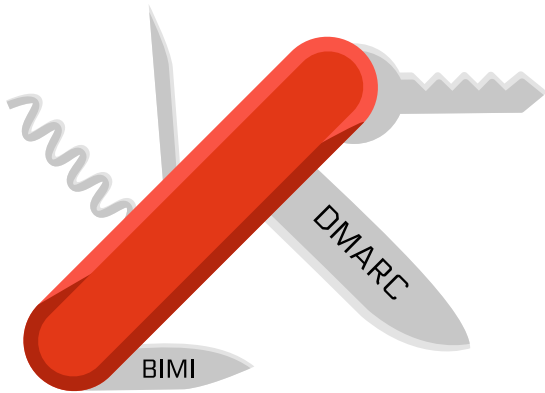


DMARC & BIMI WITH VMC: ESSENTIAL ADDITIONS TO YOUR ONLINE BRAND PROTECTION STRATEGY ■

THE THREAT LANDSCAPE FOR ONLINE BRAND ABUSE



SEG is a key measure for phishing prevention, but not the complete solution ■

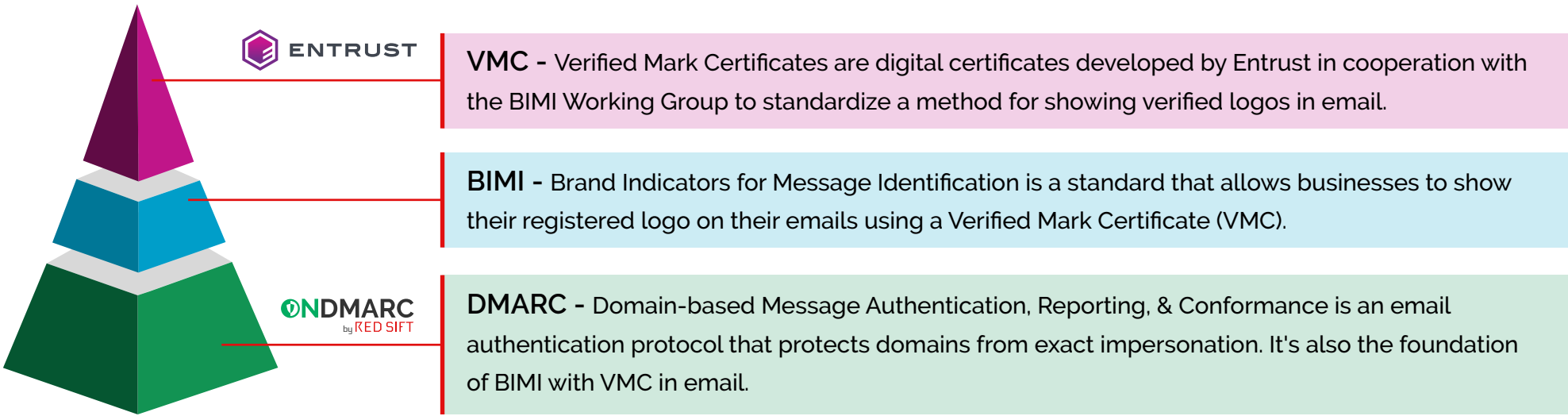
- Static-based approach

SEGs (Secure Email Gateways) use static, rules-based technology but attacks are constantly evolving.
- Senders are not considered

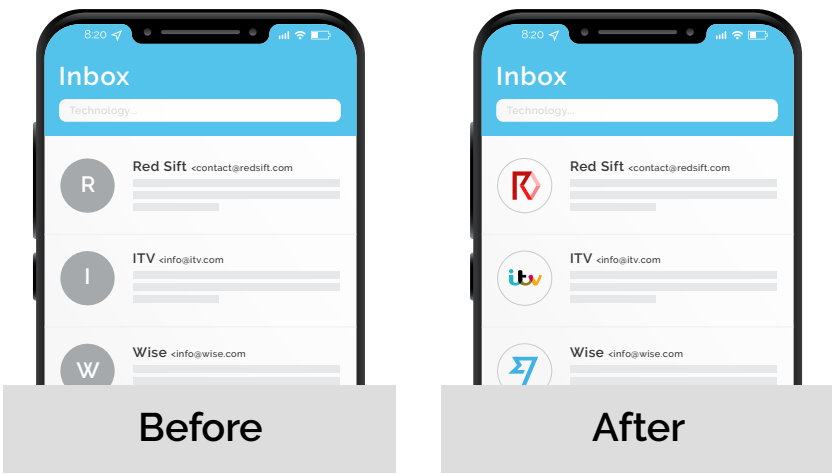
SEGs focuses solely on what's contained in the email, but not who sent it.
- Restricted protection

By focusing on malware, SEGs can miss the more probable impersonation and BEC attacks.

WHAT ARE DMARC AND BIMI WITH VMC? ■



WHAT ARE THE BENEFITS? ■



- 1 Shut down exact impersonation
- 2 Protect employees and customers from scams
- 3 Reinforce brand recognition
- 4 Increase open rates
- 5 Improve inbox placement and email deliverability rates

Find out if you're DMARC and BIMI-ready today!

CHECK YOUR DOMAIN NOW

1 <https://www.marketingweek.com/brand-safety-trademark-infringement-marketing-budgets-marketing-stats/>
2 <https://business.adobe.com/uk/blog/perspectives/7-in-10-customers-will-buy-more-from-brands-they-trust-uk>
3 <https://umbrella.cisco.com/info/2021-cyber-security-threat-trends-phishing-crypto-top-the-list>
4 <https://bimiradar.com/glob>