

digicert[®]

BIMI & VERIFIED MARK CERTIFICATES

Making Email Security Visible



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Agenda

1. Email's power – and security challenges

2. The power of branded email

3. Up close: VMC details & requirements

4. How to implement a VMC

LET'S TALK ABOUT EMAIL

Email Marketing Is Awesome



4,200%

But There Is Room for Improvement

83%

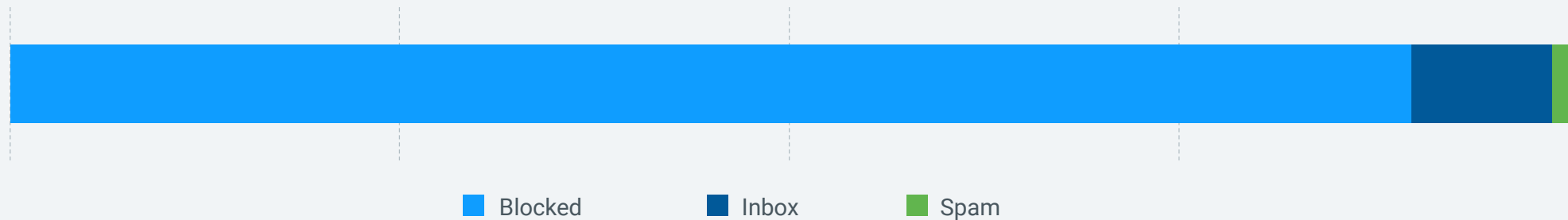
OF ALL EMAIL ATTACKS FOCUS ON BRAND IMPERSONATION
(LIKE SUPPORT@YOURBRAND.COM)

ANOTHER 6% ARE IMPERSONATION OF PEOPLE
(LIKE YOURCEO@YOURCOMPANY.COM)

68%

OF THE PHISHING EMAILS BLOCKED BY GMAIL TODAY ARE
NEW VARIATIONS THAT WERE NEVER SEEN BEFORE

CONTENT FILTERING IS NOT ENOUGH TO PROTECT YOUR
BRAND'S REPUTATION



So How Does Modern Phishing Get Through?



