



# Gmail

# Blue checkmark



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DATAMEDIA | CRM.BUZZ

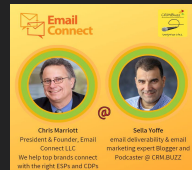
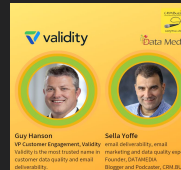
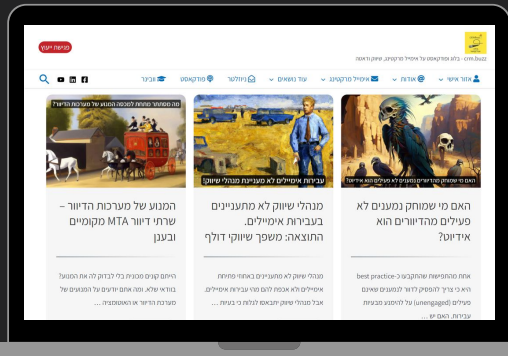
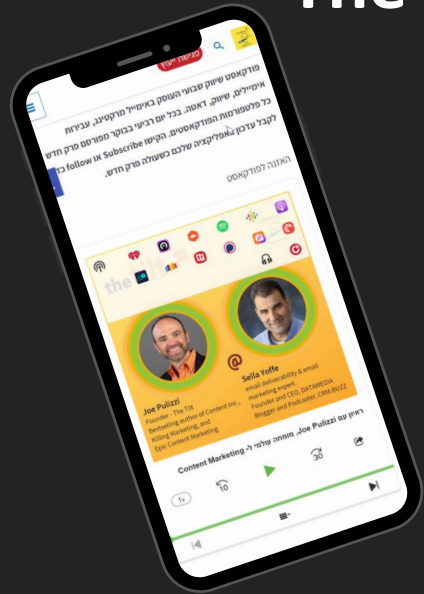
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[emaildeliverability.expert](https://emaildeliverability.expert)

- Email deliverability, email authentication and email strategy consulting.
- Working with globally senders, startups and ESPs.
- The creator of the blog and podcast CRM.BUZZ.
- Guest on email marketing forums, groups, webinars and podcasts.
- LinkedIn Email Marketing Top Voice



# The leading channel in Hebrew

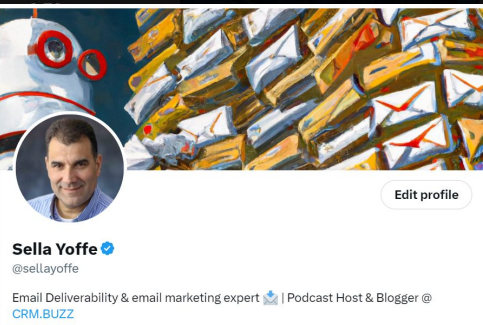
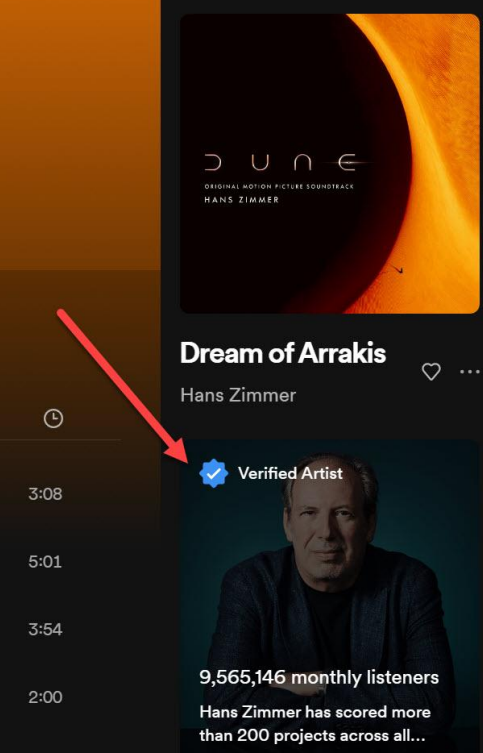


