

VERIFIED MARK CERTIFICATE (VMC) CUSTOMER EDUCATION CONTENT KIT

Congratulations on your new VMC certificate!

Not only have you demonstrated the highest level of email security and practice, but you've also taken a major leap forward in promoting your brand's identity and improving email authenticity for your users and your industry as a whole.

As you know, your logo will now display next to the "sender" field in major email clients. Now comes the important part: educating your customers about what that actually means, so they begin to associate your logo with trust, reliability and a better, more secure, identity-focused email experience.

To help with this, we've included a variety of text and image options you can use on web pages, blogs, social posts, and, of course, in emails, to increase consumer awareness about the value and impact of your VMC. Digital forms of everything included in this kit can be found here, and, as always, we're here to help if you have any questions about how they can best be leveraged.

Thank you again for your purchase and your dedication to email security. We look forward to seeing where you take your brand from here.

Sincerely,

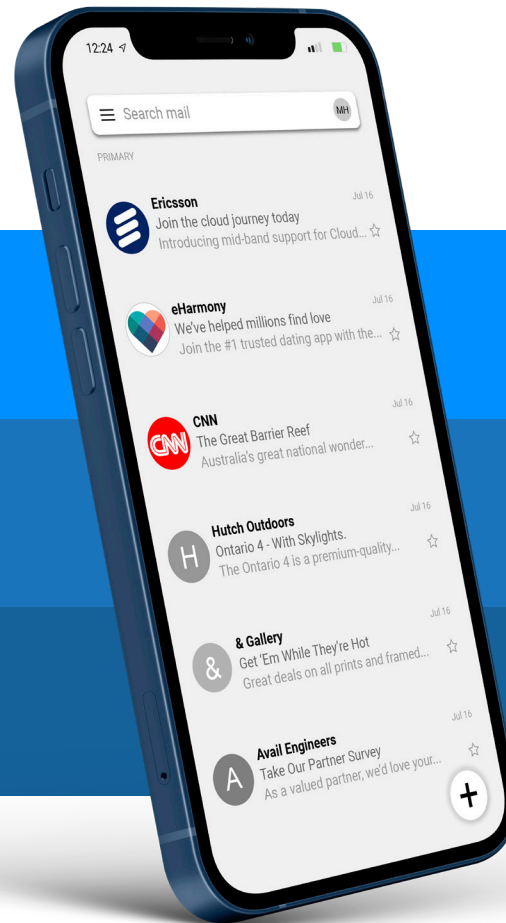
The DigiCert Team

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What is a VMC, or, “Why am I suddenly seeing logos in my inbox?”

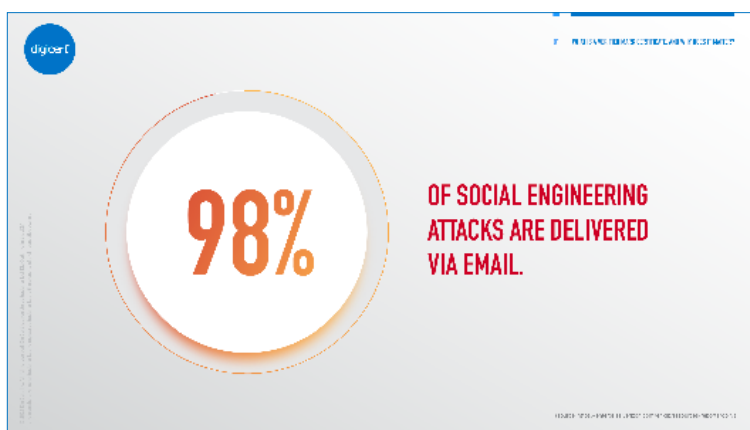
Thankfully, the idea of verified communication is pretty intuitive to most digital consumers these days, thanks to different forms of verification becoming ubiquitous across most media. That being said, email verification is relatively new, so we recommend planning a few communications to introduce VMC to both your internal teams and your customers.



