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Email Deliverability Isn't Enough: Turning Trust Into Brand Impact

With Brand Indicators for Message Identification (BIMI)

April 28, 2026 | 11:00 MDT

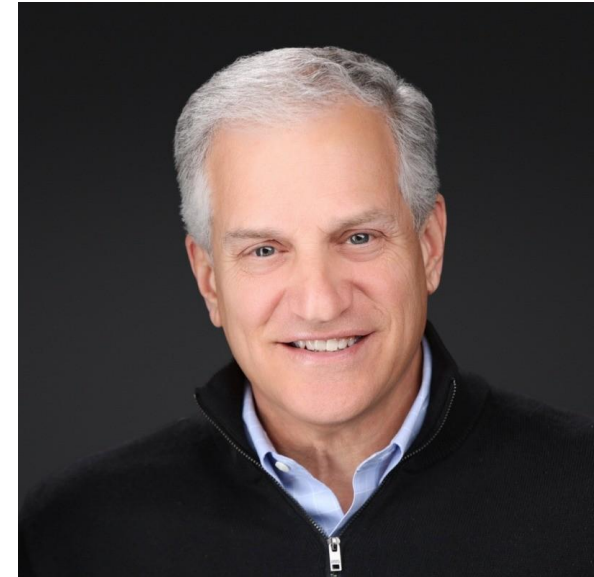
Introductions and Housekeeping



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Industry & Community Lead



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Sr. Product Manager



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Sr. Director, Digital Trust

Yes, this is being recorded and we will share the recording after.

Why now?

- ❖ Phishing and Spoofing
- ❖ Inbox Evolution
- ❖ Growing Threats
- ❖ Deliverability: Get to the inbox.
- ❖ Trust: Gets you opened and clicks.

Mailbox Provider Sender Requirements

MAGY

(Microsoft, Apple, Gmail, Yahoo)
all require SPF, DKIM and
DMARC email authentication.



Start Here

- ❖ SPF, DKIM, DMARC = technical compliance
- ❖ Authentication is invisible to the end user
- ❖ Deliverability is the start...

Email Authentication 101

SPF: Sender Policy Framework

DKIM: DomainKeys Identified Mail

DMARC: Domain-based Message Authentication, Reporting and Conformance



Next Level

- ❖ Mailbox providers prioritizing relevant senders
- ❖ Impersonation and spoofing greatly damages trust
- ❖ Smart consumers are skeptical
- ❖ A.I. making threats more personalized, faster

Email Authentication 101

SPF: Sender Policy Framework

DKIM: DomainKeys Identified Mail

DMARC: Domain-based Message Authentication, Reporting and Conformance



What is DMARC?

Domain-based Message Authentication, Reporting and Conformance

Authentication

Verification that domain owner allows this mail or allows this email server.

SPF: Sender Policy Framework

DKIM: DomainKeys Identified Mail

Reporting

Who is **sending mail** as me? From where?

Is it **passing** or **failing** authentication checks?

Is it **legitimate** or is it spoofing?

Policy

What should a mailbox provider do if mail fails auth checks?

None: Nothing, just report on it.