**What do
modern phishing
attacks have
in common?**



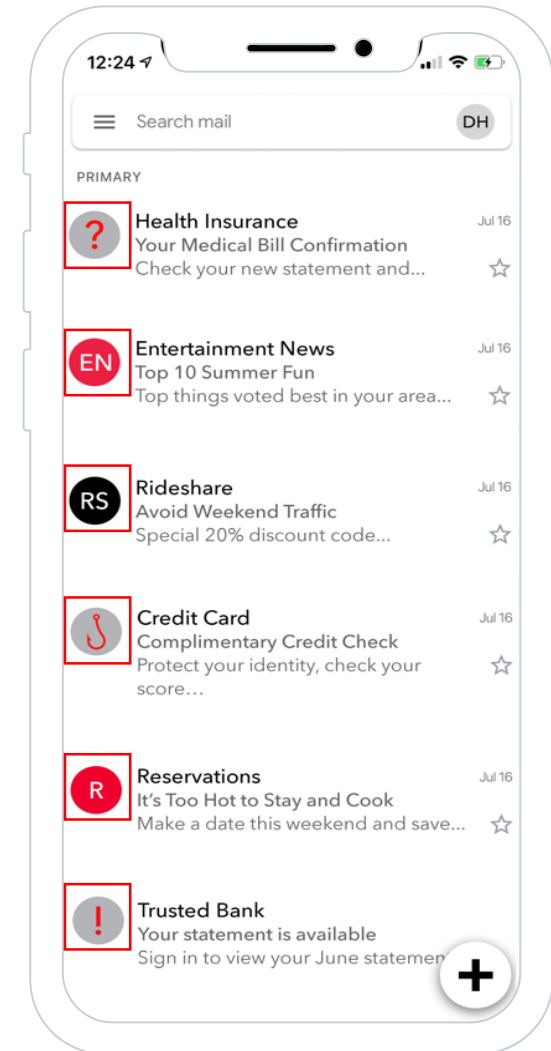
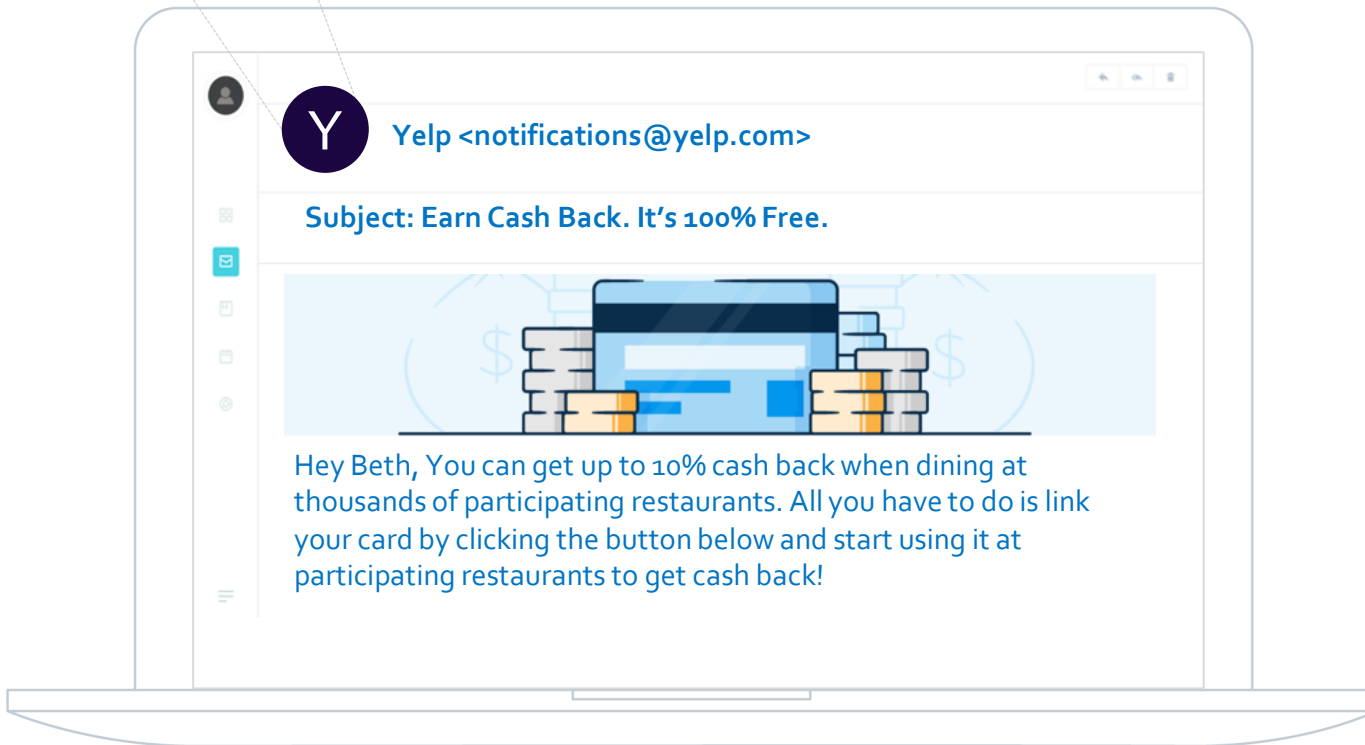
**They all have
fake sender identity**

