

VERIFIED MARK CERTIFICATES PARTNER GUIDE

DigiCert is offering an innovative new certificate with the goal of creating an authenticated, engaging and visually compelling email experience. This product is called a Verified Mark Certificate (VMC) and allows an organization to display their trademarked logo next to the “sender” field in the mobile view of major email clients, visible to recipients even before they open the message. The certificate requires DMARC enforcement, so it also helps to protect both the organization and their customers from phishing and spoofing attacks. The value of this groundbreaking initiative is clear and immediate, and there is already strong demand and a waitlist.

We’ve created this useful document to better familiarize yourself with VMCs and determine if selling them is the right fit for your partner account.

Statistics

Email usage:

- According to Google, about 75% of all email opens in Gmail occur on a mobile device, while Litmus found that 46-64% of opens across every client happen on a phone or tablet
- 87% of content marketers use email to disseminate information

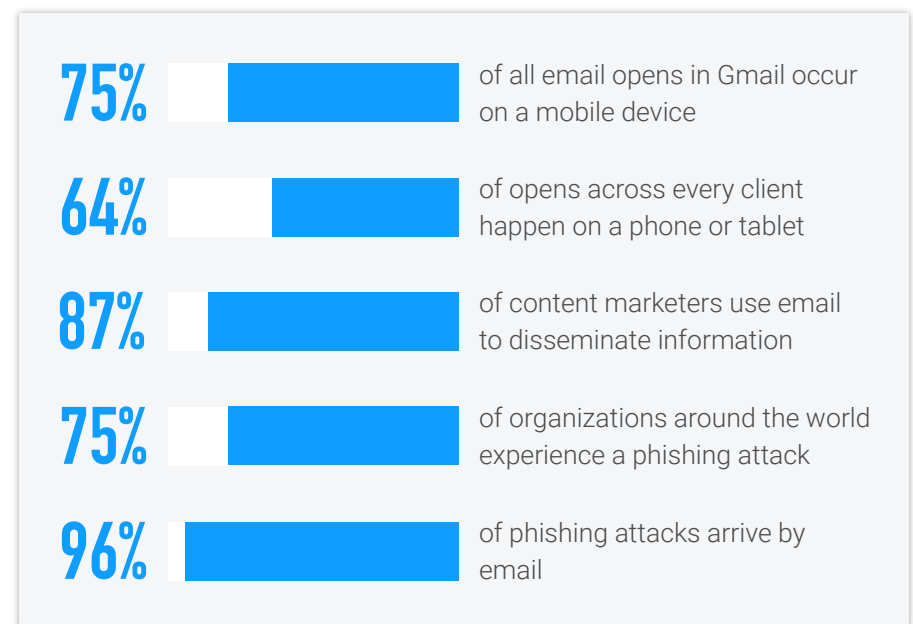
The threat of email phishing:

- 75% of organizations around the world experience a phishing attack and 96% of phishing attacks arrive by email

Target audience:

- Both email marketing and IT professionals, including security teams
- Site owners that are DMARC compliant
- Third-party distributors who are promoting VMCs to sell their solution with DMARC compliance services

Below is some messaging to help you better market the VMC solution to various personas within your customer base.



TOP 5 BENEFITS OF VMCS FOR MARKETERS:

- 1 Increased brand impressions**
Instead of default initials, recipients see a brand logo before they open an email.
- 2 Unified messaging**
It allows organizations to deliver a more recognizable and unified experience.
- 3 Display authenticity**
VMCs instantly associate trust and authenticity with a brand's messaging.
- 4 Stand out from the clutter**
Brands displaying their logo will stand out from the crowd, especially if they integrate messaging that highlights the security benefits of DMARC to end users.
- 5 Increased email engagement**
Early adopting organizations stand to increase visibility, recall, deliverability and engagement. A Verizon media study showed a 10+% increase in engagement.

Competitive advantage for DigiCert Partners

DigiCert is only one of two CAs that are currently offering VMC certificates. Compared to other VMC providers, DigiCert offers many resources on our website so customers can learn and prepare for publishing a VMC. DigiCert offers a guide on how to become DMARC certified, as well as an SVG logo previewer and checker to help customers see how their logo would display.

