SENDMARC

Welcome

Our webinar will start soon

SENDMARC

Data Interpretation & Industry Updates

Discussion Points for Today

Data interpretation

Interpreting the data in the Sendmarc Client Portal

Data insights tailored to different personas

Partner Toolkit

Black Friday and Cyber Monday Partner Toolkit

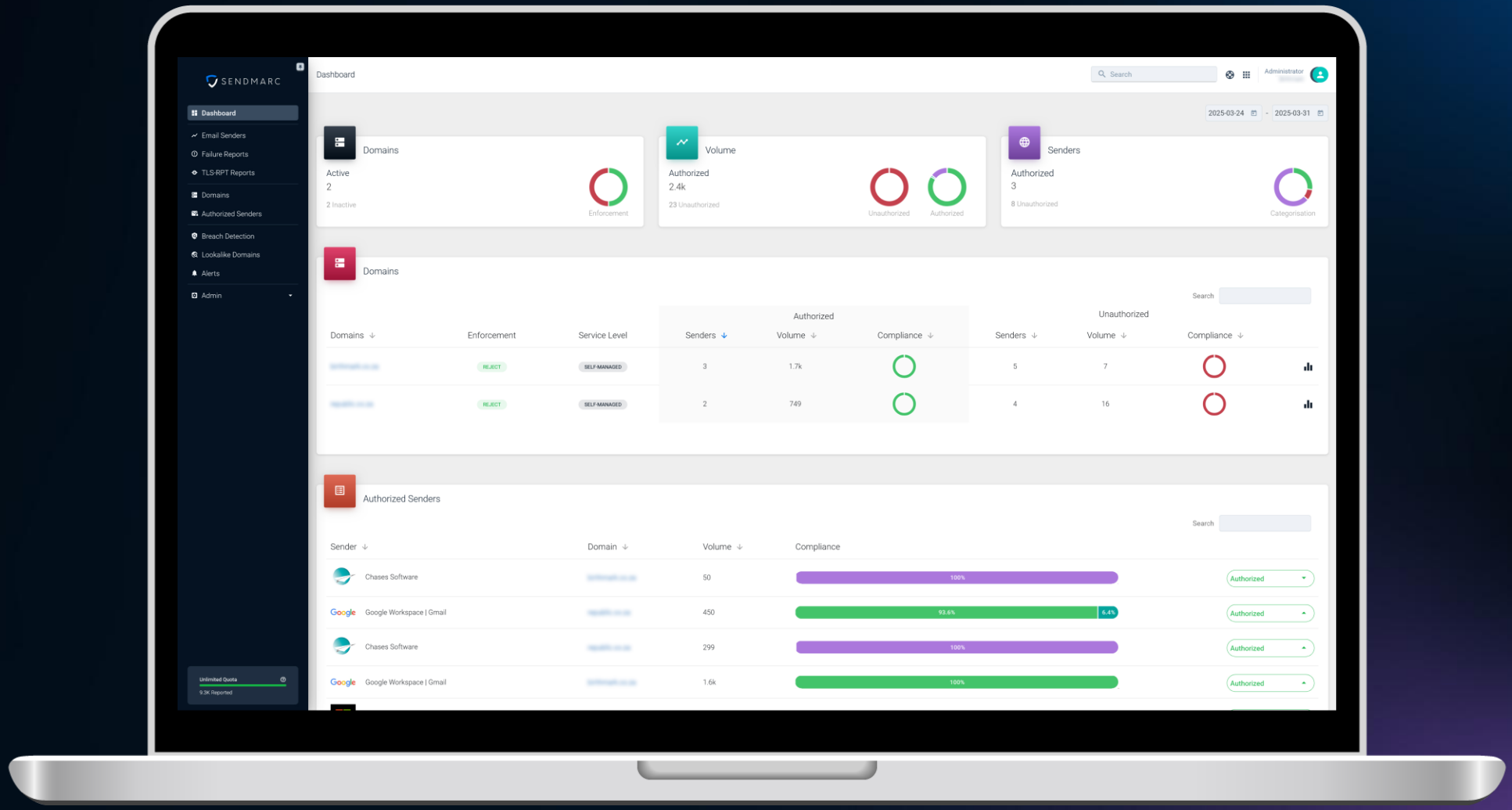
Industry news

Looking at DMARCbis

Data Interpretation

Dashboard View

The Dashboard view in the Sendmarc Client Portal provides an overview of statistics, sources, senders, and email volumes relevant to all domains in the account over a certain date range.



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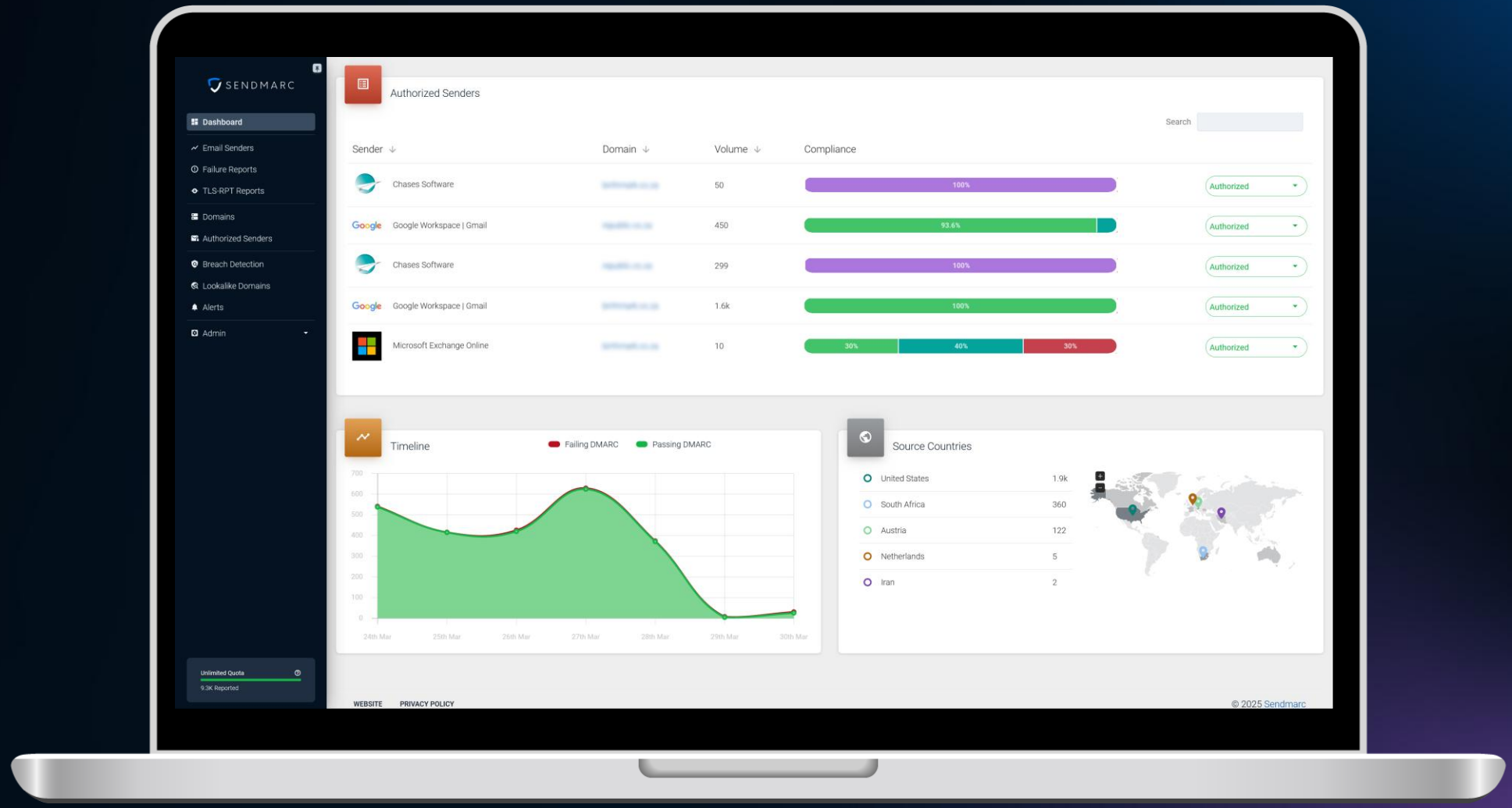
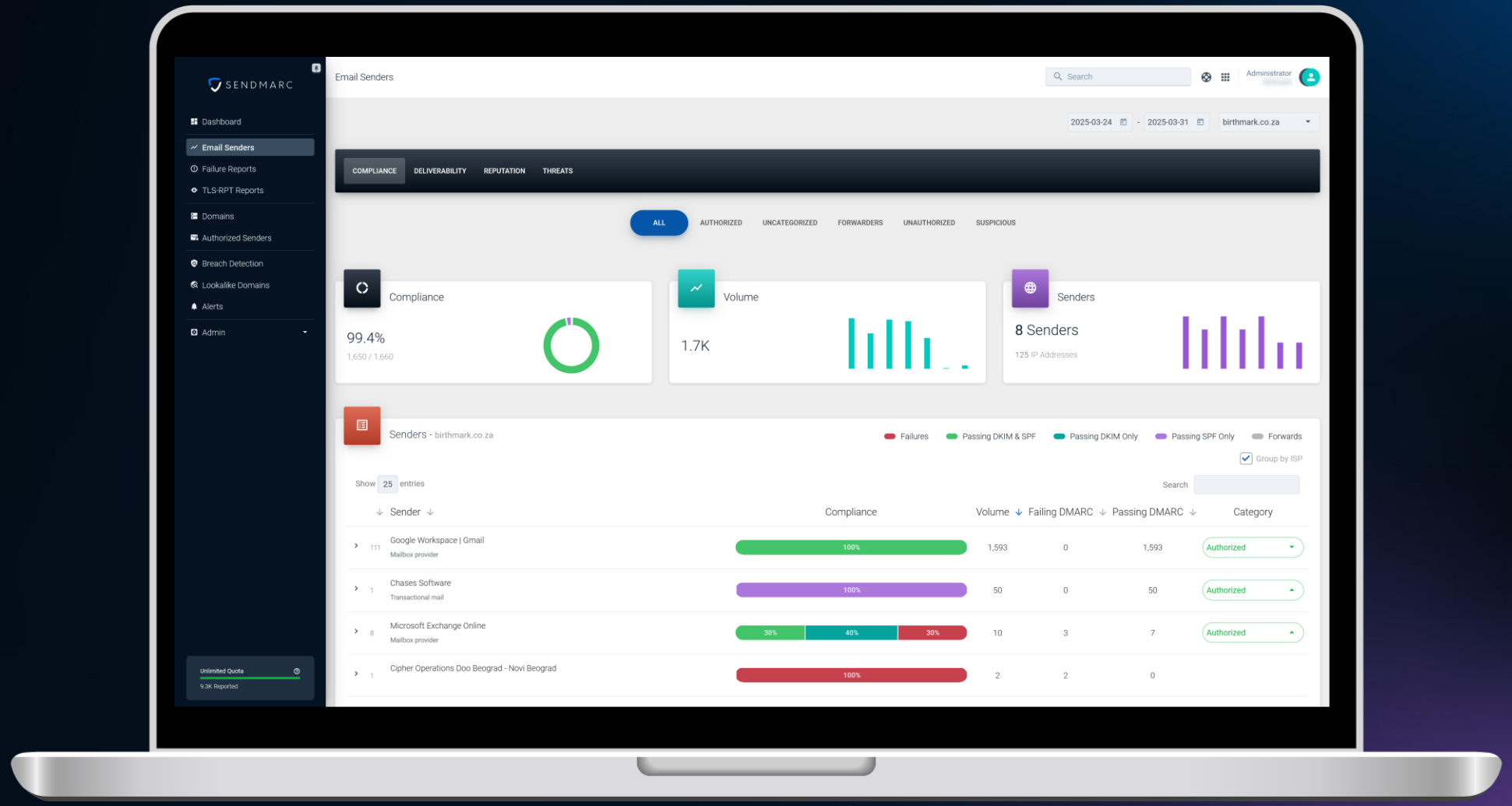


