SENDMARC

Welcome

Our webinar will start soon

Driving Customer Adoption

Discussion Points for Today

The Sendmarc difference

People

Platform

Promise

Compliance requirements

Growing DMARC compliance

The cost of non-compliance

Partner toolkit

Sendmarc Tools

Bulk analysis

Domain search

Browser scoring extension

Website widget

The Sendmarc Difference

People

Global team
Sales support
Implementation

Platform

DMARC, Breach, Lookalike, BIMI
Visibility and audit
Tooling

Promise

90-day guarantee to full protection for Premium customers*

*For customers on Sendmarc's Premium Plan. Subject to the conditions of our Fair Usage Policy

Sendmarc Differentiators

Our people

We boast a team of committed DMARC experts who are 100% focused on partner success. They deliver exceptional partner experiences and onboarding, verified by a 97 NPS based on feedback from hundreds of partners.

DMARC experts

Global DMARC specialists with diverse industry expertise.

Partner-focused

Proactive support and expert guidance throughout DMARC implementation to drive partner success.

Committed to excellence

Exceptional onboarding and ongoing support confirmed by our 97 NPS.

Customer-collaborative

Strategic account planning to help partners build a profitable DMARC business.

Our platform

Our platform supports MSPs and VARs throughout the DMARC lifecycle, simplifying everything from client prospecting to strengthening domain protection. It also offers comprehensive tools to enhance sales and technical teams' skills.

Customer Portal

Simplify DMARC management with our co-branded, multi-tenant platform, featuring task management for easy implementation, automated DNS updates and alerts, and seamless integration via our full API (HaloPSA and ConnectWise).

Partner Portal

Our Partner Portal fuels partner success with a domain testing widget for your website, opportunity analysis, and access to sales enablement tools. Showcase DMARC's value with domain history reports and an ethical impersonation demo tool.

Our promise

We believe in using DMARC for its ultimate purpose: to stop email impersonation. Because of this, we promise our customers that their email domain(s) will be fully compliant within 90 days* of starting an implementation project with us.

Persistent domain protection

We ensure genuine emails reach the inbox, safeguarding brands from scams and fraud. Our platform proactively defends against emerging threats, providing continuous security.

Guaranteed DMARC compliance

We guarantee* full DMARC compliance and a p=reject policy within 90 days, ensuring a domain is fully protected against email impersonation.

Effective implementation

Our proven process and DMARC experts ensure rapid, effective implementation.

*For customers on Sendmarc's Premium Plan. Subject to the conditions of our Fair Usage Policy

Trends in Global DMARC Compliance

Google, Microsoft, and Yahoo Requirements

These global email giants released updated sender guidelines that went live in February 2024, and continued to ramp up the consequence severity of non-compliance. The requirements are aimed at improving email security and keeping unwanted spam out of users' inboxes.

The requirements

Businesses sending over 5 000 emails per day from their domains are required to have DMARC, SPF, and DKIM in place to improve email security and reduce inbox spam.

SPF and DKIM

Ensure that all emails pass SPF and DKIM checks.

DMARC

Have a DMARC record in place for all bulk senders with a policy of at least p=none.

One-click unsubscribe

One-click unsubscribe is required and senders must honour unsubscribe requests (by providing easy unsubscribe links).

Spam threshold

Keep reported spam rates below 0.3%.

Why it matters

Non-compliance = email rejection

If your emails don't meet authentication requirements, major mailbox providers - including Microsoft, Google, and Yahoo - can reject them outright, even if they're legitimate.

Protect your domain from spoofing

SPF, DKIM, and DMARC help prevent attackers from impersonating your business.

Gain visibility with DMARC reports

Monitor how your domain is being used (or abused) worldwide with insight-rich DMARC reports.

PCI DSS Requirements

The Payment Card Industry Data Security Standard (PCI DSS) plays a key role in safeguarding payment data in the face of today's advancing cyberthreats. Cybercriminal tactics continue to grow in sophistication, and so the PCI DSS is following suit with more requirements for user protection.

The requirements

PCI DSS v4.0 section 5.4 required any business that handles payment card information to have anti-phishing mechanisms in place by March 31, 2025.

DMARC

Implement DMARC to ensure that your company's domain can't be used to send fraudulent emails.

Anti-phishing mechanisms

Use technologies that block phishing emails and malware before they reach personnel to reduce incidents and decrease the time required by employees to check and report phishing attacks.

Employee training

Encourage training to help employees recognize and report phishing and other email-based threats.

Why it matters

- **Increased stakeholder trust**
- **Reduced risk of financial loss**
- **Protection against impersonation**
- **Prevention of data breaches**
- **Enhanced regulatory compliance**
- **Safeguarded reputation**

NCSC Mail Check Updates

The UK National Cyber Security Centre (NCSC) announced an update to its Mail Check tool. The NCSC provides a single point of contact for cybersecurity guidance, incident response, and threat intelligence, supporting SMEs, government agencies, the public, and larger organizations.

The updates

The UK NCSC updated its Mail Check tool on March 24, 2025. Several key features - including DMARC aggregate reporting, DKIM checks, and TLS-RPT - were removed. This leaves users of Mail Check unable to identify potential issues.

DMARC, SPF, MTA-STS, & TLS

Mail Check will still monitor DMARC, SPF, and MTA-STS policies, as well as TLS configurations.

DMARC reporting

For DMARC aggregate reporting, DMARC insights, DKIM checks, and TLS-RPT, organizations need to find alternative tools.

Why it matters

Gain visibility with DMARC reports

Monitor how your domain is being used (or abused) worldwide with insight-rich DMARC reports.

DMARC reporting

DMARC reporting provides essential data on email authentication, configuration issues, and domain attack attempts.

Sendmarc's DMARC solution

Because of the recent updates, Mail Check users have an opportunity to reevaluate their email security strategies and adopt a new platform offering certain features, and Sendmarc can help fill the gap left by the NCSC's tool.

Partner Toolkit

Sendmarc's Toolkit

Let's explore the different ways to identify an opportunity:

