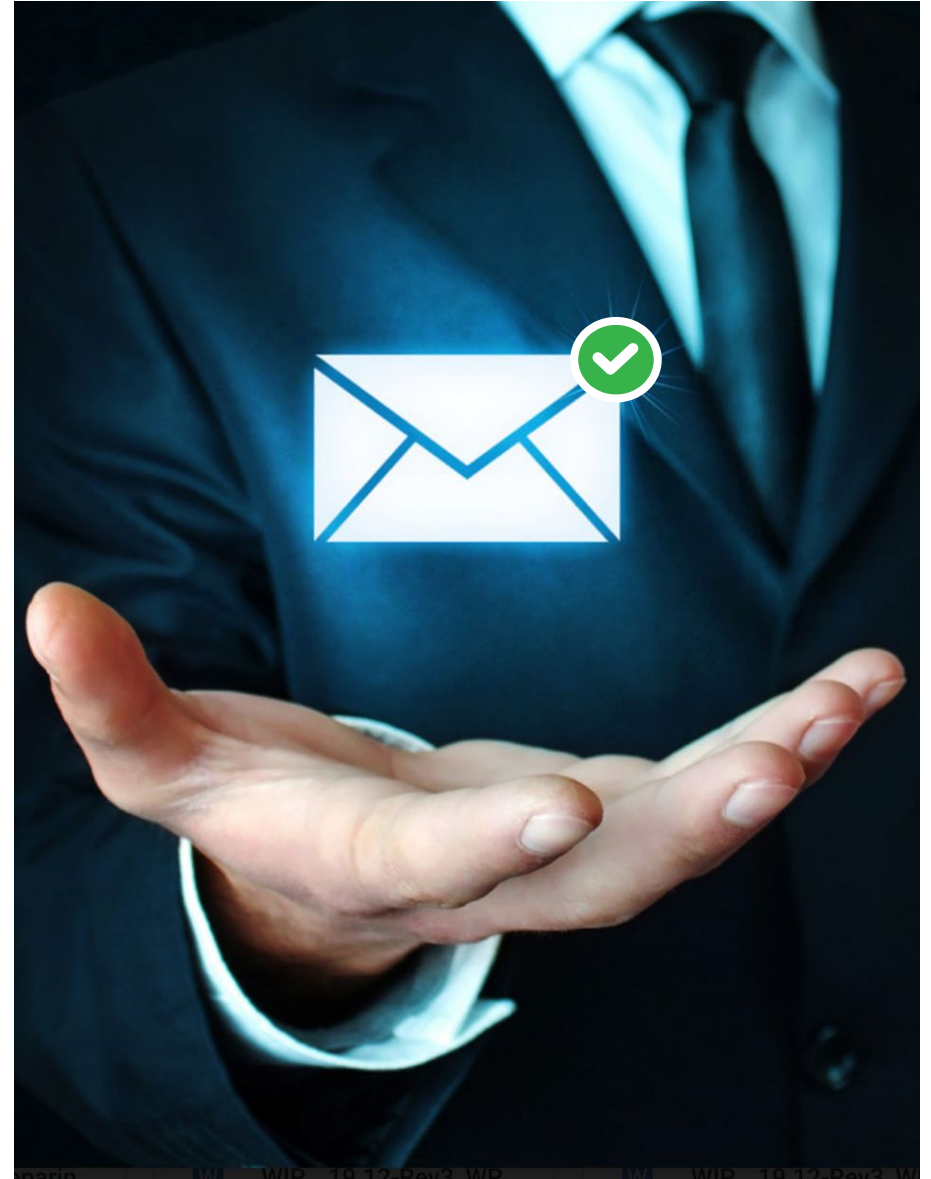**VALIMAIL** | **digicert®**
TRUST YOUR EMAIL

Let's Talk DMARC & BIMI

The collaboration between **IT and Marketing** brings together the best of both worlds — **security and visual appeal.**