DigiCert offers the best Partner Program to our partners, working with you to help you engage your customers, provide them relevant information, and help you through the selling process.

TOP 5 BENEFITS OF VMCS FOR IT PROFESSIONALS:

- 1 Display security**
Visually assure users that you've implemented the highest level of email security practice through DMARC enforcement.
- 2 Avoid phishing attacks**
Because of DMARC, as well as the visible logo identifying legitimate emails, it becomes much harder for bad actors to target your customers with identity-focused attacks like spoofing and phishing.
- 3 DMARC benefits**
DMARC gives you much more visibility and control over the messages sent and received by your domain, and a VMC gives the rest of your organization another compelling reason to enforce DMARC.
- 4 Better detection**
DMARC enforcement makes it easier to identify the types and frequency of attacks against an organization.
- 5 Reliability**
The combination of DMARC and VMC helps to ensure legitimate emails are delivered reliably.

Why sell VMCs with DigiCert?

- DigiCert can work with you to help you find your DMARC customers that are ready to buy
- VMCs fit well into your existing partner relationship with DigiCert, allowing for an easy addition of a new product to your portfolio
- As a partner, along with offering VMCs, you might also offer additional services like DMARC, trademark assistance or SVG logo-formatting services

Preparing for VMC: Customer challenge, partner opportunity

Getting ready to purchase a VMC can be challenging for your customers with complex email infrastructures. There are four preliminary requirements before a VMC can render correctly and this is an excellent opportunity for you to provide additional services to your customers. Your customers will need help with four major steps before a VMC can be issued:

1. Ensure they have a trademarked logo
2. Properly configure email settings for VMC
3. Become DMARC compliant
4. Prepare a logo to be BIMl ready by making an SVG format logo

Why get a VMC now?

Early-adopters will get the benefit of standing out from the crowded email inbox, creating a differentiator for your brand with first mover advantage.

Talking about VMCs

There are strict requirements when discussing VMCs with customers and prospects:

1. Do not say that VMCs—at least as a standalone certificate—enhance security, prevent phishing, provide identity or enhance trust. These phrases are not approved by the Gmail team. Any mention of security and phishing protection must be associated with the DMARC requirement.
2. Do not say VMC is EV++ or a variation of Extended Validation TLS/SSL certificates. Instead, VMC is based off the success of EV certificates to ensure certificate holders are authentic and legitimate and have been thoroughly verified.

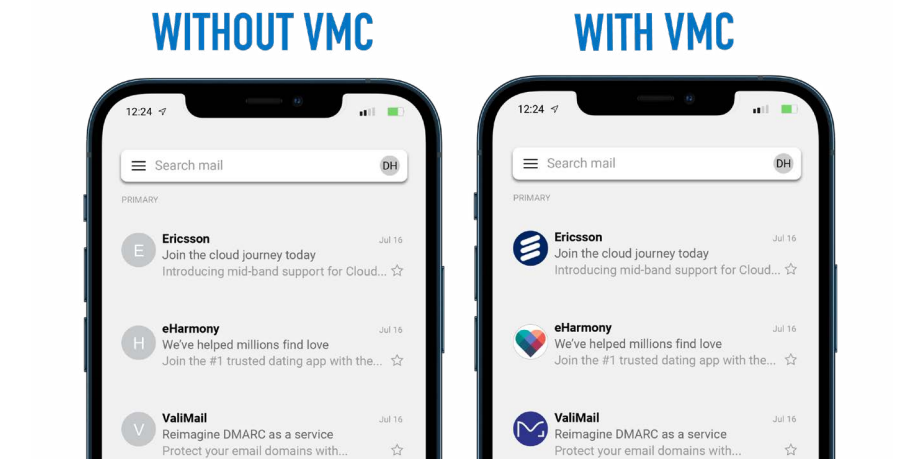
Glossary of terms

Brand Indicators for Message Identification (BIMI)

The standard that attaches your brand's logo to your authenticated email messages.

Domain-based Message Authentication and Reporting (DMARC)

An email authentication policy and reporting protocol that builds on the widely deployed SPF and DKIM protocols.



Sources: [Content Marketing Institute](#); [Campaign Monitor](#); [Tessian](#); [DigiCert Blog](#)

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