DigiCert Mark Certificates for Email

Improve security, boost brand trust, increase engagement

digicert®

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What are DigiCert Mark Certificates?

DigiCert Mark Certificates help protect your brand from domain impersonation attacks and deliver trusted email communications directly to inboxes — making your logo visible alongside every authenticated message.

For organizations of all sizes, DigiCert Mark Certificates serve as a vital component of your digital risk protection while improving open rates and increasing trust and visibility for your brand. They enhance existing email authentication protocols, making it harder for bad actors to deliver convincing counterfeit messages to user mailboxes. They also help your authenticated messages stand out from the crowd, streamline your email communications, increase recipient engagement, and reinforce your brand promise of digital trust.

Unlike email authentication methods at the protocol level, which are hidden from recipients, DigiCert Mark Certificates provide visible proof that helps recipients instantly confirm that an email was sent from your domain. This visible verification allows users to distinguish legitimate emails from those spoofing your domain, effectively increasing trust in your brand and reducing the likelihood that users fall victim to scams.

How do mark certificates work?

DigiCert Mark Certificates are closely linked to the Brand Indicators for Message Identification (BIMI) email specification, which, in combination with Domain-based Message Authentication, Reporting, and Conformance (DMARC), provides end-to-end authentication of emails. DigiCert Mark Certificates serve as the foundation for BIMI implementation, providing the necessary trust to confirm that the logo and email domain are owned by the same organization and that the domain is authentic.

DigiCert offers different types of Mark Certificates for a variety of trademarks and logos:
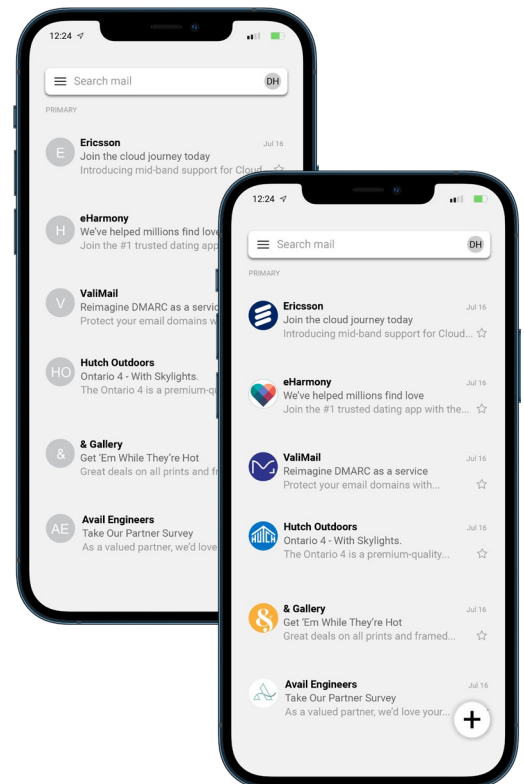
Verified Mark Certificates (VMC) for marks registered with a recognized trademark office.

Verified Mark Certificates for government marks granted by statute, regulation, or other action.

Common Mark Certificates (CMC) for modified trademarks or marks protected by prior use.

Features

Feature	Common Mark Certificates	Verified Mark Certificates
For use with registered trademarks		✓
For use with government seals		✓
For use with unregistered trademarks	✓	
Modified version of registered marks	✓	
Enables BIMI in supported email mailboxes	✓	✓
Enables the blue verified checkmark in Gmail		✓
Supports multiple email domains	✓	✓
Logo and certificate file hosting	✓	✓
Assistance with DMARC enablement (Valimail)	✓	✓

Benefits

Improve brand protection

Properly configuring and enforcing email authentication methods (DMARC) makes it harder for bad actors to impersonate a domain. This also helps maintain the domain reputation necessary for strong email delivery rates.

Reduce risk of email domain impersonation attacks

DigiCert Mark Certificates enable visual cues of email authenticity that help recipients avoid malicious email content sent by bad actors impersonating your domain. This applies to consumers, employees, and business partners, and threats like account takeover, ransomware, and invoice fraud.

Improve effectiveness of email communications

People are more likely to engage with email senders they trust. This includes bulk emails associated with marketing campaigns, transactional email associated with order processing, and emails among individuals.

Do you have more questions?

Email us today at **sales@digicert.com** or visit us at **digicert.com/vmc**

About Digicert

DigiCert is a leading global provider of digital trust, enabling individuals and businesses to engage online with the confidence that their footprint in the digital world is secure. DigiCert® ONE, the platform for digital trust, provides organizations with centralized visibility and control over a broad range of public and private trust needs, securing websites, enterprise access and communication, software, identity, content and devices. DigiCert pairs its award-winning software with its industry leadership in standards, support and operations, and is the digital trust provider of choice for leading companies around the world. For more information, visit **www.digicert.com** or follow on **LinkedIn**.