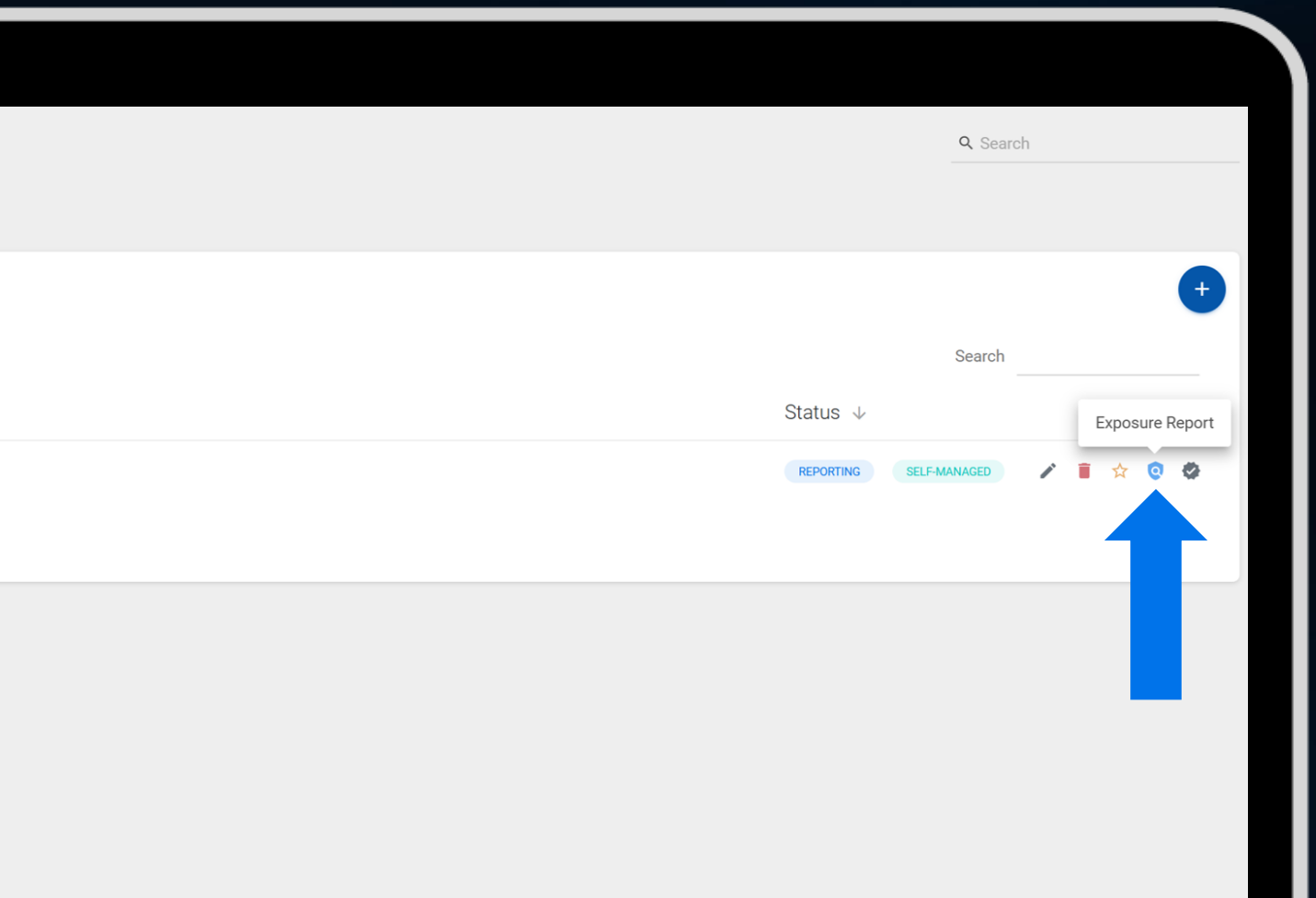
Email Senders

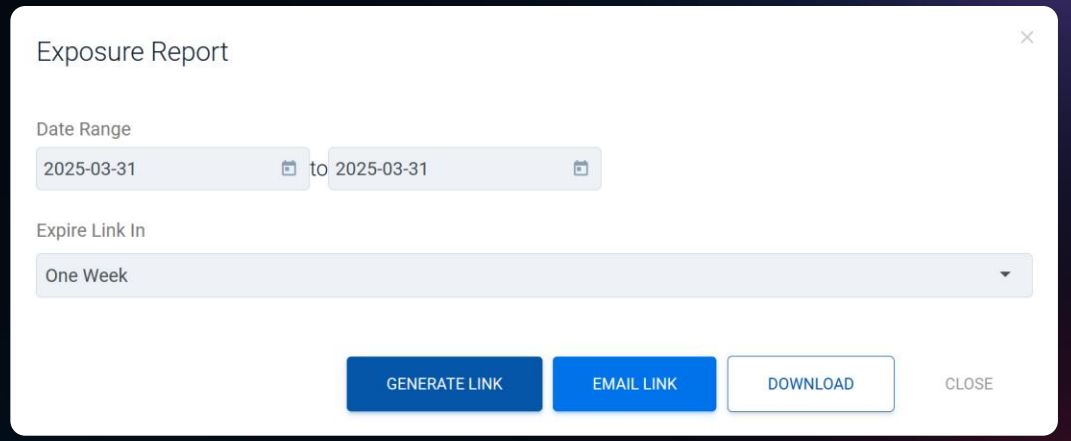
The Email Senders view provides insights into the compliance levels, deliverability statistics, IP reputation, and threat sources for a specific verified domain in an account.