English Podcast (coming soon) **Emailgeeks.show**

My LinkedIn newsletter: **emailmarketing.buzz**

# verification on social platforms

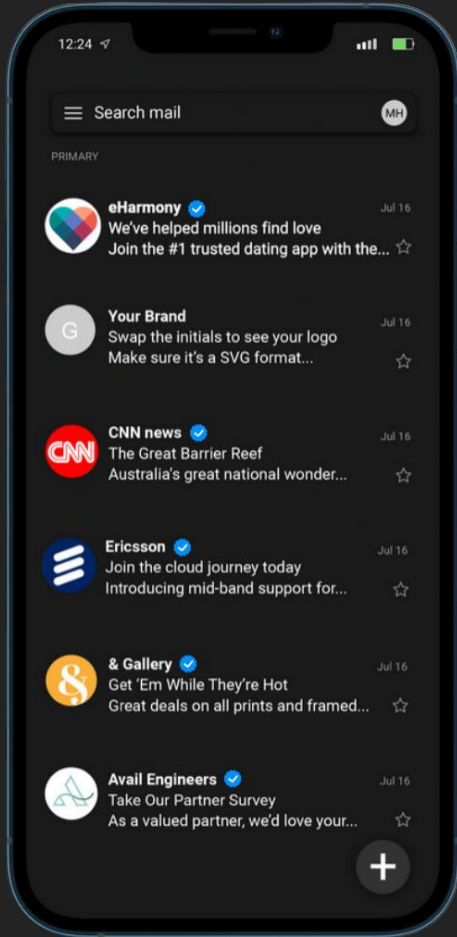
- The blue tick on Twitter (X).
- branding and credibility.
- Verification and blue tick on social networks.
- Verification and blue tick on applications.
- All these verifications depend on platform approval.





# Advantage of Gmail verification

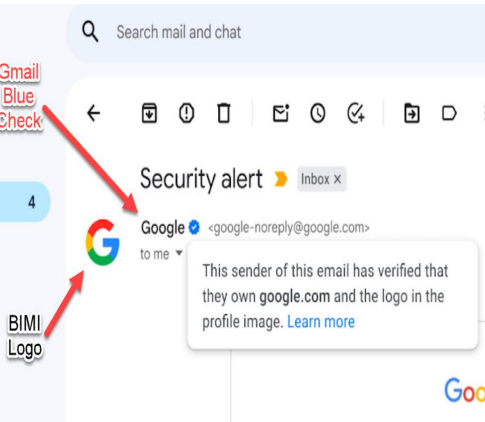
- Launched on 3/5/23 on Gmail/GWS.
- The inbox shows a verified logo (BIMI) instead of G.
- Standing out in the inbox.
- Trust is built through logos and verification.
- The blue checkmark next to the brand name confirms logo verification and domain ownership.
- Engagement rises by 10%.
- Advantages for marketers, IT elements, cybersecurity, and organizational security.
- The cherry on top is a combination of domain verification and branding.



# What is Gmail blue verification



- Displaying the verified logo (BIMI).
- Show a V in blue next to the brand name.
- Gmail does not handle the verification.
- It's difficult to obtain: The sender needs to go through a “verification process” (several months).
  - Validate the domain across all email platforms.
  - Confirm the brand's logo (trademark) and acquire a VMC certificate.
  - Evolve the implementation of DMARC enforcement.



# Why I like the Gmail checkmark

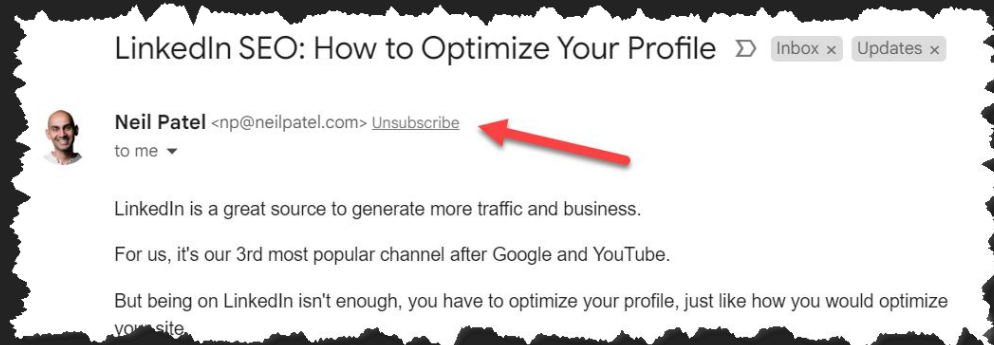


- The cherry in the cream.
- Refreshing branding.
- Marketing managers won't ask IT people: "Are our SPF and DKIM in alignment and do we have BIMI that includes VMC and enforced DMARC?"
- They would want to know: **"Do we have a blue tick in Gmail?"**



