

Why use sender domain filtering rules in email?

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Every morning, you find some important emails buried under a pile of clutter. While most people rely on basic folders or labels, there is a more powerful solution hiding in plain sight: Domain Filter Rules, but surprisingly few people know about them.

What are sender domain filtering rules?

Sender domain filtering automatically sorts emails based on the domain they come from — that's everything after the @ symbol in the email address. Instead of creating filters for individual senders, you sort by entire companies or services.

Consider this: when Amazon emails you, it could come from addresses like *no-reply@amazon.com* or *orders@amazon.com*, among dozens of others. Creating a separate filter for each address would be tedious, so the domain filter catches them all by targeting *@amazon.com*.

Rules are useful for managing newsletters, work emails, and shopping notifications. You can create and use rules in Outlook to manage inbox organization, and most major email providers offer similar functionality.

Most people miss this feature because they focus on filtering specific senders. But when you realize that companies use multiple email addresses for different purposes, domain filtering suddenly makes perfect sense.

How to set up domain filters

Setting up domain filtering takes just a few minutes, as both Gmail and Outlook offer built-in tools. Each platform has its own quirks, but the key is to target domains, not individual addresses.

Set up domain filters in Gmail

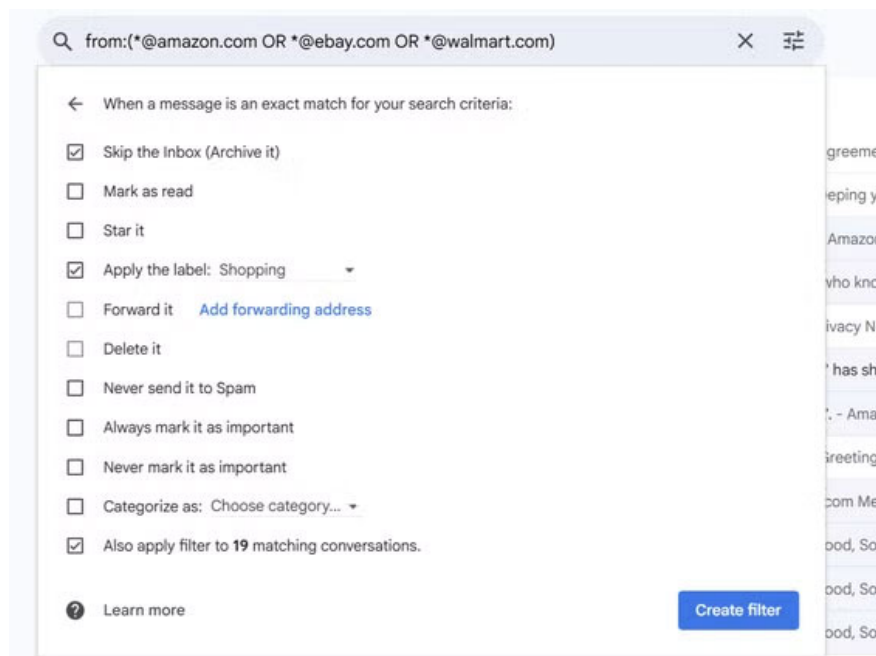
Gmail doesn't have a dedicated filter by domain button. Instead, you use its powerful search operators in the filter builder. Here's a simple workaround that works perfectly once set up. Here's how to set up a filter:

1. Click the filter icon to the right of the search bar at the top. This will open the advanced search menu.
2. In the **From** field, enter **@domain.com*. The asterisk (*) acts as a wildcard for any sender at that domain.

3. Click **Create filter** and choose what happens to these emails. Clearing the filter is the usual way to deal with real spam. You can also apply labels to categorize them neatly.
4. Select **Also apply filter to matching conversations** to clean up existing emails, then click **Create filter** .

The screenshot shows the 'Create filter' dialog box in Gmail. At the top, there is a search bar labeled 'Search mail'. Below it, several criteria are listed for filtering emails: 'From' is set to '*@amazon.com OR *@ebay.com OR *@walmart.com'; 'To', 'Subject', and 'Has the words' are empty; 'Doesn't have' is empty; 'Size' is set to 'greater than' with a dropdown arrow and 'MB' with a dropdown arrow; 'Date within' is set to '1 day' with a dropdown arrow and a calendar icon; 'Search' is set to 'All Mail' with a dropdown arrow. At the bottom, there are two checkboxes: 'Has attachment' and 'Don't include chats', both of which are unchecked. To the right of these checkboxes are two buttons: 'Create filter' (disabled) and 'Search' (active).