Generating an Exposure Report

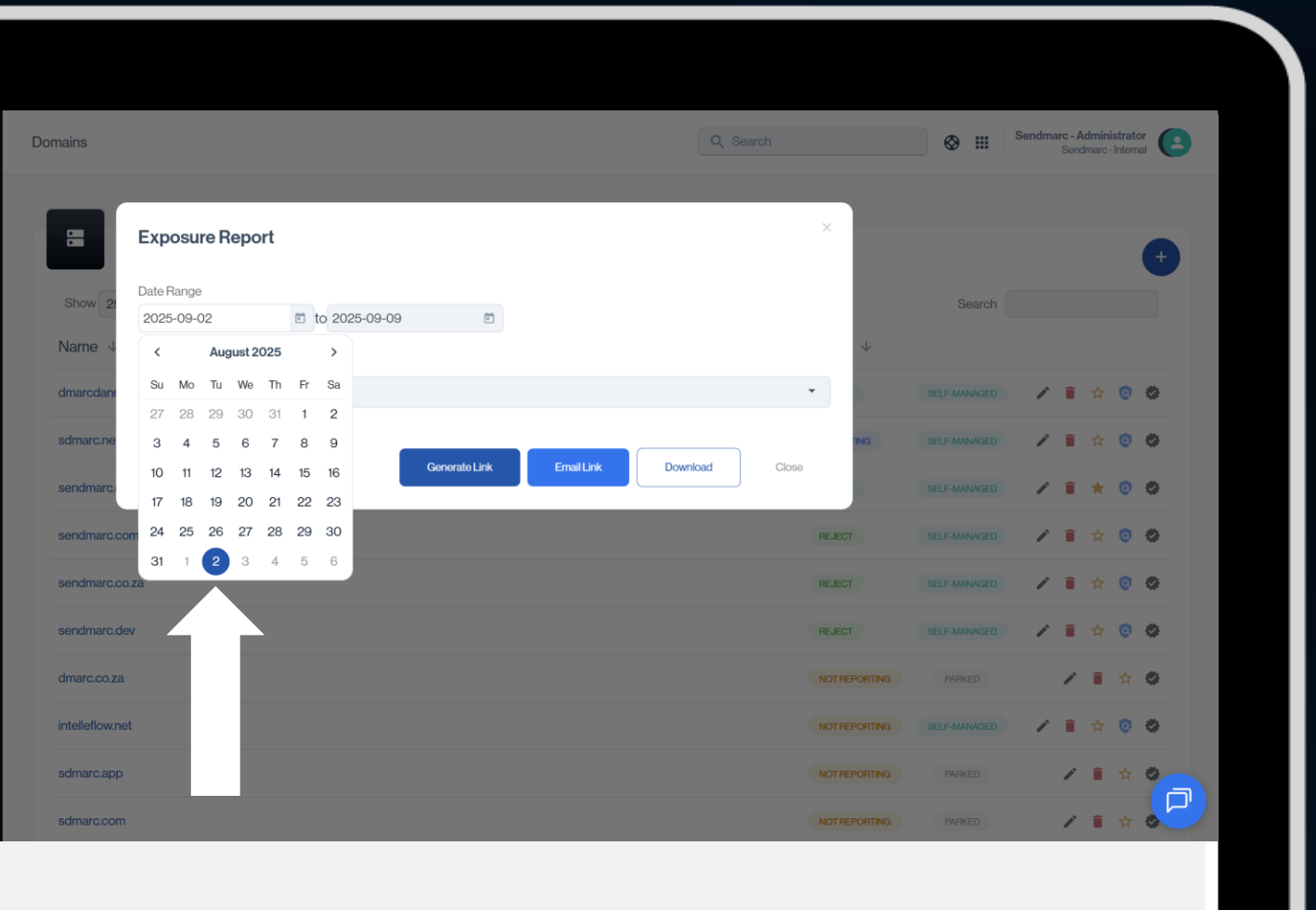
To get or share an exposure report, you can generate a shareable link, email the download link to a specified address, or download the report as a PDF. First, select the date range you'd like the report to cover, then click the relevant button.

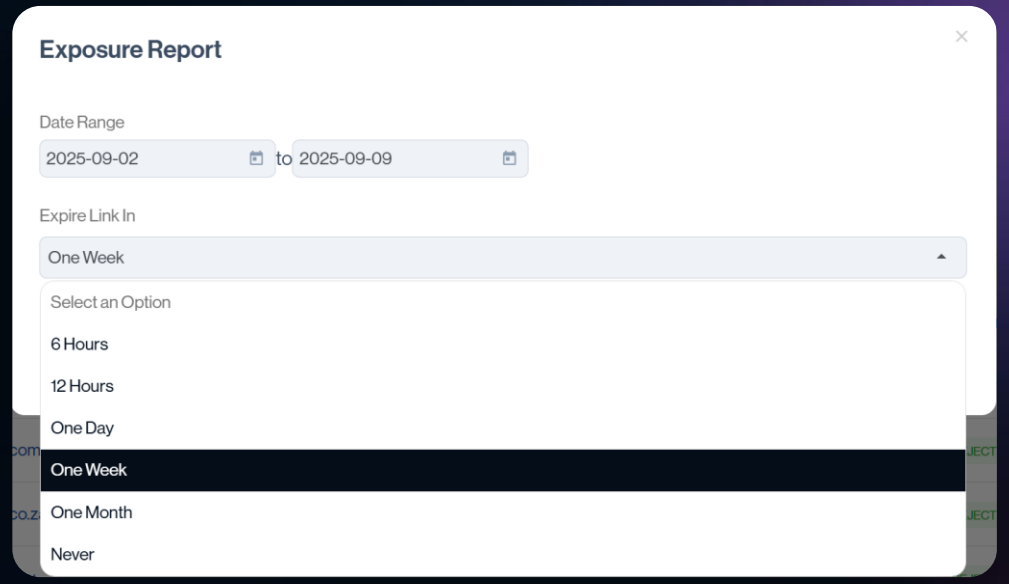




Generating an Exposure Report

When generating an exposure report, your organization can either download it or send it to an email address