# MBPs Focus on email validation

- Starting 2024, Gmail and Yahoo (other MBP will join) employ protections for a safer, less spammy inbox.
- They will focus on email validation and sender authentication.
- They will be less tolerance to spam complaint.
- They want you set easy unsubscribe.





# Email Authentication

SPF, DKIM, DMARC



# The journey to the top



# Many brands do not authenticate

- Email <> Facebook Advertising system.
- Domain verification - permission for email platforms to send on behalf of the domain.
- Gmail is not your domain.
- Make sure the domain is registered under your name. You can check at whois.
- Make sure you have access to the registrar and DNS.
- The first step into deliverability - building domain reputation.
- With great power comes great responsibility.



# SPF

v=spf1 a mx include:spf.protection.outlook.com include:amazonses.com ~all  
current record additional record

total 7 DNS lookups

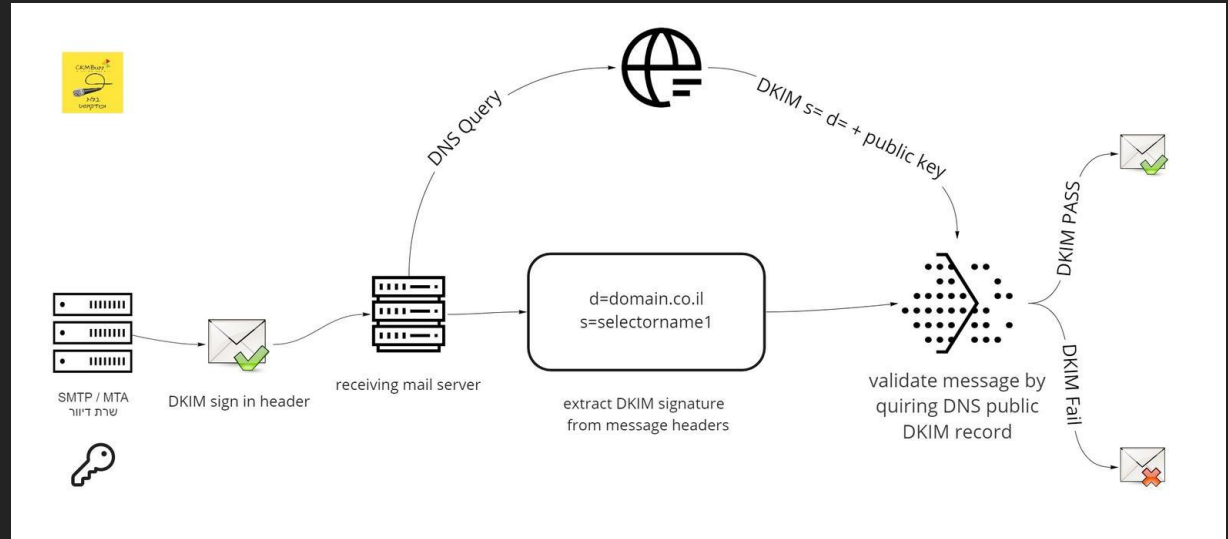
1 1 1 4

v=xpf1 a mx include:mcsv.net include:\_spf.google.com ~all

v=spf1 ip4:205.201.128.0/20  
ip4:198.2.128.0/18 ip4:148.105.8.0/21 -all

v=spf1 include:\_netblocks.google.com  
include:\_netblocks2.google.com  
include:\_netblocks3.google.com ~all

# DKIM



selectorname1.\_domainkey in TXT "v=DKIM1;p=keyrecord"

