

digicert® | HAYPP GROUP

Building on strong email performance:

Haypp Group and DigiCert Mark Certificates

CASE STUDY



Haypp Group strengthens long-term email trust using DigiCert Verified Mark Certificate

Executive Summary

Company name: [Haypp Group](#)

Industry: Retail

Headquarters: Stockholm, Sweden

Key business requirements:

- Drive higher open rates by ensuring customers instantly recognize emails from flagship email domain [Snusbolaget.se](#)
- Boost click-through rates by reinforcing brand legitimacy and differentiation in crowded inboxes
- Increase trust and reduce unsubscribes by proving email authenticity through verified visual signals

Solution:

- DigiCert Verified Mark Certificate

Key outcomes:

- Improved recognition and trust led to higher open rates and reduced “delete without reading” behavior
- Unique email open rates increased by 10%, confirming stronger engagement with authenticated campaigns
- Customer trust in inbox interactions increased, lowering unsubscribe risk and supporting long-term engagement as standards evolve



Requirement

Ensure customers recognize and trust emails from primary eCommerce site

Stockholm-based Haypp Group is leading the global shift from smoking to reduced risk alternatives. With roots in the pioneering smoke-free alternative markets of Scandinavia, Haypp uses their e-commerce leadership and regulatory expertise to their more than 1.1 million customers across six European countries and the United States.

Haypp Group uses email as their primary customer channel, alerting their customers about everything from promotions to information relating to orders and other account activity. “We use a lot of data to make sure we tailor communications to customers in a timely manner, making sure we have a good idea when their expected next purchase date is or our in-house recommendation model displays the right product to the right person,” explained CRM Marketing Specialist Hugo Hammarkrantz.

Haypp Group’s email performance has traditionally been strong, and they wanted their email marketing to solidify their position as a trusted authority in this space. “We need to be consistent across every touchpoint for the customer. It’s hugely important that we increase recognition and reinforce brand trust with our customers because these days inboxes are massively crowded,” Hammarkrantz said. “Customers get flooded with emails, and modern email clients make unsubscribing effortless—so recognition and relevance are essential to staying welcome.”

In particular, Haypp Group wanted to make sure that all emails originating from their flagship online storefront [Snusbolaget.se](#) (Swedish for “Snus Company”) could be trusted by both their customers as well as inbox providers like Gmail. Haypp Group had already deployed DMARC and other security protocols to prevent domain spoofing, but the company also needed a way to let their customers know, at a glance, that their emails could be trusted. “We wanted to stay ahead of the curve and make sure that we stand out from our competitors,” Hammarkrantz said.

Solution

DigiCert Verified Mark Certificate enabled visible brand verification in customer inboxes

Hammarkrantz saw the email specification BIMI (Brand Indicators for Message Identification) as a natural step to reinforce brand recognition across major inbox providers. However, while BIMI defines how a logo can be referenced, many email providers require a Verified Mark Certificate (VMC) to authorize the logo to be displayed in the inbox. "It tells the customer that we are who we say we are, it's verified, so you can trust us," Hammarkrantz said.

To instruct the email client to surface the snusbolaget.se logo alongside a blue checkmark that would signal authenticity at a glance, Haypp Group purchased their VMC from DigiCert and set it up in November 2024. Hammarkrantz noted that DigiCert was incredibly helpful throughout the setup process. "One tricky part was getting the image files set up correctly, but we were able to jump on a call with DigiCert to help us. Otherwise, the process was quite easy," said Hammarkrantz.

Reinforcing brand trust and legitimacy

With DigiCert VMC, emails originating from the Snusbolaget domain now displayed both a trademarked logo and an accompanying blue check. "I see it a bit like the good old blue checkmark on Facebook and Instagram," Hammarkrantz said.

In the months since Haypp Group installed their VMC, the unique open rate of Snusbolaget emails rose from 41.7% to 45.8%, an increase of 10%. "While we can't solely attribute it to VMC implementation, we have seen an uplift on this site," Hammarkrantz said. More importantly for Haypp Group, the easily identifiable logo and blue checkmark reinforced brand trust and authority for Snusbolaget. "Our reputation is important at every level, and the VMC helps reflect our leadership in the market and our commitment to consumer trust and compliance," Hammarkrantz said.

Future-proofing inbox trust and deliverability

Haypp Group also saw their VMC as a foundation for future-proofing email deliverability from the Snusbolaget domain. "It's important to think deliverability first, since we need to make sure that we can keep on using email marketing as a channel a couple of years from now, however that may look," said Hammarkrantz. "The foundation that a VMC provides helps keep deliverability in great shape. It's an important part of the strong base we build our marketing on."

Continued Hammarkrantz: "The return on investment is fantastic in terms of deliverability, trust and recognition, and it's very reassuring to see customers engage with our emails at higher rates."

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