Sendmarc Tools

Use Sendmarc's Know Your Score tool to test any domain

Use our Policy-Based Approach guide to initiate the conversation

Bulk analysis

Send a list of domains to your company's Sendmarc team to run a bulk analysis

Domain search

Use Sendmarc's Domain Search Tool to review a domain's history

Website collateral

DMARC-related global email security regulations

https://sendmarc.com/dmarc/regulators/

Website widget

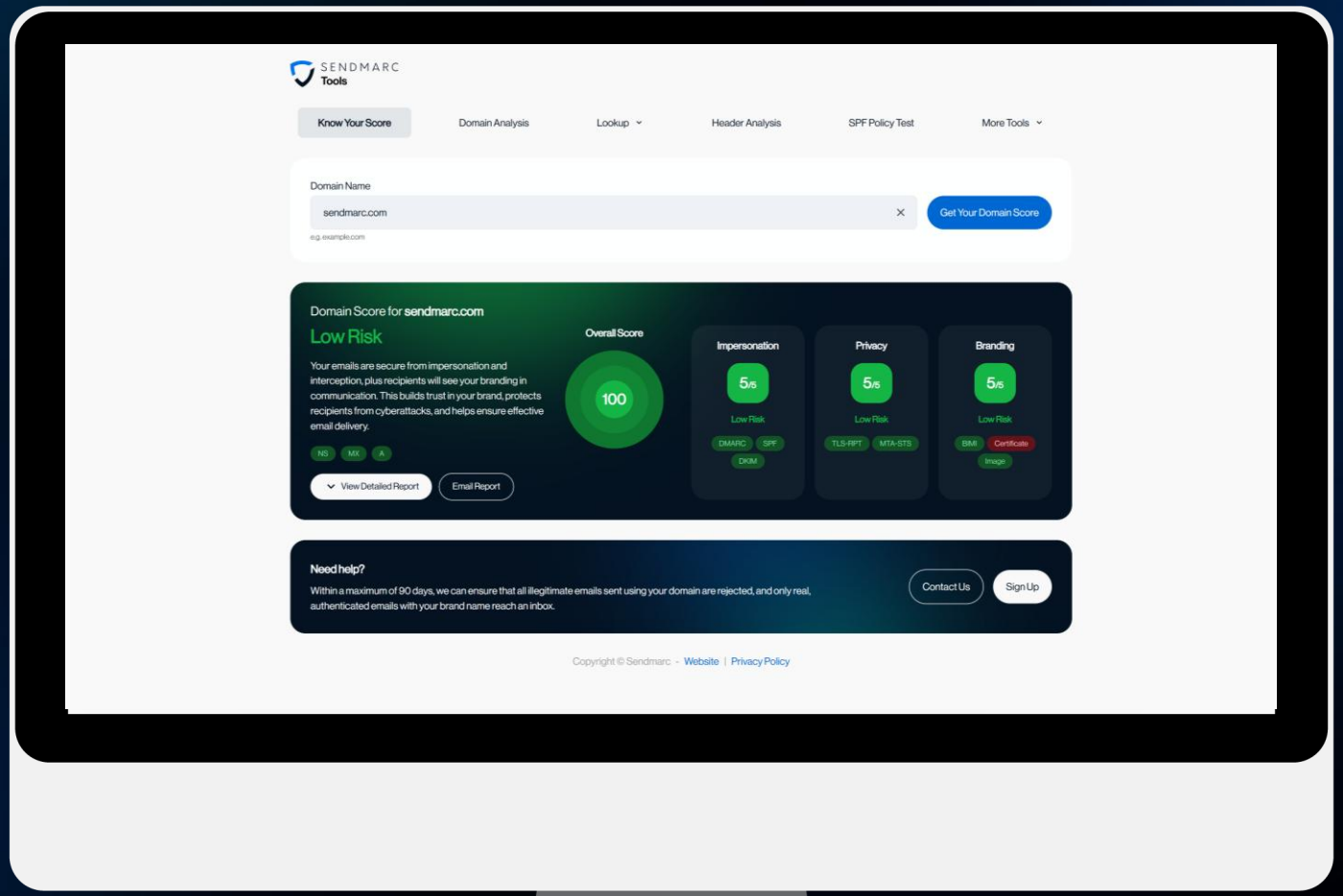
Add Sendmarc's domain scoring tool to your website and generate more leads

Browser extension

Add Sendmarc's scoring extension to browsers to easily identify opportunities while scanning websites

Sendmarc Tools

Navigate to Sendmarc Tools to test any domain. An overall score out of 100 is generated and the domain is categorized into one of three risk levels:



100

Low risk

Emails sent from the customer's domain are highly secure against impersonation and interception, and recipients will see their branding in communications

60

Moderate risk

The customer has some measures in place to protect recipients from malicious emails sent from their domain

25

High risk

The customer doesn't have effective controls in place to protect their domain from impersonation and email interception

Detailed Report View

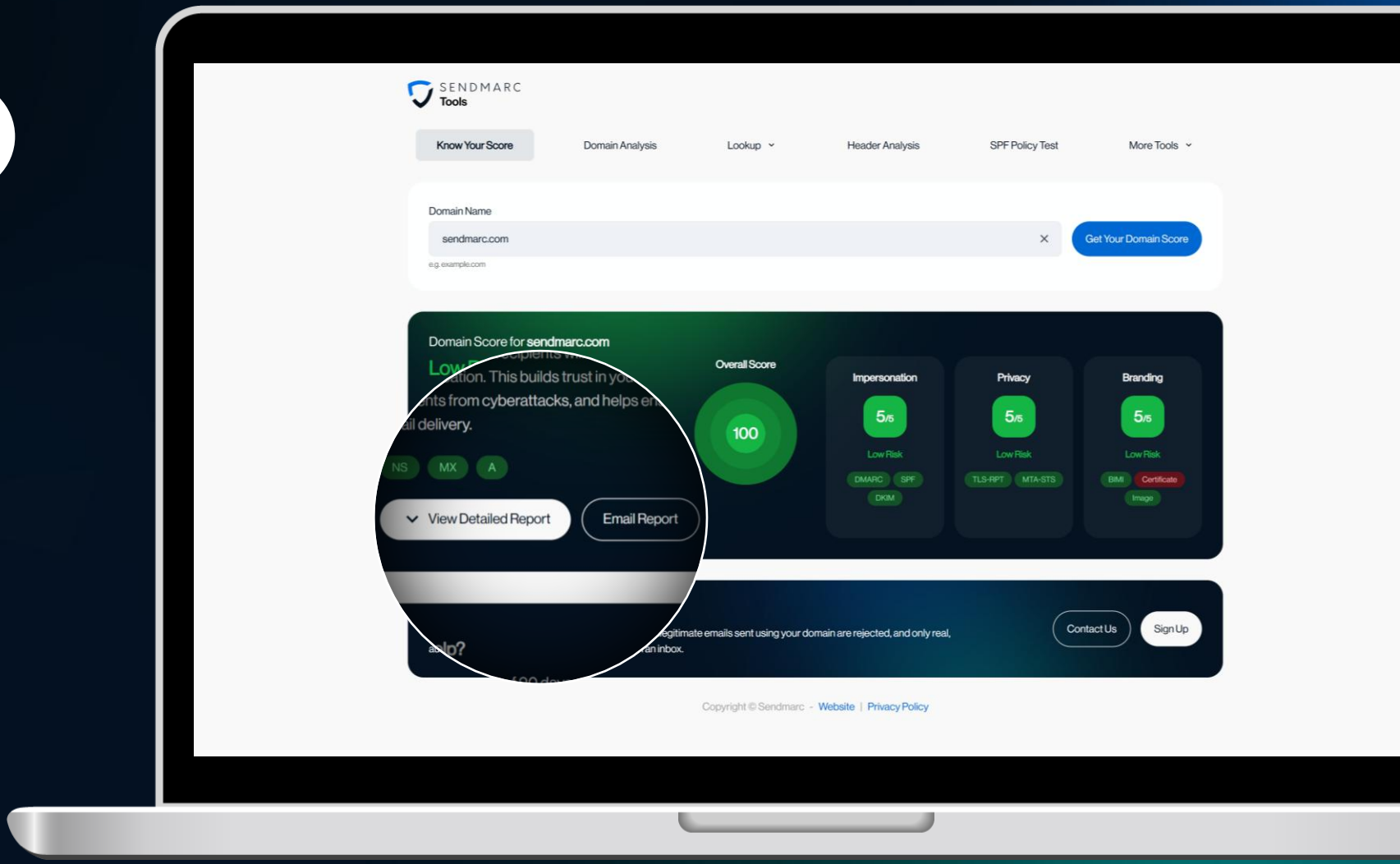
Your organization can enlarge the view to access a detailed report and gain insights for each rating:

View Detailed Report

Your business can also email or download a PDF copy of the report:

Email Report

Download Report



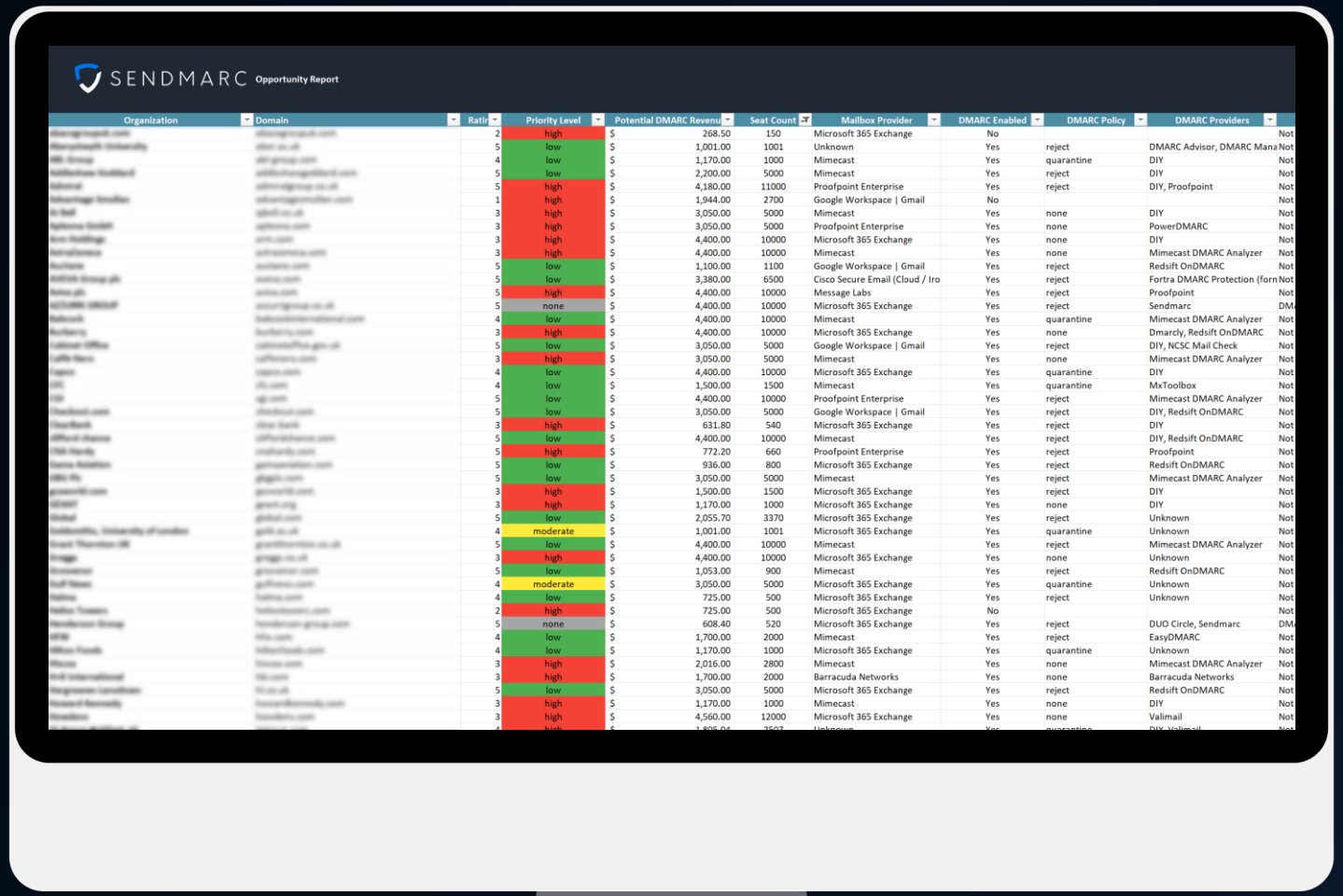
Bulk Domain Analysis

Run a bulk analysis to uncover the potential opportunities in your business's existing customer base - get a snapshot view before downloading an opportunity list.

1500	Total customers
1129	Opportunities
371	Protected
182	Sendmarc customers
36	Leading competitor
$5M	Estimate ARR

Opportunity & Revenue Analysis

Download your company's opportunity list to determine which prospects to prioritize:



Organization	Domain	Ratir	Priority Level	Potential DMARC Revenu	Seat Count	Mailbox Provider	DMARC Enabled	DMARC Policy	DMARC Providers	
[redacted]	[redacted]	2	high	$ 268.50	150	Microsoft 365 Exchange	No			Not
[redacted]	[redacted]	5	low	$ 1,001.00	1001	Unknown	Yes	reject	DMARC Advisor, DMARC Mana	Not
[redacted]	[redacted]	4	low	$ 1,170.00	1000	Mimecast	Yes	quarantine	DIY	Not
[redacted]	[redacted]	5	low	$ 2,200.00	5000	Mimecast	Yes	reject	DIY	Not
[redacted]	[redacted]	5	high	$ 4,180.00	11000	Proofpoint Enterprise	Yes	reject	DIY, Proofpoint	Not
[redacted]	[redacted]	1	high	$ 1,944.00	2700	Google Workspace | Gmail	No			Not
[redacted]	[redacted]	3	high	$ 3,050.00	5000	Mimecast	Yes	none	DIY	Not
[redacted]	[redacted]	3	high	$ 3,050.00	5000	Proofpoint Enterprise	Yes	none	PowerDMARC	Not
[redacted]	[redacted]	3	high	$ 4,400.00	10000	Microsoft 365 Exchange	Yes	none	DIY	Not
[redacted]	[redacted]	3	high	$ 4,400.00	10000	Mimecast	Yes	none	Mimecast DMARC Analyzer	Not
[redacted]	[redacted]	5	low	$ 1,100.00	1100	Google Workspace | Gmail	Yes	reject	Redsift OnDMARC	Not
[redacted]	[redacted]	5	low	$ 3,380.00	6500	Cisco Secure Email (Cloud / Iro	Yes	reject	Fortra DMARC Protection (forn	Not
[redacted]	[redacted]	5	high	$ 4,400.00	10000	Message Labs	Yes	reject	Proofpoint	Not
[redacted]	[redacted]	5	none	$ 4,400.00	10000	Microsoft 365 Exchange	Yes	reject	Sendmarc	DM
[redacted]	[redacted]	4	low	$ 4,400.00	10000	Mimecast	Yes	quarantine	Mimecast DMARC Analyzer	Not
[redacted]	[redacted]	3	high	$ 4,400.00	10000	Microsoft 365 Exchange	Yes	none	Dmarcly, Redsift OnDMARC	Not
[redacted]	[redacted]	5	low	$ 3,050.00	5000	Google Workspace | Gmail	Yes	reject	DIY, NCSC Mail Check	Not
[redacted]	[redacted]	3	high	$ 3,050.00	5000	Mimecast	Yes	none	Mimecast DMARC Analyzer	Not
[redacted]	[redacted]	4	low	$ 4,400.00	10000	Microsoft 365 Exchange	Yes	quarantine	DIY	Not
[redacted]	[redacted]	4	low	$ 1,500.00	1500	Mimecast	Yes	quarantine	MxToolbox	Not
[redacted]	[redacted]	5	low	$ 4,400.00	10000	Proofpoint Enterprise	Yes	reject	Mimecast DMARC Analyzer	Not
[redacted]	[redacted]	5	low	$ 3,050.00	5000	Google Workspace | Gmail	Yes	reject	DIY, Redsift OnDMARC	Not
[redacted]	[redacted]	3	high	$ 631.80	540	Microsoft 365 Exchange	Yes	reject	DIY	Not
[redacted]	[redacted]	5	low	$ 4,400.00	10000	Mimecast	Yes	reject	DIY, Redsift OnDMARC	Not
[redacted]	[redacted]	5	high	$ 772.20	660	Proofpoint Enterprise	Yes	reject	Proofpoint	Not
[redacted]	[redacted]	5	low	$ 936.00	800	Microsoft 365 Exchange	Yes	reject	Redsift OnDMARC	Not
[redacted]	[redacted]	5	low	$ 3,050.00	5000	Mimecast	Yes	reject	Mimecast DMARC Analyzer	Not
[redacted]	[redacted]	3	high	$ 1,500.00	1500	Microsoft 365 Exchange	Yes	reject	DIY	Not
[redacted]	[redacted]	3	high	$ 1,170.00	1000	Microsoft 365 Exchange	Yes	none	DIY	Not
[redacted]	[redacted]	5	low	$ 2,055.70	3370	Microsoft 365 Exchange	Yes	reject	Unknown	Not
[redacted]	[redacted]	4	moderate	$ 1,001.00	1001	Microsoft 365 Exchange	Yes	quarantine	Unknown	Not
[redacted]	[redacted]	5	low	$ 4,400.00	10000	Mimecast	Yes	reject	Mimecast DMARC Analyzer	Not
[redacted]	[redacted]	3	high	$ 4,400.00	10000	Microsoft 365 Exchange	Yes	none	Unknown	Not
[redacted]	[redacted]	5	low	$ 1,053.00	900	Mimecast	Yes	reject	Redsift OnDMARC	Not
[redacted]	[redacted]	4	moderate	$ 3,050.00	5000	Microsoft 365 Exchange	Yes	quarantine	Unknown	Not
[redacted]	[redacted]	4	low	$ 725.00	500	Microsoft 365 Exchange	Yes	reject	Unknown	Not
[redacted]	[redacted]	2	high	$ 725.00	500	Microsoft 365 Exchange	No			Not
[redacted]	[redacted]	5	none	$ 608.40	520	Microsoft 365 Exchange	Yes	reject	DUO Circle, Sendmarc	DM
[redacted]	[redacted]	4	low	$ 1,700.00	2000	Mimecast	Yes	reject	EasyDMARC	Not
[redacted]	[redacted]	4	low	$ 1,170.00	1000	Microsoft 365 Exchange	Yes	quarantine	Unknown	Not
[redacted]	[redacted]	3	high	$ 2,016.00	2800	Mimecast	Yes	none	Mimecast DMARC Analyzer	Not
[redacted]	[redacted]	3	high	$ 1,700.00	2000	Barracuda Networks	Yes	none	Barracuda Networks	Not
[redacted]	[redacted]	5	low	$ 3,050.00	5000	Microsoft 365 Exchange	Yes	reject	Redsift OnDMARC	Not
[redacted]	[redacted]	3	high	$ 1,170.00	1000	Mimecast	Yes	none	DIY	Not
[redacted]	[redacted]	3	high	$ 4,560.00	12000	Microsoft 365 Exchange	Yes	none	Valimail	Not

