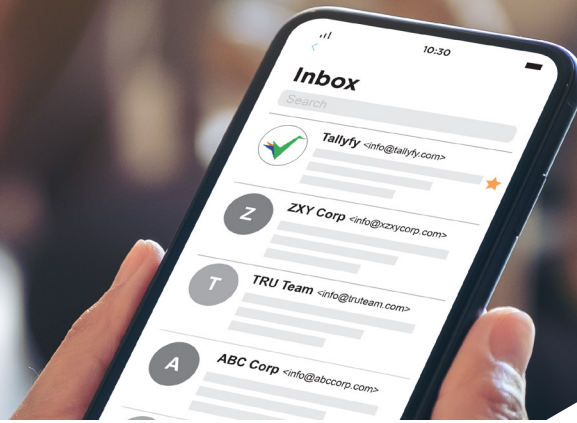




ENTRUST



BIMI and VMCs boost Tallyfy's email click-through rates by 80%

Challenge

Having already implemented DMARC (Domain-based Message Authentication, Reporting & Conformance) to protect their brand from phishing and spoofing attacks, Tallyfy wanted to explore the perks of having a DMARC record, including displaying the trademarked Tallyfy logo in their customers' inboxes.

Solution

Tallyfy worked with Red Sift and Entrust to implement Brand Indicator for Message Identification (BIMI) with Verified Mark Certificates (VMCs), which allows that registered logo to appear in emails in accordance with the BIMI guidelines.

Results

Both email open rates and click-through rates jumped for transactional emails – the latter increasing by as much as 80%!

CUSTOMER PROFILE

Tallyfy is a rapidly growing workflow platform that lets you capture and automate every repeatable process, approval workflow, and procedure in your company without coding, without flowcharts, and without complexity.

Industry: Software as a Service

Employees: 25

Location: St. Louis, MO, U.S.

« Our logo showing up in inboxes enhances our brand's position and authority with people. »»

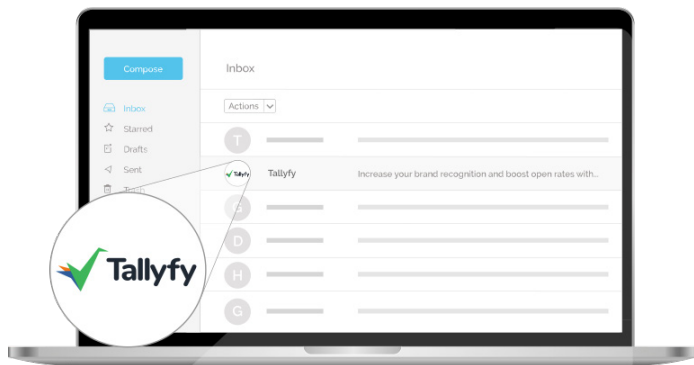
- Amit Kothari, CEO, Tallyfy

RED SIFT

Learn more about Verified Mark Certificates for BIMI at Entrust.com



BIMI and VMCs boost Tallyfy's email CTR



Along with the improved click-through rates, BIMI has been an incredible strategic investment for us. We have boosted brand awareness and confidence in the Tallyfy trademark, and are on par with the security standards of Fortune 500 organizations. >>>

- Amit Kothari, CEO, Tallyfy

Other benefits

In addition to the major boost in click-through rates, Tallyfy's CEO, Amit Kothari, believes there are many reasons security-focused, brand-forward organizations should consider DMARC and BIMI with VMCs:

- Stop exact domain impersonation and improve email security to protect your customers, brand, and reputation
- Keep up with globally recognized standards such as ISO 27001 and SOC 2
- Increase open rates and email deliverability
- Display logos in the inbox to enhance brand authority and confidence

Boost your organization's email engagement

Red Sift's BIMI solution integrated with Entrust VMCs can make a difference. While we can't guarantee the 80% increase that Tallyfy saw, studies do show that email engagement increases when brand logos are displayed in the inbox,* including:

- Increase in open rates for both transactional and promotional emails
- Increase in brand recall after a five-second exposure
- Increase in purchase likelihood

Are you BIMI-ready?

Check to see if your brand could display a BIMI logo

* Report: Consumer Interaction with Visual Brands in Email, June 2021.



Learn more at
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