

# Common Mark Certificates (CMC)

Display your logo in emails with no trademark needed

## **The problem:** Email trust is broken

Despite billions spent annually on email marketing, businesses still struggle with one fundamental issue: recipients don't trust what's in their inbox. Phishing, spoofing, and brand impersonation have conditioned customers to hesitate, even when the message is legitimate.

Bad actors are exploiting the weakest link in the digital trust chain: unauthenticated domains and unverified sender identities.

## **The result?**

- Emails land in junk folders
- Click-through rates plummet
- Customers second-guess brands
- Brand equity silently suffers

## Ideal use cases for CMCs:

- Startups building email credibility without a trademark
- Small-to-midsize brands seeking better inbox visibility
- Marketing teams looking to boost open rates with visual branding
- Companies that use email marketing platforms and are looking to boost deliverability
- High-growth organizations looking for self-service, rapid time to value and reduced barriers to entry

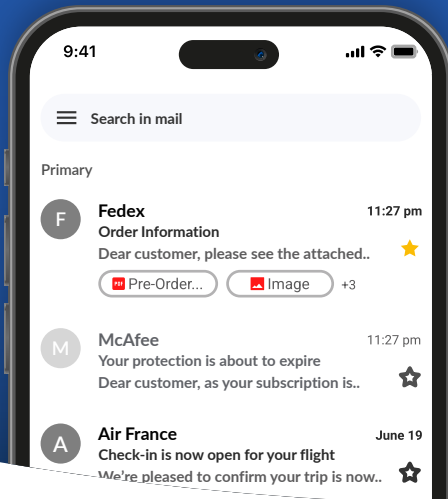
## **Stand Out in Inboxes with Visual Brand Validation**

A Common Mark Certificate (CMC) is a specialized digital certificate, designed to confirm organizational identity by displaying logos within email inboxes. CMCs allow your organization to display a non-trademarked logo that has been in use for a year next to your emails in inboxes that support Brand Indicators for Message Identification (BIMI). BIMI is the display mechanism that participating mailbox providers like Gmail, Apple Mail and Yahoo to display your brand logo. CMC is the proof behind it.

No registered trademark required

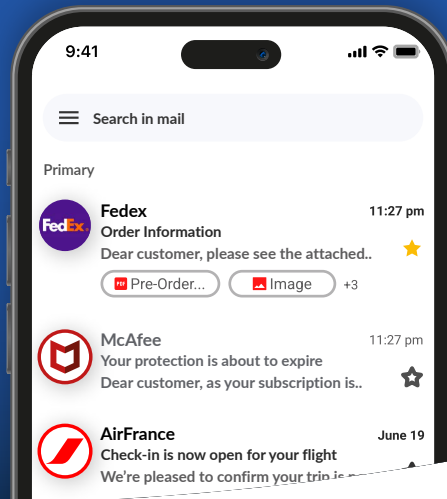
## Before CMC

No brand logo shown



## After CMC

Logo displays directly in inbox



Similar to Verified Mark Certificates (VMCs), Common Mark Certificates work to improve trust and creditability by displaying brand logos in email inboxes. CMCs, however, provide greater flexibility for small to midsize businesses by eliminating the requirement for a registered trademark. Sectigo CMCs provide startups and smaller businesses with a simpler and more affordable path to unlock the visual power of their logo.

## Why CMCs Matter for Emerging Brands

Today's inboxes are crowded, algorithmic, and increasingly suspicious. Without visual confirmation of brand identity, emails from legitimate businesses are indistinguishable from fraudulent ones. And while Domain-based Message Authentication, Reporting & Conformance (DMARC) helps behind the scenes, users don't see it. What they do see is whether there's a brand logo, and whether that logo feels credible and professional. As inbox providers such as Gmail, Apple Mail and Yahoo evolve toward authenticated, email-first user experiences, BIML certification is no longer an option.

## Without this, organizations risk:



Being ignored in inboxes and falling behind competitors who display their logo.



Being perceived as less trustworthy or outdated.



Suffering lower open and click-through rates, undermining email marketing ROI.

# CMC Business Value



## Faster issuance with no trademark required

CMCs offer the benefits of visual inbox trust and BIMl compliance without the wait for a registered trademark. To qualify, your logo must be in long-term use (typically more than one year), but issuance is fast, often within five to ten days.



## Logo visibility in inboxes

CMCs place recognizable logos next to senders' names, rendering emails instantly identifiable. Emails marked by recognizable logos signal visual trust, indicating that emails are safe to open.



## Compatible with BIMl supported mailboxes

CMCs are recognized by major email providers like Gmail and Yahoo, offering seamless compatibility across platforms that support BIMl logo display.



## Protect against phishing and spoofing attacks

Phishing and spoofing attacks are on the rise, with many cybercriminals successfully impersonating legitimate brands. CMCs make these attacks more difficult to execute by attaching authenticated logos that immediately distinguish legitimate email communication from fraudulent messages.



## Increase brand engagement

Emails displaying logos signal visual trust, leading to increased engagement. A recent study found that displaying brand logos in email inboxes leads to a 21% increase in open rates, an 18% improvement in brand recall, and a 34% increase in purchase likelihood.



## More affordable than VMCs

While VMCs offer exceptional branding and protection for enterprises, they can feel financially out of reach for some businesses. CMCs offer a more affordable, yet highly effective alternative from small to mid-sized businesses.

## Sectigo: The smart choice for CMCs

Delivered through a fast, self-service online experience, Sectigo CMCs provide a simple, cost-effective path to:

- ✓ Standout in crowded inboxes with a professional logo presence.
- ✓ Improve email marketing performance.
- ✓ Strengthen defenses against phishing and spoofing.
- ✓ Defend your brand from impersonation.

### Sectigo offers:



Clear onboarding guidance with no specific technical aptitude needed.



Fast issuance timelines, ideally under 10 business days.



Easy integration with existing DMARC and BIMI configurations.

## Order your Sectigo CMC today!

Ordering your CMC your way:



Via [Sectigo.com](https://www.sectigo.com)



Via [Email](#)



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