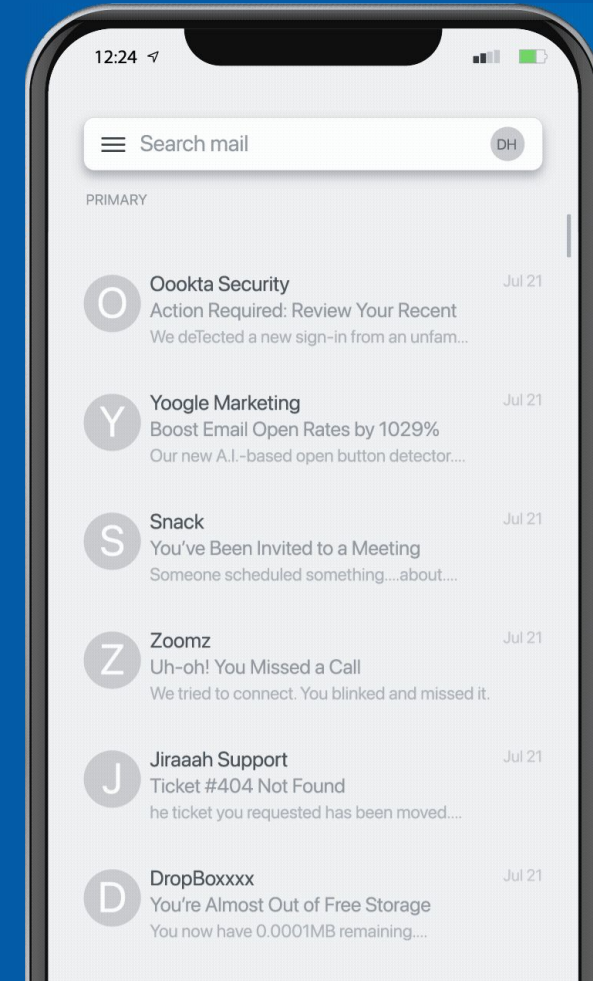
Quarantine: Filter or review more closely.

Reject: Do not deliver it.

What is BIMI?

Brand Indicators for Message Identification

- ❖ **Inbox Logo Standard**
- ❖ **Supported by Yahoo, Gmail, Apple and others**
- ❖ **Boost trust & engagement**
- ❖ **Requires DMARC at enforcement**
- ❖ **Requires VMC/CMC**



