



*Visual identity for email*

## DKIM Email Authentication Summit

Jeff Wilbur  
Vice-President, Marketing

# Authentication, Reputation...and Beyond

---

- Visual identity for email
- Complement to reputation –  
after messages hit the inbox
- Consumers can instantly identify...
  - ▶ What's real
  - ▶ Who it's really from

# Before Iconix™ eMail ID

msn Hotmail Today Mail Calendar Contacts Options | Help Free Newsletters

New Delete Junk Find Put in Folder Mark As Unread POP

Show me mail from: Everyone

From	Subject	Date	Size
Cindy Watkins	Company Seeking Candidates Lavone	Oct 26	9KB
New Fall Fashions	Pickup Your FREE Old Navy Gift Card	Oct 26	12KB
MSN Updates	Get more out of MSN Hotmail!	Oct 20	1KB
Robert LabLah	Very important update to our agenda this weekend!	Oct 14	6KB
Amazon.com	Your order has shipped	Oct 5	1KB
Mr. Frog Support Center	Here is a great tip to keep your hard drive shiny	Oct 3	2KB
ESPN News	NBA trades finalized today in New York	Oct 3	2KB
Apple Ipod Nano	The New Ipod Nano is reserved for you	Sep 30	5KB
Wells Fargo Online	Monthly statement available...	Sep 21	6KB
Student Loan Help ...	Change in Student Loan Interest Rate	Sep 20	2KB
Win Online	PartyPoker No limit Hold'em	Sep 20	10KB

11 Message(s), 5 Unread

1% of 250MB  
Get more storage with Hotmail Plus

**Folders**  
Inbox (5)  
Junk E-Mail (13)  
Drafts  
Sent Messages  
Trash Can (1)  
Misc  
Manage Folders

See Your Credit Score FREE!  
Refi \$200,000 for \$770/month  
Netflix-\$9.99/mo No Late Fees!  
Find Ancestors with your DNA

# After Iconix™ eMail ID

The screenshot shows the MSN Hotmail interface. The top navigation bar includes 'msn Hotmail', 'Today', 'Mail', 'Calendar', and 'Contacts'. The right side has links for 'Options | Help' and 'Free Newsletters'. Below the navigation bar is a toolbar with icons for 'New', 'Delete', 'Junk', 'Find', 'Put in Folder', 'Mark As Unread', and 'POP'. The left sidebar shows the 'Folders' list: 'Inbox (5)', 'Junk E-Mail (13)', 'Drafts', 'Sent Messages', 'Trash Can (1)', and 'Misc'. Below the folders are several promotional banners: 'See Your Credit Score FREE!', 'Refi \$200,000 for \$770/month', 'Netflix-\$9.99/mo No Late Fees!', and 'Find Ancestors with your DNA'. The main email list has columns for 'From', 'Subject', 'Date', and 'Size'. The list contains 11 messages, with 5 unread. A callout box points to the TrueMark icon in the email list, indicating 'real' messages.

1% of 250MB

Get more storage with Hotmail Plus

**Folders**

- Inbox (5)
- Junk E-Mail (13)
- Drafts
- Sent Messages
- Trash Can (1)
- Misc

Manage Folders

See Your Credit Score FREE!

Refi \$200,000 for \$770/month

Netflix-\$9.99/mo No Late Fees!

Find Ancestors with your DNA

Show me mail from: Everyone

From	Subject	Date	Size
Cindy Watkins	Company Seeking Candidates Lavone	Oct 26	9KB
New Fall Fashions	Pickup Your FREE Old Navy Gift Card	Oct 26	12KB
MSN Updates	Get more out of MSN Hotmail!	Oct 20	1KB
Robert LabLah	Very important update to our agenda this weekend!	Oct 14	6KB
Amazon.com	Your order has shipped	Oct 5	1KB
Mr. Frog Support Center	Here is a great tip to keep your hard drive shiny	Oct 3	2KB
ESPN News	NBA trades finalized today in New York	Oct 3	2KB
Apple Ipod Nano	The New Ipod Nano is reserved for you	Sep 30	5KB
Wells Fargo Online	Monthly statement available...	Sep 21	6KB
Student Loan Help ...	Change in Student Loan Interest Rate	Sep 20	2KB
Win Online	PartyPoker No limit Hold'em	Sep 20	10KB