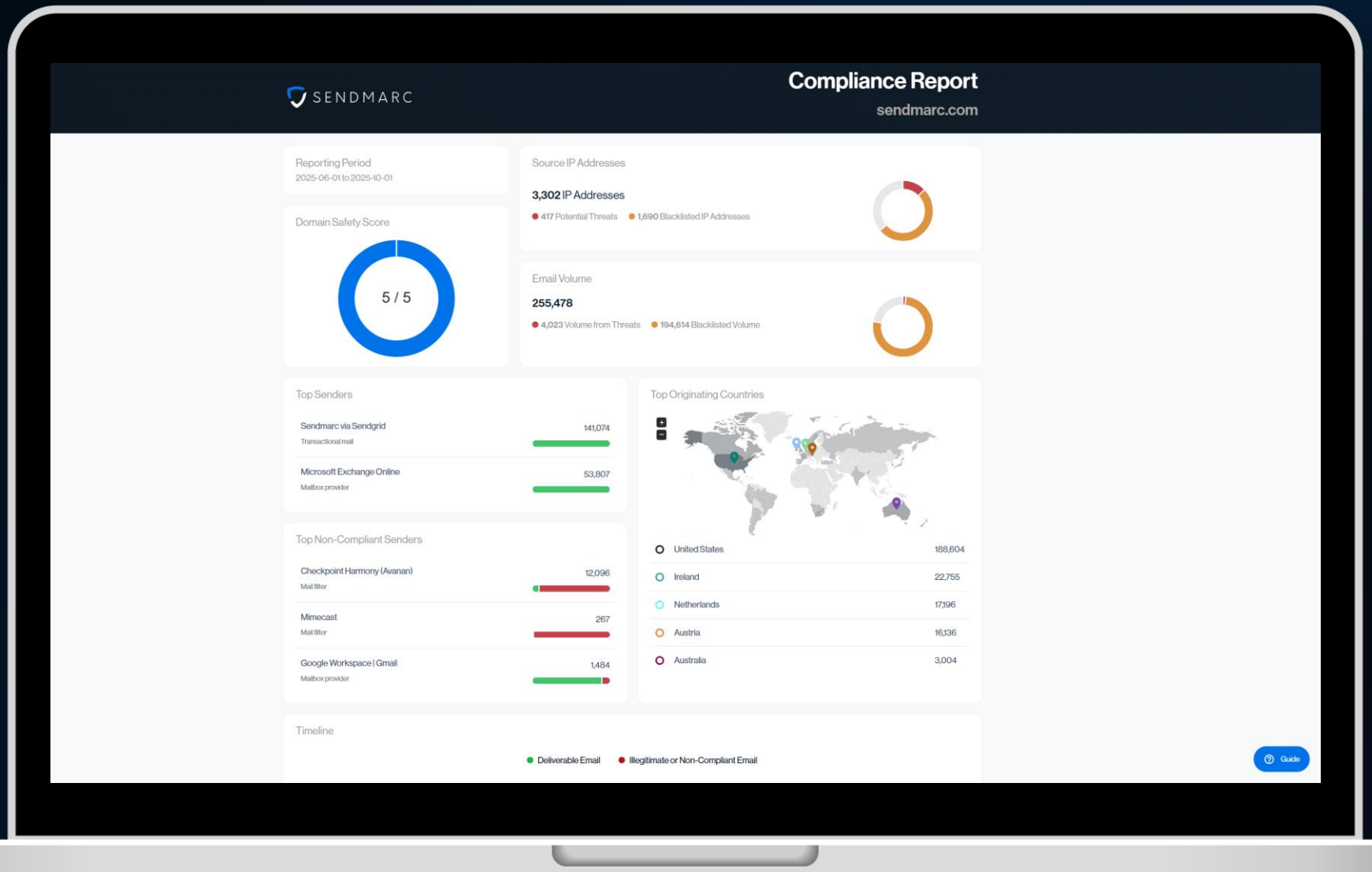




Complete a Live Demo

https://portal.sendmarc.com/guarded/1f1c026c-f951-41c4-9692-13b8c3fa9089/42f0bf8542dd7fe2369ae57c4cfe3503fa280fbcac4a1cd7a6425d9a372674b0/resource/10995beb-dbc2-49fc-b3d3-61175e86e3b5/domain/exposure-report

