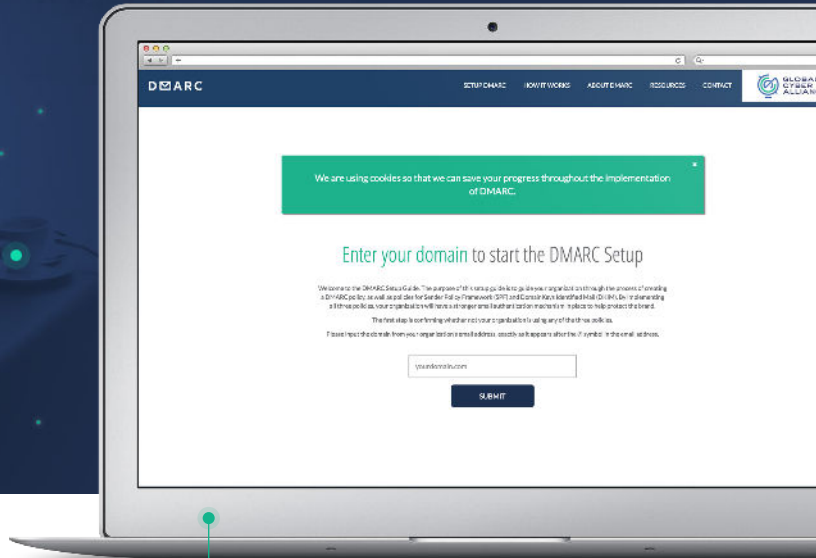


Email Authentication Made Easy

DMARC is the simple, trusted solution that brings together email authentication protocols, and adds reporting and compliance. In just a few easy steps, you can set up DMARC today to protect your organization from email fraud.



What is DMARC?

DMARC stands for Domain-based Message Authentication, Reporting and Conformance. It's like an identity check for your organization's domain name. A DMARC policy allows a sender to indicate that their messages are protected and tells a receiver what to do if one of the authentication methods passes or fails – either send the message or reject the message to junk. DMARC also helps prevent the creation of fraudulent email accounts on your organization's website domain.

BEST OF ALL, IT'S FREE TO USE.

History

DMARC was first developed in 2010, and it became an initiative in 2015 under the [Trusted Domain Project](#). Currently, approximately 70% of consumer inboxes worldwide are protected by DMARC – that's more than 2.5 billion mailboxes worldwide.

However, the adoption rate of DMARC has been slow. Many organizations are still not aware of DMARC and its benefits. Many of those who have implemented it, have done so incorrectly, without realizing the full extent of its impact.

SETUP DMARC NOW at
dmarc.globalcyberalliance.org

IN 2015

112.5
BILLION
emails were sent
EACH DAY.

53.2%
WERE
SPAM.

That means

59.85
BILLION
SPAM emails
were sent
EACH DAY.

How DMARC Works

GUESSING ISN'T WORTH THE RISK.

In **3 easy steps**, DMARC ensures emails don't come with any surprises. DMARC, SPF and DKIM work together to ensure authentication.

1

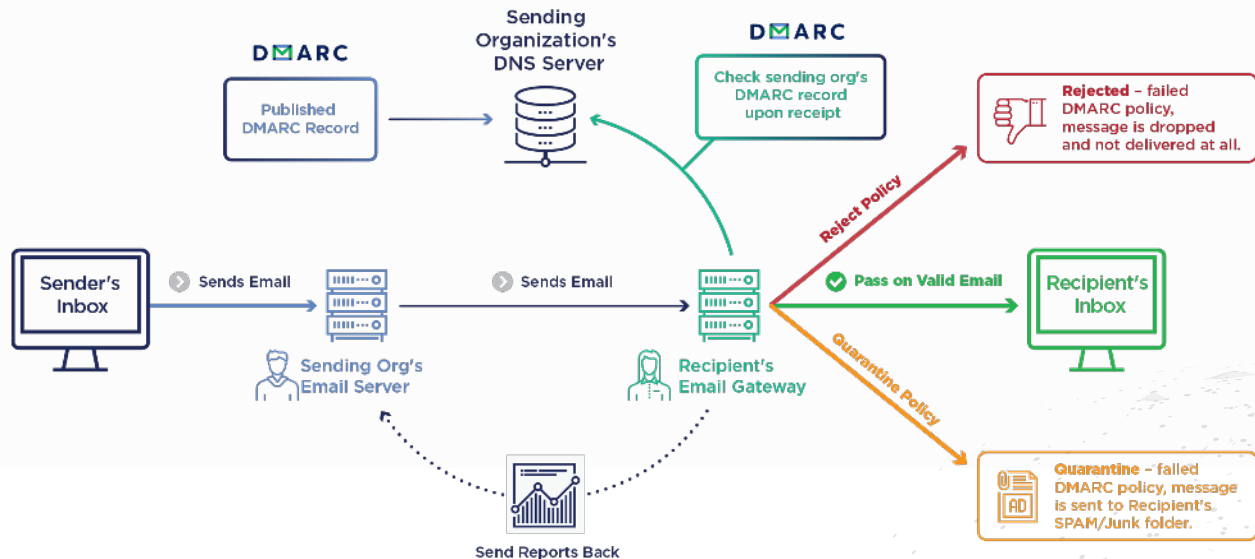
IMPLEMENT SPF / DKIM / DMARC STANDARDS

2

ENFORCE DMARC POLICY TO REJECT UNAUTHENTICATED EMAIL

3

MAINTAIN A PROTECTED, REPUTABLE BRAND



Detect Fraud. Prevent Threats.

DMARC provides a way for participating senders and receivers to streamline the analysis process by coordinating their verification efforts. This prevents spammers and phishers from using valid organization names to conduct cyber attacks and provides insight into any attempts to spam, phish, or spearphish using your organization's brand or name. Using DMARC, businesses can reduce the likelihood that their domain will be used in an attack, and they'll be protected against incoming threats from other compromised domains. As a result, this increases customer confidence and builds trust in your brand.

SETUP DMARC NOW

GCA's DMARC Setup Tool walks you through the process step-by-step.

IT'S FREE TO USE!

dmarc.globalcyberalliance.org

ABOUT GCA

The Global Cyber Alliance (GCA) is an international, cross-sector effort dedicated to confronting systemic cyber risk and improving our connected world. We are a catalyst to bring communities of interest and affiliations together in an environment that sparks innovation with concrete, measurable achievements. Learn more at globalcyberalliance.org.

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Links to source data here:
dmarc.globalcyberalliance.org/sources/