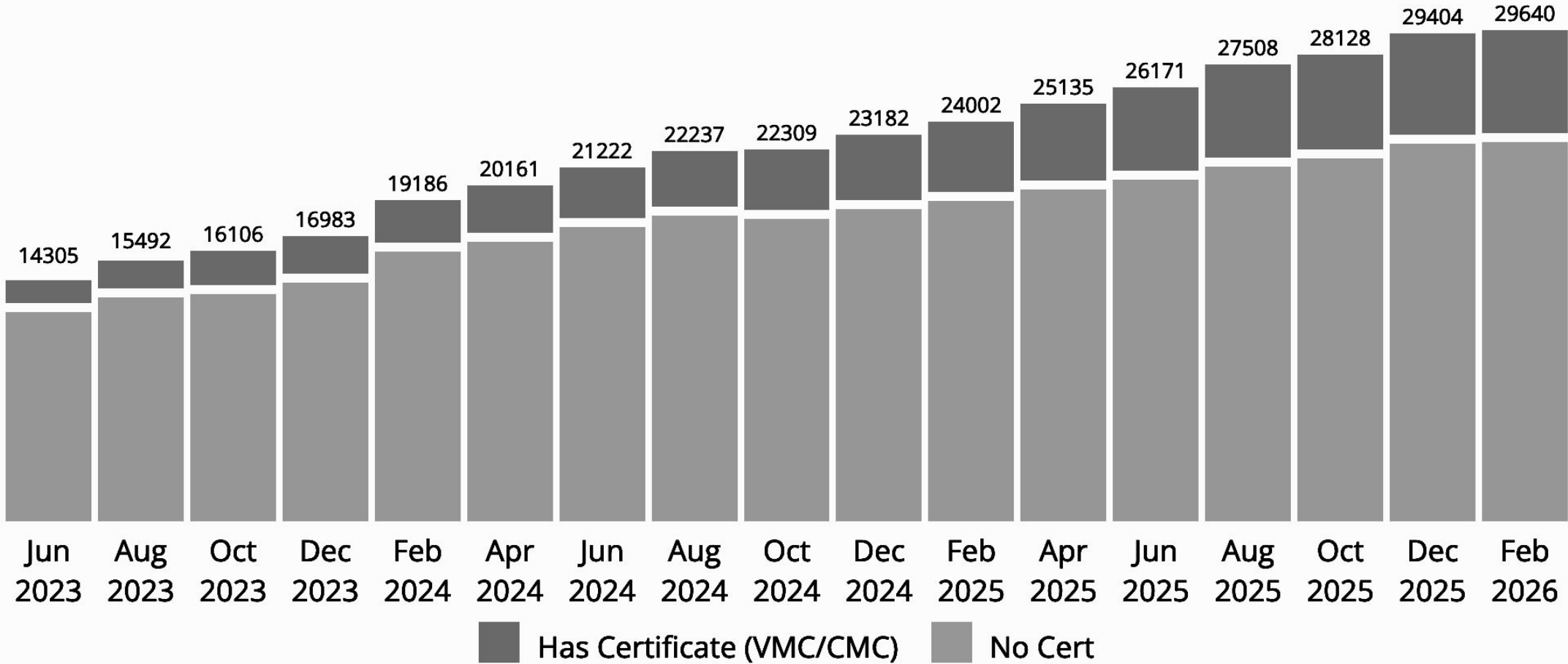
BIMI Logo Support

Which Mailbox Providers will display BIMI logos?



