Entrust Verified Mark Certificate (VMC)
The smartest way to send email

CHALLENGE

Getting your brand noticed in a crowded inbox

Brands face a challenge differentiating themselves in a prospect's crowded inbox. They're looking for ways to make their emails more personal and enhance customer interaction – all while building their brand presence.

SOLUTION

Show your registered logo on your emails

Entrust Verified Mark Certificates (VMCs) are digital certificates that enable organizations to create a more immersive and personalized email experience by displaying their registered trademark logo in the avatar slot alongside emails. This helps them elevate their brand and stand out in their prospects' crowded inbox.

Now get the blue checkmark in Gmail with Entrust VMCs!

Gmail now offers a new checkmark for emails enabled with VMCs and BIMI. The blue checkmark icon indicates the sender of the email has verified that it owns the domain and the logo displayed in the avatar slot. This new checkmark is only available when VMC and DMARC are both implemented.

This is a good visual cue for recipients to identify verified email senders. Brands can leverage this to show that their certified emails can be trusted.

Learn more about Verified Mark Certificates at entrust.com

Entrust Verified Mark Certificate (VMC)

FEATURES AND BENEFITS

Automated installation and hosting

Entrust hosts the registered logo and certificate for an automated, hassle-free installation and renewal process. Set up once and reap the benefits with every email communication that follows.

Enhanced email strategy

Elevate your email marketing strategy by creating a more immersive brand experience for customers and prospects.

Brand recognition

Leveraging the avatar slot to display your brand logo brings immediate brand recognition to your recipient's inbox.

REQUIREMENTS

- Registered trademark logo
- DMARC anti-spoofing technology set to quarantine at 100% or reject policy
- Adherence to BIMI guidelines (our high assurance verification process promotes compliance)

BOOST EMAIL ENGAGEMENT

A June 2021 study* indicates that email engagement increases when brand logos are displayed in the inbox.

+21% increase in open rates positively impacts both transactional and promotional emails.

+18% increase in brand recall after a five-second exposure. And the stronger the brand, the higher the recall increase.

+34% increase in average purchase likelihood, indicating a better ROI.

* Report: Consumer Interaction with Visual Brands in Email, June 2021. All results shown are averages.

THE ENTRUST DIFFERENCE

Entrust conceptualized VMCs and was the primary developer behind this innovation. We collaborated with the Authindicators Working Group to formalize the BIMI (Brand Indicators for Message Identification) standards to enable the appearance of a verified logo on email. Entrust was the very first certification authority to issue a VMC back in September of 2019.

Be an early adopter and differentiate your brand!
Learn more at entrust.com/vmc

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