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Make Your Mark with a Mark Certificate



MARKETING GUIDE

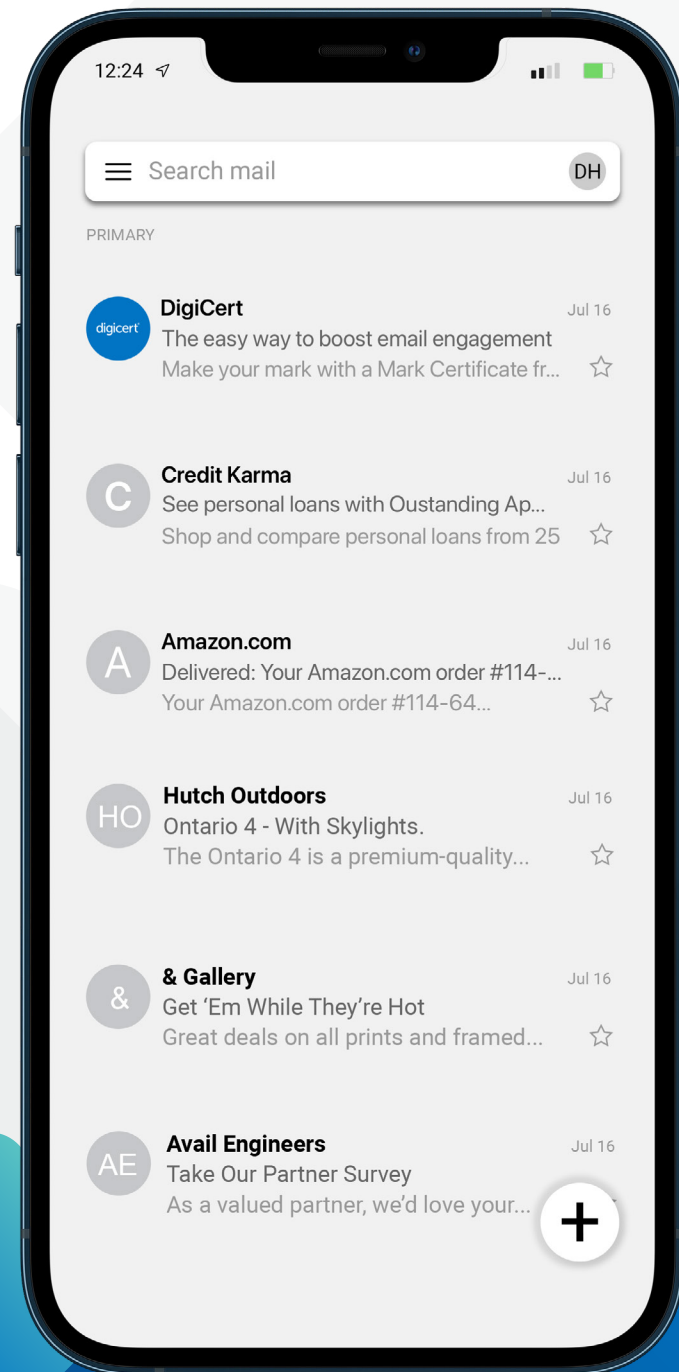
Boosting email engagement starts with embracing your brand

If your email open rates aren't as high as you want, you might think your subject lines are too weak. Or you need more emoji. Or your contact list isn't as carefully curated as you think.

But the smartest subject lines won't save your emails from going straight to spam. And the cleverest copy can't convert if the audience doesn't believe the email came from you.

The truth is, you can boost engagement without lifting a finger (or in this case, tapping your fingers harder on the keys).