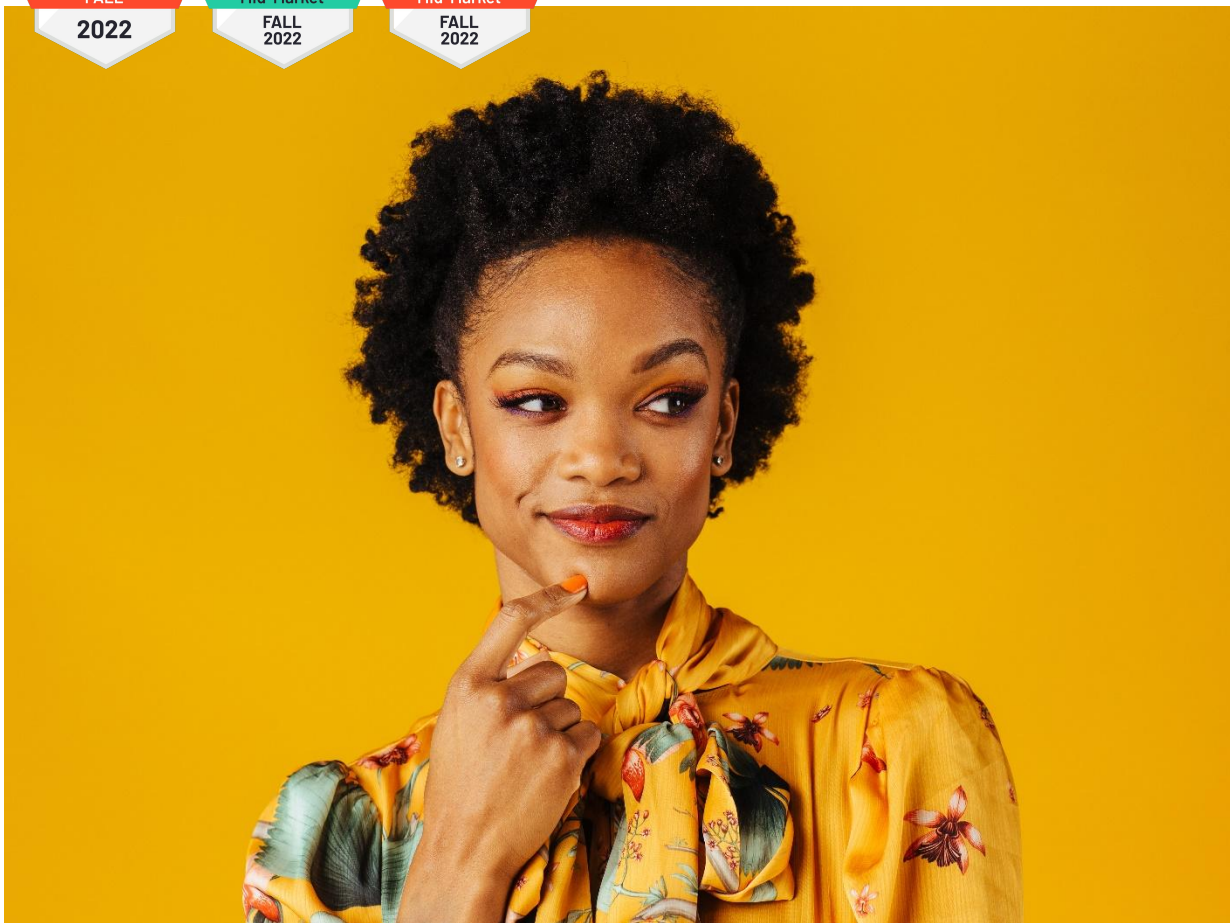# Dean Coclin

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Todd Herr

Technical Director, Standards and Ecosystem - Valimail

✉ todd.herr@valimail.com

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We'd love to hear from you

Where are you located?

Drop your questions into the Comments box :)

Want to engage with us after the event?
- We're on **LinkedIn, YouTube,** and now **BrightTalk**

