THE FIRST 100 DAYS OF BIMI

Brand **I**ndicators for **M**essage **I**dentification

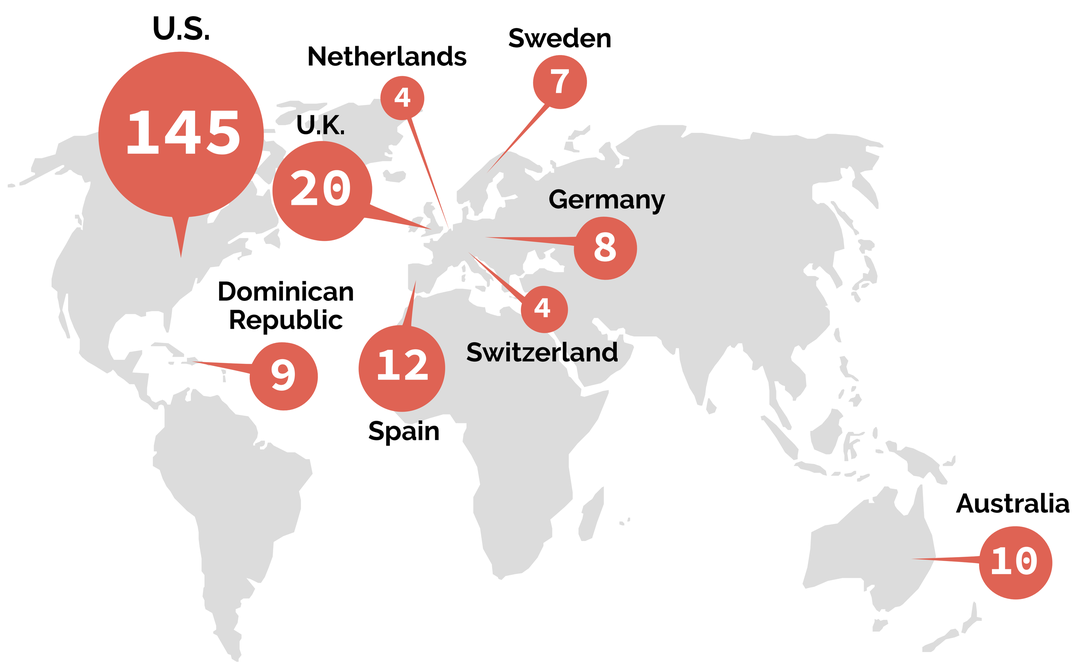
What is it?

Brand Indicators for Message Identification (BIMI) lets businesses show their logos in the avatar slot of DMARC authenticated emails. To be BIMI certified, businesses **must be DMARC compliant** and have a **Verified Mark Certificate** (VMC) issued by a certified provider. To create this infographic, we have monitored organizational domains with valid VMC certificates only, and enriched the public DNS data with our firmographic dataset to assess location and industry.

Total BIMI VMC certificates issued worldwide	Average BIMI VMC certificates per brand
245	1.3