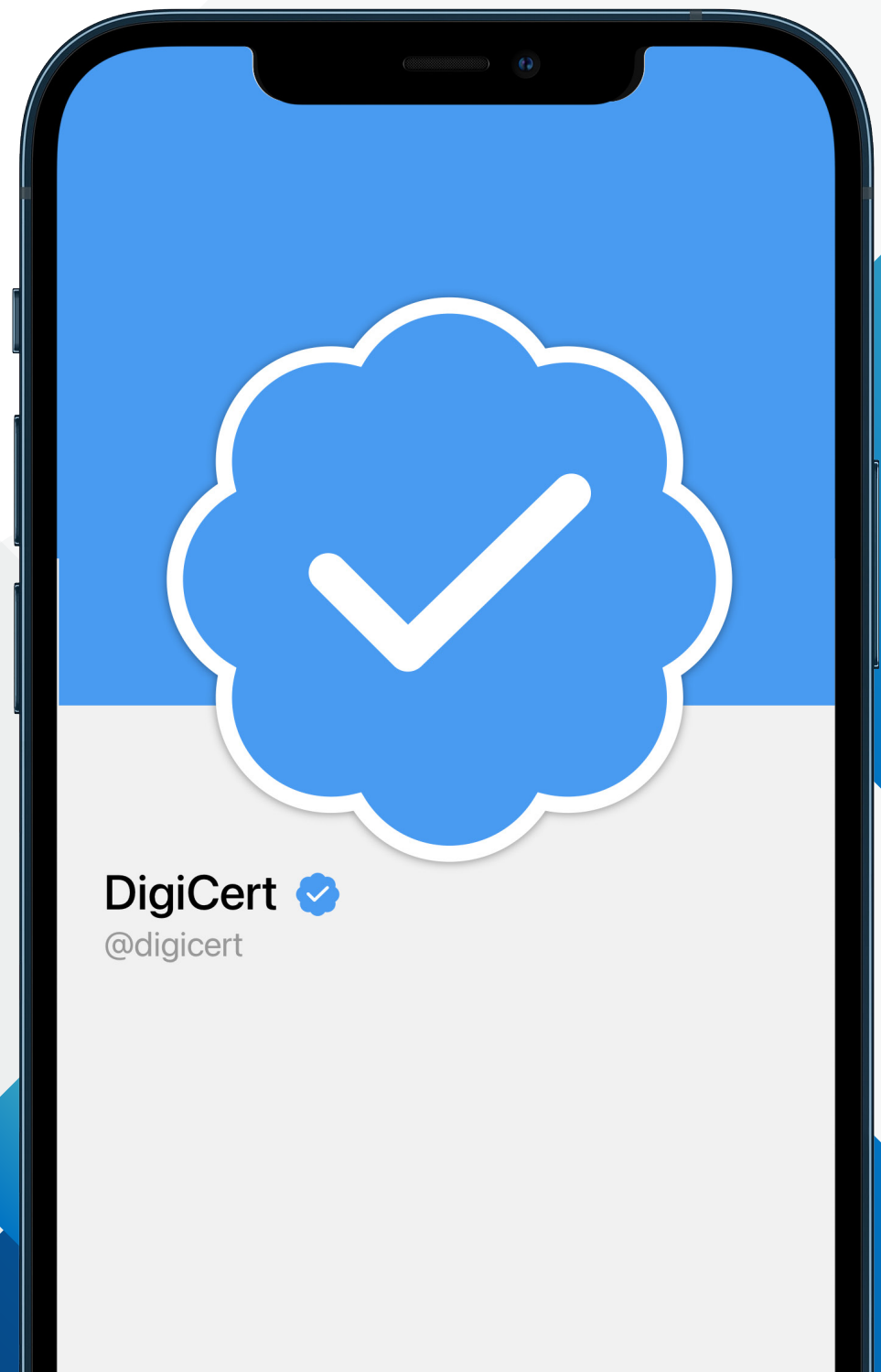
The answer lies in a key you already hold: your brand.