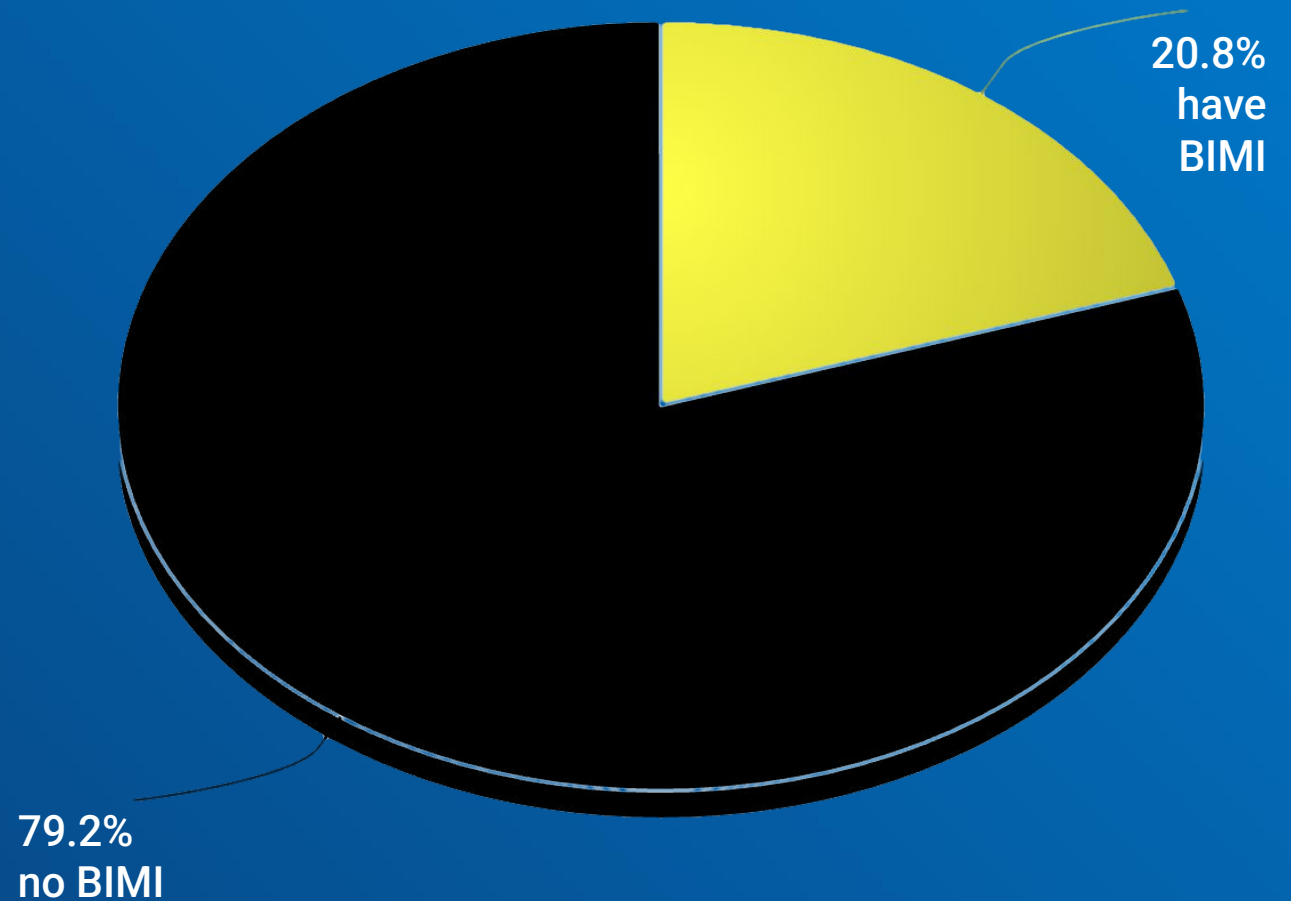
BIMI Adoption

BIMI Record Growth (Top 10 Million Domains)



BIMI Adoption

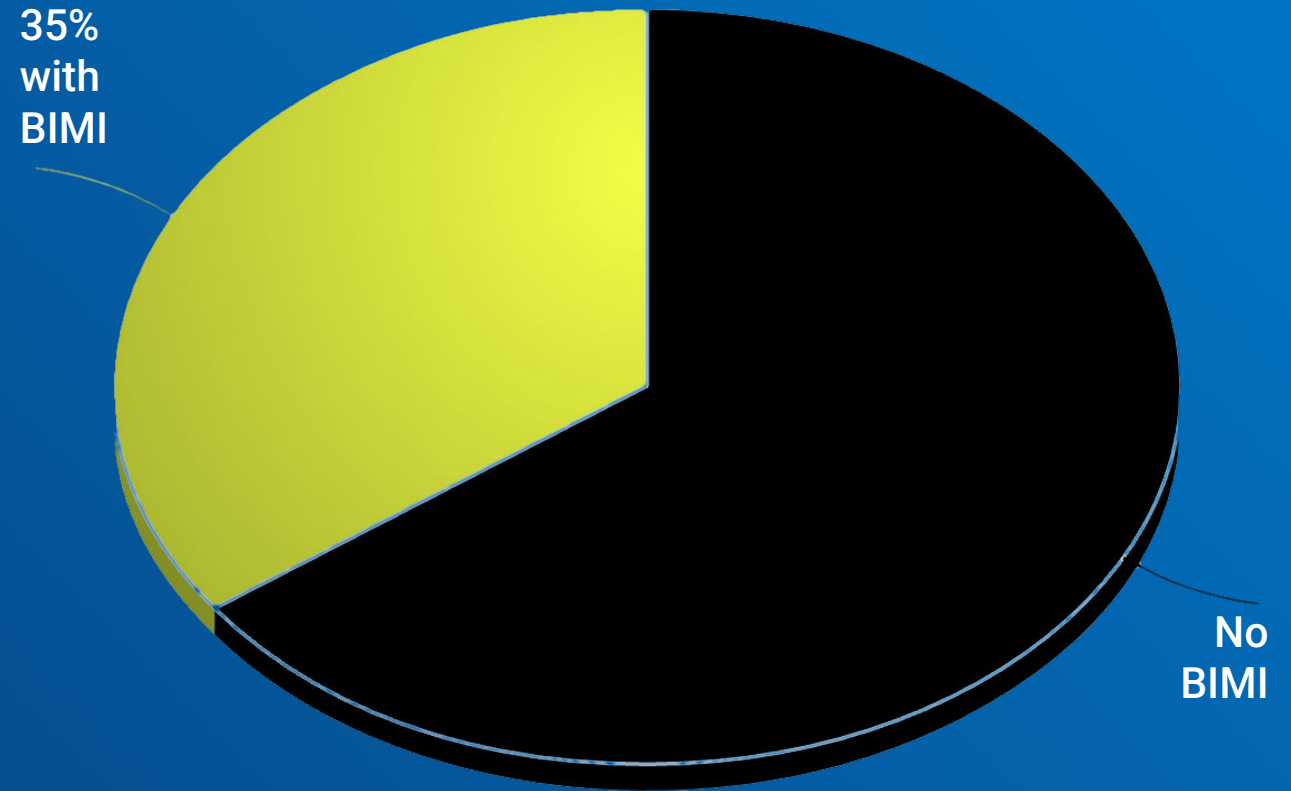
- ❖ **Top 500 Domains**
- ❖ **Based on popularity**
- ❖ **Big brands, known companies**
- ❖ **20.8% adoption rate**



