

Build your brand with BIMI

RED SIFT

Put your trademarked logo next to every email you send

What is BIMI?

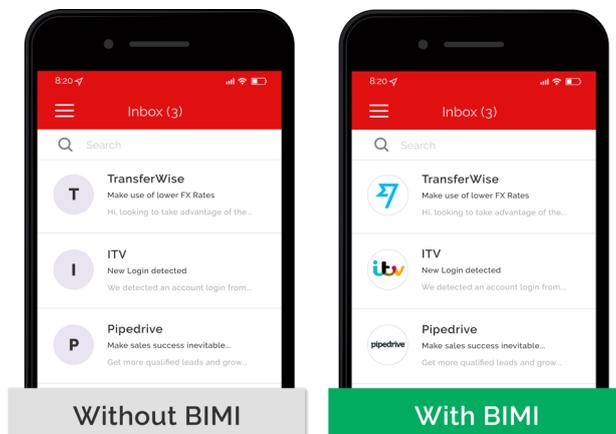
BIMI (Brand Indicators for Message Identification) is a way in which you can display your logo next to every email message you send. Showing a trademarked logo in emails instantly builds up brand confidence and visibility with every interaction.

Sounds great, but how does BIMI work?

BIMI is built on 2 checks taking place:

1. It checks you are sending your emails securely - it uses DMARC, an email security protocol, for this.
2. It checks you are the true owner of the trademark associated with the email domain - a Verified Mark Certificate (VMC) is issued for this.

If both DMARC and a VMC are in place, your logo will automatically appear in all inboxes for every email you send.



How BIMI enhances your brand experience



Increase brand recall

After a 5 second exposure, brands that had applied a trademarked logo increased their recall by up to 44%. The stronger the brand, the higher the recall increase, up to 120%.

44%

increase in brand recall*



Improve open rates

Irrespective of brand strength or market share, the inclusion of a trademarked logo uplifts open rates by up to 39% in both transactional and promotional email.

39%

increase in open rates*



Influence buyer behaviour

Prospects are more likely to purchase when a trademarked logo is applied. The email open uplift carried over to purchasing decisions with an average buying increase of up to 32%.

32%

average purchase increase*

*Data from research commissioned by UK/US Red Sift/Entrust study: Consumer Interaction with Brand Indicators in Email - April 2021



To find out how we can help you qualify for BIMI, contact us today!

Get in touch here

RED SIFT

BIMI strengthens email authentication



Enhance your email security posture

The combination of DMARC's anti-spoofing technology and a digital certificate (known as a VMC) authenticates your organization's BIMI record to create a verified visual standard of strong email authentication.



Prevent BEC and block phishing with DMARC

DMARC is the foundation of BIMI which, once configured, prevents BEC (Business Email Compromise) and blocks ongoing phishing attacks from reaching the mailboxes of your employees, partners and customers.

What will the process look like?



1. Joint kick-off call with Marketing and IT



2. DMARC implementation



3. Secure trademarked logo(s)



4. Verification process



5. Dedicated support throughout

Get BIMI certified with the only integrated solution on the market

Since 2020, Red Sift and Entrust have successfully led multiple global brands through the entire BIMI process from start to finish. We take care to guide both marketing and IT teams through all aspects of the process to ensure your organization qualifies for BIMI.

Red Sift is able to offer all new customers who purchase our BIMI Bundle:

- An exclusive OnDMARC subscription discount
- The ability to buy VMCs at a reduced rate
- A service level guarantee that you'll be DMARC secure within weeks - something that no other provider will offer!



ENTRUST

This offer isn't available anywhere else so if you'd like to learn more then **get in touch today!**

RED SIFT

The Red Sift Open Cloud is a data analysis platform that is purpose-built for the challenges of cybersecurity. By harnessing the power of AI we can securely collate, compute & visualize data from thousands of individual signals to help organizations to optimize their cybersecurity.

Products on the platform include OnDMARC and OnINBOX, SaaS applications that work together to close the net on the phishing problem by blocking outbound phishing attacks and analyzing the security of inbound communications for company-wide email threat intelligence.



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