Everything is verified—except the medium we use the most

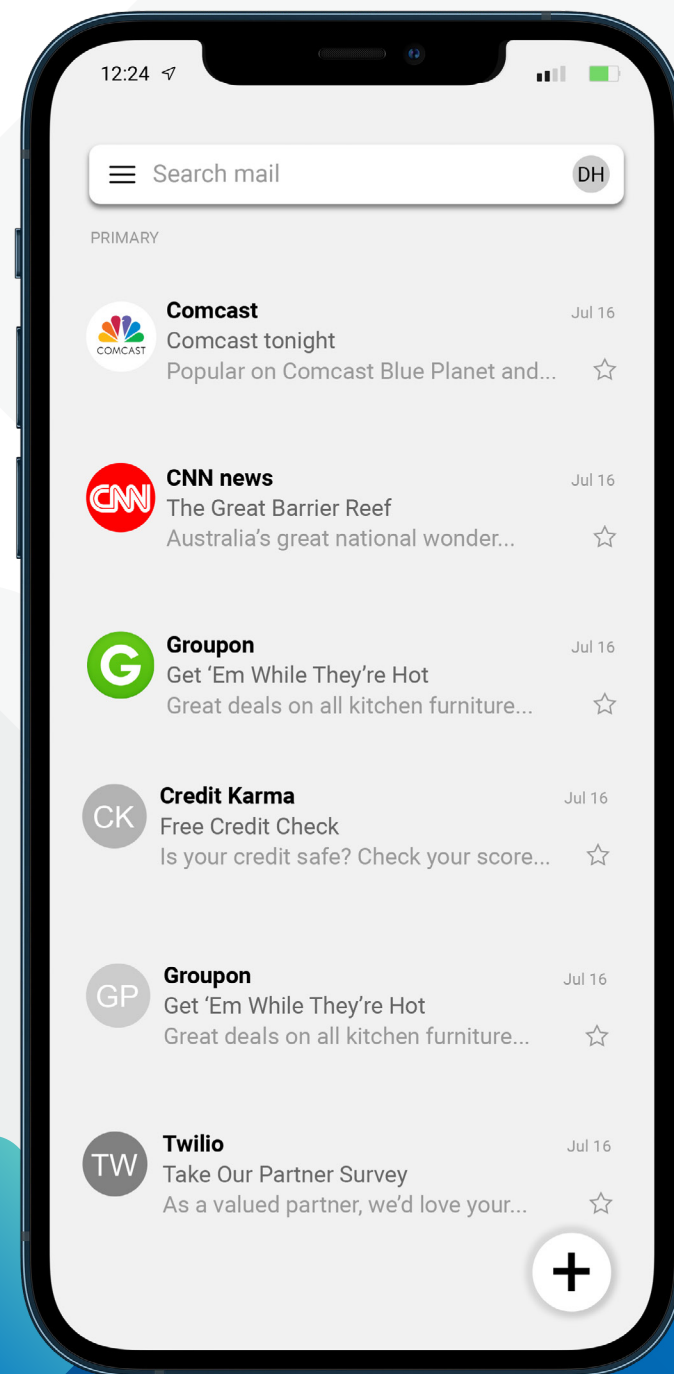
TikTok. YouTube. Airbnb. Tons of popular platforms use visual cues to show users a brand is vetted and verified. But for years, the oldest and most widely used digital medium left it up to users to figure out who to trust.

So why do we still expect people to scout out typos and hover their cursor over links for signs of a scam? Why do we have to dig through every folder for an important message because the email client mistakenly flagged it as spam?

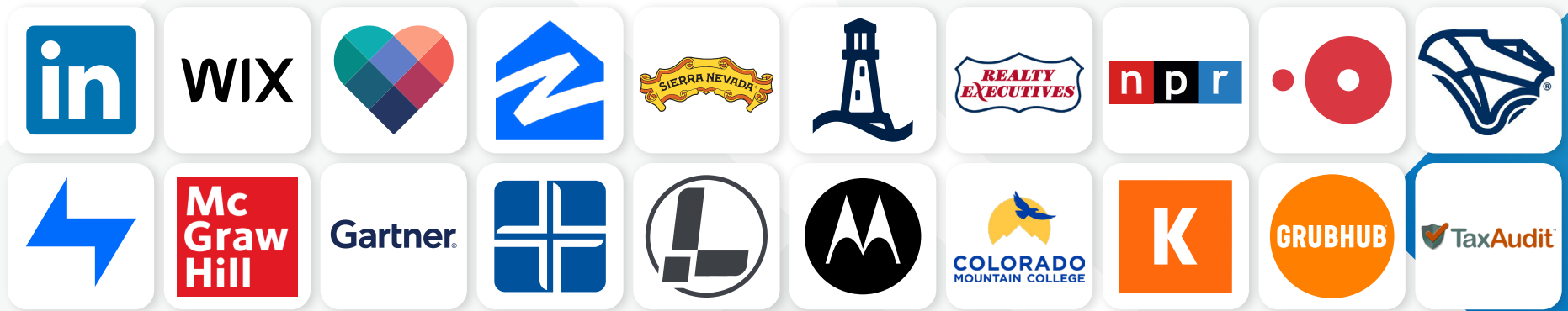


Show you are who you say you are by putting a face to your name

Here's the good news: If you have a logo, you've already checked the hardest part of boosting engagement off your list. With a Mark Certificate from DigiCert, you can help your audience feel good about clicking on your marketing messages—and help email clients know better than to send you to spam.



Leading brands doing their part to bring greater trust to the inbox with DMARC, BIMI, and Verified Mark Certificates.



Ready to make your mark on email marketing?

Get a Mark Certificate from DigiCert and watch engagement jump.

[BOOST MY BRAND](#)

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