**And how do
you verify the
sender's identity?**



DMARC

But You Cannot Lead with Your Brand in Email

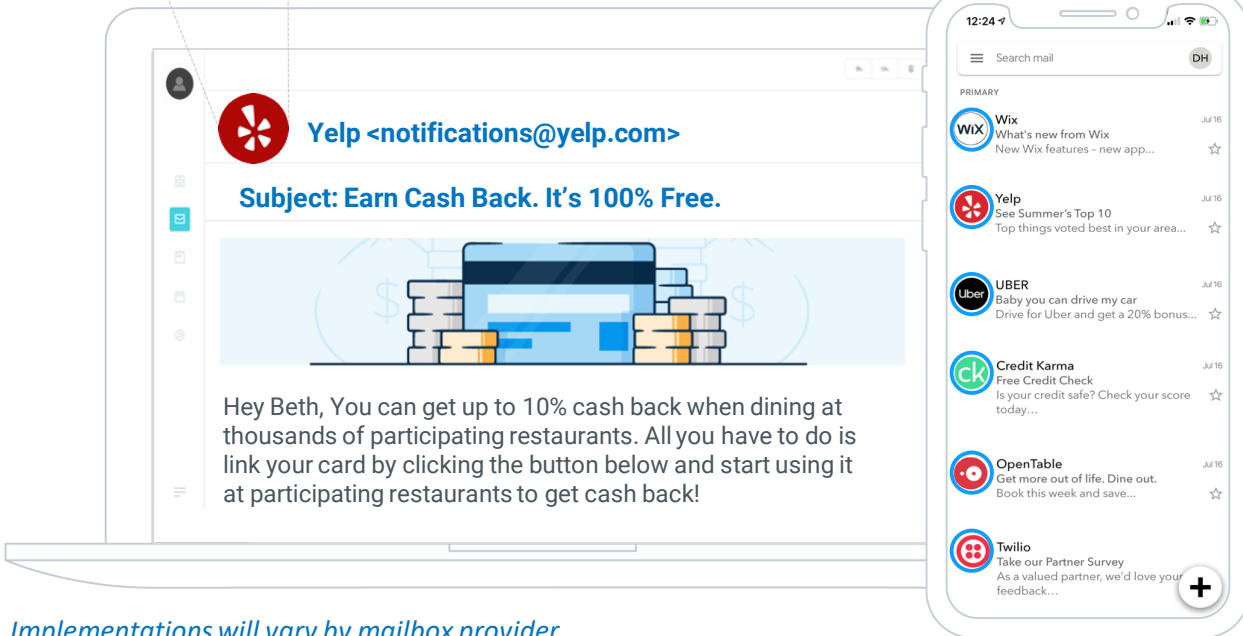


Which is Where VMC Comes in...

BRINGS BRAND FRONT AND CENTER, LIKE:



Blue checkmark on Twitter
Verified Badge on Instagram



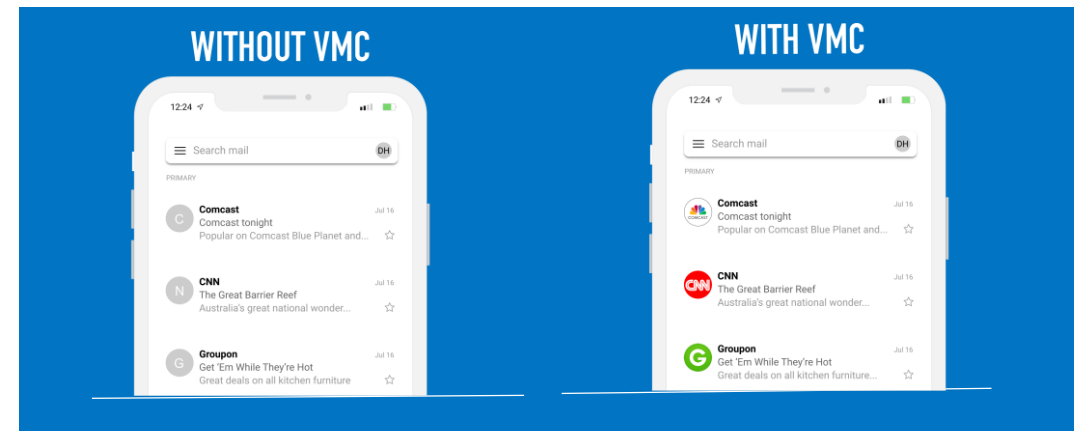
Implementations will vary by mailbox provider

WHAT A VMC CAN DO YOU FOR YOU..