The screenshot shows the 'New label' dialog box in Gmail. The background is dimmed, showing a list of actions for a message that matches the search criteria: 'Skip the Inbox (Archive it)', 'Mark as read', 'Star it', 'Apply the label: Choose label...', 'Forward it Add forwarding address', 'Delete it', 'Never send it to Spam', 'Always mark it as important', 'Never mark it as important', 'Categorize as: Choose category...', and 'Also apply filter to 19 matching conversations'. The 'New label' dialog box is in the foreground, with the title 'New label' and the prompt 'Please enter a new label name:'. Below the prompt is a text input field containing the word 'Shopping'. There is also a checkbox labeled 'Nest label under:' with an empty dropdown menu below it. At the bottom right of the dialog box are two buttons: 'Cancel' and 'Create'.

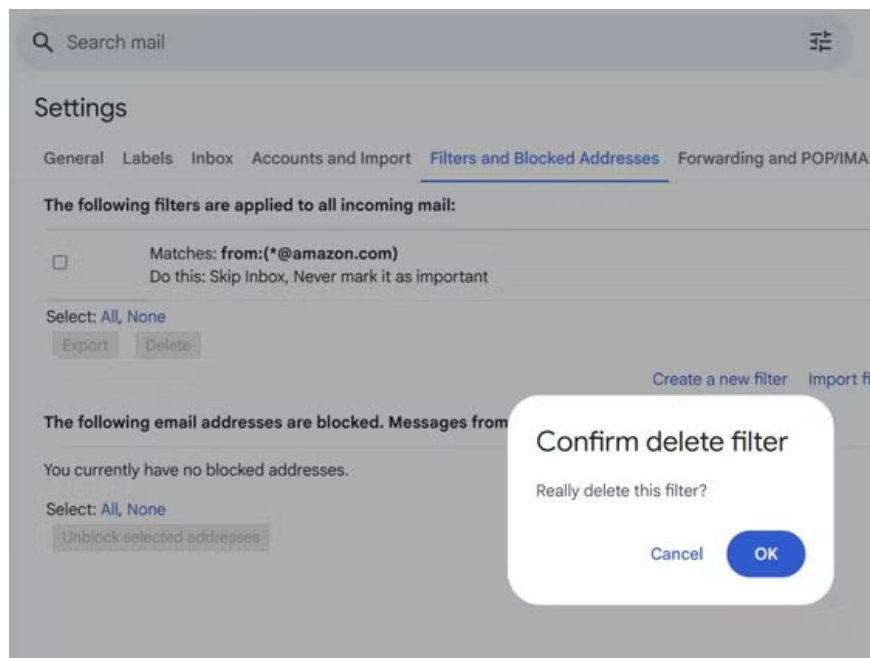
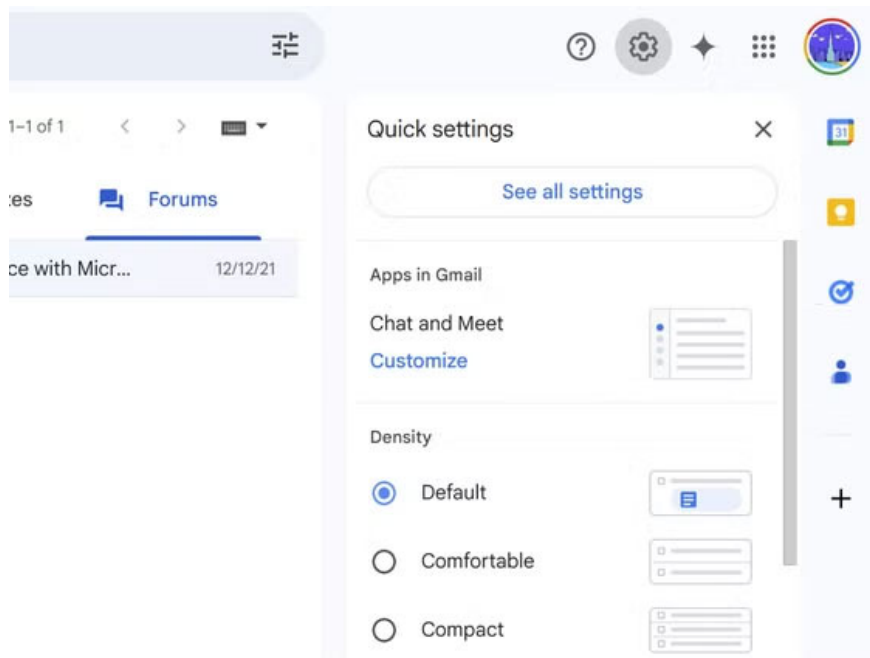


The asterisk before the @ sign is important because it tells Gmail to catch all emails from that domain. Otherwise, filters won't work properly.