Sendmarc Exposure Report

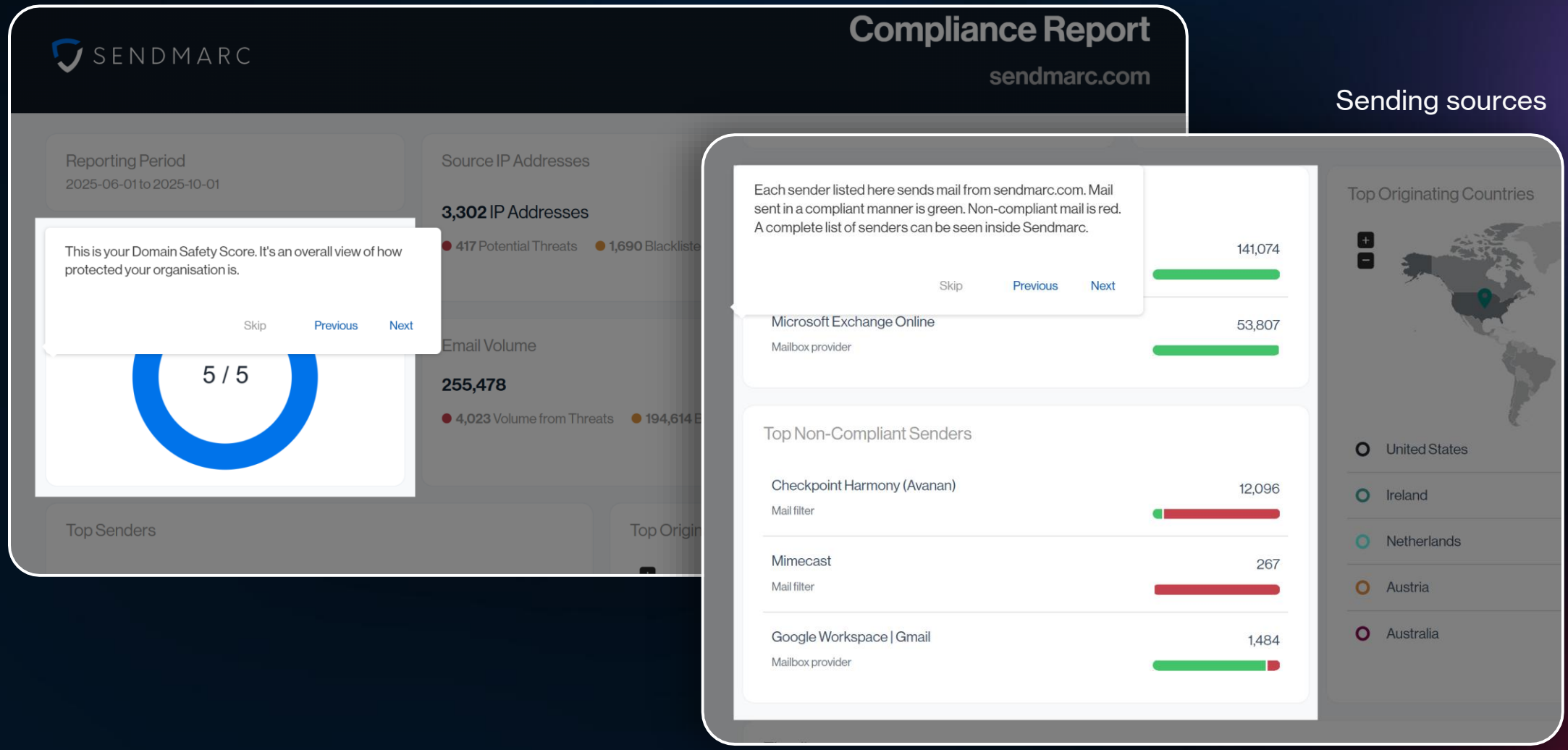


Navigate through an exposure report using the Guide function

Understanding an Exposure Report

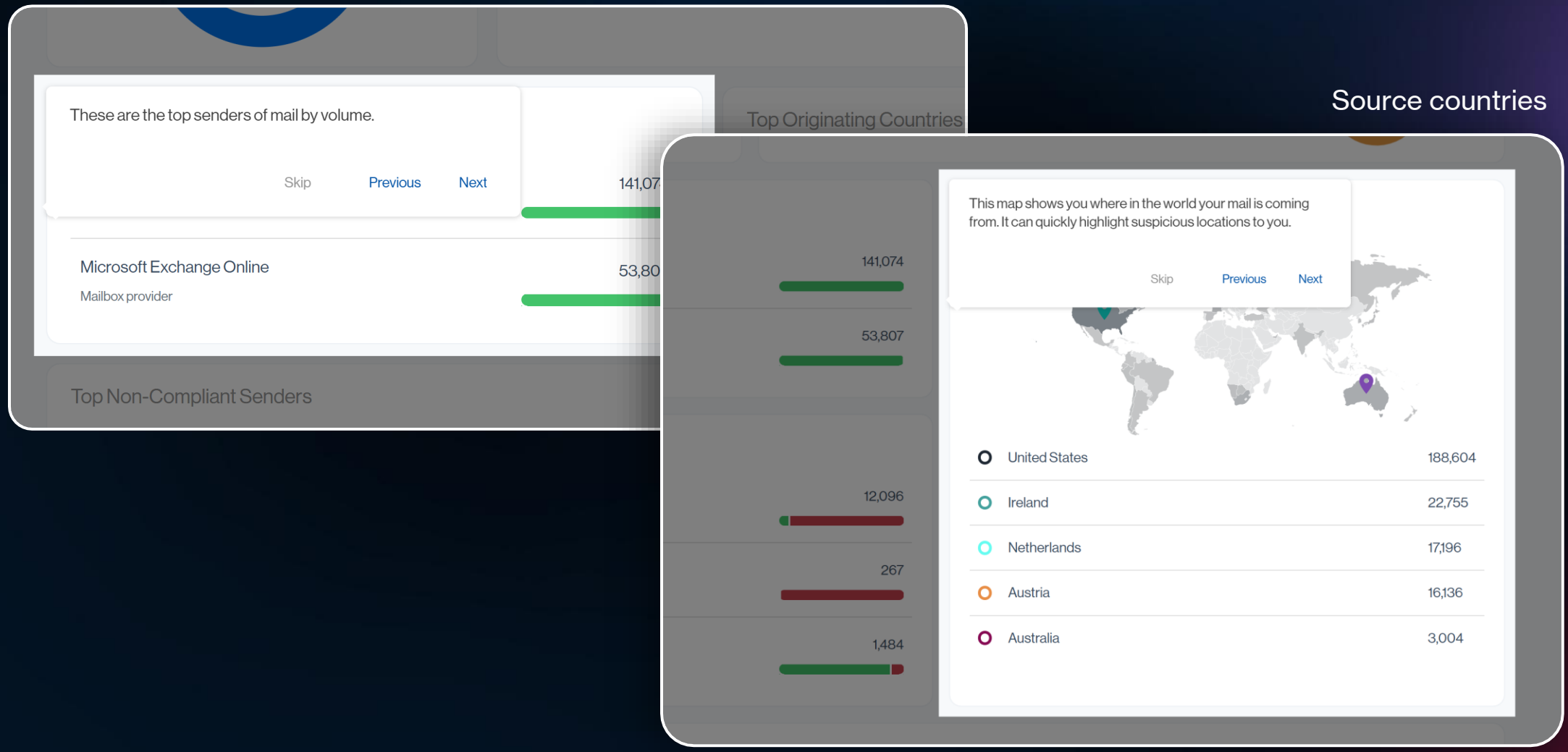
Domain safety score

Sending sources



Understanding an Exposure Report

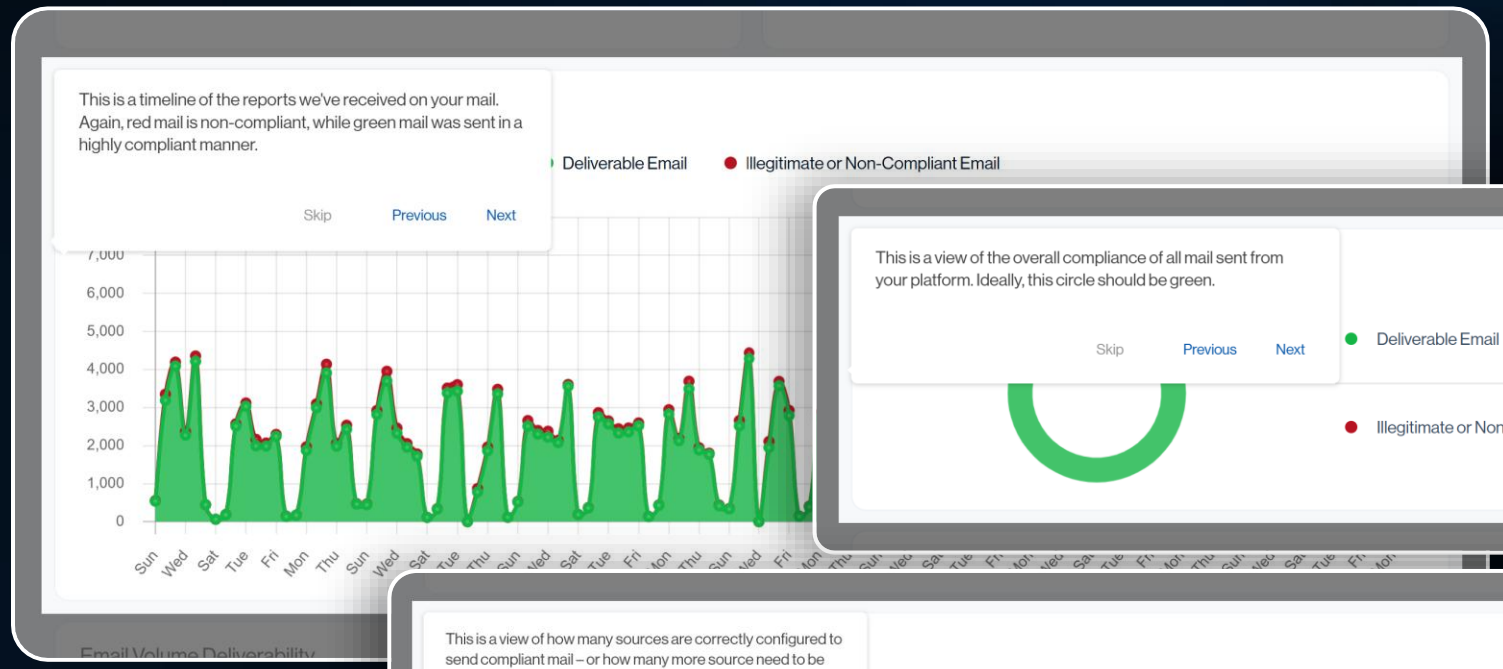
Sending sources volume



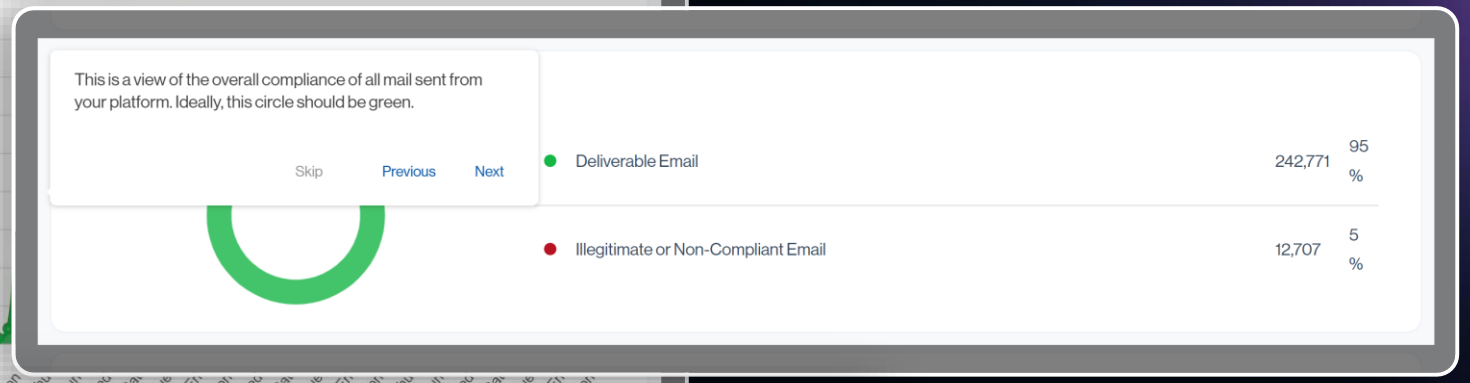
Source countries

Understanding an Exposure Report

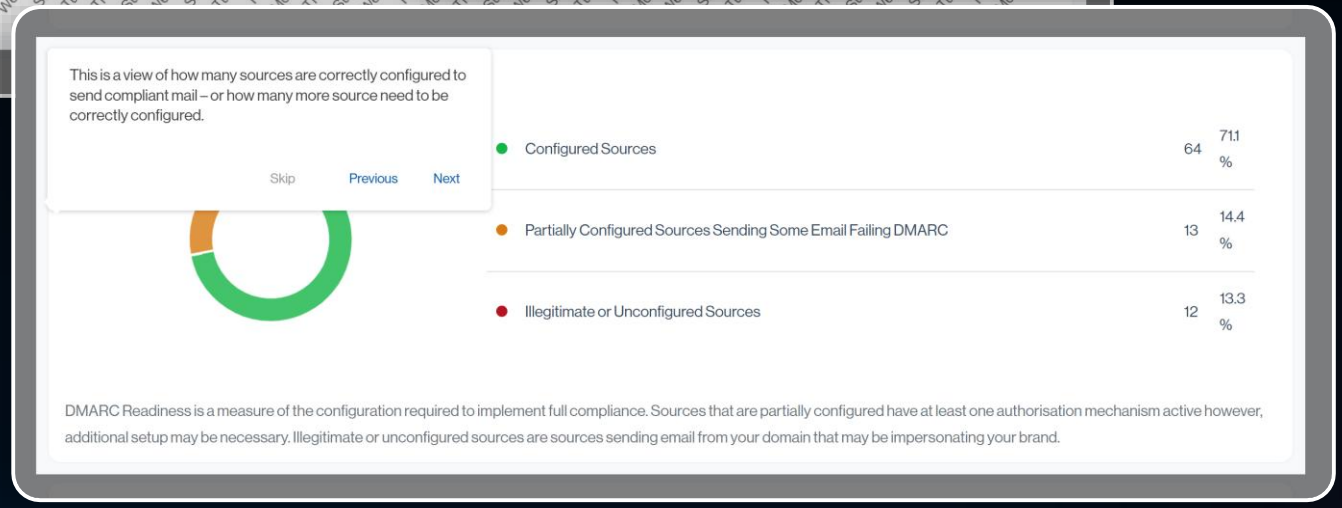
Outbound email timeline



Overall compliance

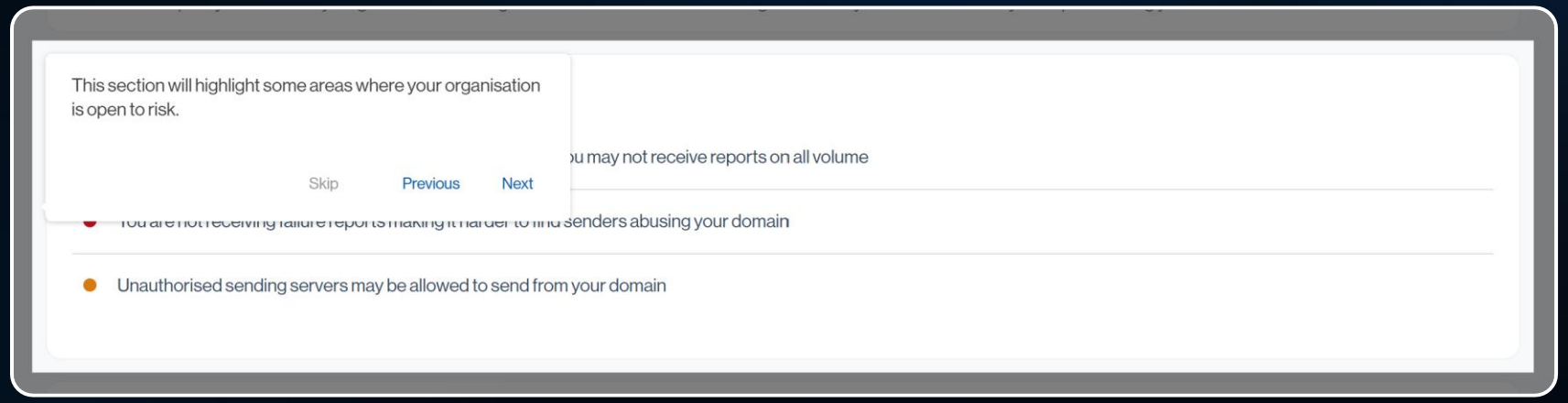


DMARC readiness



Understanding an Exposure Report

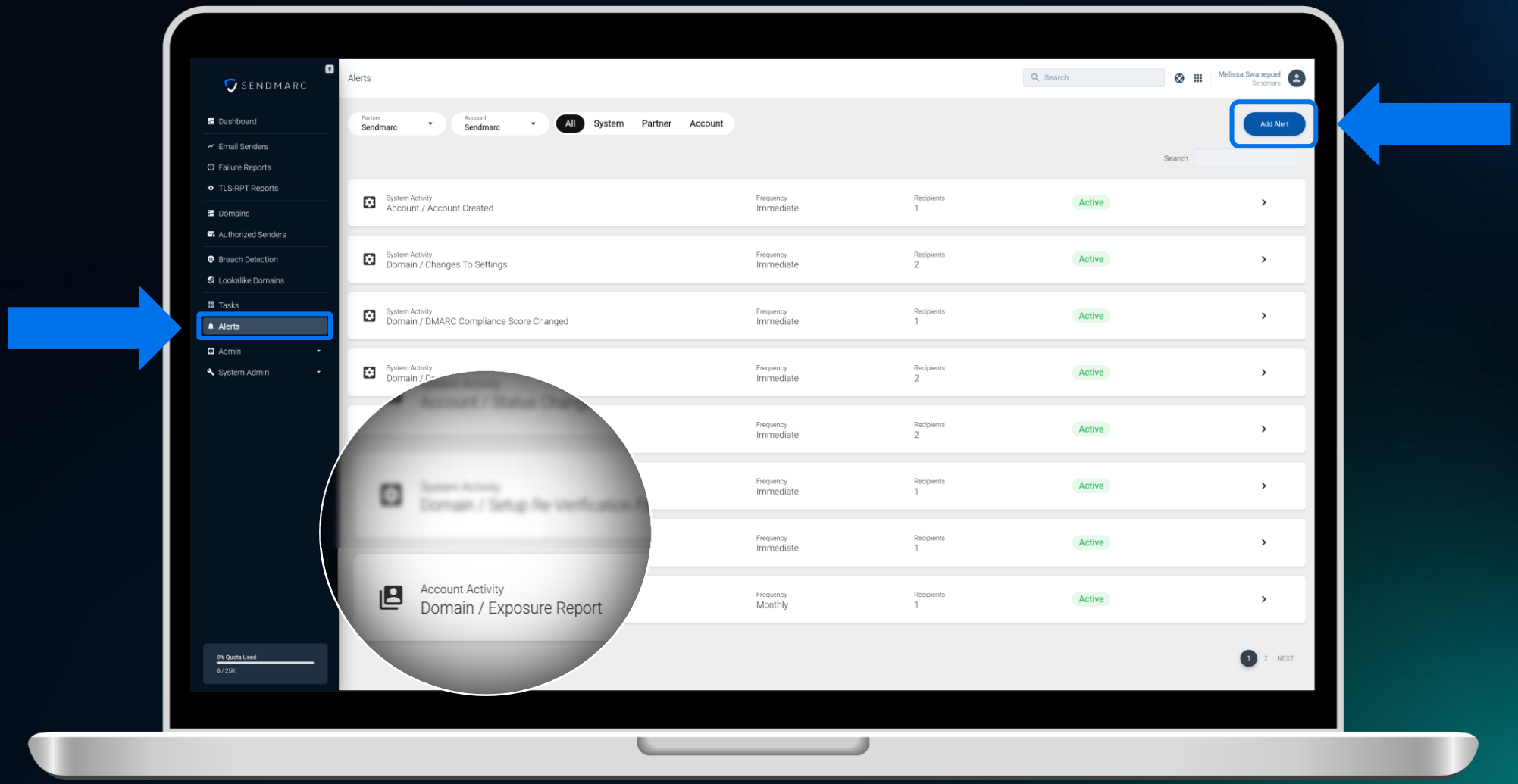
Exposure



Recommendations

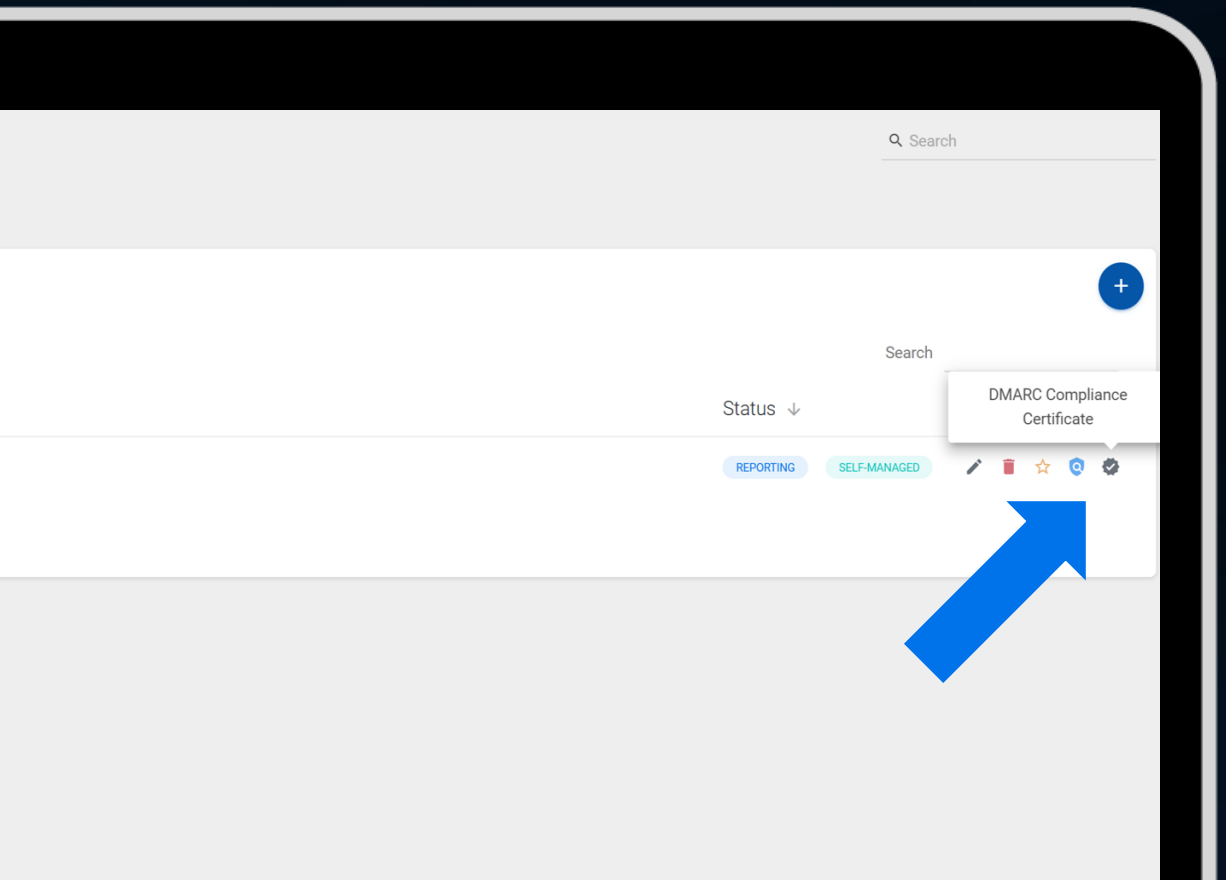
Setting Up Alerts

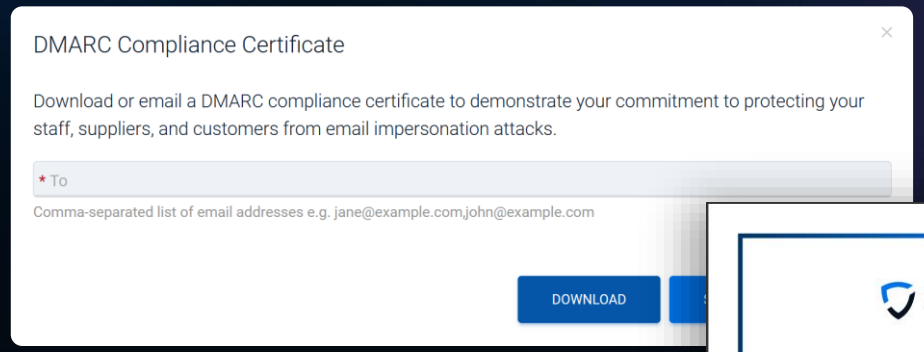
Configure alerts to stay updated on changes in your business's partner and customer accounts – you can specify the alert frequency and recipients.

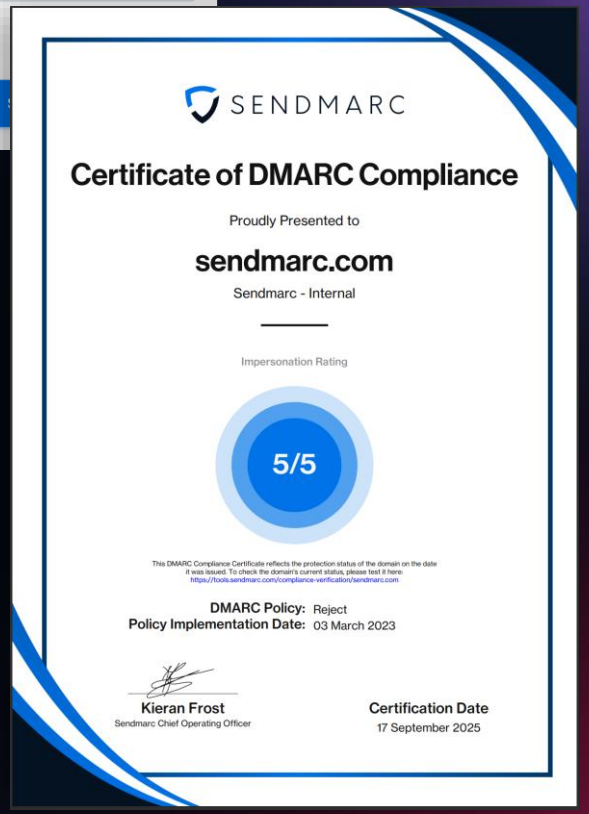


Generating a Compliance Certificate

When generating a DMARC compliance certificate, your organization can either download it or send it to an email address.







Security Leaders

Who

The CTO of a medium-sized organization with a focus on cybersecurity. He's a technical whizz who manages the company's IT infrastructure.

Goals

- Improve visibility and reporting
- Create confidence in policy enforcement
- Enhanced compliance regulation

Top concerns

- Unauthorized senders
- Lookalike domains
- Deliverability

Needs

- Access to real-time visibility into email domain activity
- Real-time threat monitoring
- Visibility into unauthorized use of domain

The Sendmarc Solution

- Sendmarc Customer Platform
- Implementation support and process
- Reporting and monitoring

