VALIMAIL

Gmail: BIMI Gets Easier with CMC

Al Iverson

October 29, 2024

Agenda
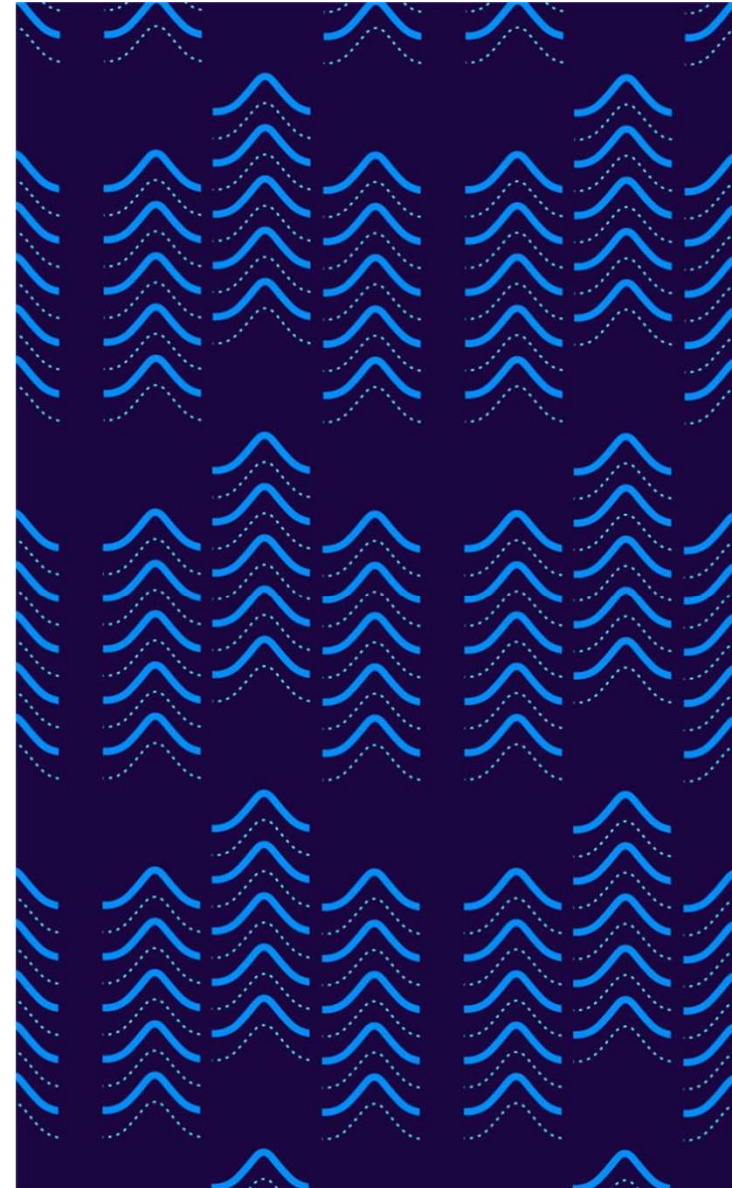
Who am I?

Al Iverson

Industry Research and Community Lead
Valimail

Deliverability Blogger
Spam Resource (Since 2001)

Deliverability/Email Technology History
All the way back to 1998-ish

www.spamresource.com
www.aliverson.com

Valimail

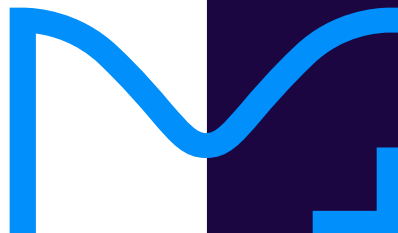**DMARC Service Provider**
Founded in 2014
50,000 customers

DMARC Service Offerings
Valimail Monitor (FREE!)
Valimail Enforce (Paid)

www.valimail.com

What is BIMI?