Internal Communication Templates

It's valuable to ensure your internal teams—especially those who send emails externally, i.e., Marketing and Sales—are fully aware of the significance of verified email. Below, you'll find a VMC Guide for Marketers, as well as a template you can use to send an announcement to colleagues within your organization. Here's how to look beyond the lock:

DOWNLOAD THE VMC MARKETING GUIDE



Download the internal Marketing Guide [here](#).

SAMPLE INTERNAL EMAIL TEMPLATE

[Subject]

Our logo will now display in customer inboxes thanks to a new security & brand initiative

[Preheader]

Keep an eye out for our logo to appear in your inbox, thanks to a new Verified Mark Certificate

[Headline]

We've taken the steps to reduce phishing and spoofing—and put our mark on email marketing

[Body]

Dear Colleagues,

You—and our customers—may notice something different about our email communications. From this point forward, our brand logo will now display alongside every message we send in major email clients.

Not only is this a fantastic opportunity for us to increase brand awareness and recognition on the most widely used digital medium, but it also is proven to dramatically increase engagement across virtually every metric.

Equally importantly, to qualify for verified email, we had to go through a rigorous validation process, which included the implementation of the highest level of email security standards (DMARC/BIMI).

This process involved validating that our IP address is on an allow list, that we have an SPF record in our DNS settings, and that we've implemented a process to quarantine and/or block malicious emails. All of that combines to help us cut down on the number of phishing and spoofing attacks targeting our brand and our customers, and also confirms that any time our customers see our logo next to an email, they can be sure the message is secure and authentic.

We're very excited about the positive impact of this new initiative and look forward to sharing the results. Please feel free to reach out to _____ with any questions.

Sincerely,

[*Signature*]

External Communication Templates

Of course, the most immediately tangible value of a VMC is customer-facing. But before your customers can appreciate that your email has been verified, they need to know what that means. To help with this, we've included a variety of sample communication templates you can use across a variety of channels.

EMAIL TEMPLATE

[Subject]

[*Customer Name*], if you see our logo in your inbox, that email is verified authentic

[Preheader]

We're helping email clients verify our messages to help protect you from phishing attacks

[Headline]

If you see our logo in your inbox, you know that email is secure

[Body]

Dear [*Customer Name*],

You may have noticed something new about this email—our logo now displays next to the subject line in the mobile view of Gmail and other email clients. That's because we've gone through an identity and security verification process to help protect you from phishing and spoofing attacks.

What is "verified" email?

1. A special kind of certificate confirms that our identity has been officially validated by a globally trusted security Certificate Authority—the same people responsible for encrypted websites and software.
2. The verification process to qualify for that certificate requires us to maintain stringent email security standards (DMARC/BIMI) to help keep you protected from phishing and spoofing attacks.
3. That allows us to display our logo in your inbox as a kind of stamp of authenticity—like a checkmark or badge on social media, but with added layers of security and identity protection.

What verified email means for you:

- If you see our logo, you know we sent it from our secure domain.
- As always, your security is extremely important to us, which is why we're excited about this opportunity to deliver a more trustworthy email experience. Please let us know if you have any questions, and keep an eye out for our Verified Mark in your inbox moving forward.

Sincerely,

[*Signature*]

WEB COPY SAMPLES

[TITLE]

Verified email FAQs

[Headline]

Exciting news: we've taken extra steps to verify our email—and help protect you from phishing!

[Body]

You may notice that our logo is now displaying in your inbox, right next to the subject line of our messages. That's because we've undergone a thorough security and identity vetting process to officially verify that all email sent from our domain is secure and authentic.

What does verified email mean for you?

It means that you can instantly spot the real emails we send—as well as any fake phishing emails that might try to "spoof" our brand to fool you into giving away personal information or downloading malware.

If you see our logo displayed in your inbox before you open the message, you know it's authentic.

If you normally see our logo, and get a message that looks like it's from us, but doesn't have our mark, don't click it!

Wait, I'm not seeing your logo—or any logos. Is something wrong?

Verified email is brand new, and it's still being adopted on a large scale.

Though major email clients (i.e., Gmail, Yahoo) have implemented verified email, not all are displaying the logos yet.

Depending on your device and client, you're more likely to be able to view verified logos on your mobile device.

What makes verified email more secure?

