

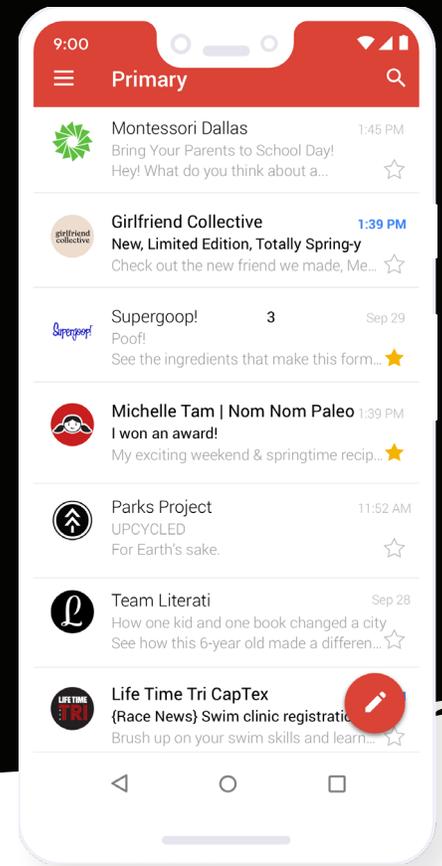
HOW TO DISPLAY YOUR

BRAND LOGO

IN MAIL ACCOUNTS

Your logo is your company's main visual identifier. Oftentimes people only see your logo if they open your email. But what if you could make a stronger first impression? Help identify your brand earlier by displaying your logo in the inbox, before they even open the email.

A growing number of Internet Service Providers (ISPs) are exploring the marketing opportunities of displaying brand logos directly in webmail clients (e.g. Gmail, Outlook, Yahoo Mail), indicating them as "trusted and official" brands.



Why display your logo in mail?

- ➔ Increase brand visibility and recognition by putting your brand in front of customers.
- ➔ Enhance the user experience, as users will see your logo and be able to trust that the email is from you.
- ➔ Increase email engagement due to these trusted communications.
- ➔ Motivate other companies to adopt this new standard of email marketing.
- ➔ Prevent fraudulent email and improve email safety in general.

Instead of following the flock, be one of the first to implement this new email marketing strategy. Here is an overview of the most relevant programs to get started.

ONE:

BIMI

Brand Indicators is an open standard for displaying logos for verified brand domains. The project, BIMI (Brand Indicators for Message Identification), is currently for Verizon mailers (AOL.com, Yahoo.com). It was recently announced, that Google will implement BIMI soon as well

How to implement it? The implementation of DMARC is required for BIMI. The brand logo location can be found in the DNS and [participation requires registration](#) (Mapp is happy to help). Find out more about [implementing BIMI here](#).



TWO:

Gmail Schema

Using Schema.org, it's possible to announce promotional content with the logo displayed, as well as action buttons (e.g. for booking flights, announcing coupon codes, etc.)

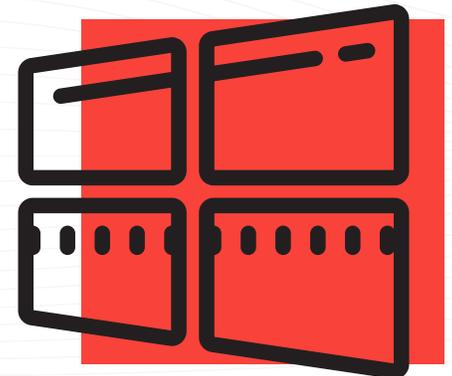
How to implement it? The technology is based on JavaScript. Developers can [find further information here](#) for the implementation process.

THREE:

"Brand Cards" from Microsoft

Verified businesses get a blue tick next to their company logo – similar to how Twitter and Instagram indicate verified accounts.

How to implement it? Businesses [can register here](#) at the BrandCards Beta. This will come out later in 2019.



FOUR:

Trusted Dialog

Operating only in Germany, United Internet Media provides this service for gmx.de, web.de, Freenet, 1&1, and T-Online. It is a paid service guaranteeing inbox placement and displaying brand logos in the inbox.

How to implement it? This paid service can only be requested at United Internet if the sending reputation allows participation.