorrectly configured, it simply means that you will not receive DMARC reports.
- It has no impact on authentication, email delivery (deliverability), or whether your DMARC check passes or fails.

In other words, your emails will continue to be properly authenticated as long as SPF, DKIM, and DMARC are correctly configured. The absence of the rua tag only means you have less visibility into performance through reporting.

Do I need to take action?

That depends on your needs:

- If you want insight into DMARC reports, you can add a rua tag to your DMARC record.
- If you do not require these reports, you can safely ignore the notification.

The notification is therefore informational and has no negative impact on your email sending.