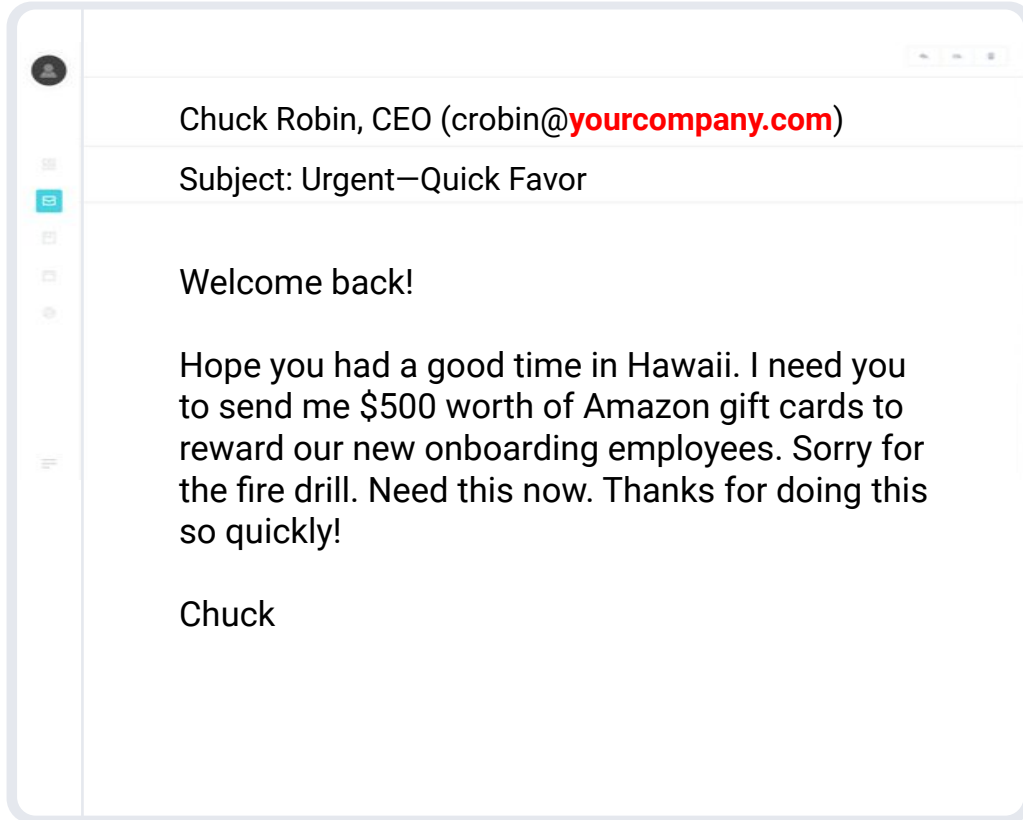Or reach us directly at **sales@valimail.com**

DMARC (Domain-based Message Authentication, Reporting, and Conformance)

What is it?

- Email Authentication Protocol that validates the use of the domain in the visible From: header of any message

    - From: Your Bank noreply@yourbank.com

- **DMARC solves for exact-domain impersonation**; no one can use your domain without authorization.

- Relies on two other protocols – SPF and DKIM

- Domain owner publishes a record in DNS for their domain that declares:

    - That the domain participates in DMARC

    - The **preferred handling for messages that fail DMARC** validation
      – treat normally(**p=none**), put in spam folder(**p=quarantine**), or reject(**p=reject**)

    - An email address to which reports can be sent about data gathered for messages using this domain

DMARC

Over 90% of all phish now use identity deception

Chuck Robin, CEO (crobin@**yourcompany.com**)

Subject: Urgent—Quick Favor

Welcome back!

Hope you had a good time in Hawaii. I need you to send me $500 worth of Amazon gift cards to reward our new onboarding employees. Sorry for the fire drill. Need this now. Thanks for doing this so quickly!

Chuck

- They look **legitimate** and are not suspicious

  Impacts your:

  - Employees
  - Customers
  - Vendors
  - Partners
  - Suppliers
  - And more

- Email Authentication with **DMARC ensures your email earns your domain the reputation it deserves** based on your sending practices.

BIMI (Brand Indicators for Message Identification)

BIMI is the reward for brands that do the work to implement DMARC

- BIMI requires that the **From: header domain** and the **Organizational Domain** (if different) both have **DMARC policies *at Enforcement***, meaning that the requested treated for preferred mail is either spam folder (quarantine) or reject.

  - Organizational Domain is the domain that is registered to establish a presence online.

- Getting to enforcement can be *challenging*, especially for the Organizational Domain.

- Valimail, as a **DMARC-as-a-Service** business, is the **only solution that automates BIMI** offering organizations with complex email environments the ability to manage brand consistency at scale.

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BIMI

Is there ever a bad time to get your logo displayed in front of a customer?