high

- No DMARC record or a policy set to p=none
- No reporting or internal reporting address
- A different provider is detected

moderate

- The DMARC policy is set to p=quarantine or p=reject
- No reporting or internal reporting address
- A different provider is detected

low

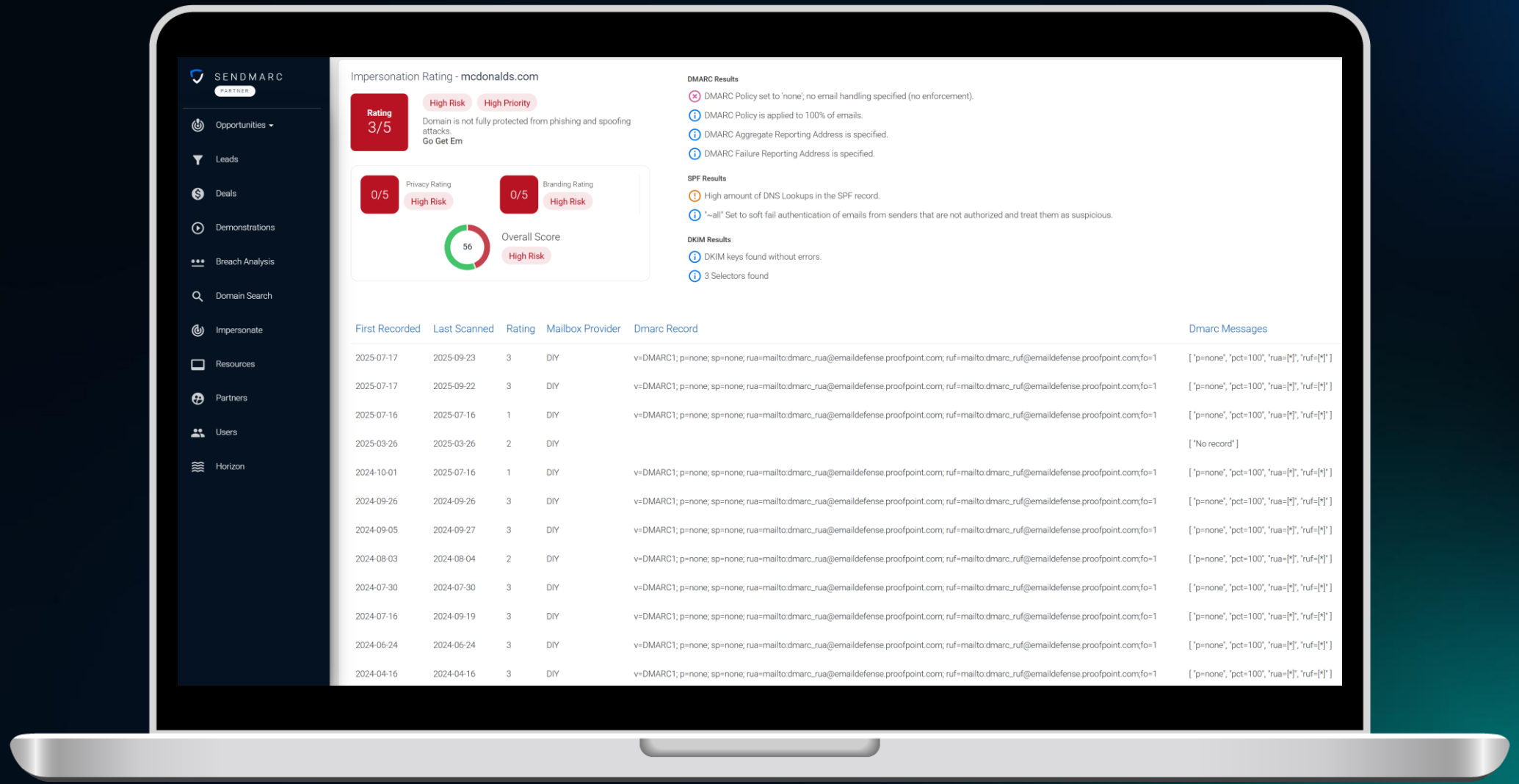
- The DMARC policy is set to p=quarantine or p=reject
- No reporting or internal reporting address
- A different, high-profile provider is detected