BIMI = Brand Indicators for Message Identification

BIMI is an email specification which puts you in control of how your logo appears within recipient inboxes

Rather than just letting the inbox provider guess at your logo, displaying generic avatars, or just displaying the company's initials

Without BIMI   **With BIMI**

BIMI Overview

BIMI: Brand Identifiers for Message Identification

- Email sender logo in the inbox

- Publish DNS record with an SVG (vector) logo reference, to a certain specification (Tiny PS)

- Requires DMARC setting for domain to be quarantine or reject

- Mailbox providers support varies:

  - No Microsoft support

  - Apple/Google require paid VMC (Verified Mark Certificate)

  - Yahoo will display without cert

  - Google now also supporting CMC (Common Mark Certificate)

- See https://bimigroup.org/ for info

BIMI Benefits

Enhanced Brand Visibility
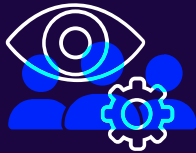Your brand's logo is displayed directly in the inbox, more brand impressions for you

Boost in Engagement
Branded emails have been shown to drive more engagement by up to 3-4% increase in open rates

Competitive Edge
Standing out in the inbox with a logo gives you an edge, especially if competitors aren't using BIMI

Boosted Trust
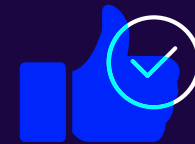Recipients can visually verify the authenticity of your emails, fostering trust.

Better Customer Experience
You're in control of the logo that shows on your email providing a better and more recognizable email experience.

Protection Against Phishing
BIMI helps reduce the risk of phishing attacks because no one can spoof a domain and get a brand's logo to show on a fraudulent message

BIMI Mailbox Provider Support

Supports BIMI
- onet POCZTA
- WEB.DE GMX
- yahoo!
- Zoho Mail
- ZONE
- Zoner

Supports BIMI
- Apple
- au
- CLOUDMARK A PROOFPOINT COMPANY
- Fastmail
- Google
- LA POSTE

Considering BIMI
- at mail
- BT
- COMCAST
- mail.com
- QUALITIA
- SEZNAM.CZ
- YAHOO! JAPAN

Does not support BIMI
- Microsoft

Mailbox Provider Support % Breakdown

Major Mailbox Providers	VMC* – requires trademark logo	CMC – requires logo with one year of use
Google	X	X
Yahoo	X – not required	X – not required
Apple	X	
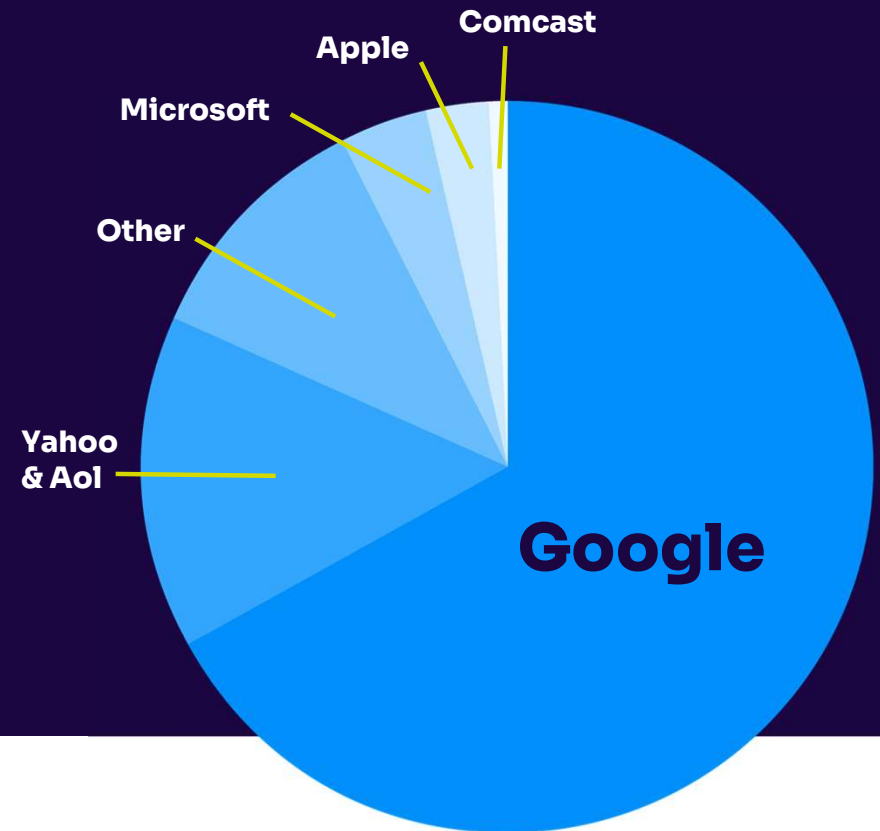
[Full list of mailbox providers](#) that support BIMI