To be able to display our logo, we first had to implement "Domain-based Message Authentication, Reporting & Conformance" (DMARC) standards, which are essentially strict email security protocols that make it much easier for us to catch phishing and spoofing attacks before they happen.

In addition, we also had to be officially validated by a globally trusted Certificate Authority (the same people responsible for encrypting websites and pay portals) to confirm our company's identity is legitimate and that we own and secure our unique email domain.

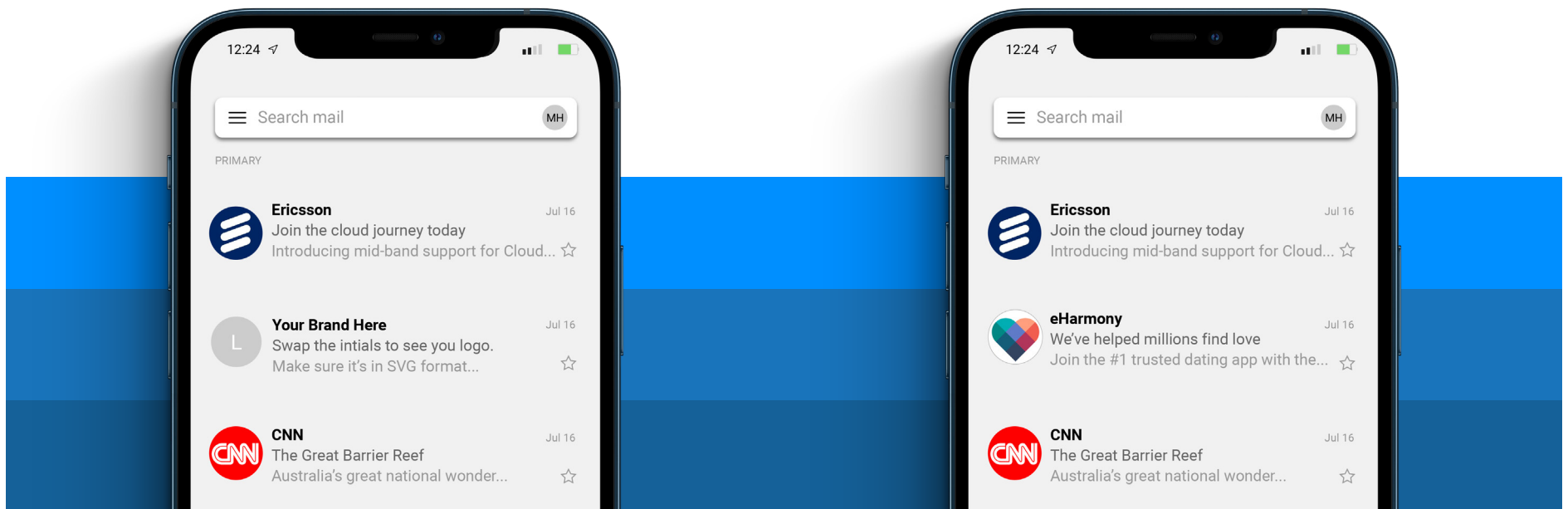
Sincerely,

[*Signature*]

CUSTOMIZABLE VMC GRAPHIC

Visualize the transition from generic to verified

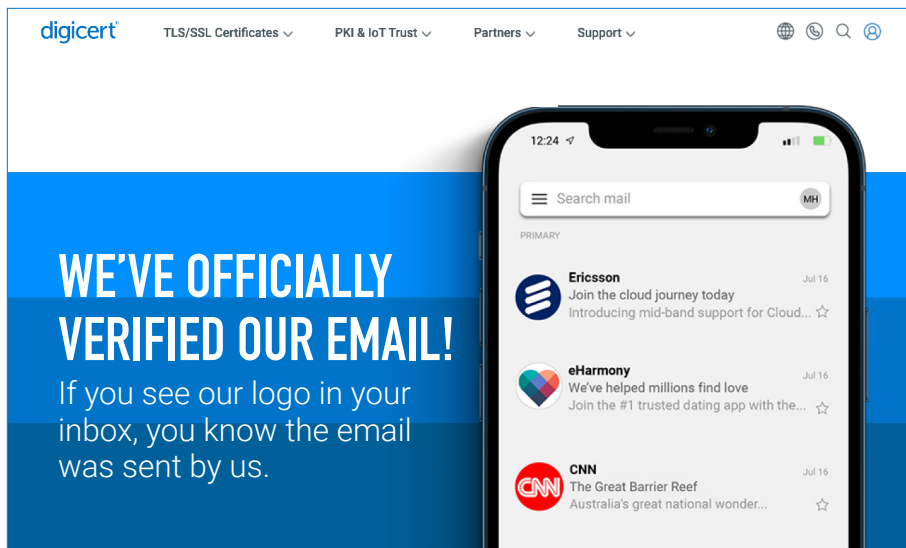
Below is a sample image you can use to educate customers about how VMCs will transform their inbox. To customize the image for your organization, simply insert your graphic into the inbox image on the right, alongside a subject line and preheader text from an email you've recently sent.



