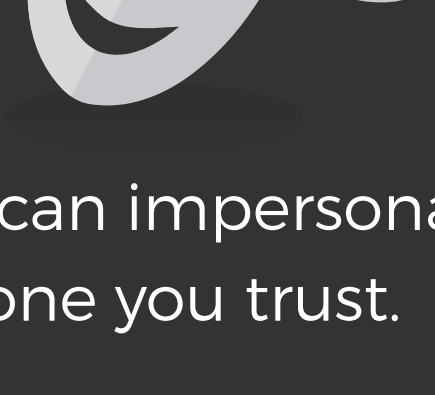


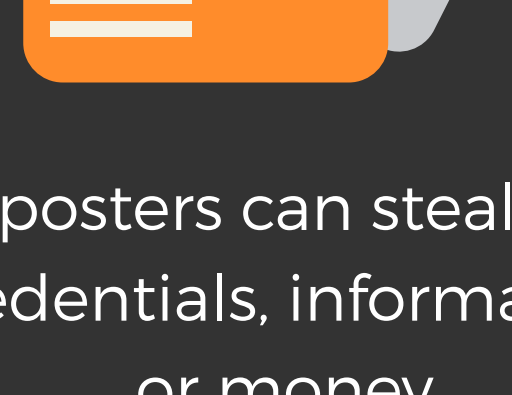
# THE INS AND OUTS OF DMARC

Email is powerful and efficient...

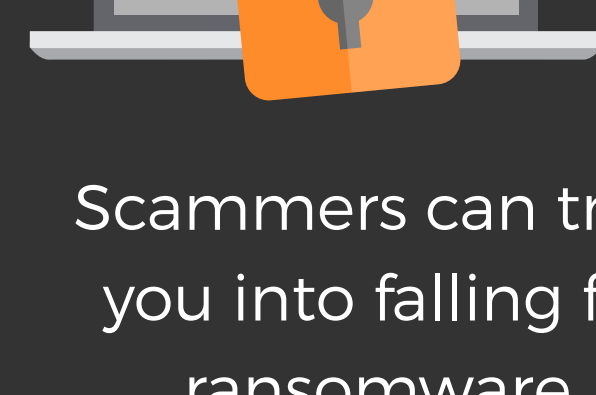
However, email has a basic flaw: the sender can be faked.



Criminals can impersonate someone you trust.



Imposters can steal your credentials, information, or money.



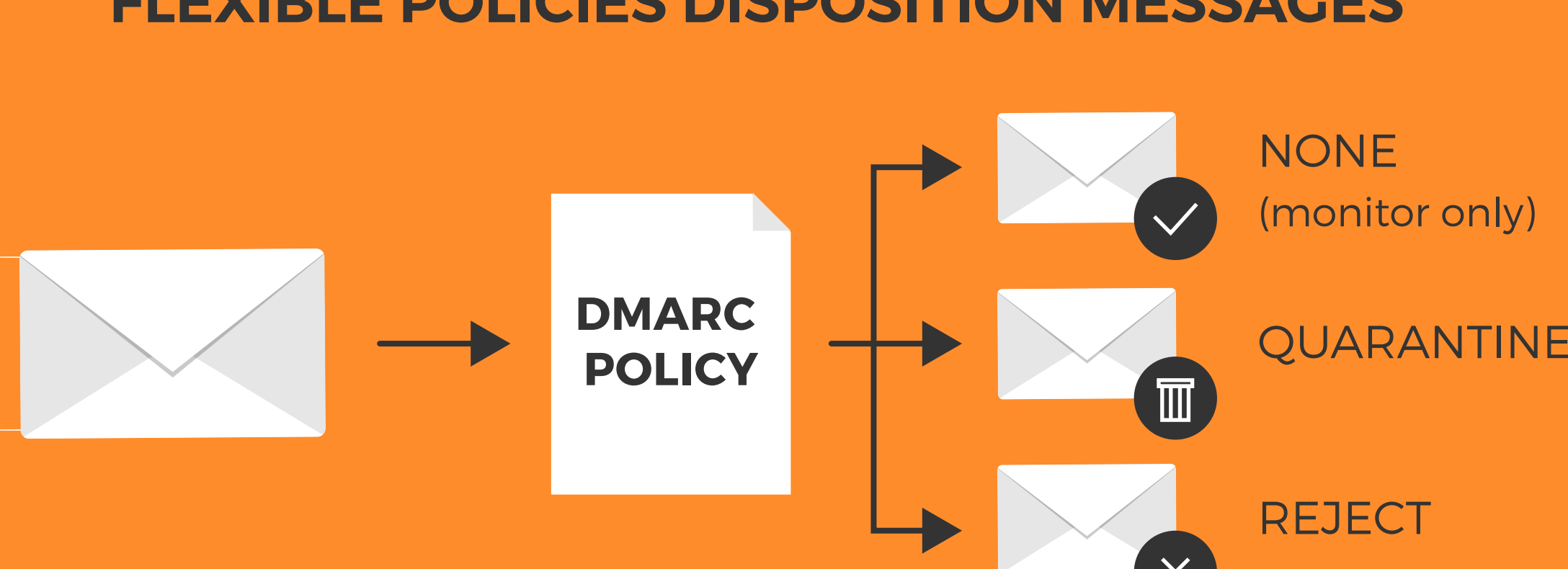
Scammers can trick you into falling for ransomware.