- BIMI allows a brand owner to get its **logo displayed next to its email messages** at major mailbox providers
—Gmail, Yahoo, AOL, Fastmail, Laposte, and now Apple

  - Brand owner controls which logo will be displayed

  - Drives increased customer recognition of email

- Steps to "**BIMI-Ready**"

  - Publish a record in DNS

  - Get to DMARC enforcement for your domains

  - Choose the logo to display

  - Acquire a certificate from VMC Issuer (DigiCert is one)

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BIMI

Current State of BIMI Support by Mailbox Provider

Where do VMCs show your logo?

In the inbox on:

- Gmail Mobile App for Android
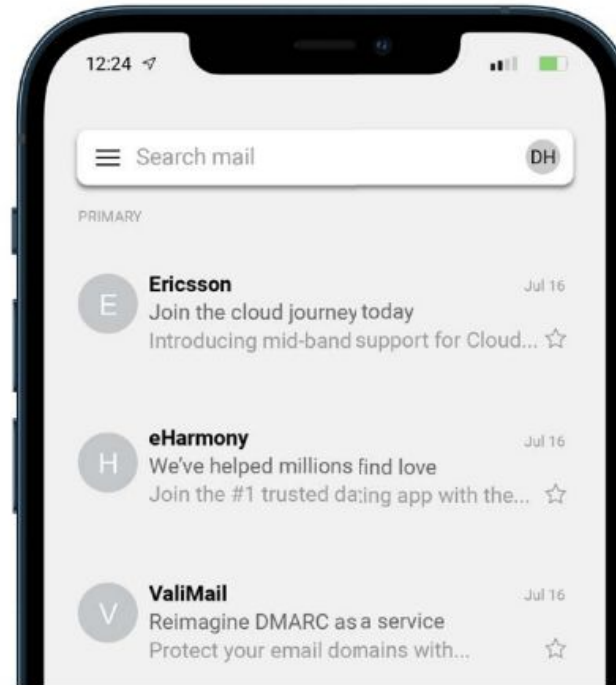
- Gmail Mobile App for iPhone

- Laposte

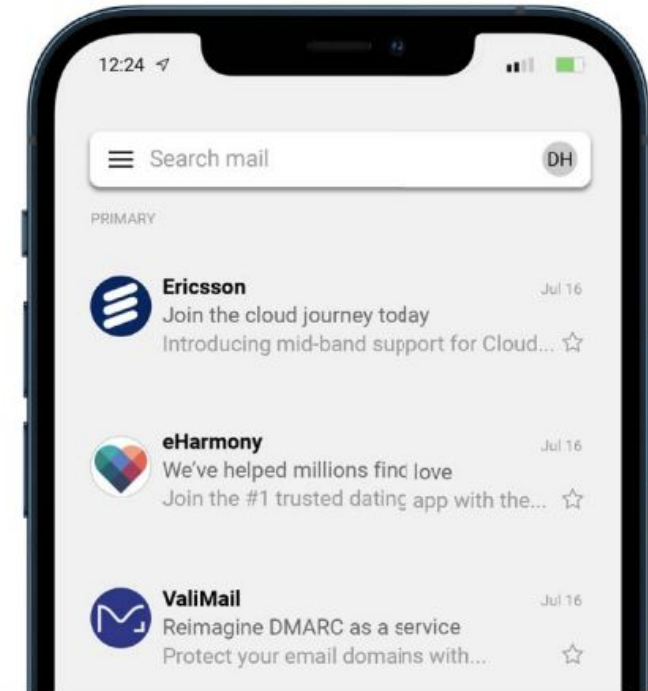**When users open an email on:**

- ✓ Apple Mail (iCloud/ iOS 16 + Ventura)

- Gmail Mobile App for Android

- Gmail Mobile App for iPhone

- Gmail web

- Fastmail web, mobile

- Yahoo Mail

- **NEW** Zone Webmail

WITHOUT VMC   **WITH VMC**

12:24 ⬩   12:24 ⬩

☰ Search mail   DH   ☰ Search mail   DH

PRIMARY   PRIMARY

E **Ericsson**   Jul 16   ⬟ **Ericsson**   Jul 16
   Join the cloud journey today   Join the cloud journey today
   Introducing mid-band support for Cloud... ☆   Introducing mid-band support for Cloud... ☆

H **eHarmony**   Jul 16   ◆ **eHarmony**   Jul 16
   We've helped millions find love   We've helped millions find love
   Join the #1 trusted dating app with the... ☆   Join the #1 trusted dating app with the... ☆

V **ValiMail**   Jul 16   ⬟ **ValiMail**   Jul 16
   Reimagine DMARC as a service   Reimagine DMARC as a service
   Protect your email domains with... ☆   Protect your email domains with... ☆

Gmail owns the most users, with over 1.8 billion active users[1].
Additionally, 75% of Gmail users access their email via their mobile device[2].