BIMI Adoption

Valimail Data

- ❖ 30 day snapshot
- ❖ Mail sent by our clients to Google
- ❖ 31 billion messages
- ❖ 11 billion: At DMARC enforcement, have BIMI + VMC



Key Differences: VMC vs CMC

VMC

- **Requires a registered trademark**
- **Trademark verified through approved trademark offices**
 - Available in 17 countries
- **Distinct mailbox display with blue checkmark**
- **MSRP: \$146/month per logo, per domain**



CMC

- No registered trademark required
- Two qualification paths
 - Show the mark has been used previously, or
 - Use a modified version of an existing trademark
- Alternate mailbox display, no blue checkmark
- MSRP: \$118/month per logo, per domain
- Currently Gmail only
- Coming Summer 2026: PMC for net-new marks



The Washington Post <email@washingtonpost.com> [Unsubscribe](#)
to me ▾

Introducing Provisional Mark Certificates

A new option for eligible logos without registration or prior use

Why this matters

- VMCs require a registered trademark
- CMCs require prior logo use
- New logos may have neither
- PMCs create a path forward

Use Cases:

- Pharmaceutical launches (avoid alerting competitors)
- New telecom and manufacturing products
- Seasonal or first-use retail branding

Eligibility requirement: *Backed by an existing trademark with at least 3 years of established use*

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Product Demo

Simulate BIMi

The image shows a web-based simulator for testing email deliverability (BIMi). On the left, the 'BIMi Simulator' form includes fields for 'Company Name' (Baux), 'Domain' (bimi-simulator.com), and 'Competitor's Domain' (example.com). It also features a logo upload section and a 'SIMULATE' button. On the right, a smartphone screen displays a simulated email inbox. The top email is from 'Baux' with the subject 'Without BIMi, this is how defaults look' and a star icon. Below it are several other emails labeled A through F, all appearing as blurred grey blocks, representing a lack of visibility into competitor email content.