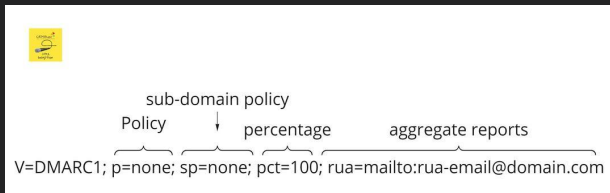
selector name      DKIM Space      DKIM record

ההודעה המקורית

<wM3EjN3cDOzgTO =EDM3EDO1QjN.2@inforumail.com>=>	מזהה הודעה
5 במאי 2022 בשעה 9:27 (בנסמרה לאחר 36 שניות)	תאריך יצירה:
טבע נאות <online@teva-naot.co.il>	מאת:
	אל:
טבע נאות - הכי נוח. הכי ישראלי. - 50 שם לרכישה באתר. חג עצמאות שמח! פרסומת.	נושא:
PASS עם כתובת ה-IP 212.29.237 מידע נוסף	:SPF
'PASS' עם דומיין mail1008.com מידע נוסף	:DKIM

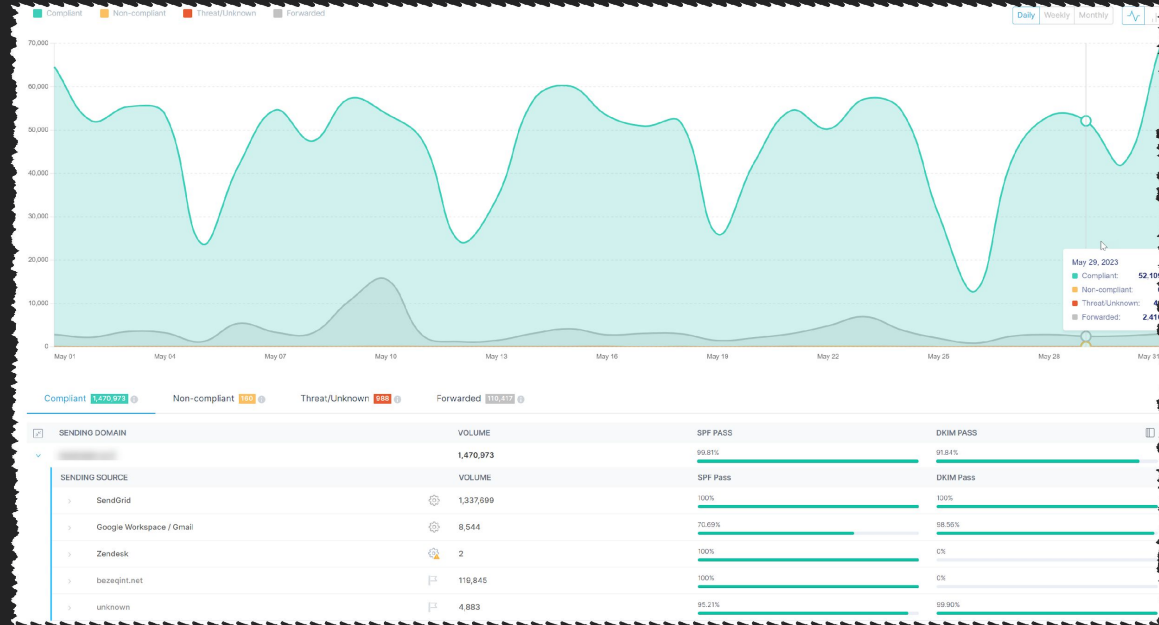
# DMARC

- It is intended to protect brands and domains. It is not a domain verification protocol.
- DMARC “rides above” SPF, DKIM.
- It provides context between SPF and DKIM.
- DMARC defines a policy for the receiving server on how to handle incoming emails in case of mismatch or failure in authentication protocols (spoofing attempts), who to report to, and how.
- Improvement requires enforcement (not in p=none).