none

- Protected by Sendmarc

Domain Search

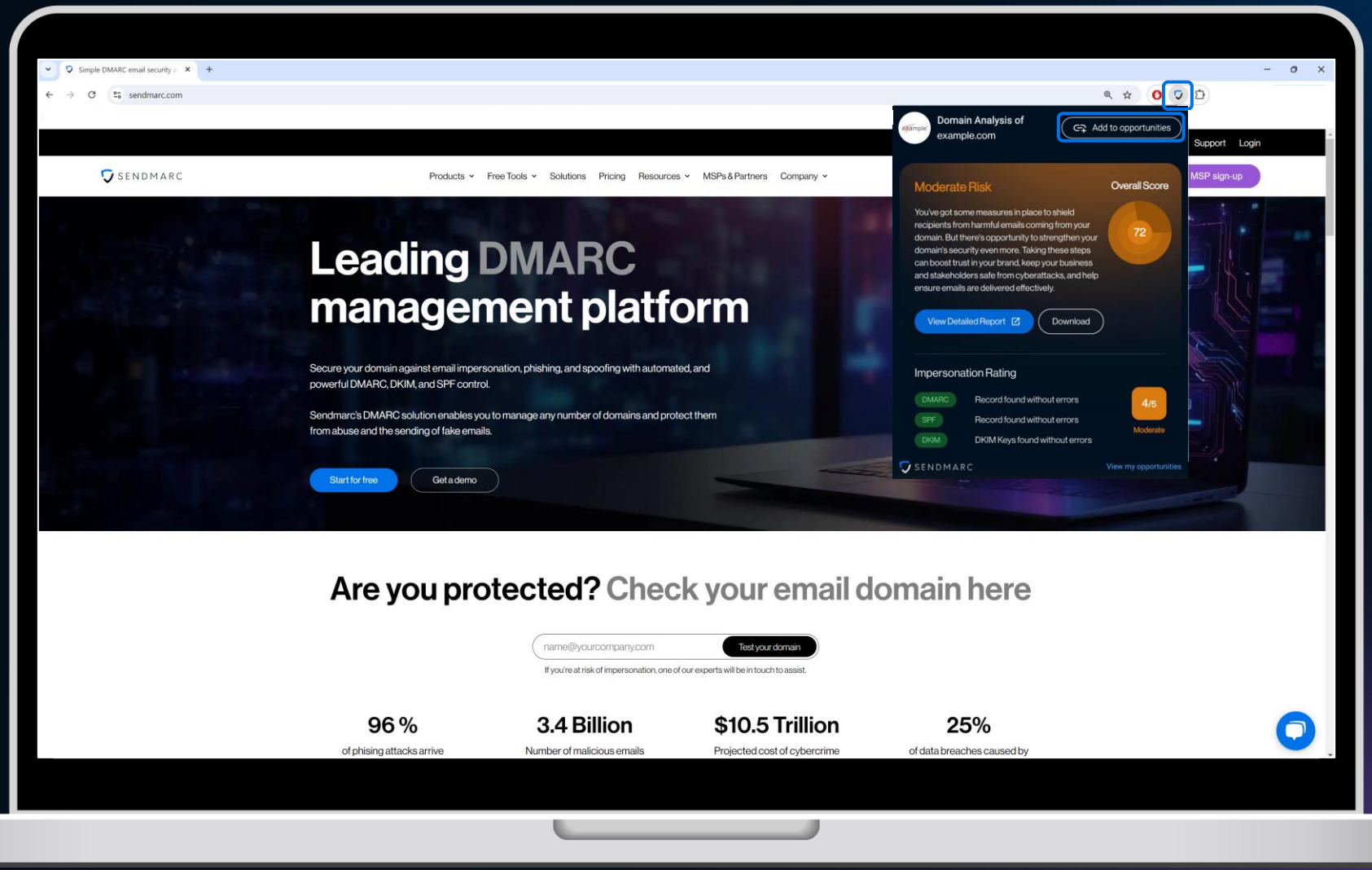
Go to the Sendmarc Partner Portal to gain insights into the recorded history of a domain that's previously been tested using Sendmarc Tools.



First Recorded	Last Scanned	Rating	Mailbox Provider	Dmarc Record	Dmarc Messages
2025-07-17	2025-09-23	3	DIY	v=DMARC1; p=none; sp=none; rua=mailto:dmarc_rua@emaildefense.proofpoint.com; ruf=mailto:dmarc_ruf@emaildefense.proofpoint.com;fo=1	["p=none", "pct=100", "rua=[*]", "ruf=[*]"]
2025-07-17	2025-09-22	3	DIY	v=DMARC1; p=none; sp=none; rua=mailto:dmarc_rua@emaildefense.proofpoint.com; ruf=mailto:dmarc_ruf@emaildefense.proofpoint.com;fo=1	["p=none", "pct=100", "rua=[*]", "ruf=[*]"]
2025-07-16	2025-07-16	1	DIY	v=DMARC1; p=none; sp=none; rua=mailto:dmarc_rua@emaildefense.proofpoint.com; ruf=mailto:dmarc_ruf@emaildefense.proofpoint.com;fo=1	["p=none", "pct=100", "rua=[*]", "ruf=[*]"]
2025-03-26	2025-03-26	2	DIY		["No record"]
2024-10-01	2025-07-16	1	DIY	v=DMARC1; p=none; sp=none; rua=mailto:dmarc_rua@emaildefense.proofpoint.com; ruf=mailto:dmarc_ruf@emaildefense.proofpoint.com;fo=1	["p=none", "pct=100", "rua=[*]", "ruf=[*]"]
2024-09-26	2024-09-26	3	DIY	v=DMARC1; p=none; sp=none; rua=mailto:dmarc_rua@emaildefense.proofpoint.com; ruf=mailto:dmarc_ruf@emaildefense.proofpoint.com;fo=1	["p=none", "pct=100", "rua=[*]", "ruf=[*]"]
2024-09-05	2024-09-27	3	DIY	v=DMARC1; p=none; sp=none; rua=mailto:dmarc_rua@emaildefense.proofpoint.com; ruf=mailto:dmarc_ruf@emaildefense.proofpoint.com;fo=1	["p=none", "pct=100", "rua=[*]", "ruf=[*]"]
2024-08-03	2024-08-04	2	DIY	v=DMARC1; p=none; sp=none; rua=mailto:dmarc_rua@emaildefense.proofpoint.com; ruf=mailto:dmarc_ruf@emaildefense.proofpoint.com;fo=1	["p=none", "pct=100", "rua=[*]", "ruf=[*]"]
2024-07-30	2024-07-30	3	DIY	v=DMARC1; p=none; sp=none; rua=mailto:dmarc_rua@emaildefense.proofpoint.com; ruf=mailto:dmarc_ruf@emaildefense.proofpoint.com;fo=1	["p=none", "pct=100", "rua=[*]", "ruf=[*]"]
2024-07-16	2024-09-19	3	DIY	v=DMARC1; p=none; sp=none; rua=mailto:dmarc_rua@emaildefense.proofpoint.com; ruf=mailto:dmarc_ruf@emaildefense.proofpoint.com;fo=1	["p=none", "pct=100", "rua=[*]", "ruf=[*]"]
2024-06-24	2024-06-24	3	DIY	v=DMARC1; p=none; sp=none; rua=mailto:dmarc_rua@emaildefense.proofpoint.com; ruf=mailto:dmarc_ruf@emaildefense.proofpoint.com;fo=1	["p=none", "pct=100", "rua=[*]", "ruf=[*]"]
2024-04-16	2024-04-16	3	DIY	v=DMARC1; p=none; sp=none; rua=mailto:dmarc_rua@emaildefense.proofpoint.com; ruf=mailto:dmarc_ruf@emaildefense.proofpoint.com;fo=1	["p=none", "pct=100", "rua=[*]", "ruf=[*]"]