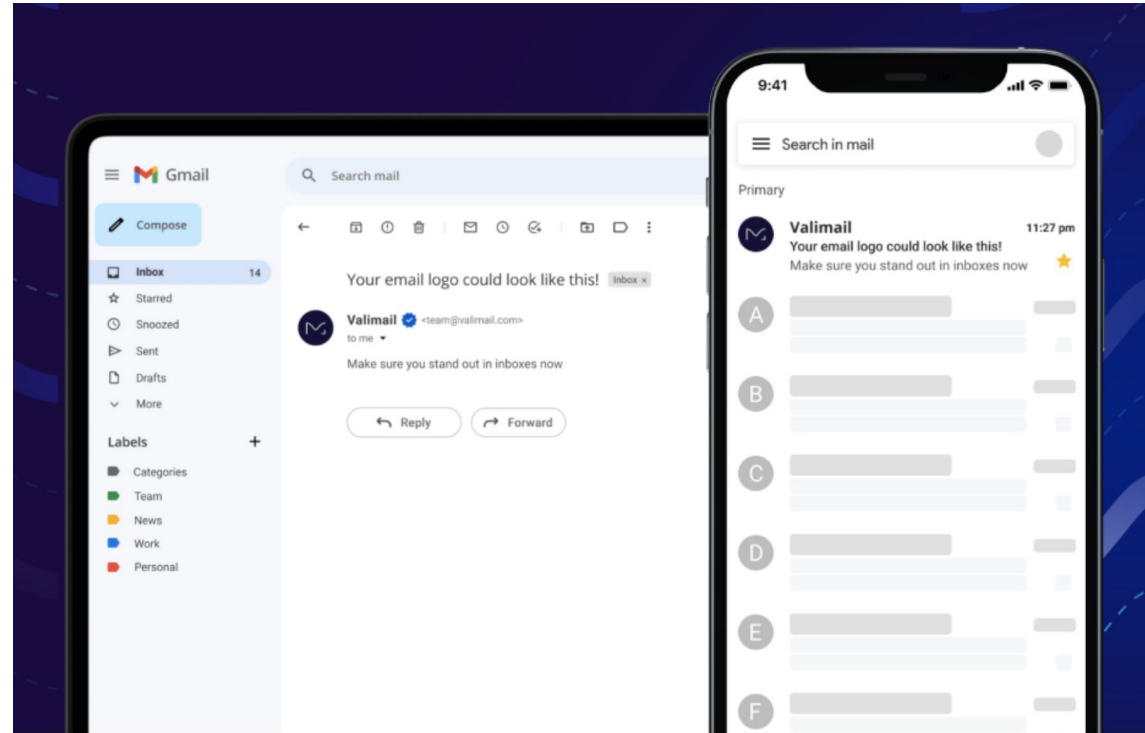
Want to try the BIMl Simulator?

Sign up for early access and try out the BIMl Simulator.

See what your emails could look like with BIMl

Sign up for a **FREE Monitor account** and get access to our **BIMl Simulator**. You can see what BIMl could look like for you in the inbox and even check out a competitor's domain to see if they have BIMl.

Get Started Now



<https://www.valimail.com/try-essentials/>

New Amplify

ENFORCE

DEMO

AE Demo

All portfolios

ACCOUNT OVERVIEW

DOMAIN EXECUTIVE REPORT

SUSPICIOUS MAIL

DOMAINS

REPORTS

NETBLOCKS MANAGEMENT

CONTINUOUS PROTECTION

FAILURE INSIGHTS

BIMI

SETTINGS

ADMIN

HELP

NEWS

386,319,287,133 emails sent since activated


LAST 30 DAYS

Source of emails

LAST 30 DAYS

ALL MAIL

SUSPICIOUS MAIL



United States	2,759,314,864
United Kingdom	18,966,210
Ireland	5,431,057
Germany	458,108
Japan	267,974
Netherlands	211,036
Canada	160,252
Austria	132,074
France	91,640
India	75,673
Australia	62,549
Denmark	27,312

Dedicated BIMI Role

Users
Manage who can use the application

ACTIVE USERS | DEACTIVATED USERS

Search

Email	First Name	Last Name	Last Login	User Type	Action
youser.alalusi+t@valimail.com	y	a	2026-02-13	Member	Edit Reset MFA Remove Invite
catalin.cucu+new@valimail.com	Catalin	Cucu	2023-09-12	Owner	Edit Reset MFA Remove Invite
valimail@cybernet.co.jp	Sales Demo	Cybernet	2025-11-28	Member	Edit Reset MFA Remove Invite
tailor.fontela+9@valimail.com	TAILOR	FONTELA	Invite sent 2026-03-10 Send Again	Member	Edit Remove Invite
tailor.fontela+7@valimail.com	TAILOR	FONTELA	Invite sent 2026-03-10 Send Again	Member	Edit Remove Invite
daniel.garcia+001@valimail.com	d	g	2022-04-26	Owner	Edit Reset MFA Remove Invite
daniel.garcia+2@valimail.com	daniel 2	garcia	Invite sent 2022-03-04 Send Again	Member	Edit Remove Invite
daniel.garcia+007@valimail.com	daniel	garcia 7	Invite sent 2025-10-16 Send Again	Owner	Edit Remove Invite
jimmy.mancera@rsecgroup.com	Jimmy	Mancera	2025-03-11	Owner	Edit Reset MFA Remove Invite
ava.sample@techco.example	Ava	Sample	Invite sent	Member	Edit Remove Invite
liam.sample@aedemo.example	Liam	Sample	Invite sent	Owner	Edit Remove Invite