# DMARC reports



bezeqint.net		119,845		100%		0%		
PTR/Source IP	Volume	Delivery status	SPF	SPF Auth. Results	DKIM	DKIM Auth. Results	Reporter	Date
62.80.29.197 - bezeqint.net	359	DELIVERED	PASS	PASS	FAIL		google.com	May 31, 2023
62.80.29.222 - bezeqint.net	279	DELIVERED	PASS	PASS	FAIL		google.com	May 31, 2023
62.81.92.204 - bezeqint.net	12	DELIVERED	PASS	PASS	FAIL		google.com	May 31, 2023
62.81.92.204 - bezeqint.net	623	DELIVERED	PASS	PASS	FAIL		google.com	May 31, 2023

# SPF

Result **Raw** DNS Debug

This is an invalid SPF record. It has 17 terms that cause DNS queries, which

This is an *approximate* list of the IP addresses that the domain meshulam.co.i

v=DMARC1;p=none

## amazonse

23.249.208.0/20 (4096 addresses)  
 23.251.224.0/19 (8192 addresses)  
 52.82.172.0/22 (1024 addresses)  
 54.240.0.0/17 (32768 addresses)  
 69.169.224.0/20 (4096 addresses)  
 76.223.128.0/19 (8192 addresses)  
 76.223.176.0/20 (4096 addresses)  
 199.127.232.0/22 (1024 addresses)  
 199.255.192.0/22 (1024 addresses)

## emailv

84.244.139.0/24 (256 addresses)  
 94.130.119.174/32 (1 address)  
 138.201.38.12/32 (1 address)  
 138.201.38.40/32 (1 address)  
 138.201.72.192/29 (8 addresses)  
 138.201.162.184/29 (8 addresses)  
 178.63.235.24/29 (8 addresses)  
 193.169.246.0/23 (512 addresses)  
 212.29.221.192/26 (64 addresses)  
 212.143.212.0/24 (256 addresses)  
 212.235.125.32/27 (32 addresses)

## google

35.190.247.0/24 (256 addresses)  
 35.191.0.0/16 (65536 addresses)

# Domain authentication mistakes

- It seems like everyone has the ability to send emails. Is email simple? Maybe not.
- It demands continuous attention, not a one-time approach. There is a risk of improper authentication.
- Exceed the SPF limit.
- Multiple SPF - but the limit is only one per domain.
- DKIM authentication is not performed, rotation is not done, and more.
- Multiple applications fall under the same domain.
- Implementing DMARC incorrectly can be harmful.
- Separating domain registrant, DNS, business email, and web hosting is crucial.

# The journey to the top



# The DMARC journey

- Employ DMARC using a tool.
- DMARC identifies all infrastructure sending on behalf of a domain.
- Start: P=none, continue with: P=quarantine. Destination: P=reject / PCT=100
- Each stage takes around a month.
- Monitoring must be continued.
- DMARCbis (DMARC 2.0) is a soon-to-be-launched protocol.

# BIMI logo

- The recipient cannot see the domain authentication protocols. That's what the receiving side does.
- The BIMI logo ensures visual authentication.
- it's like a "wax seal".
- The Bimi logo will boost engagement rates.
- It lowers the risk of falling for phishing attempts.

Lookup and check results for [ups.com](https://www.ups.com) domain

## BIMI Status

Record value:

v=BIMI1; t=https://www.ups.com/assets/resources/bimi/ups\_bimi\_logo.svg;  
a=https://www.ups.com/assets/resources/bimi/ups\_bimi\_vmc.pem;

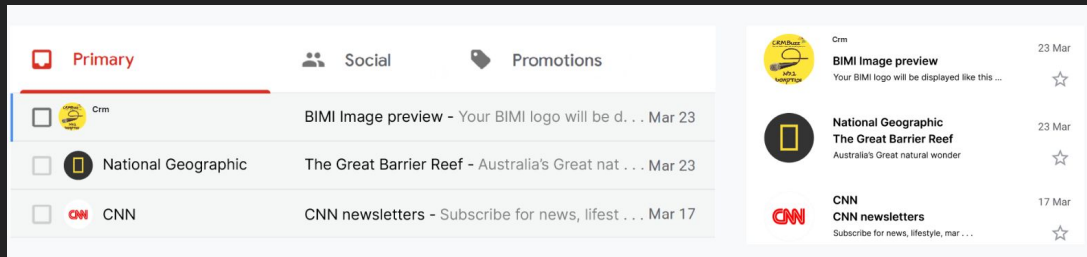
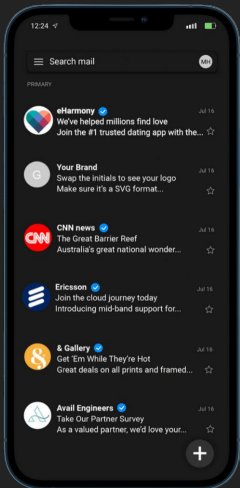
## Logo Validation