## Enter: DMARC

### DMARC ENABLES COMPANIES TO...

- Authenticate legitimate email.
- Publish explicit policies enforceable throughout the ecosystem.
- Gain intelligence on their email streams.

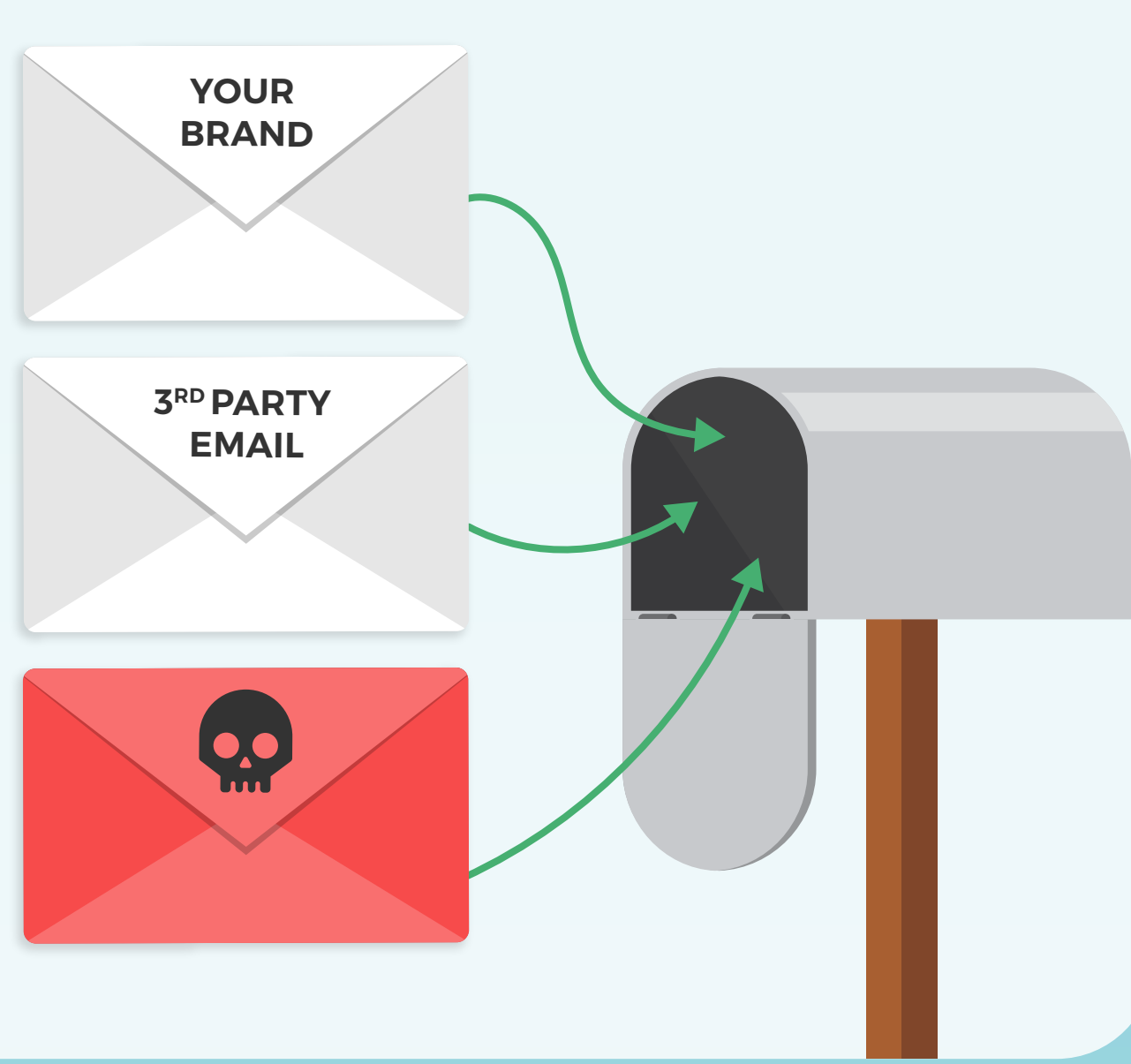
### FLEXIBLE POLICIES DISPOSITION MESSAGES