INVITE

Why Use Valimail Amplify for BIM

Streamlined Experience & Unique Capabilities



One connected experience with DigiCert, the global leader in digital trust

- Manage BIM alongside your enforcement workflows in one unified platform
- Streamlines the VMC / CMC certificate path
- Reduces friction between readiness and issuance
- Faster time to activation
- Trusted validation process



Improve flexibility & permissioning with BIM Marketer Role

- Allows IT teams to grant logo management access to marketing stakeholders without access to DMARC information
- Improves collaboration and makes it easier to manage logos



Centralized visibility and control with Logo Library

- Logos and certificates are now stored in one centralized location
- See audience insights on BIM domains
- Provides visibility into certificate status and renewal timelines

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The Value of BIMl

BIMI Requirements

- ❖ DMARC at enforcement for entire domain
- ❖ Trademarked logo (for VMC)
- ❖ Certificate from trusted vendor (VMC or CMC from DigiCert)

Trademark?

Verified Mark Certificate if you have a trademarked logo.

Common Mark Certificate is an alternate path, if you don't have a trademark

Better Together

DigiCert + Valimail

- ❖ One Vendor for DMARC
- ❖ One Vendor for BIMI
- ❖ One Vendor for mark certificates



BIMI Success

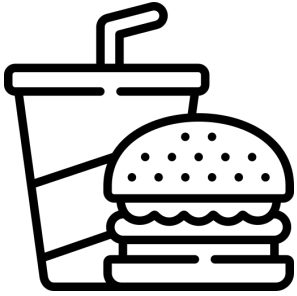
- ❖ Business Outcomes
- ❖ Security Teams
- ❖ AND marketing success!

Improved email open rates from 53% to 63%

Created greater consumer trust

Improved brand recognition in the inbox

Driving Trust & Engagement With BIMI



Food & Beverage Industry Customer

Valimail partnered with an international food and beverage company to analyze the impact of using Amplify to implement BIMI with a Verified Mark Certificate (VMC). The company shared anonymized performance data from their implementation. The analysis focused on measuring whether BIMI led to an increase in email engagement and whether that positive effect was sustained over time, rather than being a one-time lift.

RESULTS:

In the first full month of BIMI-enabled sending, email open rates rose from 53% to 63%. Email engagement remained consistently strong over the next six months following the implementation of Amplify, with an average 4.3% lift in open rates.



**Email open rates
increased by over 18%**



**Created greater
consumer trust**



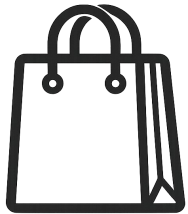
**Improved brand
recognition in the inbox**

“

We believe that BIMI adoption adds authenticity to our emails, creates greater consumer trust, and provides improved brand recognition in the inbox.

Building Brand Trust & Recognition

With VMC/BIMI



**Retail
Industry Customer**

Haypp Group, a leading eCommerce retailer, implemented BIMI with a DigiCert Verified Mark Certificate (VMC) for its domains. The company wanted to help customers instantly recognize its emails, reinforce legitimacy in crowded inboxes, and strengthen trust in email as a core customer channel. Haypp also viewed VMC adoption as a way to support long-term deliverability and future-proof its email program as inbox standards evolve.