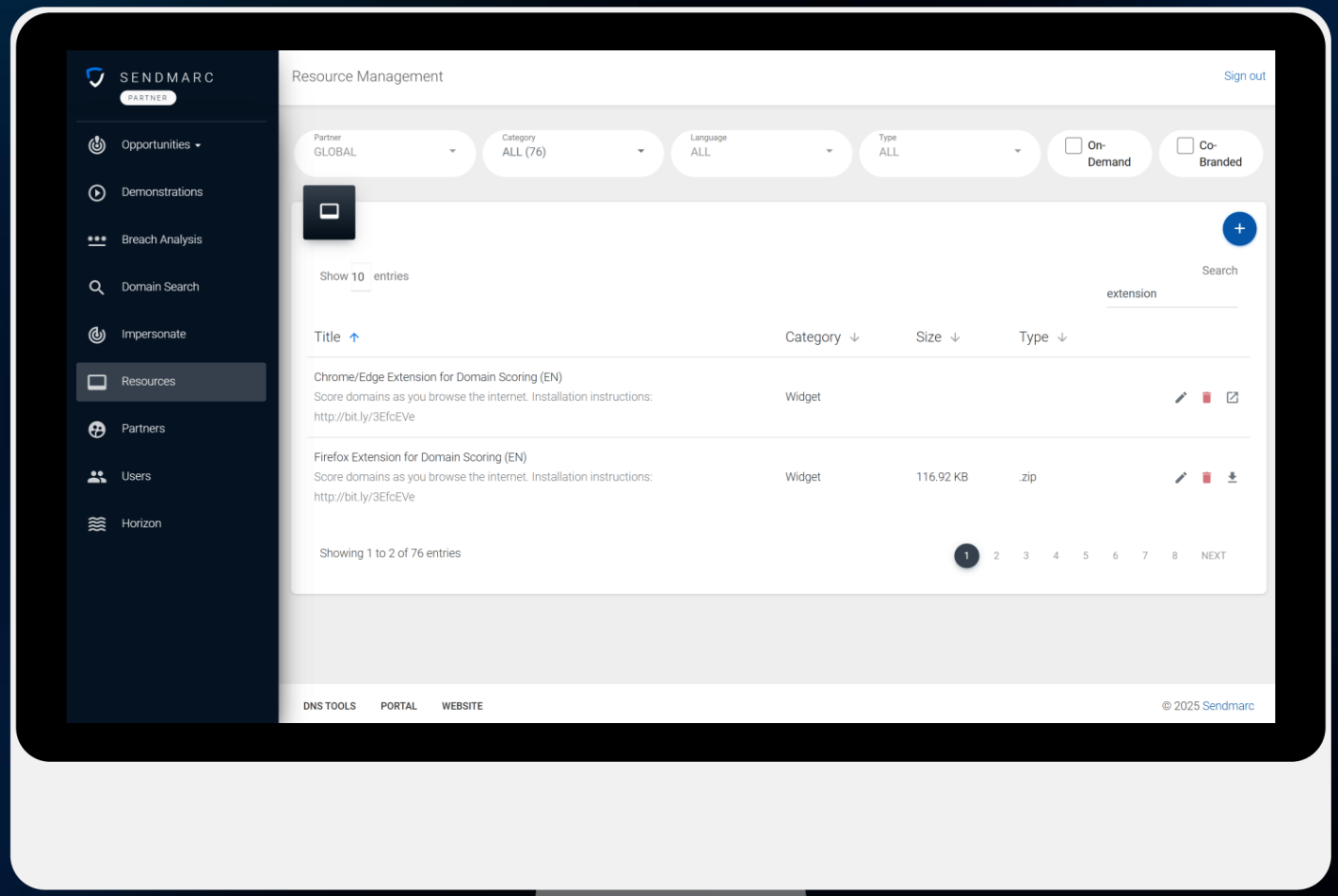
Sendmarc Browser Extension

Real-time domain analysis



Installing the Browser Extension

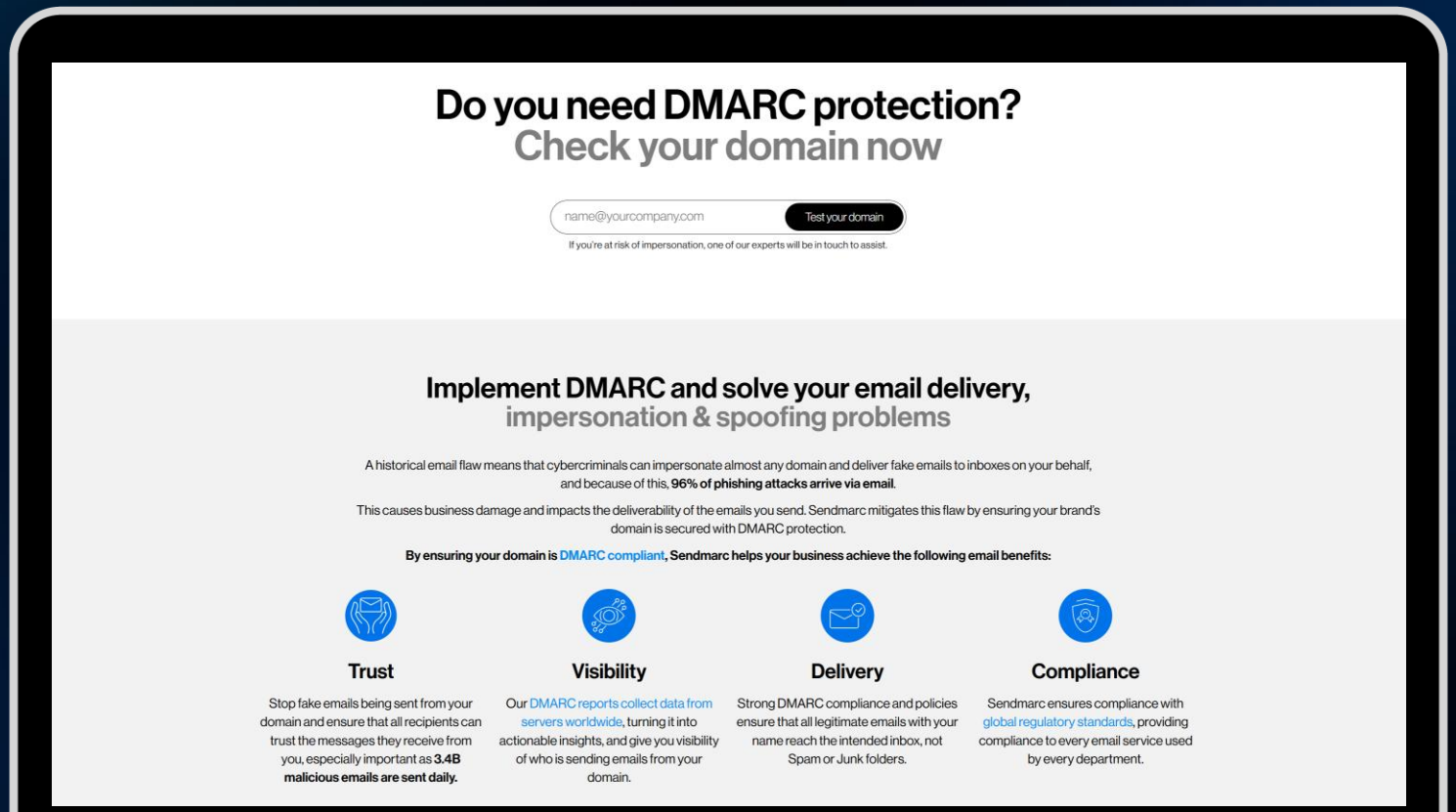
Head over to the Sendmarc Partner Portal to configure this:

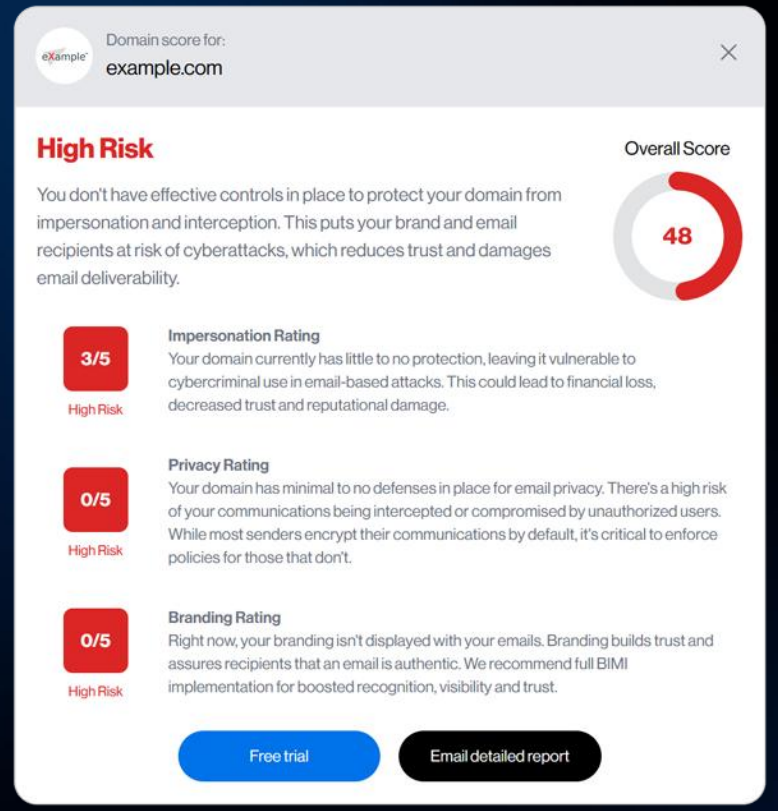


1. Navigate to the ‘Resources’ section on the Sendmarc Partner Portal
2. Download the browser extension for Chrome or Firefox
3. Visit our Knowledgebase to access a guide on setting it up in a browser

Website Widget

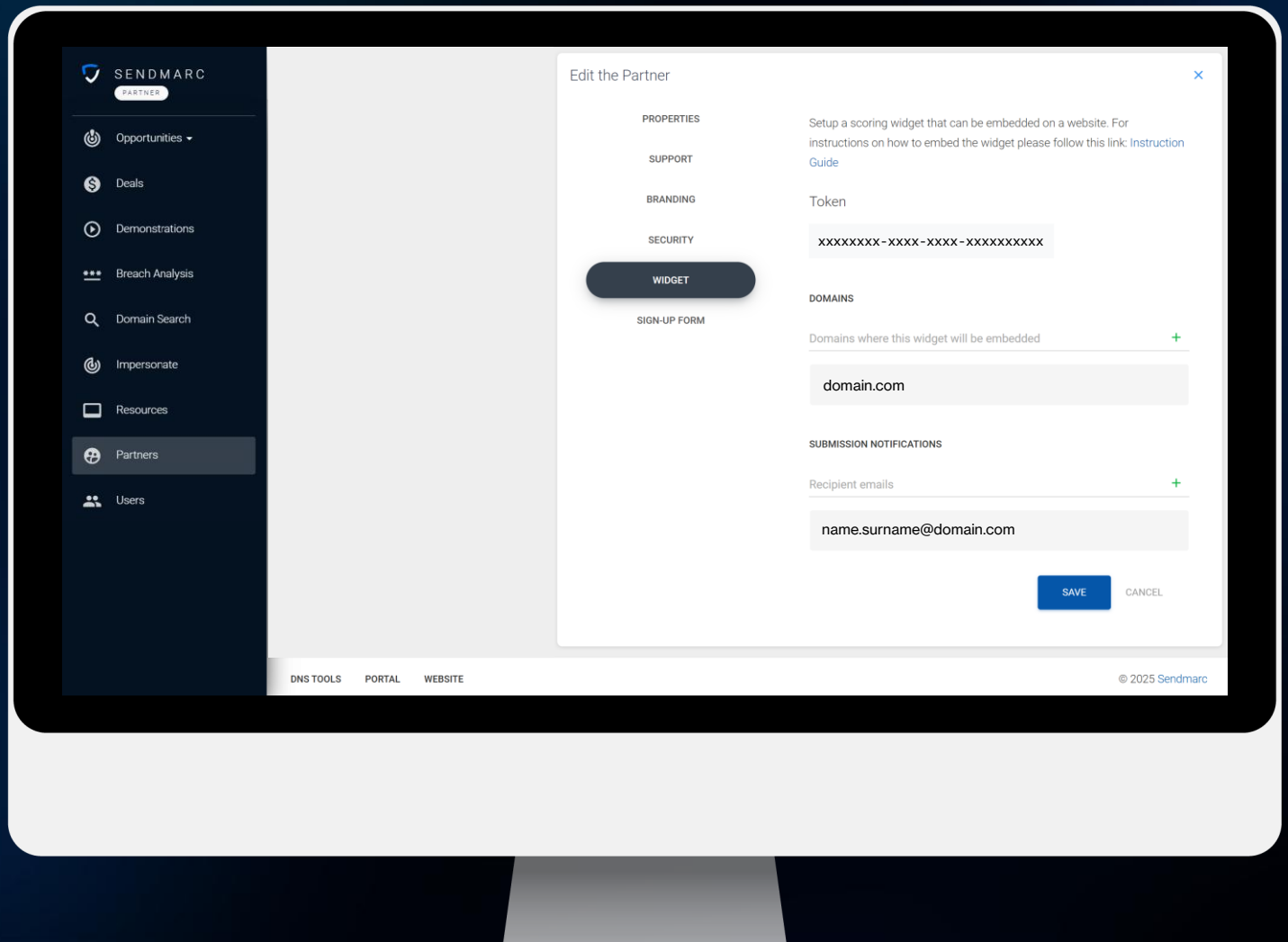
Capture new leads by adding Sendmarc's domain-scoring widget to your website.