Logo URL:

[https://www.ups.com/assets/resources/bimi/ups\\_bimi\\_logo.svg](https://www.ups.com/assets/resources/bimi/ups_bimi_logo.svg)

Logo details:

SVG logo:	Title:	UPS Shield
	Size:	2.9 KB
	SVG version:	1.2
	SVG baseProfile:	tiny-ps



# VMC certificate

- Registering a trademark for the brand logo in the relevant territory is necessary for obtaining a VMC certificate.
- The annual cost of the VMC certificate ranges from \$1,300 to \$1,500.
- At the moment, there are just two validation offices available: DigiCert and Entrust.
- VMC is not required by all email providers.

**Order summary**

Verified Mark Certificate  
1-year plan

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**Price details**

Base price	\$1,499.00 USD
Primary email domain x 1 year	

---

**Subtotal** \$1,499.00 USD

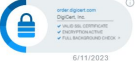
---

**Total** \$1,499.00 USD   
Applicable tax not included

---

**Included with your order**

- ✓ 24/7 support
- ✓ Highest-rated Certificate Authority for customer service worldwide
- ✓ Free reissues and replacements for the lifetime of the certificate







DigiCert, Inc.  
✓ DIGICERT CERTIFICATE  
✓ AUTHENTICATED  
✓ FREE REISSUES AND REPLACEMENTS

6/11/2023

Secure checkout

**Calculate Your Price**

Subscription Term  Payment Option 

1 Year  One-time 

Term will apply to all subscription-based items in your cart

<b>Quantity</b>	
Verified Mark \$1,299.00 each	<input type="text" value="1"/>
Extra Domain for Verified Mark \$499.00 each	<input type="text" value="0"/>


**Subtotal \*** **\$1,299.00**



[Add to Cart](#)




\* Please check your cart for multi-year subscription discounts and available payment options.

**Certificate Validation**




Certificate URL:  
[https://www.aexp-static.com/cdaas/one/statics/@americanexpress/static-assets/2.30.1/package/dist/bim/american\\_express\\_company.pem](https://www.aexp-static.com/cdaas/one/statics/@americanexpress/static-assets/2.30.1/package/dist/bim/american_express_company.pem)

<b>Embedded logo:</b>	
<b>Valid from:</b>	Apr 18, 2023
<b>Expires on:</b>	Apr 17, 2024 (311 days left)
<b>Issuer:</b>	DigiCert, Inc. US DigiCert Verified Mark RSA4096 SHA256 2021 CA1
<b>Serial number:</b>	2056673104930459862202166918767926529
<b>Organization name:</b>	American Express Company
<b>Trademark registration:</b>	6234155

**Primary**  Social  Promotions

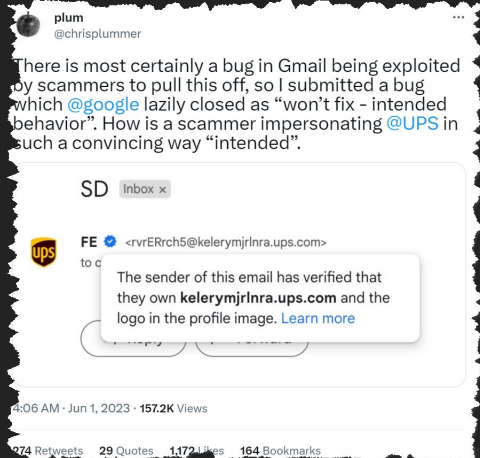
	BIMI Image preview - Your BIMI logo will be d... Mar 23	23 Mar
	The Great Barrier Reef - Australia's Great nat... Mar 23	23 Mar
	CNN newsletters - Subscribe for news, lifest... Mar 17	17 Mar