BIMI VMC certificates issued by territory*

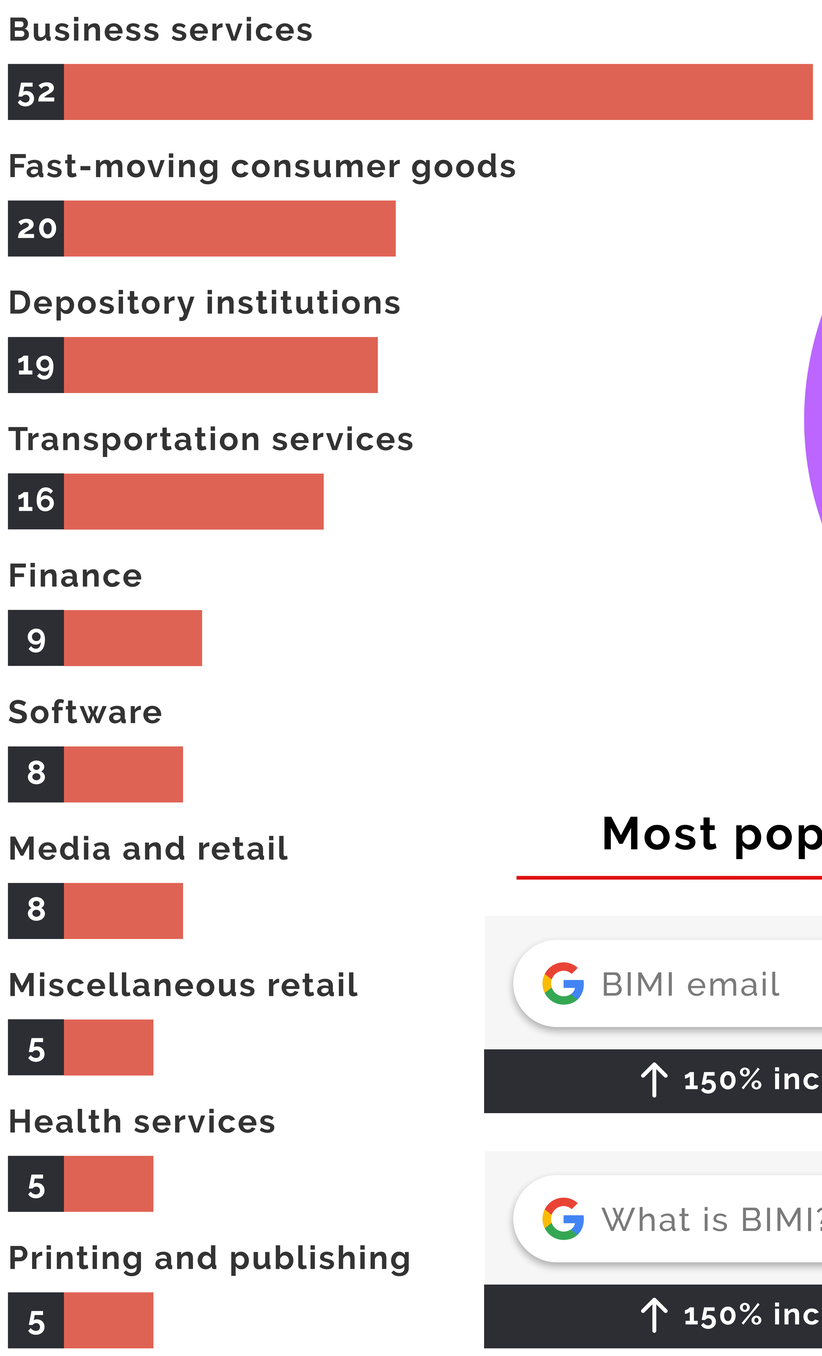
United States (U.S.)	145	Germany	8
United Kingdom (U.K.)	20	Sweden	7
Spain	12	Netherlands	4
Australia	10	Switzerland	4
Dominican Republic	9	Italy	2



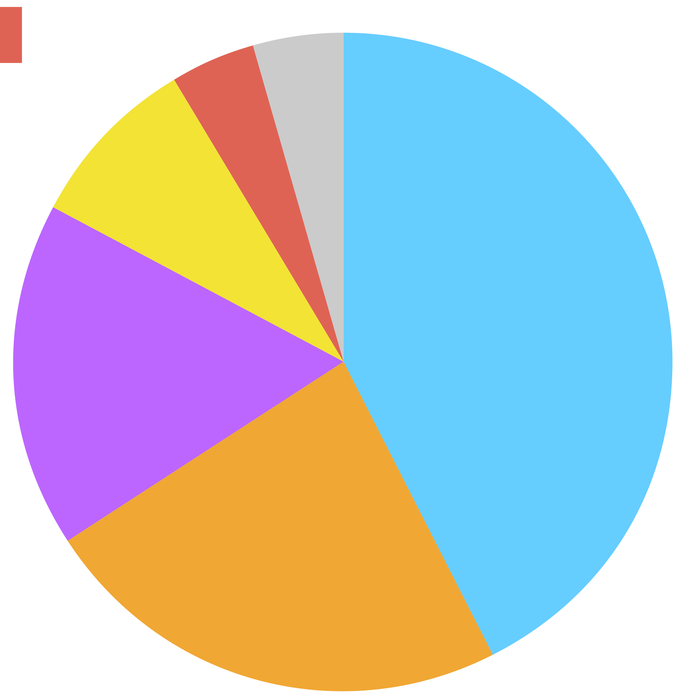
**One or more certificates per country issued to following territories: Belgium, Czechia, Denmark, France, Guernsey, India, Israel, Japan, Luxembourg, New Zealand, Poland and Romania.*

**13 further VMC certificates issued to territories we were unable to identify.*

BIMI VMC certificates by industry



BIMI VMC certificates by Top Level Domain
(TLD by industry)



Fast-moving consumer goods	20
Transportation services	11
Software	8
Finance	4
Business services	2
Miscellaneous retail	2

Most popular Google keywords for BIMI

BIMI email	↑ 150% increase
BIMI logo	↑ 51% increase
BIMI record	↑ 133% increase
What is BIMI?	↑ 150% increase
VMC Certificate	↑ 300% increase
Google BIMI	↑ 133% increase

Discover how BIMI can allow you to display your trademarked logo in every email you send!

Get in touch today

RED SIFT