VMC - A digital certificate that certifies the authenticity to display a BIMi logo.

BIMI - Brand Indicators for Message Identification



VMC Delivers Real ROI



Email Security (via DMARC)

- Improves accuracy of spam blockers
- Reduces instances of spoofing / phishing to your customers



Brand protection

- Control over how brand logo is displayed globally
- Helps users identify which emails are from “fake” senders



Increase Email Performance

- Increase in email deliverability rates at DMARC enforcement
- Increase in email open rates when a logo is displayed

IMPLEMENTING VMC

Verified Mark Certificate (VMC)

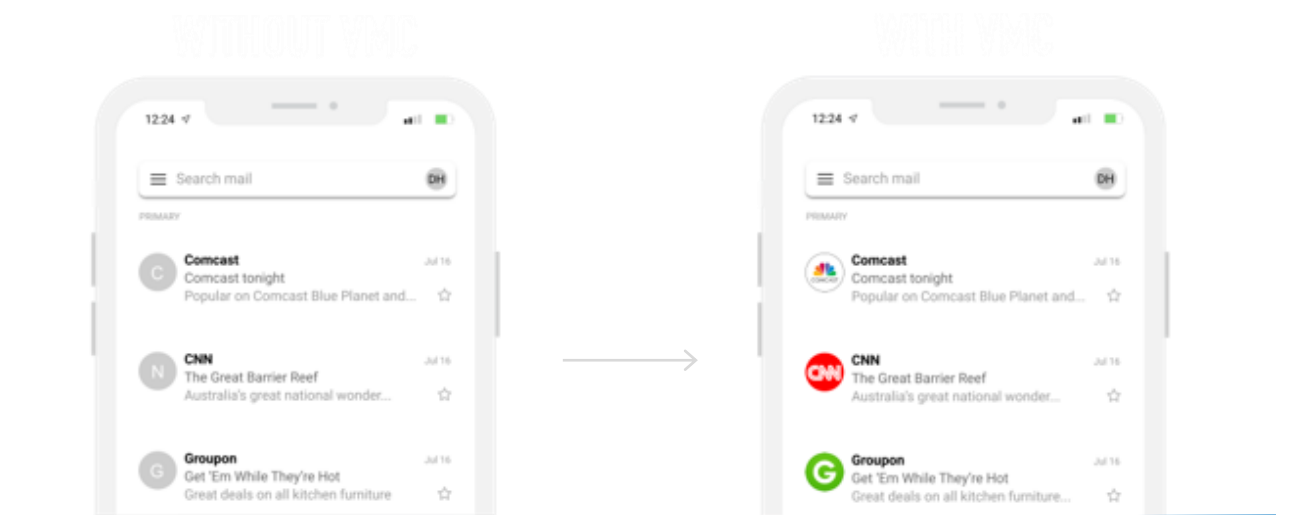
A Verified Mark Certificate (VMC) is a digital certificate that certifies the ownership to display a BIMI logo. A VMC:

- Allows corporate logo to be displayed next to email "from" name

- Promotes the adoption of DMARC enforcement

- Drives millions of brand impressions

- *BIMI & VMC support planned for Gmail, Yahoo Mail, Verizon"



Implementing VMC: 6 Steps

1

Setup SPF (Sender Policy Framework)

2

Setup DKIM (DomainKeys Identified Mail)

3

DMARC (Domain-based Message Authentication, Reporting & Conformance) must be setup at the enforcement level (either "p=quarantine" or "p=reject"). (no pct<100) DKIM and SPF must be setup for DMARC to work.