Note : Try the new filters with one domain first, as it avoids accidentally hiding important emails.

Over time, outdated rules can clog email applications or cause errors. Here's how to remove them:

1. Access **Settings** by clicking the gear icon, then selecting **See all settings** .
2. Click **Filters and blocked addresses** , then find the filter you want to remove from the list.
3. Click the **Edit** or **Delete** button next to the filter.
4. To remove a label, hover over the label name in the left sidebar and click **Remove label** .



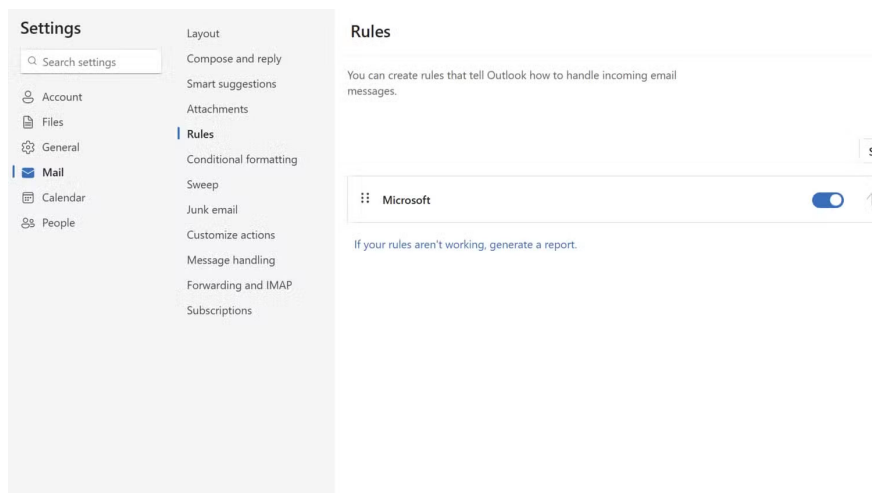
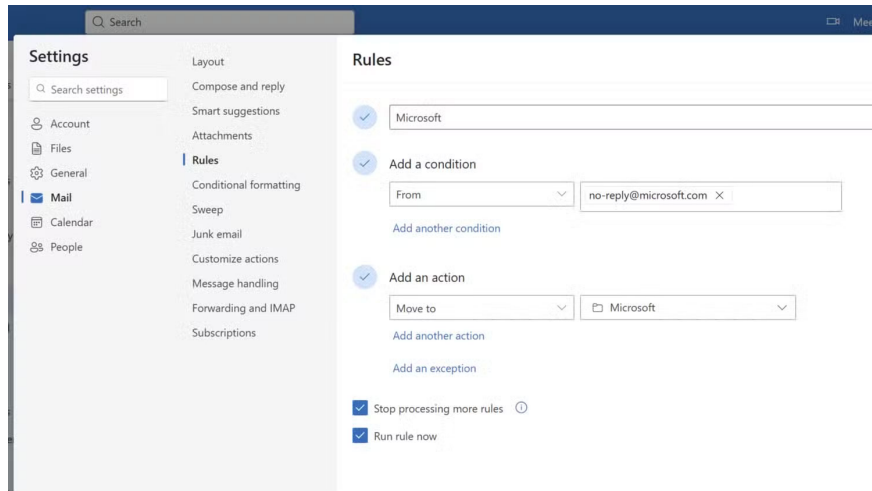
Gmail allows you to combine multiple domains in one filter. Just separate them with OR (case sensitive), like: **@amazon.com OR *@ebay.com* . This feature proves useful when managing all shopping emails in one sweep.

Set up domain filters in Outlook

The browser version of Outlook buries the rules deeper than the desktop app—a slight disappointment. But once you know where to look, things are simple. Follow these steps to set up a domain filter:

1. Click the **Settings** icon in the upper right corner.
2. Go to **Mail** and select **Rules** .
3. Click + **Add new rule** and name the rule (for example, Shopping).
4. In the **Add a condition** section , select **From** and enter *@domain.com*.

5. Under **Add an action**, select **Move to** and then select a folder (first create a new folder by right-clicking in the folder list). You can also add multiple actions.
6. Select **Run rule now** and click **Save** to create the rule.



The wildcard (*) works similarly to Gmail's asterisk. Once you've created a domain filter, you can apply it to clean up your current inbox. But if you no longer need the rule, you can delete the unwanted rule by following the first two steps.

Both platforms support exceptions, which is essential. For example, you can filter all emails from your company domain into a work folder, except for emails from your boss, which will go into your main inbox.

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