*With a VMC, you get the additional benefit of having a blue checkmark next to your logo.

Typical B2C Sender Mailbox Provider Breakdown

Comcast
Apple
Microsoft
Other
Yahoo & Aol
Google

Example BIMI Logos

amazon.de	teamviewer.com	pandora.com
tripadvisor.com	webmd.com	nypost.com
atlassian.com	qualtrics.com	
mailchimp.com	tradingview.com	wix.com
yelp.com	shutterstock.com	aetna.com
quizlet.com	amazon.in	
npr.org	rakuten.co.jp	amazon.co.jp
nvidia.com	amazon.cn	mediafire.com
amazon.ca	agoda.com	
ft.com	trendmicro.com	wired.com
opensea.io	turo.com	aircanada.com
amazon.fr	amazon.it	
duolingo.com	trustpilot.com	ikea.com
clover.com	idealista.com	upwork.com
optimizely.com	latimes.com	

See www.wombatmail.com/bimi/ for more

Example BIMI Logos

linkedin.com · amazon.com · digicert.com · spotify.com · wellsfargo.com · taboola.com · uber.com · zocdoc.com

vimeo.com · wordpress.com · roblox.com · tiktok.com · discord.com · shopify.com · odoo.com · hubspot.com

reddit.com · snapchat.com · tumblr.com · dropbox.com · amazon.co.uk · launchdarkly.com · booking.com · roku.com

aliexpress.com · t-mobile.com · gravatar.com · paypal.com · steampowered.com · bet365.com · openai.com · outbrain.com

cnn.com · ebay.com · godaddy.com · reg.ru · businessinsider.com · giphy.com · autodesk.com · eventbrite.com

See www.wombatmail.com/bimi/ for more

BIMI Growth by Month (Top 10 Million)