4

A BIM I (Brand Indicator Message Identification) record

5

A registered trademark brand logo in SVG Tiny Portable/Secure format

6

Purchasing of a VMC from DigiCert (authorized participant of the BIM I | AuthIndicators working group)

DMARC INTRODUCTION

What is it, how it works and its benefits

DMARC makes CMOs and CISOs Into BFFS



SECURITY

- Anti-phishing
- BEC prevention



IT TRANSFORMATION

- Migrating to Cloud
- Eliminate Shadow IT



BRAND REPUTATION

- Increased deliverability
- Improve Reputation Score



RISK & COMPLIANCE

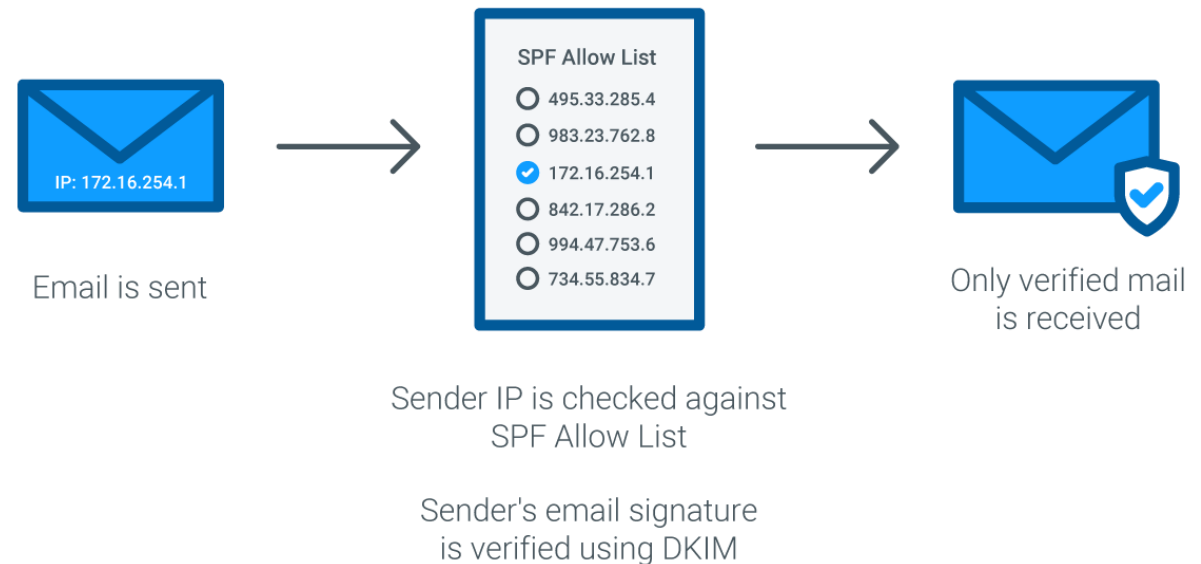
- Lowering cyber insurance costs
- Compliance & Privacy (GDPR)

