Gmail Annotations in Salesforce Marketing Cloud

The allowlist request template, and the nine conditions that have to hold on send day.
From Genetrix Technology, whose own domains Google allowlisted on 2 September 2026.

Read this first. Nothing renders until Google allowlists your sending domain, and that is the only step with a multi-day clock. There is no form — you email the Promotions outreach team. Our request went out on 21 August 2026, was acknowledged the same day, and our domains were confirmed on 2 September 2026. Twelve calendar days, eight working days.

The order the work actually goes in

	Step	Why it is here	Time
0	Get a private authenticated sending domain	Google will not allowlist a shared ESP domain. In Marketing Cloud that means a Sender Authentication Package. Without it, stop here.	Procurement
1	Build the markup and send once, for real	The request should include a live send that already contains the markup. You cannot write the request before this exists.	Half a day
2	Send the allowlist request	Starts the clock. Everything below is waiting.	~8 working days
3	Send to 100+ personal Gmail recipients	Below 100, or to Workspace mailboxes, the card does not render even when everything else is right.	Per campaign

What the request has to contain

Google reviews the content before forwarding your domains. Ours was accepted with exactly these sections.

Section	What goes in it
Company	Legal entity, website, what the business does, the ESP you send from, postal address.
Sending domains	One row per purpose: From header, return-path / bounce, click tracking, unsubscribe mailto, image hosting, corporate domain.
Authentication	SPF, DKIM and DMARC all passing on delivered mail, quoted from a real header. State that List-Unsubscribe-Post one-click is present.
Landing pages	Primary landing page, homepage with the sign-up form, privacy policy, contact.
Annotation types	Which of Deal Annotation, Single Image Preview, Product Carousel and Deal Cards you intend to use.
Images	The exact HTTPS URLs, their pixel dimensions, and the single aspect ratio shared across all of them.
Sample send	From address, subject, Message-ID of a real delivered message, with the raw source and the JSON-LD attached.

The request, ready to fill in

Replace everything in [square brackets]. Send to **p-Promo-Outreach@google.com** and attach the raw source of your sample send plus the annotation JSON-LD.

```
Subject: Gmail Promotions Tab Annotations — Allowlist Request for [yourdomain.com]

Hi Team,

[Company] is [one line on what the business does]. We would like to request allowlisting of our
sending domains for Gmail Promotions tab annotations.

We have implemented schema.org annotation markup in [ESP] and verified end-to-end delivery into
the Gmail Promotions tab with full authentication passing.

Company
Name: [Legal entity name]
Website: [https://www.example.com]
Business: [what you do]
Email Service Provider: [Salesforce Marketing Cloud Engagement]
Postal address: [full postal address]

Sending domains and subdomains
From header: [mail.example.com]
Return-path / bounce: [bounce.mail.example.com]
Click tracking: [click.mail.example.com]
Unsubscribe (mailto): [leave.mail.example.com]
Image hosting: [image.mail.example.com]
Corporate domain: [example.com]

Authentication — verified passing on delivered mail to Gmail
SPF: PASS with IP [x.x.x.x]
DKIM: PASS with domain [mail.example.com]
DMARC: PASS
One-click unsubscribe: List-Unsubscribe-Post: List-Unsubscribe=One-Click present

Landing pages
Primary landing page: [URL]
Homepage and newsletter sign-up: [URL]
Privacy policy: [URL]
Contact: [URL]

Annotation types we intend to use
[DiscountOffer — deal annotation]
[PromotionCard — product carousel]

All annotation images are served over HTTPS from our own domain at [1024x538 (1.91:1)],
consistent across all cards:
[image URL 1]
[image URL 2]
[image URL 3]

Sample send — a live message from our own programme containing the markup:
From: [sender@mail.example.com]
Subject: [subject line]
Message-ID: [message id]
Delivered to the Gmail Promotions tab; SPF, DKIM and DMARC all passed
The full message source and the annotation JSON-LD are attached.

Please let us know if any further information is needed.

Best regards,
[Name]
[Company]
```

Send-day checklist: the nine conditions

All nine have to hold on the day. Miss one and the card silently does not render — there is no error anywhere in Marketing Cloud, in Preview and Test, or in Litmus.

- [ ] **Volume.** At least 100 recipients, with identical image URLs across every one of them. Test sends never render.
- [ ] **Allowlisted From domain.** The From header domain is one Google confirmed. A different subdomain is not covered.
- [ ] **Authentication.** SPF, DKIM and DMARC all pass, and DMARC is on an enforcing policy. p=none fails.
- [ ] **Personal Gmail recipients.** Google Workspace mailboxes never render annotations, not even for testing.
- [ ] **Promotions tab.** The message has to land in Promotions. Primary shows nothing.
- [ ] **Right device.** Product Carousel and Single Image Preview are mobile app only. Deal Annotation renders on mobile and desktop.
- [ ] **Valid markup in the head.** JSON-LD present, a quantifiable deal, full ISO 8601 dates with an offset, all in the future.
- [ ] **Image rules.** HTTPS, PNG or JPEG, 256-4096 px, one shared aspect ratio, identical URLs, little text, 2-10 cards.
- [ ] **Checked properly.** An unopened message on send day, images always on, bundling on, and Google's preview tool for the markup.

Image requirements, per Google

Rule	Detail
Dimensions	Minimum 256 x 256 px. Maximum 4096 x 4096 px.
Aspect ratio	4:5, 1:1 or 1.91:1. Every annotated image must use the same one.
Format and transport	PNG or JPEG, served over HTTPS.
Avoid	Round masks, icon-only images, heavy text, and personalised image URLs.
Prefer	High-resolution product photography. Rectangular. Manual annotation rather than automatic extraction.

Four things that catch people out

Expiry shows late	The countdown only appears two days before the deal expires, then reads “expires tomorrow” and “expires today”. Google's preview tool may show three days; the live algorithm overrides it.
Content Builder strips the script tag	Marketing Cloud sanitises script tags out of the saved asset. Build the opening and closing tags through AMPscript concatenation so they are assembled at send time and nothing is stored for the sanitiser to find.
There is a body-level fallback	If an ESP strips the head or will not let you edit it, Google supports Microdata in the body instead. In Marketing Cloud you should not need it, but it is the way out if your business unit locks the head.
Logo display is going away	The brand logo only ever showed for mail in Top Picks, and Google is deprecating that. Common Mark Certificate is the replacement, and it requires a VMC.

Genetrix Technology — Salesforce partner for Marketing Cloud, Data 360 and Marketing Cloud Next. We set up the sending domain, the Google allowlisting, the markup and the qualifying send end to end.
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