**Theme Preview**

Circle	Rounded rectangle	Square
		

# Forgery of the checkmark

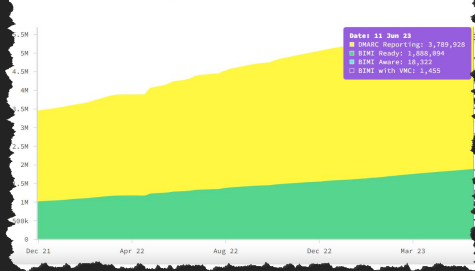
- A security researcher published on Twitter that he managed to bypass Gmail's authentication mechanism.
- He exploited an existing vulnerability and used the Double DKIM mechanism and an Exchange server.
- Google is investigating and improving the mechanism.
- It is not a show stopper.



# Gmail blue challenges

- Suitable for brands that are ready to make the journey.
- Costs: consultation and guidance, DMARC monitoring tools, trademark registration, annual VMC cost.
- Not suitable for small businesses and bloggers. Minimal adoption: around 1,500 domains display the VMC logo.

DMARC adoption timeline by number of domains



## DMARC

DMARC Found	Domain Count	Percentage
Has DMARC	1129601	11.30%
No DMARC	8870399	88.70%

DMARC Policy	Domain Count	Percentage
None	692352	61.38%
Quarantine	231575	20.53%
Reject	204001	18.09%

## BIMI

BIMI Found	Domain Count	Percentage
Has BIMI	13969	0.14%
No BIMI	9986031	99.86%







BIMI with VMC	Domain Count	Percentage
Has VMC	1495	10.70%
No VMC	12474	89.30%

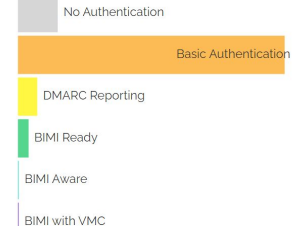


We track 71,368,451 domains as part of this survey. DMARC readiness for BIMI in this group is 3.0%

## Readiness levels

Last updated on October 7, 2023 5:10 AM

-  **No Authentication** These domains are not ready to send email with any level of authentication. Why is this important?
-  **Basic Authentication** While these domains have some mechanisms in place for outbound email authentication, this is not sufficient protection for today's threat landscape. Why SPF & DKIM are not enough in 2023.
-  **DMARC Reporting** These domains have started their DMARC implementation but have not yet progressed to a secure enough policy to qualify for BIMI.
-  **BIMI Ready** These domains have the DMARC policy required to deploy BIMI. Read about BIMI Ready and why it needs DMARC in p-reject.
-  **BIMI Aware** These domains have advertised the start of their BIMI deployment by publishing an unverified logo.
-  **BIMI with VMC** These market leaders have completed all the steps above and have obtained a Verified Mark Certificate for their registered trademarks.





# Q & A

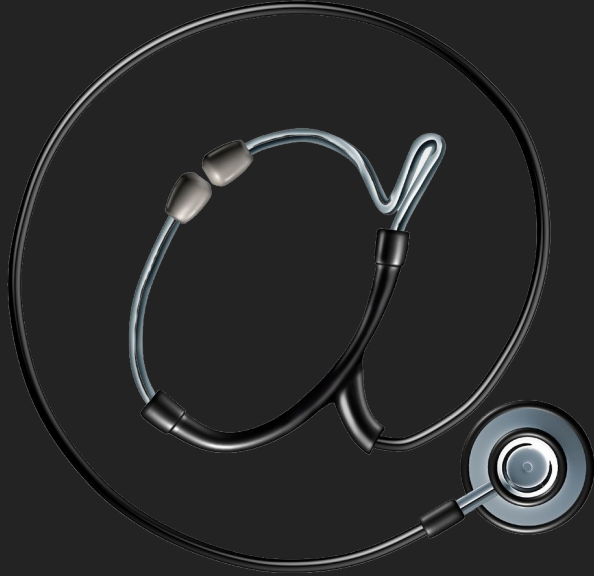


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- 1/2 minutes of free discovery and consultation call.





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