The Path to VMC: DMARC Enforcement

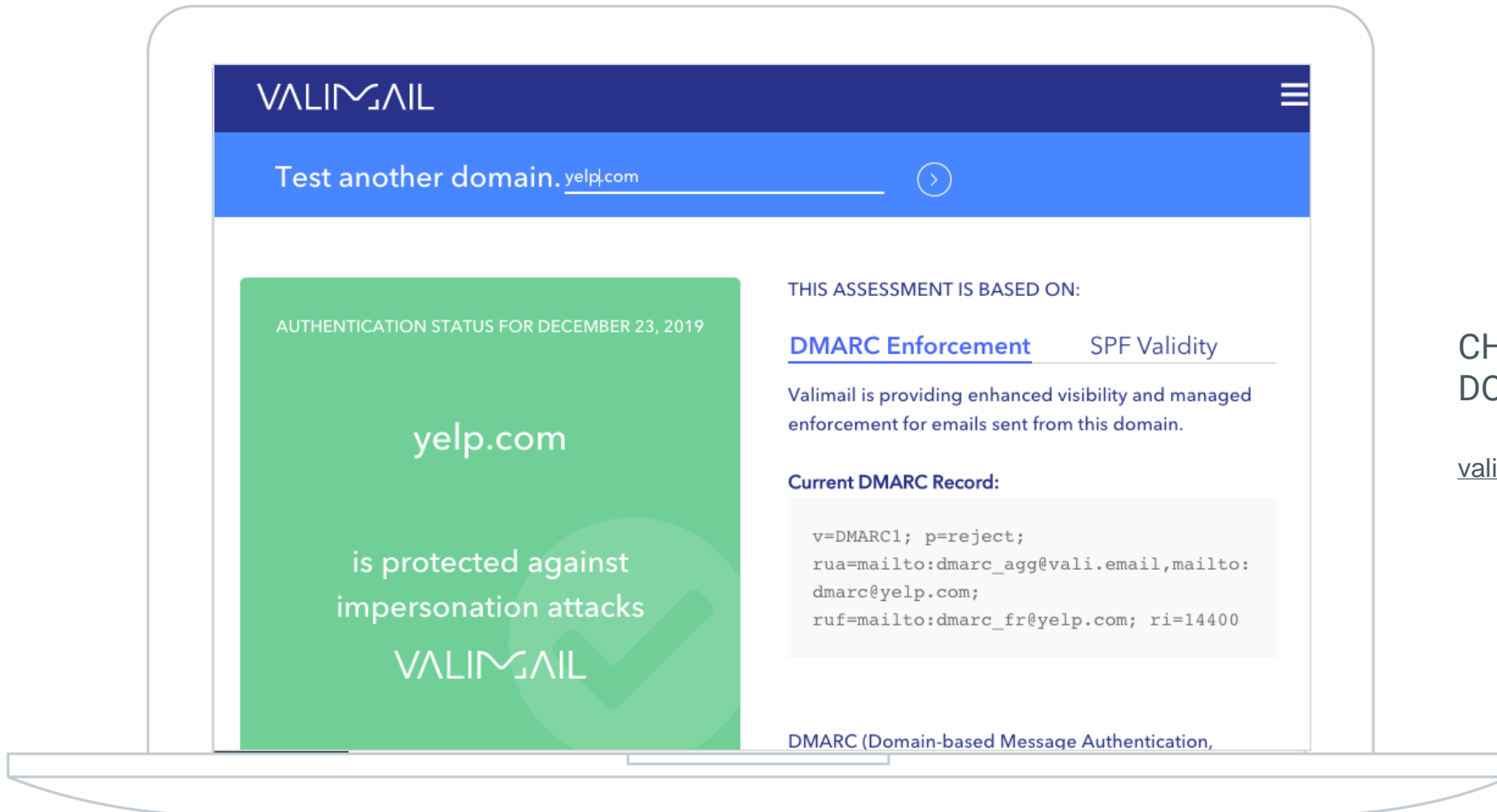
- **D**omain-based
- **M**essage
- **A**uthentication
- **R**eporting and
- **C**onformance

At a glance:

DMARC is an open email standard that ensures only authorized senders can use your domain in the **From:** field of their email messages.



How to DMARC? DIY or 3rd party



CHECK YOUR
DOMAIN IN SECONDS

valimail.com/digicert

BIMI INTRODUCTION

What is it, how it works and its benefits

Brand Indicators for Message Identification (BIMI)

A protocol that standardizes handling of Brand Indicators industry wide

What does BIMI accomplish?



- Give control of brand logo in the inbox to senders
- Authenticate logos so only you can use your own logo
- Provide brand impression as a reward for authentication
- Provide a richer inbox experience

How to BIMI?