RESULTS:

After implementing DigiCert VMC, Haypp Group increased unique open rates emails from 41.7% to 45.8%, a 10% lift. The visible logo and blue checkmark also helped reinforce authenticity and reduce delete-without-reading behavior.



Unique email open rates increased 10%



Strengthened customer trust and brand legitimacy



Turned inboxes into a clearer branded touchpoint

“

It tells the customer that we are who we say we are, it's verified, so you can trust us.”

— Hugo Hammarkrantz, CRM Marketing Specialist

Valimail Domain Checker

See if you are BIMI ready: <https://domain-checker.valimail.com/dmarc>

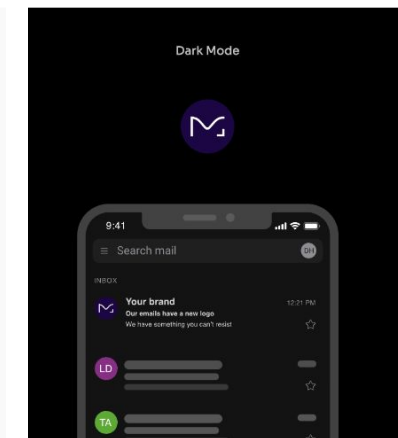
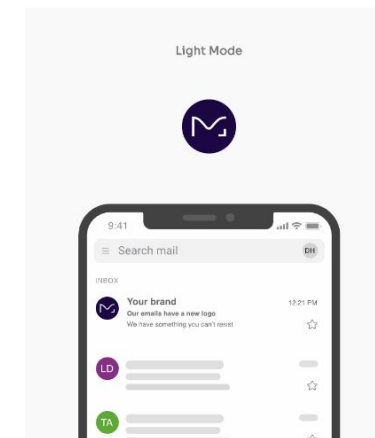
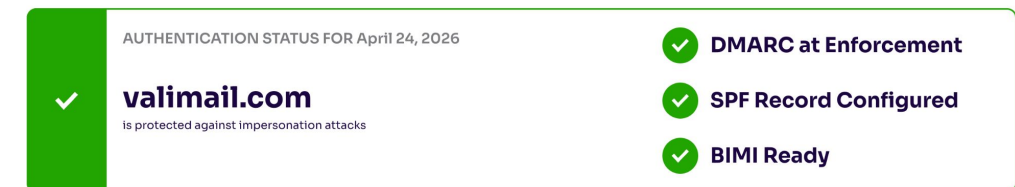
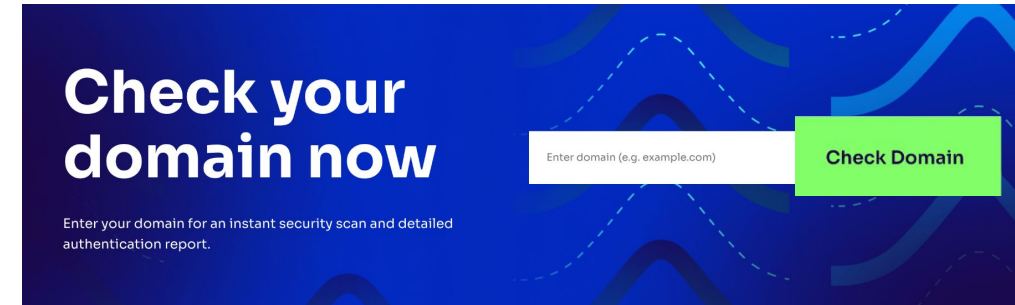
More on valimail.com:

- ❖ Valimail Monitor (100% free!)
- ❖ Valimail Enforce
- ❖ Valimail Amplify

More on digicert.com/vmc

- ❖ Verified Mark Certificate (VMC)
- ❖ Common Mark Certificate (CMC)

Use code 'webinar30' and save 30%!



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THANK YOU!

Questions and feedback welcome: al.iverson@valimail.com