■ VMC　■ No VMC

How to Implement BIMI

1. **BE AT DMARC ENFORCEMENT**
2. **PURCHASE VMC OR CMC**
3. **FORMAT YOUR SVG LOGO**
4. **UPDATE BIMI DNS RECORD**
5. **LOGO APPEARS AT MAILBOX PROVIDERS**
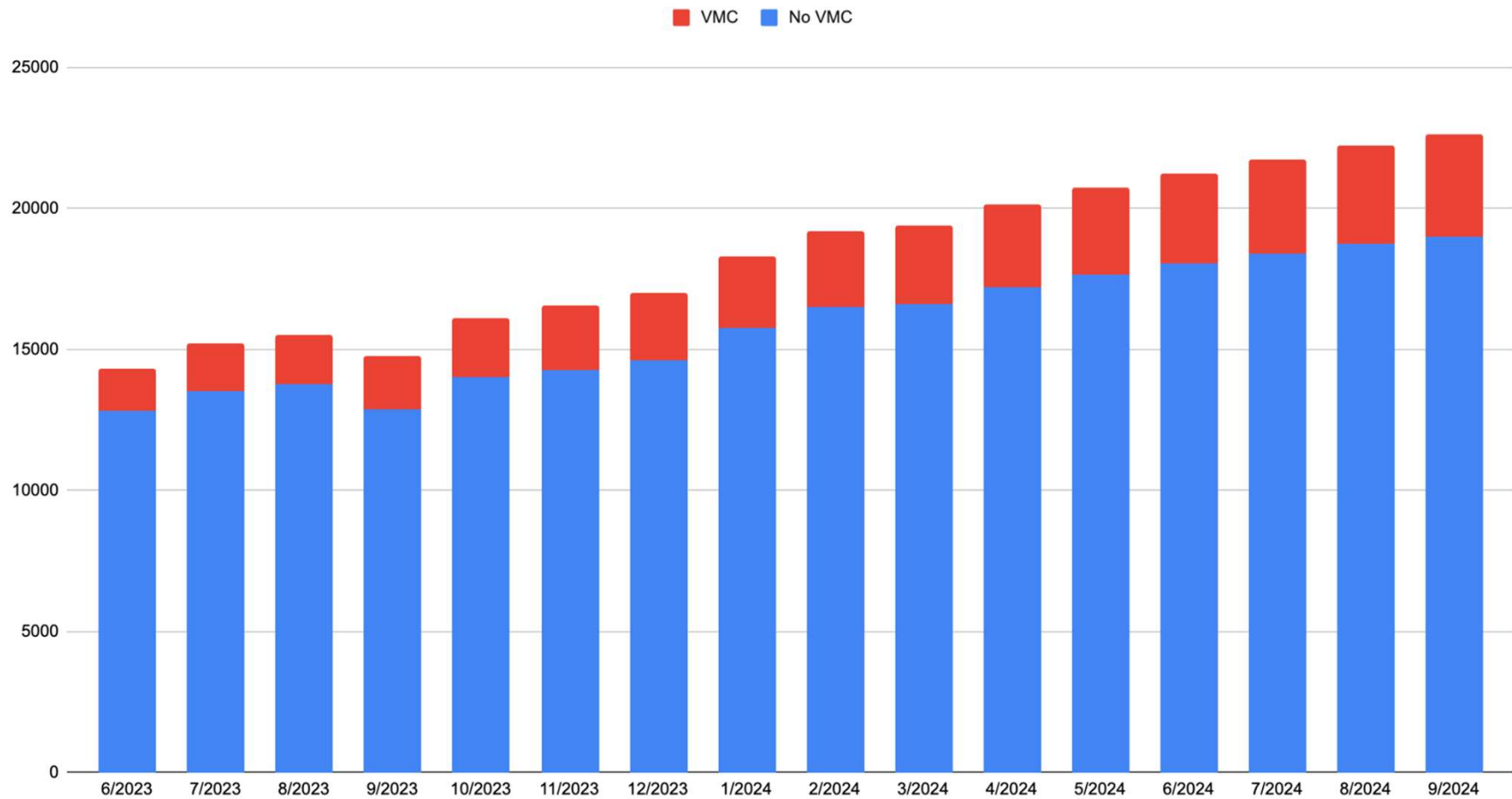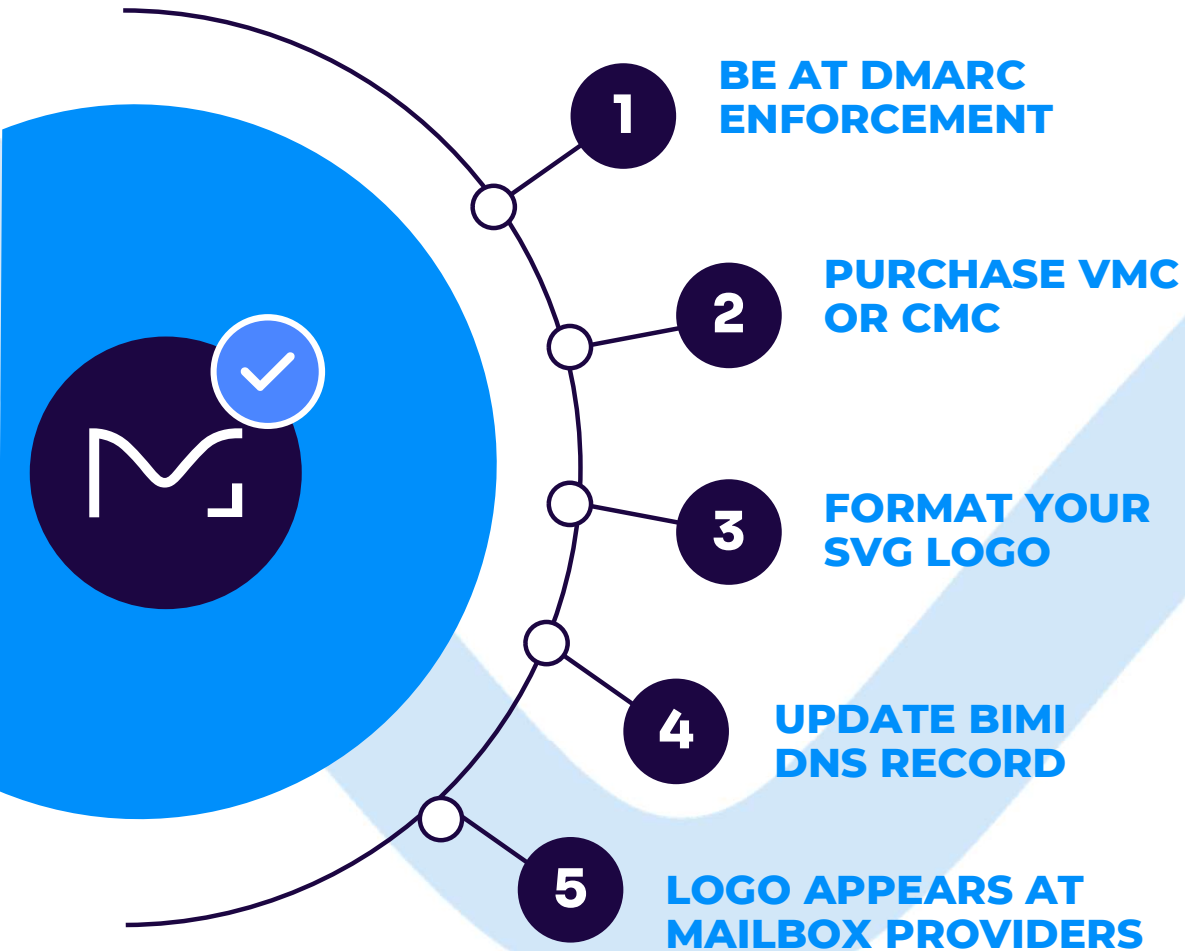
We Make It Easy – One Stop Shop