Download the editable graphic file [here](#).

Don't want to customize your own image? Download a DigiCert-branded version [here](#).

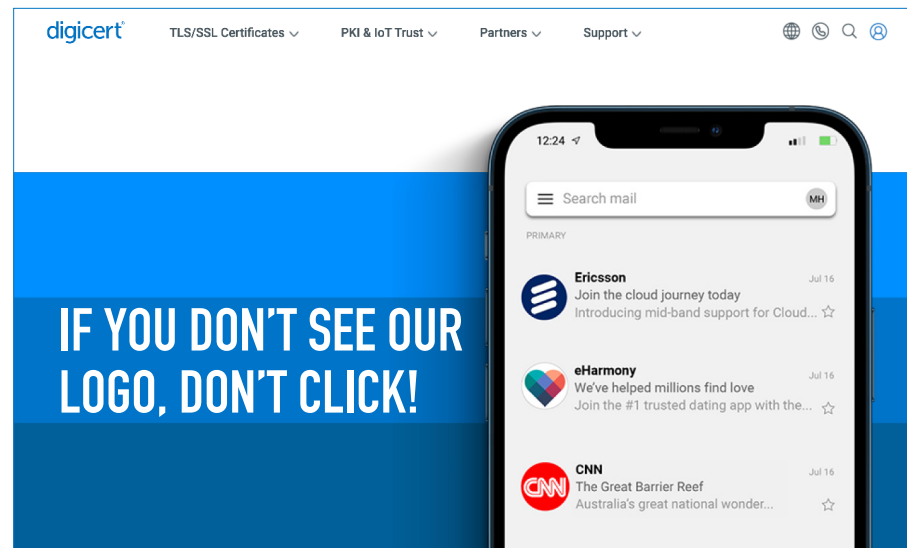
EXAMPLE WEB COPY



The screenshot shows a mobile email inbox interface. A blue banner is overlaid on the left side of the inbox. The banner contains the text: "WE'VE OFFICIALLY VERIFIED OUR EMAIL!" in large, bold, white letters. Below this, in smaller white text, it says: "If you see our logo in your inbox, you know the email was sent by us." The email list on the right shows three items: Ericsson, eHarmony, and CNN, each with its logo and a subject line. The Ericsson email subject is "Join the cloud journey today" and the CNN email subject is "The Great Barrier Reef".

WE'VE OFFICIALLY VERIFIED OUR EMAIL!
If you see our logo in your inbox, you know the email was sent by us.

We take your security very seriously, which is why we've recently taken extra steps to protect you from phishing and spoofing attacks by officially verifying our email. From now on, if you see our logo in your inbox, you can be sure that it is secure and was sent by us.