With real-time alerts and reporting, Charlie can take corrective actions and continuously improve the organization's email security, mitigating potential financial and reputational risks.

Charlie | CTO

Finance Leaders

Who

The CFO of a medium to large-sized organization. He's responsible for managing the financial aspects of the company and ensuring cost-effectiveness in all departments.

Goals

- Use a cost-effective, scalable solution
- Compliance and regulation
- Reduce costly cyberattacks
- Reduce legal and insurance costs

Top concerns

- Cash-flow protection
- Business Email Compromise (BEC)
- Audit and compliance readiness

Needs

- Simple pricing model
- Proactive risk management
- Enhanced customer experience and trust

The Sendmarc solution

- Protects domains
- Flags unauthorized senders and lookalike domains
- Protects revenue and ensures only legitimate emails are delivered

Marketing Leaders

Who

The CMO of a company, who is responsible for developing and executing marketing strategies to drive brand awareness and customer engagement. She understands the importance of maintaining a strong brand reputation and customer trust.

Goals

- Boost brand awareness
- Grow ROI
- Ensure deliverability of emails

Top concerns

- Brand integrity and trust
- Visibility of email performance
- Disruption to email campaigns

The Sendmarc solution

An email authentication standard like Brand Indicators for Message Identification (BIMI), that allows Maya to display her organization's logo next to emails in recipient inboxes. DMARC and BIMI work together and provide benefits such as:

- Increased trust in the sender
- Improved email deliverability
- Reduced phishing and spoofing attacks
- Improved brand awareness and recognition

Emails authenticated with BIMI have a higher chance of going to the recipient's inbox and not their Junk or Spam folder.