## Here's how it works:

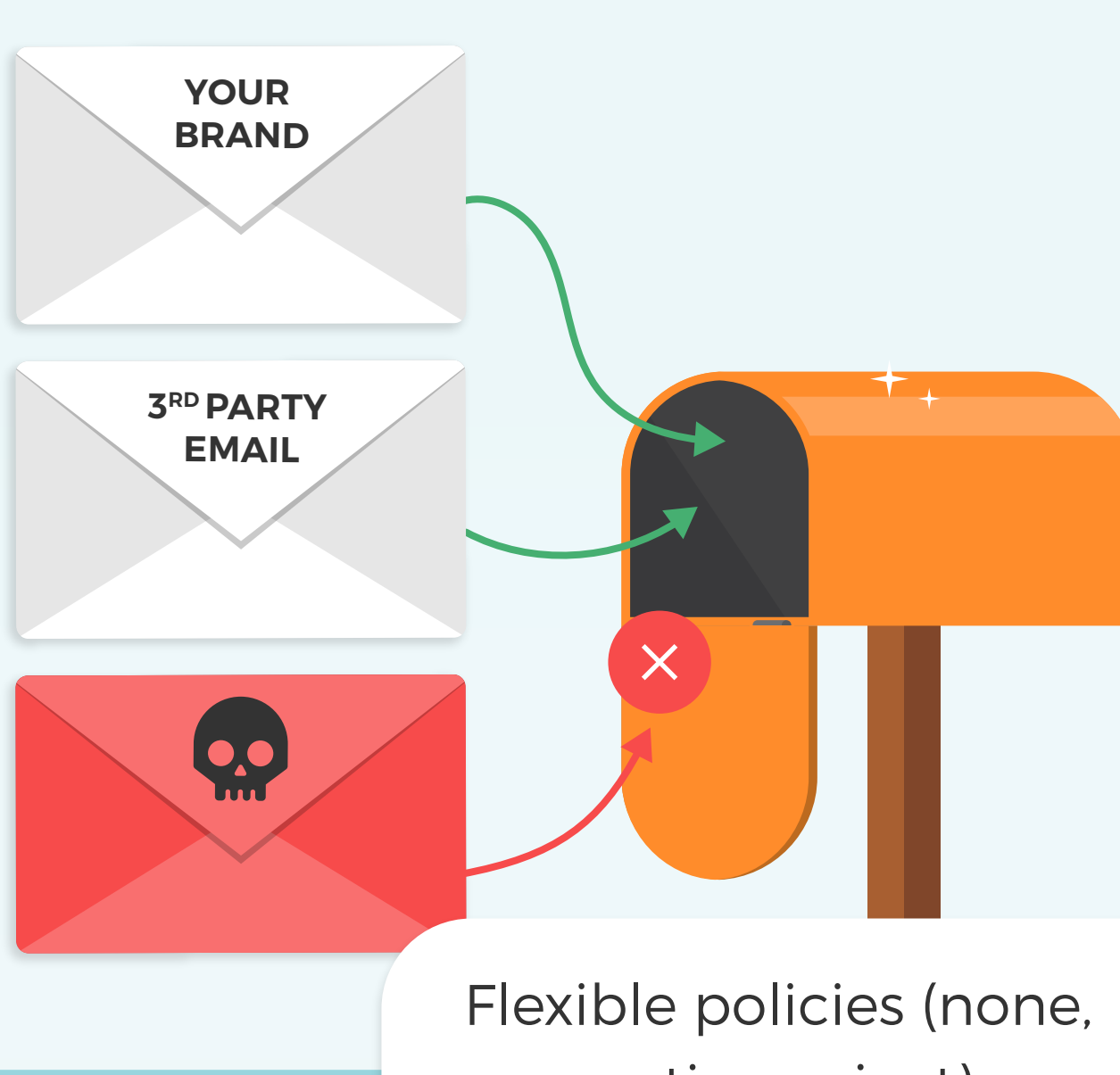
### BEFORE DMARC

all unauthenticated mail gets through.



