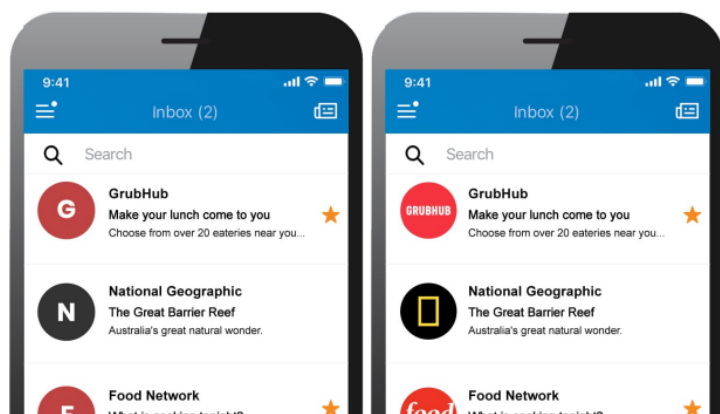# VERIFIED MARK CERTIFICATES (VMCs)
## Why your Marketing and IT departments need it

**BEFORE BIMI**  **AFTER BIMI**

## 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. Gmail users will see blue checkmark next to your name.

### 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.

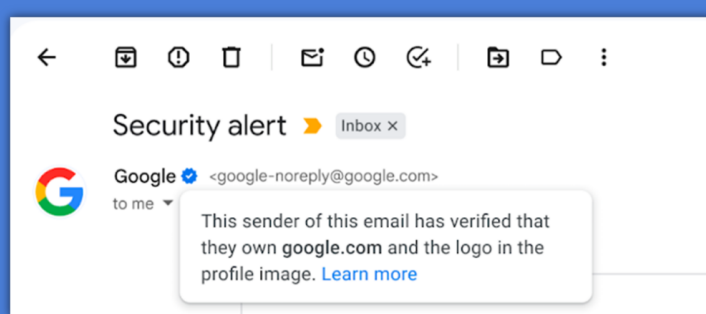## TOP 5 BENEFITS OF VMCs FOR IT PROFESSIONALS

### 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.
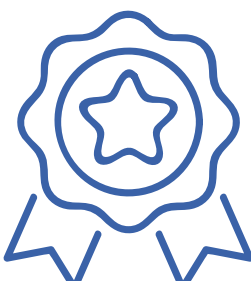
### 3 DMARC benefits
DMARC gives you much more visibility and control over the messages sent and received by your domain, and a VMC gives the rest of your organization another compelling reason to enforce DMARC.

### 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.

## Ready to get a VMC for your company?
Contact ID Security 1300 59 888 5  admin@idsecurity.com.au

**ID SECURITY**
Technology For Protection