Maya | CMO

Black Friday and Cyber Monday Toolkit

Get Ready for Black Friday and Cyber Monday

In preparation for Black Friday and Cyber Monday, please download your Partner Toolkit from the Partner Portal.

Assets included:

Email template

Email banner

The increase in online shopping during the Q4 holiday season brings more email scams.

Your toolkit includes ready-to-use assets to spark timely conversations and drive free outbound email audit requests.

Industry News

DMARCbis is Coming:

The next generation of email authentication (DMARC 2.0)

What is DMARCbis?

DMARCbis, also known as DMARC 2.0, is a proposed DMARC update designed to keep pace with modern email threats. It introduces important updates designed to make email authentication more reliable and easier to implement.

Key updates

DMARCbis brings key updates to make email authentication stronger, simpler, and more effective against modern threats.

What is changing in DMARCbis?

Below are the changes security teams and domain owners need to know:

DNS Tree Walk	Replaces the Public Suffix List (PSL) with a DNS-native method for determining organizational boundaries.
New tags	New policy tags have been introduced to give businesses finer control and help define which domains are public suffix domains and which are organizational domains.
Removed tags	Pct (percentage-based enforcement), rf (report format), and ri (report interval) are being removed to simplify DMARC records for easier management with fewer inconsistencies.
Enhanced reporting	The specification is being reorganized, with clearer definitions, better examples, and better guidance for both senders (domain owners) and receivers (mail services) about how to correctly participate.