### AFTER DMARC

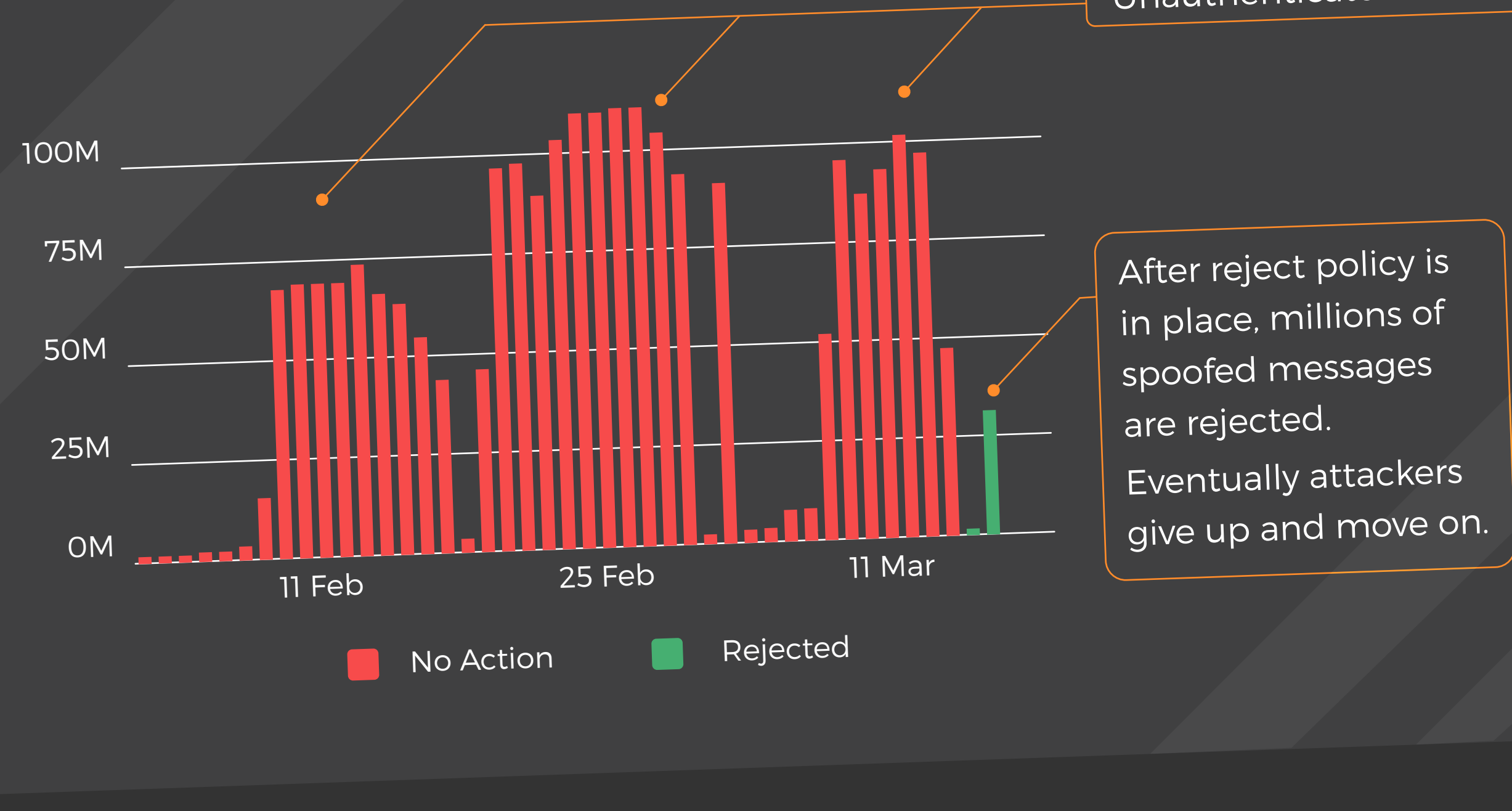
only legitimate mail gets through.