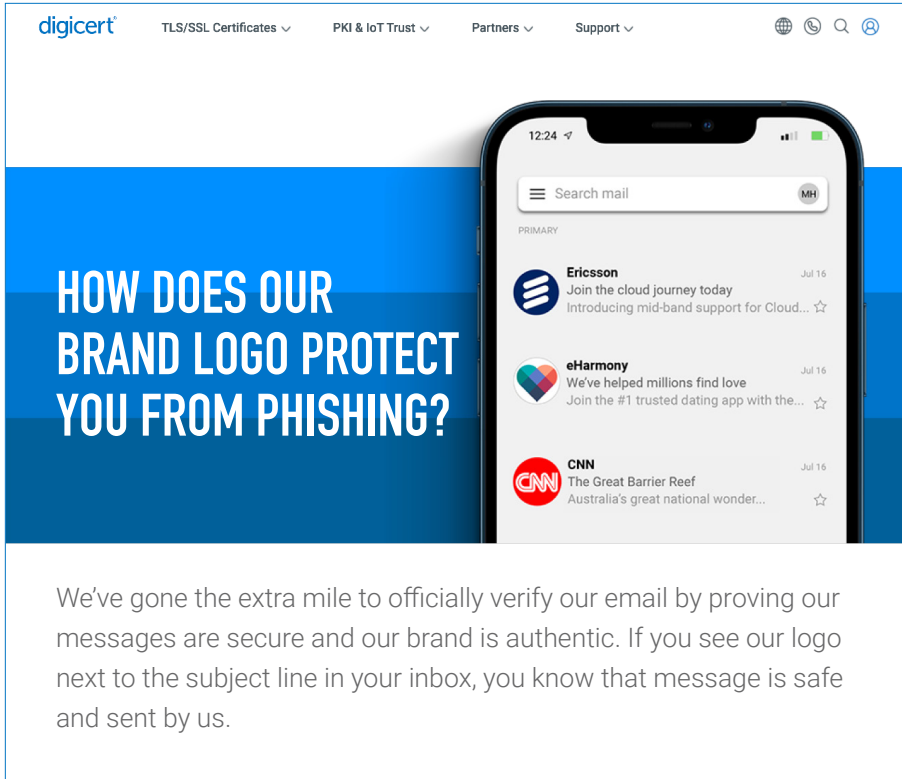


The screenshot shows a mobile email inbox interface, identical to the one in the first image. A blue banner is overlaid on the left side of the inbox. The banner contains the text: "IF YOU DON'T SEE OUR LOGO, DON'T CLICK!" in large, bold, white letters. Below this, in smaller white text, it says: "As part of a new initiative to protect you from phishing and spoofing attacks, we've taken extra steps to officially verify our email." The email list on the right shows three items: Ericsson, eHarmony, and CNN, each with its logo and a subject line. The Ericsson email subject is "Join the cloud journey today" and the CNN email subject is "The Great Barrier Reef".

IF YOU DON'T SEE OUR LOGO, DON'T CLICK!
As part of a new initiative to protect you from phishing and spoofing attacks, we've taken extra steps to officially verify our email.

You can easily see if a message is authentic or not by looking for our brand logo next to the subject line on your mobile device. If you see it, you know that email is the real deal.

EXAMPLE WEB COPY



HOW DOES OUR BRAND LOGO PROTECT YOU FROM PHISHING?

We've gone the extra mile to officially verify our email by proving our messages are secure and our brand is authentic. If you see our logo next to the subject line in your inbox, you know that message is safe and sent by us.

ALTERNATE HEADLINES

OUR LOGO IN YOUR INBOX MEANS YOUR EMAIL IS MORE SECURE.

WE VERIFIED OUR EMAIL TO MAKE YOUR INBOX MORE SECURE.

IF YOU SEE OUR LOGO, IT MEANS THAT MESSAGE IS OFFICIALLY VERIFIED.

SEEING OUR LOGO IN YOUR INBOX? THAT'S BECAUSE WE'RE TAKING EXTRA STEPS TO KEEP YOU SECURE.

WE'VE TAKEN THE STEPS TO VERIFY OUR EMAIL SO YOU CAN SEE IT'S SECURE.

VERIFIED EMAIL IS SECURITY YOU CAN SEE.

OUR LOGO IS NOW A STAMP OF EMAIL AUTHENTICITY.

IF YOU SEE OUR LOGO IN YOUR INBOX, YOU KNOW THAT MESSAGE IS SECURE.

WE'VE GONE THE EXTRA MILE TO MAKE YOUR INBOX SAFER.

WE VERIFIED OUR EMAIL TO MAKE YOUR INBOX A SAFER PLACE.