Why this matters

DMARCbis introduces key improvements that will benefit your business by:

Providing improved protection for complex domain setups

Reducing errors that cause phishing or block valid emails

Providing clearer reports to help security teams act faster and with confidence

Webinars for the Year

Access our previous webinars under the ‘Resources’ section on the Partner Portal

February
The rise of DMARC and other industry updates

March
Uncover DMARC updates and sales tips

April
Sendmarc Client Portal and industry updates

May
Sendmarc Partner Portal: key updates and insights

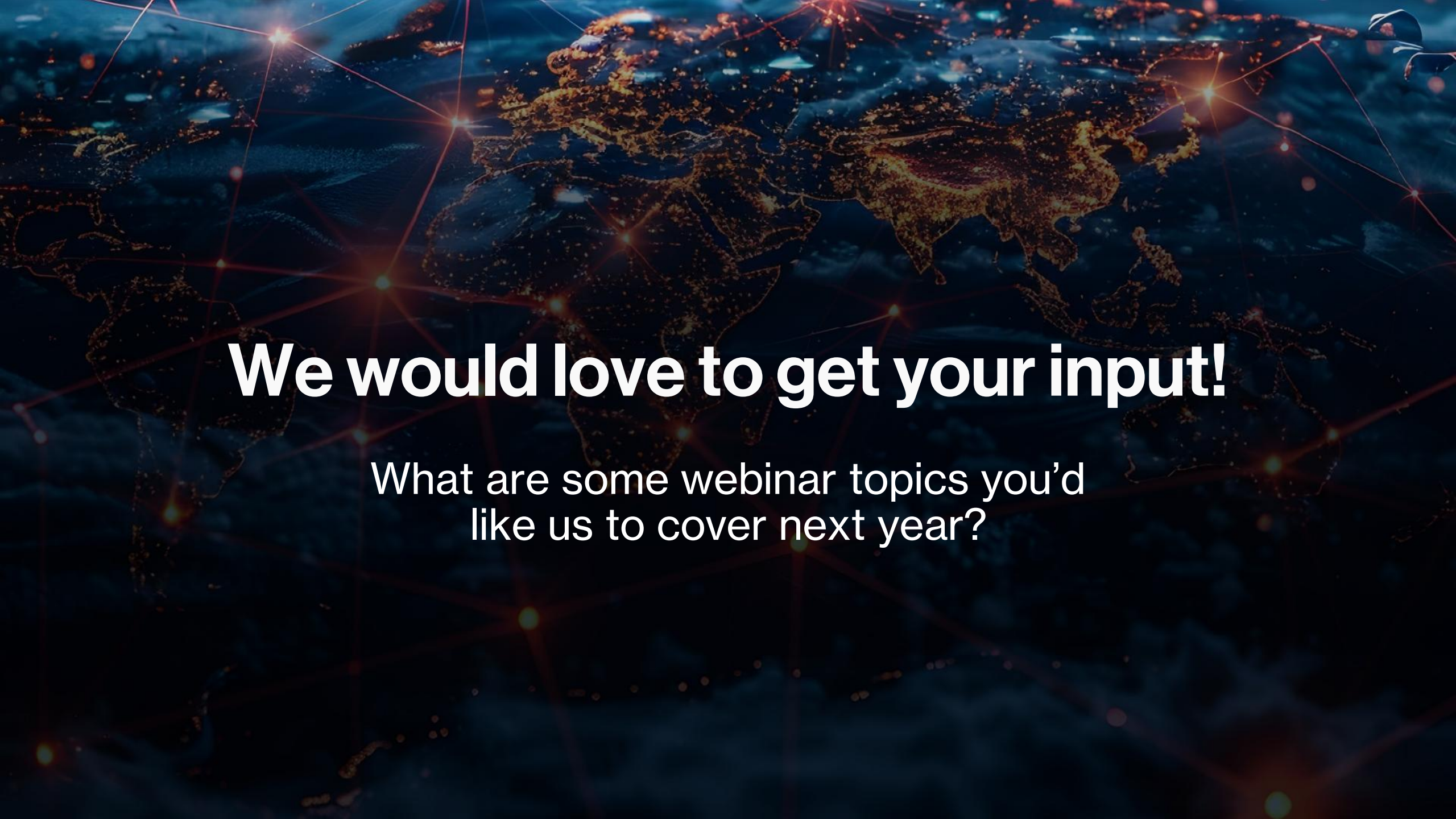
June
Product spotlight and industry updates

July
Pitch like a pro: part one and industry updates

August
Pitch like a pro: part two and industry updates

September
Deal registration and cybersecurity month

October
Sendmarc sales masterclass



We would love to get your input!

What are some webinar topics you'd like us to cover next year?

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Enter our monthly draw for a chance to win a $100 voucher*

*Or region equivalent

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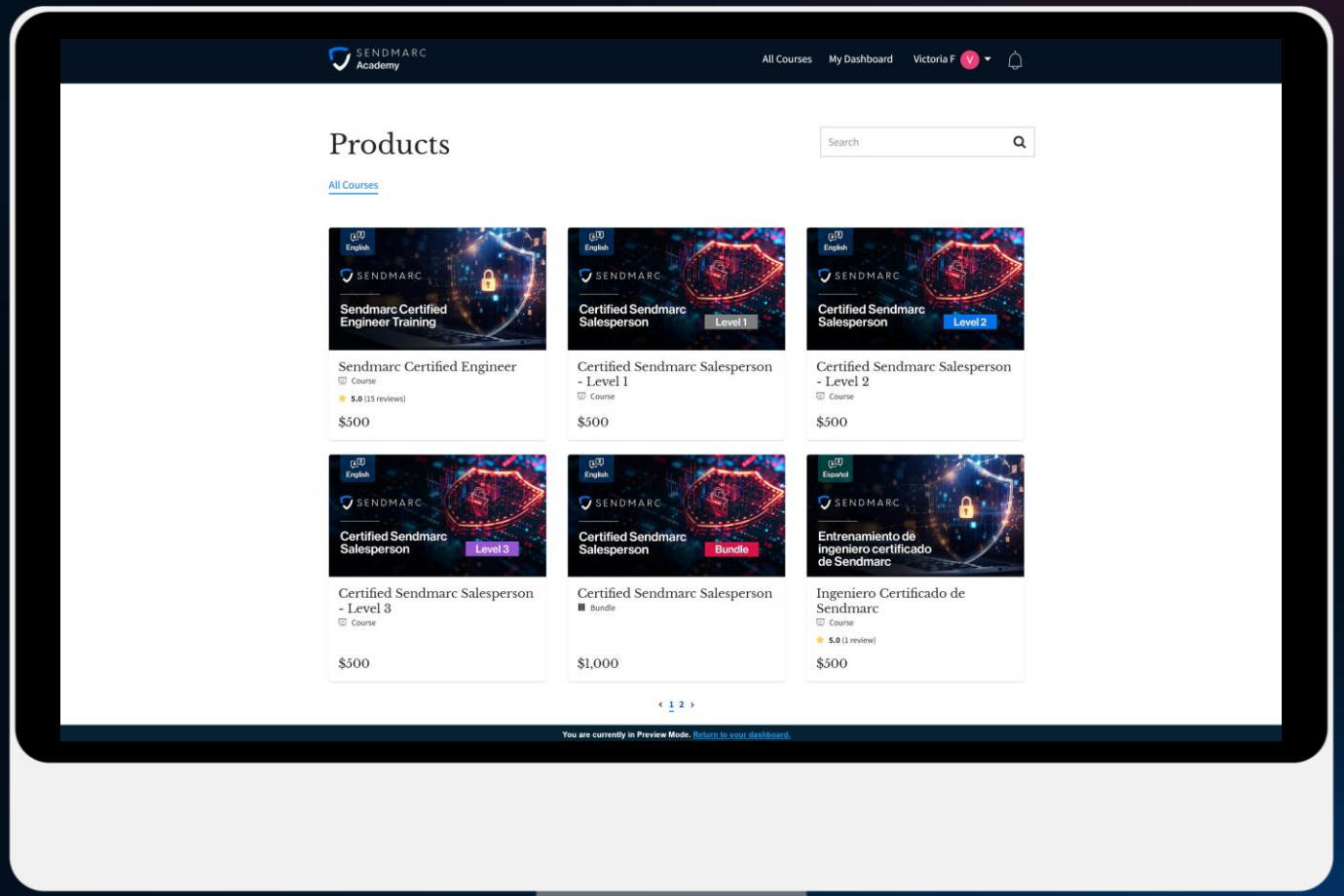
2. Complete the training & quizzes
3. Obtain your certification
4. Post it to LinkedIn & tag us



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Thank You

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