- Valimail Amplify is the only fully automated BIMI solution on the market
- We streamline the process of acquiring and managing your VMC or CMC
- We provide **single-click logo configuration** for your domains

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What is a CMC?

CMC: Common Mark Certificate

- New type of certificate to show that company and logo have been verified

- Supported only by Gmail

- Effective Coverage: **Yahoo + Gmail**

- Unlike VMC (Verified Mark Certificate), logo does not need to be trademarked.

- Unlike VMC, blue checkmark does not display in Gmail.

The Valimail Team ✔

Yes with VMC (only) ↗

VMC versus CMC: Similarities

For both Verified Mark Certificate and Common Mark Certificate:

- Yearly cert, purchased from Certificate Authorities (CAs)

- CAs supporting VMC/CMC are Entrust and Digicert

- Vetting process similar. Must be company, must be verifiable via third party data, must be contactable via phone.

- Prices are likely to be similar; CMC might show some discount, but not more (vetting process not easier for CMC)

- BIMI DNS record is the same. Link to SVG (logo), link to PEM (cert).

VMC versus CMC: Differences

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Verified Mark Certificate

Requires Trademarked Logo

Trademark must be in one of the supported jurisdictions

Cannot deviate from trademarked design

Blue check appears in webmail and mobile app

Common Mark Certificate

Logo need not be trademarked

Logo must be demonstrably in use for past 12+ months

Certificate Authority verifies using Internet Archive

No blue check

or

Common Mark Certificate

Can start with trademarked logo

Can modify trademarked logo up to 49%

Colors generally don't count as part of the % change

No blue check

Q&A

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