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VMC prerequisites

1 A registered domain with SPF & DKIM set up

2 DMARC set up at enforcement level
Requirement for VMC logo to display correctly

3 A registered organization (EV validated)

4 Validation of domain, company and individual

5 Organization to have valid BIMI record
- https://bimigroup.org/bimi-generator/

6 A trademarked logo in SVG-ps format
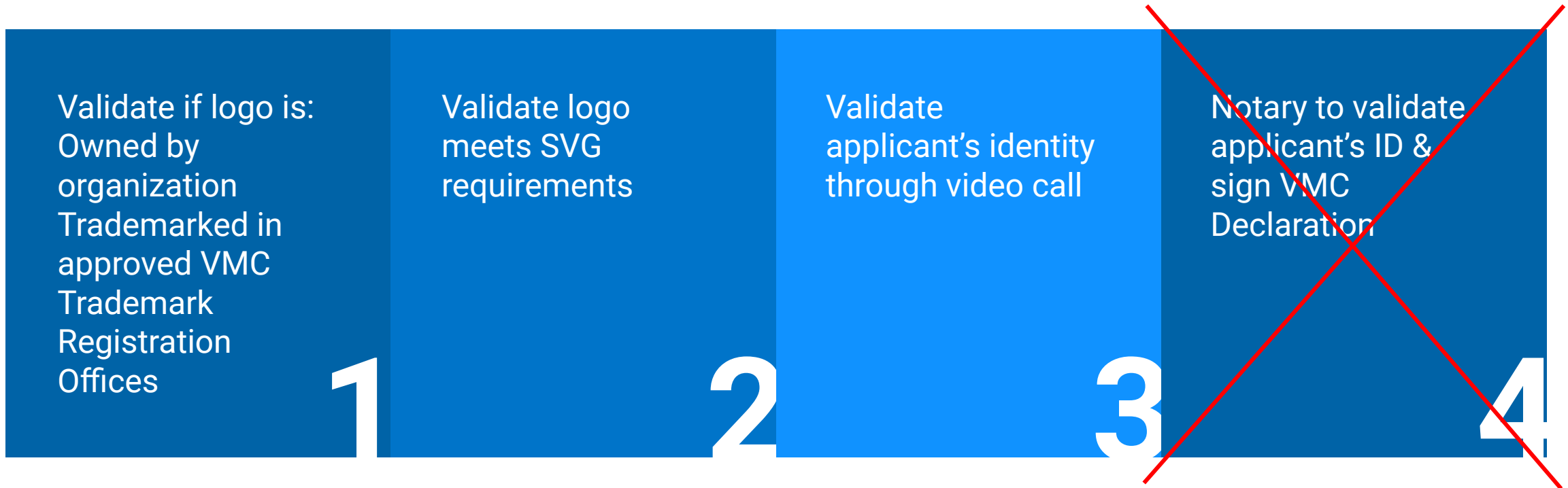
Approved Trademark Offices

- United States
- Canada
- European Union
- United Kingdom
- Germany
- Brazil

- South Korea
- Australia
- Japan
- Spain
- India

Coming soon**

- France
- Netherlands
- Switzerland

- Denmark
- Sweden
- New Zealand

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The validation process for VMCs

Similar to EV, with 4 additions:

Validate if logo is: Owned by organization Trademarked in approved VMC Trademark Registration Offices **1**	Validate logo meets SVG requirements **2**	Validate applicant's identity through video call **3**	Notary to validate applicant's ID & sign VMC Declaration **4**

DMARC | BIMI

What are the benefits?

