**digicert®**

VERIFIED MARK CERTIFICATE FAQS

Below are common questions asked by organizations interested in purchasing a VMC. If you have additional questions or would like to learn more about VMCs, please call 1.855.800.3444 or email sales@digicert.com.

Which email providers display my VMC?

VMCs are currently supported in the Gmail web interface, Gmail Android and iPhone app.

It is important to note that 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].

Below is an example of how your VMC would display in the Gmail app:
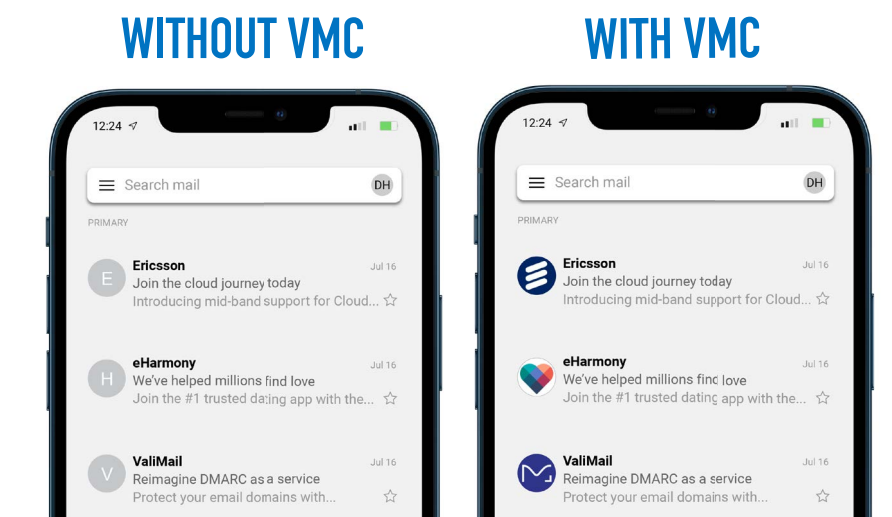
Below is a summary of email providers that support VMCs. Additional email providers such as Yahoo, Verizon and AOL are expected to support VMCs in the future.

WITHOUT VMC   WITH VMC

Email Provider	List View (User is viewing a list of emails in their inbox)	Open View (User opens a single email)
Gmail Mobile App for Android	✓	✓
Gmail Mobile App for IPhone	✓	✓
Gmail Web		✓
Fastmail web, mobile		✓

1 Source: SaaS Scout
2 Litmus, 2021

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How long does it take to get DMARC at enforcement?

The time and effort to get DMARC enforced varies for each business. For some, it may have already been set up by your hosting provider. Other businesses, with just a single sending domain, it could be simple – just add the sending domains to SPF, set up DKIM, create a DMARC record and enforce it. In the case of larger companies with many internal email sending solutions, identifying and building allow-list servers to put into SPF record can require a lot of effort. Some large institutions leverage DMARC specialists, like our partner, Valimail, for DMARC at enforcement and analysis or management of DNS.

Do I need DMARC at enforcement to buy my VMC?

DMARC is not required to purchase a VMC, but DMARC at enforcement is necessary before the email client will use the VMC to display the logo.

Are there tools for checking my DMARC state today?

You can utilize a number of online tools to check your BIMI record. Here are three options:

- https://domain-checker.valimail.com/dmarc/
- https://www.mailhardener.com/tools/dmarc-validator
- https://bimigroup.org/bimi-generator/

What are the next steps after receiving a VMC? Where do my PEM and SVG files go?

When you purchased your VMC, you submitted a SVG file, and received a PEM file in return. Both files, retaining their original names, need to be placed on a publicly accessible server, and they need to be accessible via https: (note: http will cause a failure). Please note: the SVG that is hosted and referenced in your BIMI record must match, to the byte, the SVG file that was validated and is referenced in your PEM file. If there is a mismatch, the BIMI functionality will be inhibited.

Please reference this article for further instruction: https://knowledge.digicert.com/solution/vmc-pem-file-and-svg-where-does-everything-go.html

Which emails will show the VMC logo? Will VMC display for bulk emails, transactional and individual emails?

Bulk, transactional or individual emails will all display a VMC logo the same way. In general, most organizations will need a single VMC for their domain. If you require multiple logos, you will need a VMC for each logo. To have multiple logos associated with a domain, you will also need to set up a "Selector" in your email header.

You can learn more about this topic here:
https://www.digicert.com/blog/how-many-vmcs-will-i-need

How do I convert my logo to SVG? Are there any services I can utilize?

You can reference our blog post to walk you through the process for exporting your logo to the correct SVG Tiny PS format. The most important step is having your logo in a vector format.

There are also third-party services available to convert your logo but exporting an SVG file from Adobe Illustrator—or a similar program—and modifying the format can be easily achieved by following our guide.

What trademark offices are allowed? When will this list expand?

Currently, there are eight approved trademark offices—found here. We will continue to update the list as new agencies are added.

If you have a trademark office you would like to see added, contact BIMIgroup.org to offer your suggestion.

What is the VMC validation processes?

You can reference the validation process here.

Do I really need a VMC if my organization does not focus on consumer markets or end-user marketing?

Yes! Gmail, which displays VMCs, is used by over 5 million businesses worldwide including small startups, mid-sized companies and large enterprises like Verizon, Colgate-Palmolive, and Keller Williams. (Source: Google Cloud, 2019)

How long is a VMC valid?

VMCs have a validity of 365 days (1 year).

Does a VMC work like a TLS certificate? Do I need a CSR?

VMCs do not act like a typical TLS certificate. They do not encrypt traffic, use a private key or require a CSR to order. VMCs assert a cryptographically verifiable and auditable binding between an identity, a logo, and a domain. This ensures that the identified organization is operating on a domain that they own when sending emails to end-users.

Do I need to list domains and subdomains when I order a VMC?

All sending domains need to be listed, but subdomains do not as they will be covered by the base domain.

For example, if you have 3 sending domains like mail.example.com, marketing.example.com and example.com, you only need to list example.com in your request. You are free to list each subdomain if you like, but it is not necessary—and if you do list them, there will be a charge.

But if you are also sending from example.co.uk, then that should be listed because it's a different domain.

Are there additional charges for domains and subdomains?

We charge $499 per listed subdomains, and $499 for each additional domain.

For more information, you can visit our website digicert.com/vmc or see the following resources:

- Get your VMC Detailed Guide
- Trademarking your logo
- How to setup DMARC to qualify for VMC

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