Flexible policies (none, quarantine, reject).

The beauty of Reject: recipients never see unauthenticated mail!

### POLICIES APPLIED TO UNAUTHENTICATED EMAIL MESSAGES



## DMARC HAS MEASURABLE ECONOMIC AND SOCIAL BENEFITS:

**\$326%** Average return on investment.<sup>1</sup>

**\$4m** Average increase in return on customer engagement.

**\$1.1m** Reduction in customer support cost.

**\$718k** Reduction in cybersecurity insurance.

**10%** Increase in email campaign response rate.

## AND... DMARC HELPS STOP BUSINESS EMAIL COMPROMISE.

**\$5.3B** recent losses per FBI.<sup>2</sup>

**94%** are display name deception: DMARC won't stop this!

DECEPTION TECHNIQUE	ADDRESSED BY DMARC
Direct/Same Domain Spoofing	✓
Display Name Spoofing	✗
Look-alike Domain Spoofing	✗

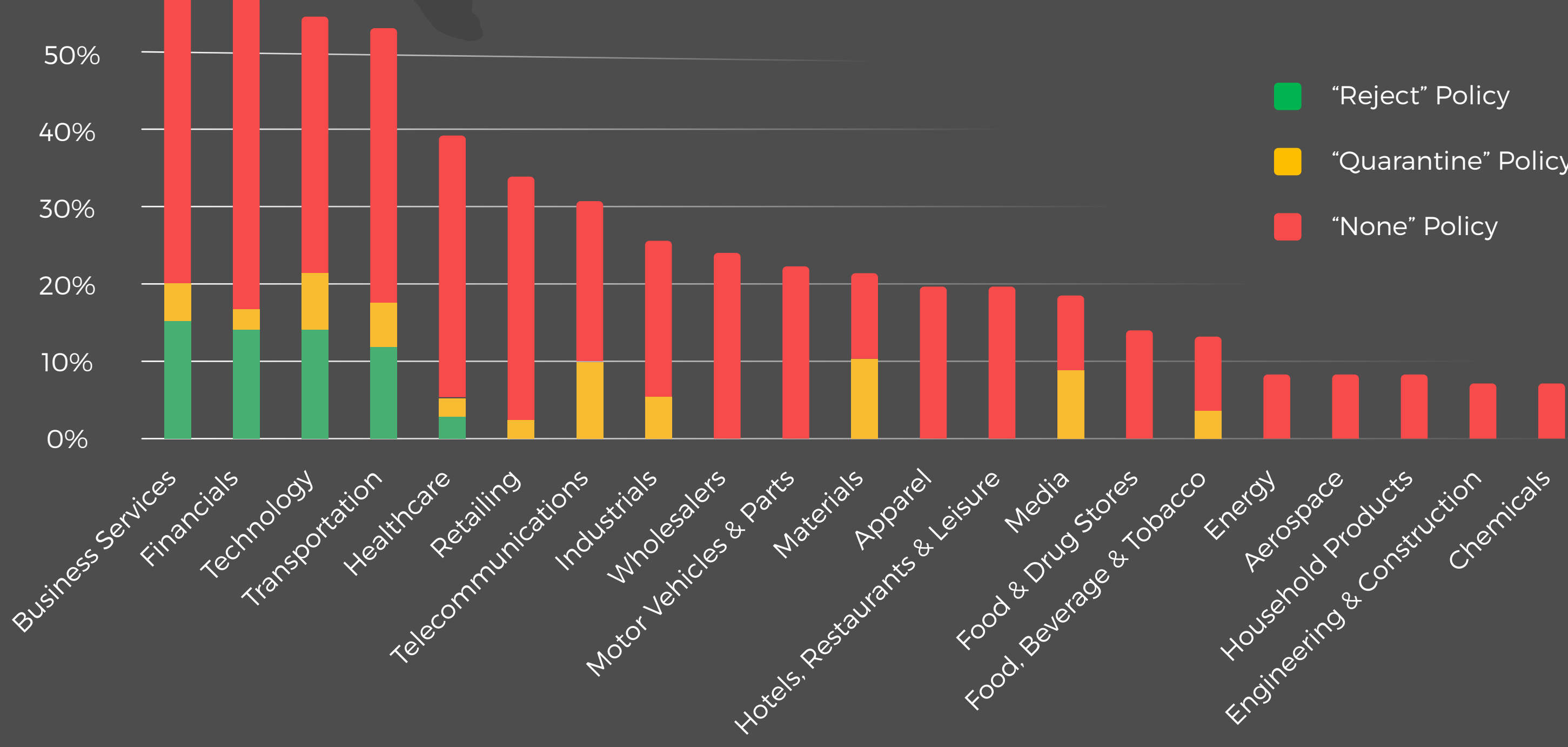
## BUT... ADOPTION IS LIMITED AND FEW COMPANIES ARE AT REJECT.

Only **33%** of Fortune 500 Companies have a DMARC policy.

