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The truth about 
Gmail blue
checkmark
and how to get yours

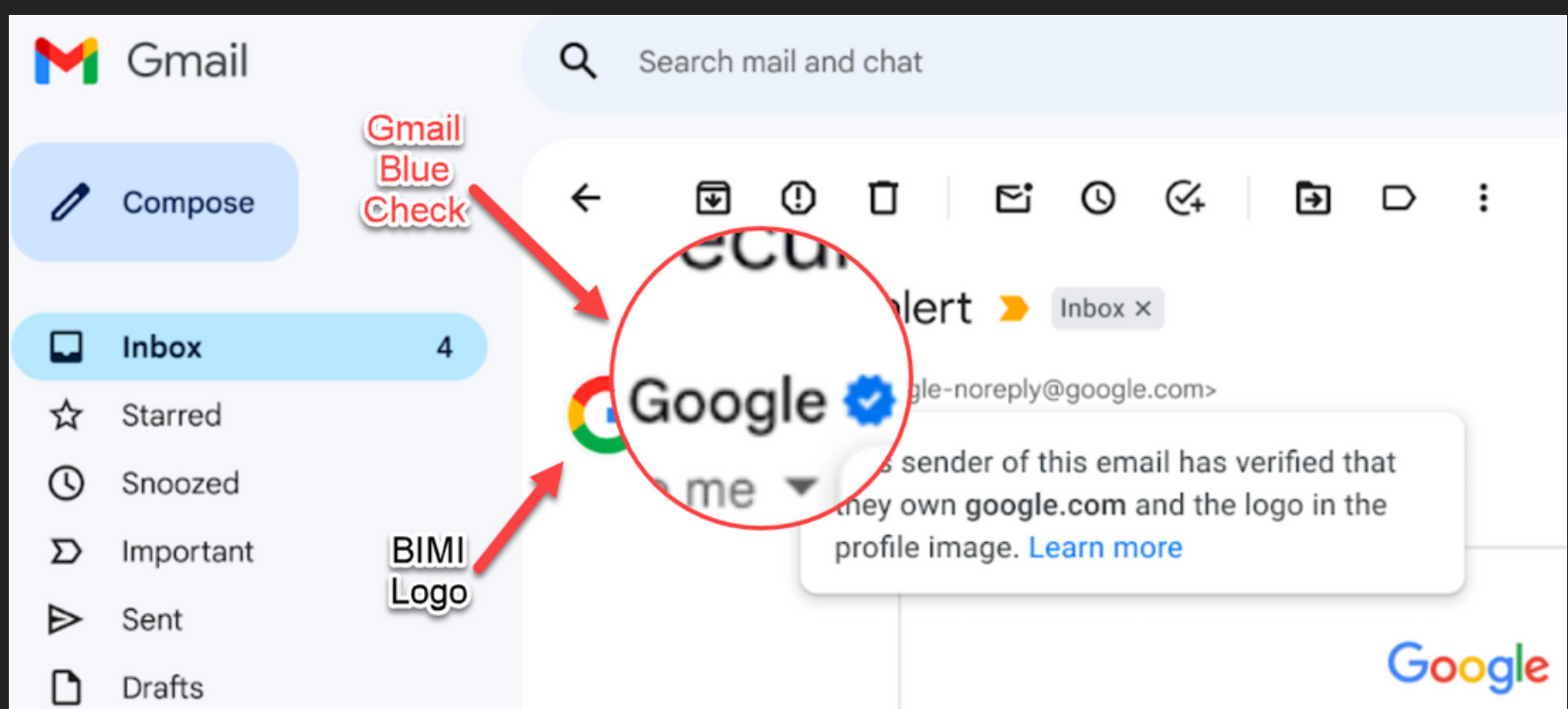


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what is Gmail blue checkmark?

Gmail has recently implemented a new method to authenticate the legitimacy of a sender, featuring a blue checkmark adjacent to the sender's name.





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Not all blue checkmarks are equal

Although acquiring Twitter's blue checkmark is relatively simple, obtaining Gmail's equivalent is more challenging!

The blue checkmark is exclusively displayed for brands that comply with BIMl regulations.



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How to get your Gmail blue?



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I simplified the process.

It might sound easy, but it's not.



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The DMARC journey

- It's necessary to authenticate all platforms that send emails through SPF and DKIM.
- Tools like EasyDMARC can help with the "DMARC journey," starting with p=none policy.
- These reports can then help identify and rectify any unauthenticated or misaligned infrastructure.



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The DMARC journey

- After approximately a month, modify the policy to $p=\text{quarantine}$ for a percentage of the traffic – for instance, $pct=50$.
- Maintain this policy for another month or so while refining your sending infrastructure.
- The ultimate goal is to achieve a $p=\text{reject}$ (or $p=\text{quarantine}$) policy with $pct=100$.



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The DMARC journey

- Before transitioning to a 100% reject policy, use the reports to address any outstanding issues.
- Typically, the journey toward a suitable DMARC policy spans about 3-4 months.



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Add your BIMI logo

- Host your logo in a format that complies with BIMI (SVG Tiny 1.2 format).
- Afterward, add the appropriate BIMI DNS record.



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A show stopper?

Your BIMl logo can be displayed
on Yahoo upon successfully
traversing this path.



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VMC (the showstopper)

- For mailbox providers like Gmail to showcase the BIMI logo (and the blue checkmark on Gmail), senders must obtain a Verified Mark Certificate (VMC).
- This certificate confirms their ownership of the logo and trademark.



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VMC (the showstopper)

- However, this comes at a cost of around \$1,500 per year.
- Unfortunately, this might be unaffordable for blogs and smaller senders.



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Imagine a better idea?

- I remain hopeful that the BIMl Group will devise a more accessible and effective solution to promote the widespread adoption of BIMl.
- The objective behind BIMl was to ensure domain authentication and provide DMARC protection for brands.



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Imagine a better idea?

- BIMl adoption is **extremely low**.
- The introduction of Gmail's blue checkmark is an innovative rebranding concept that breathes fresh life into the BIMl.
- There's a need for a grace period to bring BIMl adoption to the forefront of brand's considerations.



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