Setting up Your Website Widget

Head over to the Sendmarc Partner Portal to get started:



1. Navigate to the ‘Partners’ section on the Sendmarc Partner Portal
2. Generate a widget token
3. Visit our Knowledgebase to access a guide on embedding the widget on your website

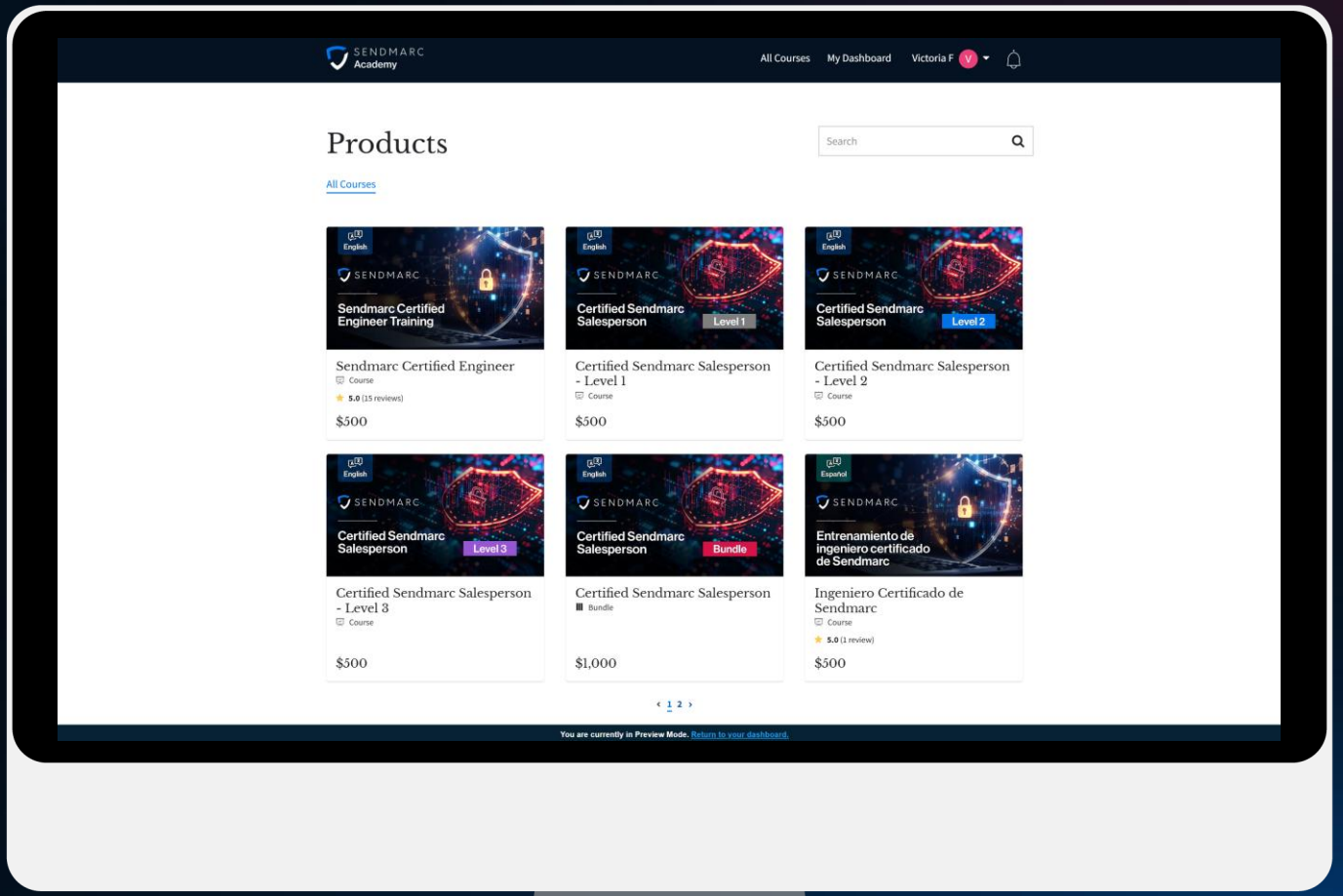
Win a $100 Voucher

Gain free access to our Certified Sendmarc Salesperson Courses!

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

*Or region equivalent

1. Enroll in one of our courses
2. Complete the training & quizzes
3. Obtain your certification
4. Post it to LinkedIn & tag us



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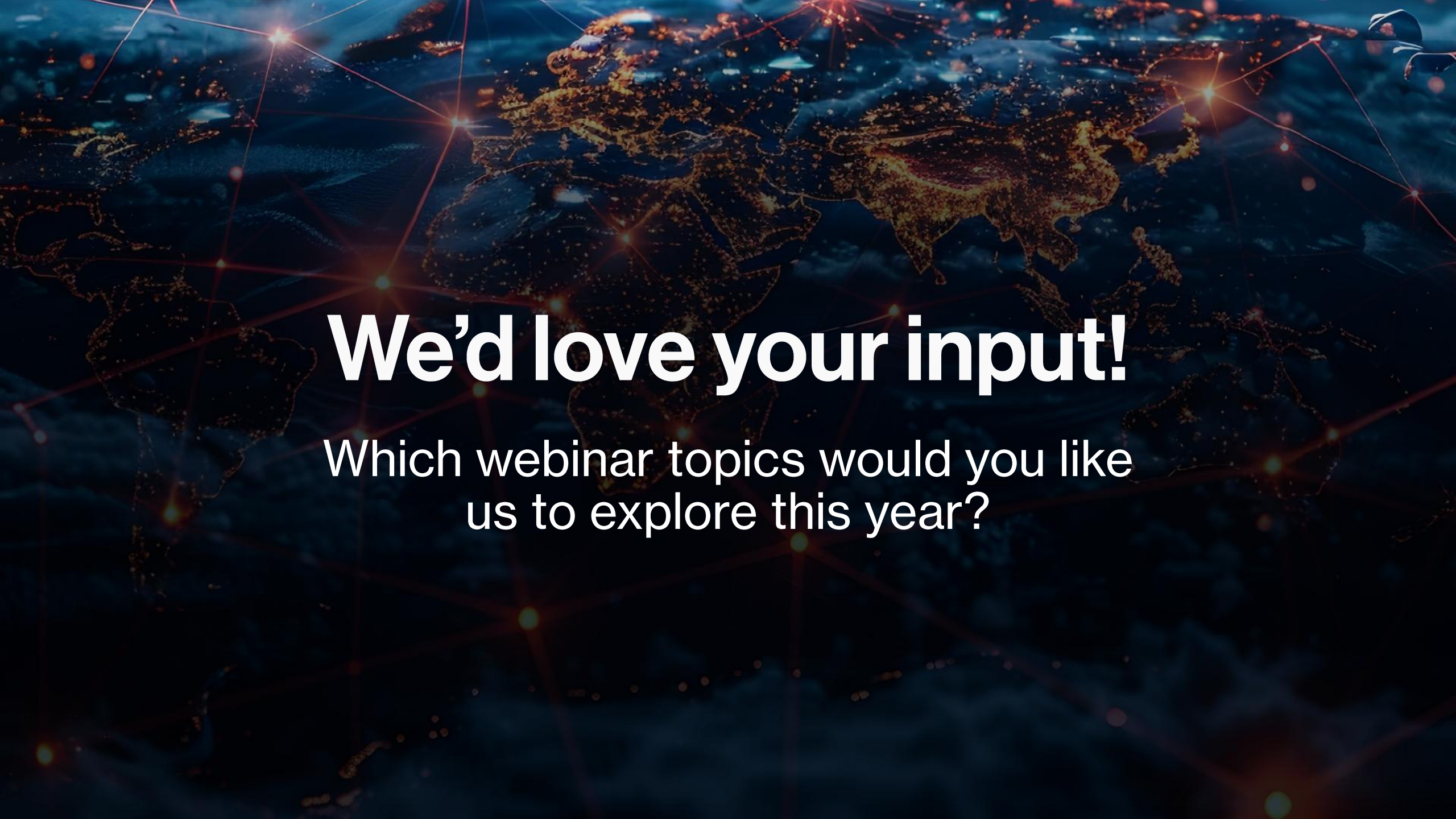
We’d love your input!
Which webinar topics would you like us to explore this year?

Thank You

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