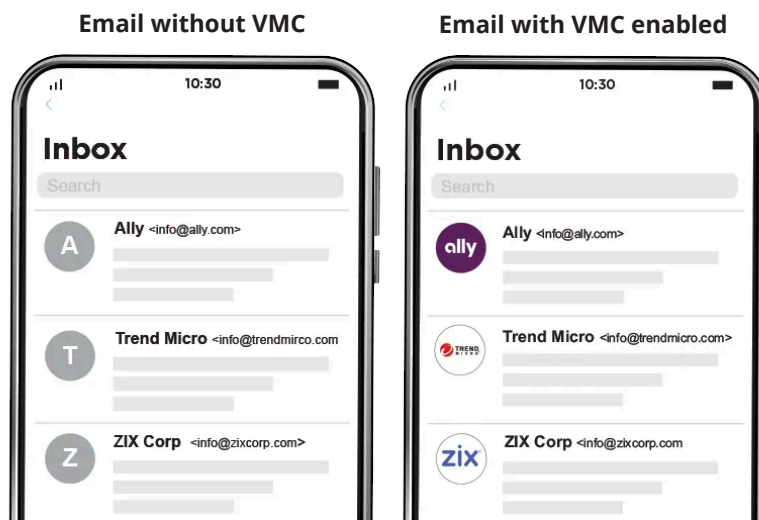


# Entrust Verified Mark Certificates

## What are Verified Mark Certificates?

Verified Mark Certificates (VMCs) are digital certificates that allow organisations to display their registered trademark logo alongside outgoing emails. This feature is available in the avatar slot on Gmail and other email service providers that support Brand Indicators for Message Identification (BIMI). VMCs help your emails stand out and get noticed in a crowded inbox while protecting them against fraud through DMARC's anti-spoofing technology.



## VMC Brand Benefits



### More Brand Impressions

Increase the number of brand impressions by displaying your logo alongside every email.



### Elevated Brand Reputation

Build customer confidence with a tech-savvy, security-conscious approach to email communications.



### Increased Email Engagement

VMCs help your emails stand out in a crowded inbox, boosting open rates, brand recall and purchase likelihood.

## VMC Security Benefits



### Automated Installation and Hosting

Entrust hosts the registered logo and certificate for an automated, hassle-free installation and renewal process.



### Reduced Fraud Risk

DMARC's anti-spoofing technology protects your emails against fraud.



### Improved Email Deliverability

DMARC compliance means emails are less likely to be delivered to spam folders.

## 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.
- **Control logo from sending domains** – After one-time setup, the mailbox provider calls the DNS server and embeds the logo in your email communications — giving the brand owner control over the displayed logo.
- **Enhance email strategy** – Create a more immersive brand experience as well as elevating email security.
- **Centralised management in Entrust Certificate Services (ECS)** – Customers can request verification for VMCs and manage their associated brand logos via ECS, the robust certificate management platform of Entrust, making it easier to manage the end-to-end experience for multiple brands from a central platform.
- **Brand recognition** – Leveraging the avatar slot to display your brand logo brings immediate brand recognition to your recipients' inbox.

Features	Description
Installation	Automated
Logo Hosting	Yes
BIMI Compliant	Yes
Validity Period	1 year
Logos	1 per certificate
Email Domains	Add up to 250 email domains (Additional fee per domain)
Supports BIMI Selector Header	Yes
Supports CAA Checking	Yes
Verification	High Assurance
Automated CSR Generation	Available
Customer Service	24 x 7
Certificate & Lifecycle Management	Yes

## 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)

## ABOUT NETRUST

Netrust is Asia's first public Certificate Authority (CA) and Singapore's only commercial IMDA-accredited CA. Established in 1997, it has been providing digital ID certificates widely used for secure authentication, secure VPN, secure email, digital signing and other applications. Private sector companies and Government agencies such as Building and Construction Authority, Singapore Land Authority and Land Transport Authority employ Netrust's PKI solution in their environment to enhance security and convenience, and to safely complete their electronic transactions on the Internet.

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