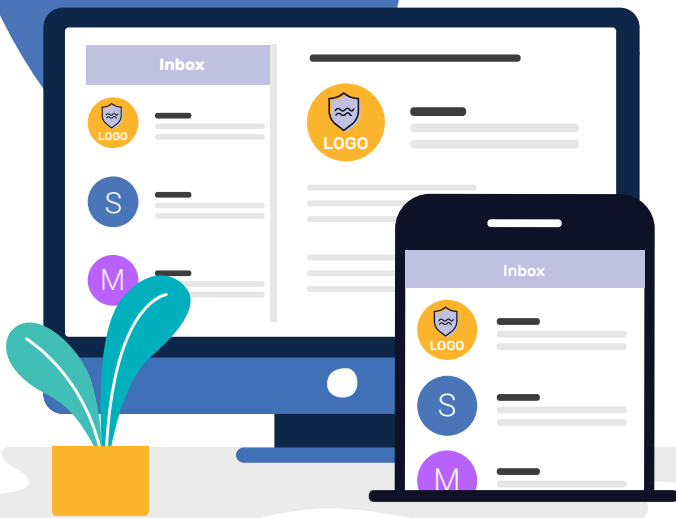


## Go the Extra Mile For Your Brand, Go BIMI

Your brand is the single most important part of your business that your customers associate with. It's not enough to have great products and services — people need to recognise and trust your brand. It's your personal seal of assurance, your business identity. The stronger your brand image, the better your chances are of getting through to potential customers.



## BIMI Will Take Your Brand Recall to the Next Level

Brand Indicators for Message Identification, or BIMi, is a standard that uses your brand presence to give your email more credibility. By affixing the logo of your brand on the emails you send, it acts as a second level of verification to let your customers know it's genuine. But with so many email authentication standards already being used today, you might be wondering:

## Why Do You Need BIMi?

So glad you asked. These are the best things about BIMi:

### Brand Recall

Every time you send an email, your customers will see your logo in their inbox, reinforcing your brand image.

### Customer Confidence

A familiar logo will be recognisable to customers as a brand they have a relationship with.

### Email Deliverability

An email that's immediately identified as trustworthy is much more likely to reach inboxes and get clicks.

### Visual Confirmation

Your logo is verified along with your email, so it's an easy way to indicate your message has been authenticated.

### DMARC-Based

BIMi builds on a foundation of DMARC, giving you more security with your existing DMARC deployment



## Do You Need DMARC?

Yes! Your domain needs to have DMARC deployed with a policy of  $p = \text{quarantine or reject}$ , with both SPF and DKIM enabled. You have to develop a good reputation as a sender for email receiving servers to see you as a trusted source. This means following email best practices and deliverability guidelines. Your track record determines whether or not the email receiver will display your BIMI-based logo. There's no time to waste, you better get started!

## What Does PowerDMARC Do Differently?

At PowerDMARC, we believe not just in doing something unique, but doing it better. Here's what we mean:

### Free Hosted BIMI

When you sign up for a DMARC deployment with PowerDMARC, you're also getting BIMI implementation on the house. Building your brand literally couldn't get easier.

### One-Click Implementation

With PowerDMARC, getting your very own BIMI-based logo isn't just easy, it's fast. Just upload your logo image, click one button and boom. You're done. You can leave the rest to us.



**BIMI is one of the newest email verification standards out there. The quicker you act, the easier it will be to build your brand image. Contact us now and get your own BIMI solution set up!**