**33%** of FTSE 100 have a DMARC policy.

**27%** of ASX 100 have a DMARC policy.

### FORTUNE 500 DMARC ADOPTION RATE AND ENFORCEMENT STATUS BY INDUSTRY

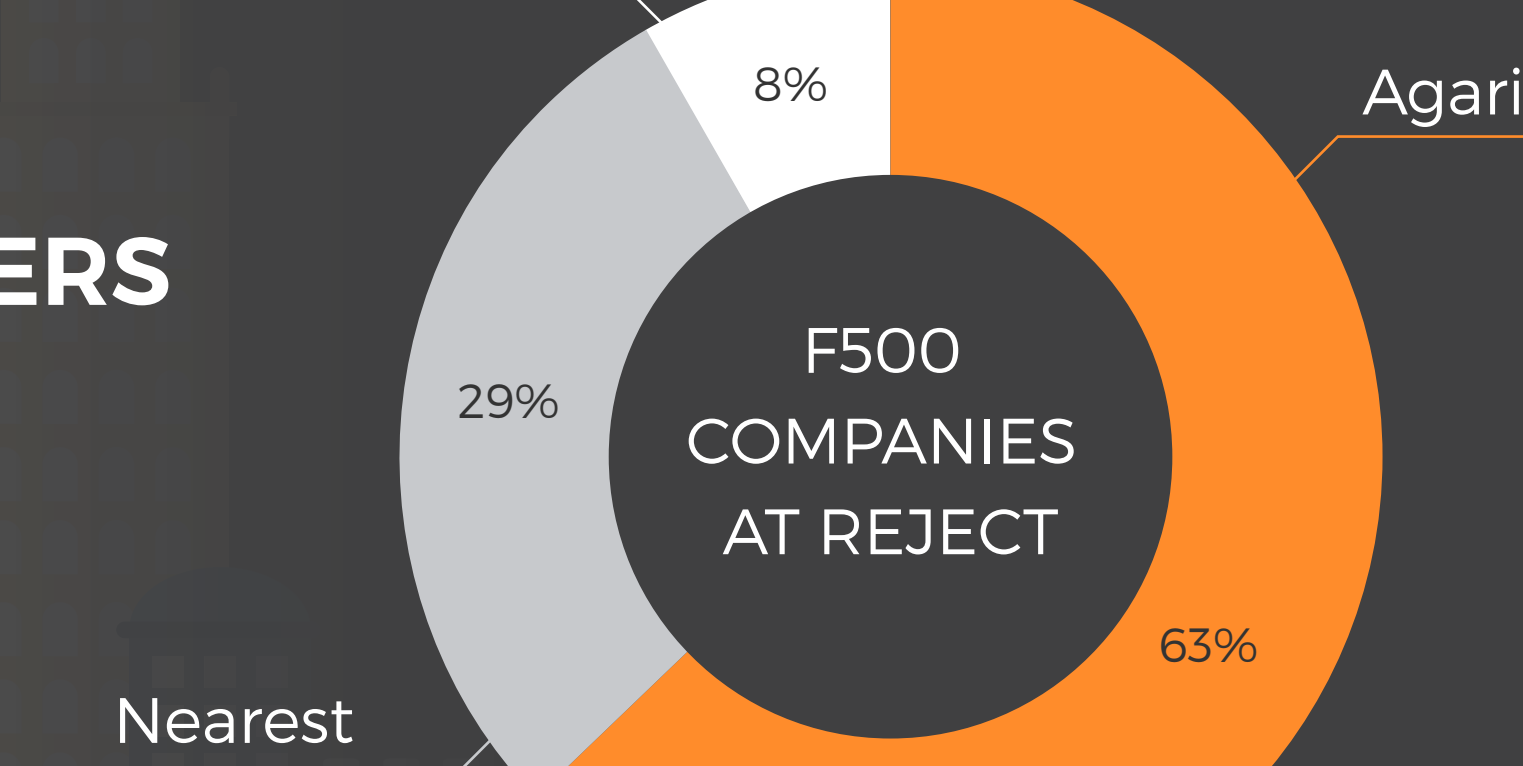


## GET THE RIGHT VENDOR TO:



- get to reject.
- stop BEC, and
- bring trust back to your employees' and customers' inboxes.

## AND DON'T FORGET... AGARI HAS THE MOST FORTUNE 500 CUSTOMERS AT REJECT<sup>3</sup>:



Find out who's attacking your customers, partners, and brand with a free email assessment:



Who's phishing using your domains?



Who's sending email on your behalf?



How you can improve deliverability and security.



DMARC authentication trends.

VISIT: [AGARI.COM/DMARC-GUIDE](https://www.agari.com/dmarc-guide)

<sup>1</sup> Except where otherwise stated, all data was taken from the Agari DMARC Guide, September 2017. [https://www.agari.com/dmarc-guide/?utm\\_source=google&utm\\_region=US&utm\\_medium=ppc&utm\\_campaign=dmarc-guide-US&utm\\_term=dmarc%20guide](https://www.agari.com/dmarc-guide/?utm_source=google&utm_region=US&utm_medium=ppc&utm_campaign=dmarc-guide-US&utm_term=dmarc%20guide)

<sup>2</sup> FBI Public Service Announcement, BEC: the 5 Billion Dollar Scam, May, 2017. <https://www.ic3.gov/media/2017/170504.aspx>

<sup>3</sup> According to public DMARC records.