IT Professionals

Better visibility, security and control with DMARC

- Enhance security through DMARC enforcement
- Lower the risk of phishing attacks targeting you and your brand
- Get better visibility and control over the messages sent and received by your domain
- Gain clear insight into the types and frequency of attacks targeting your brand
- Ensure legitimate emails are delivered reliably

Marketers

Take back the inbox

- Improve engagement by 10+%
- Build brand awareness with every message you send
- Associate your brand with DMARC enforcement and improved email security
- Deliver a more authentic, trusted and memorable brand experience
- Visually differentiate your messages on the most effective and widely used medium

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Q&A's

ASK US
ANYTHING

Drop your questions into the Comments box :)

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Are you BIMI ready?

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Psst... Updates to BIMI are coming.
Don't delay – get your brand ready for the
new age of branded emails!

- Get your brand logo ready with discounted certificate(s)

- Streamlined onboarding for all the top mailbox providers that support BIMI

- Live alerts and monitoring to maintain BIMI-readiness across all marketing services
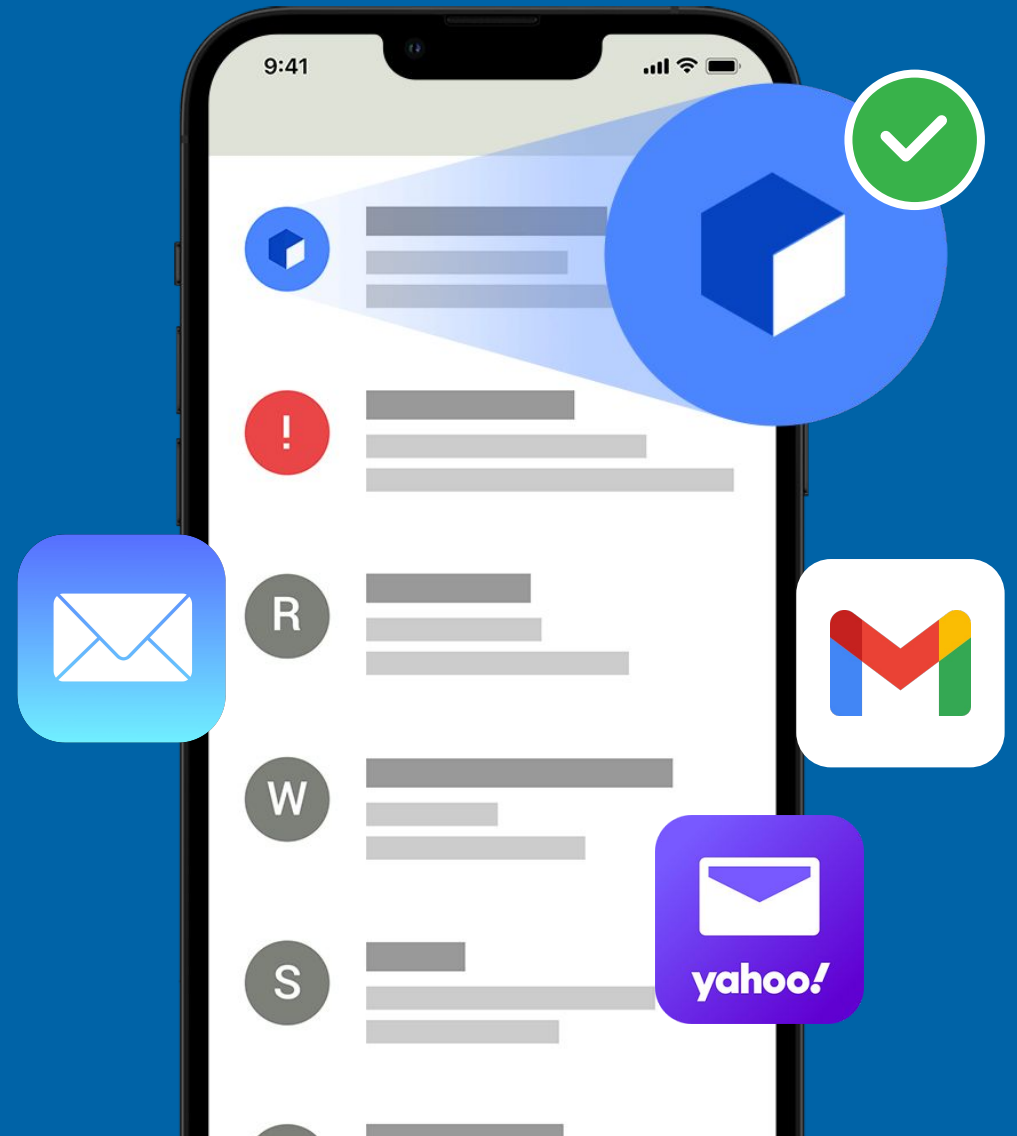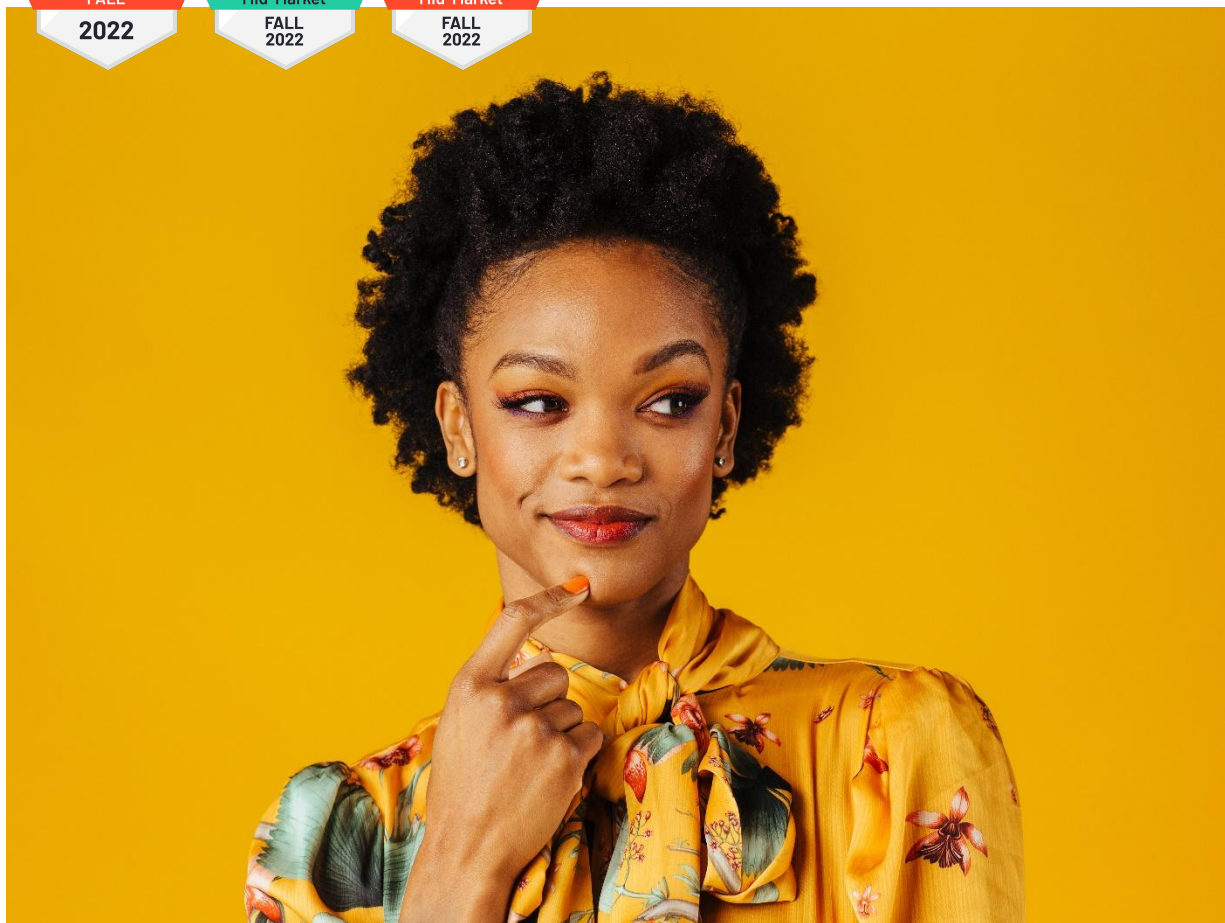
THANK YOU FOR JOINING US

We'd love to hear from you

Don't forget to drop your name and business email in the chat for a chance to win a **Sonos speaker**!

Want to engage with us after the event?
- We're on **LinkedIn, YouTube,** and now **BrightTalk**

Stay tuned for a follow-up email with links to additional resources!

✌️