- Ensure you have a registered trademark for your logo
- You must have DMARC at enforcement
- Provide correct SVG format for logo
- Publish your logo to your web server
- Add a BIMI record to your DNS

Pilot Support for VMC: Mail providers that work with VMC

Supports BIMI



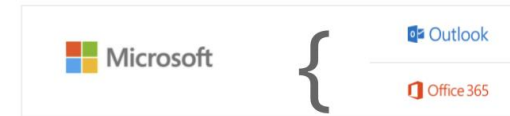
+ Pilot program in effect, only invited brands can participate



Considering BIMI



Does not support BIMI



* All product and company names are trademarks™ or registered® trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement by them.

** "Supporting providers" in pilot may have limited features or support and may not be available to all domains.

*** "BIMI Planning" providers have not shared any support timelines at this time

**** "Providers not supporting BIMI" may have other logo services available

CNN: The first to reap the VMC benefits



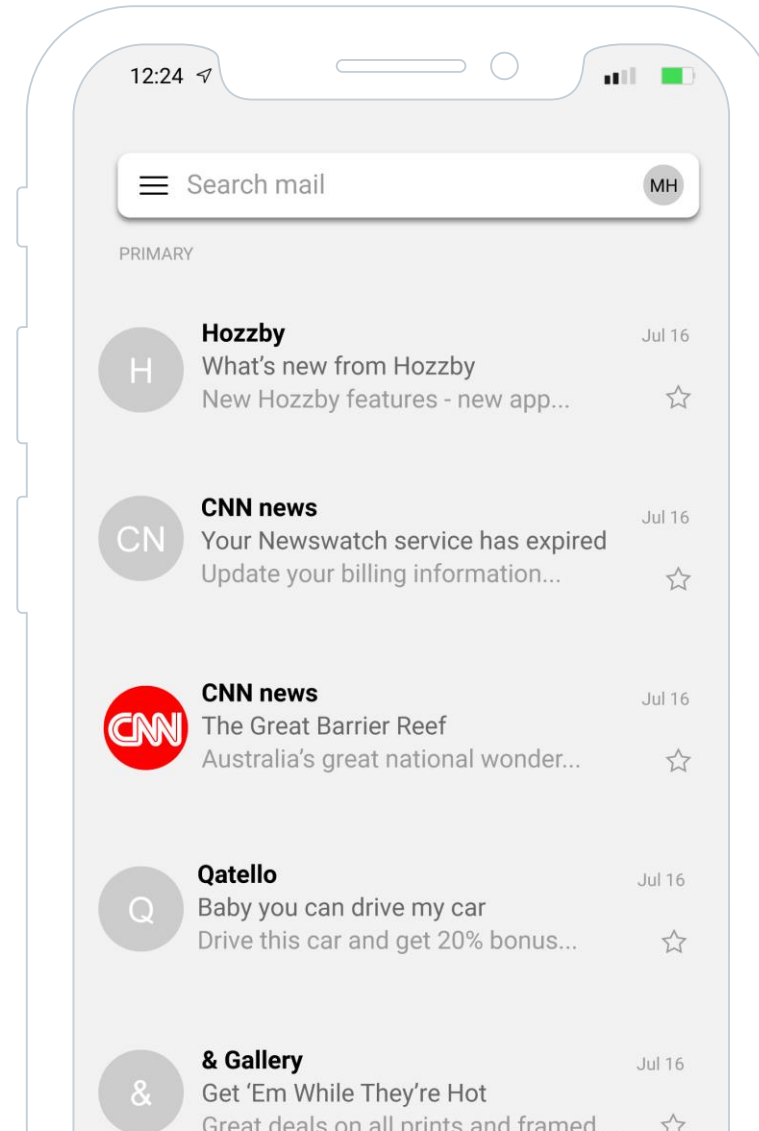
Valid DMARC record found



DMARC policy: reject
You are getting the best BIMl coverage possible



BIMl logo is valid
Certified brand logo found



Questions?

Get Started with VMC

[DigiCert VMC Blog*](#)

VALIMAIL

valimail.com/digicert



bimigroup.org

Or email us: contactus@digicert.com

*www.digicert.com/blog/category/verified-mark-certificate

THANK YOU

CONTACTUS@DIGICERT.COM