11 Message(s), 5 Unread

**TrueMark™ icon indicates "real" messages**

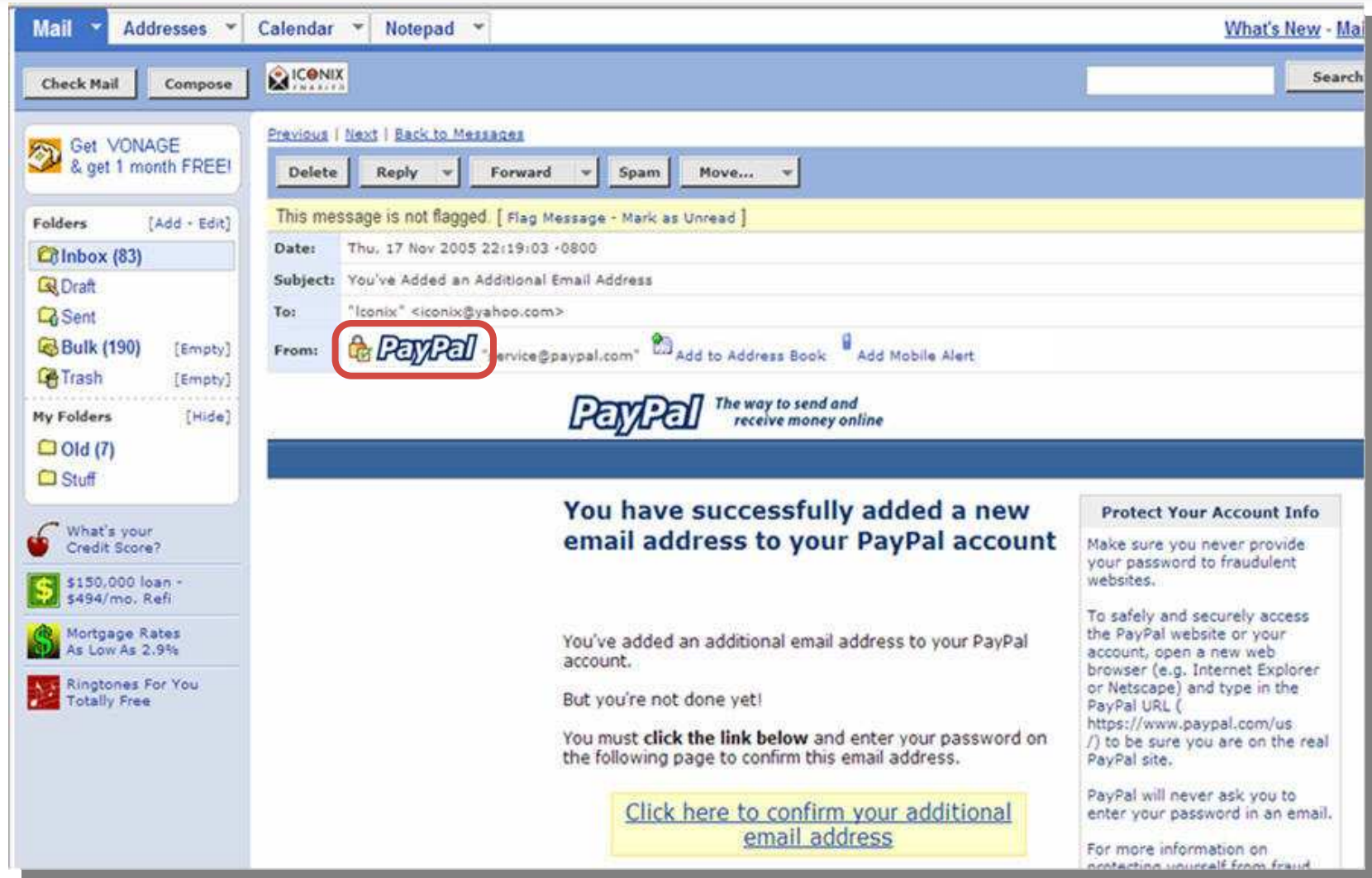
# Double-Checking the Sender's ID

The screenshot shows the MSN Hotmail web interface. The top navigation bar includes 'msn Hotmail', 'Today', 'Mail', 'Calendar', and 'Contacts'. Below this is a toolbar with actions like 'New', 'Delete', 'Junk', 'Find', 'Put in Folder', 'Mark As Unread', and 'POP'. The left sidebar shows the 'Folders' list: 'Inbox (5)', 'Junk E-Mail (13)', 'Drafts', 'Sent Messages', 'Trash Can (1)', and 'Misc'. The main area displays a list of emails with columns for 'From', 'Subject', 'Date', and 'Size'. A pop-up window titled 'EMAIL ID CERTIFICATE DATA' is overlaid on the email list, showing the sender 'amazon.com' and authentication results: 'Authentication results: PASSED', 'Identification results: PASSED', and 'Sending Domain: amazon-mail.com'. The pop-up also includes the 'ICONIX ENABLED' logo and a message: 'This email is identified as authentic using the Iconix™ TrueMark™ service.'

From	Subject	Date	Size
Cindy Watkins	Company Seeking Candidates Lavone	Oct 26	9KB
New Fall Fashions	Pickup Your FREE Old Navy Gift Card	Oct 26	12KB
MSN Updates	Get more out of MSN Hotmail!	Oct 20	1KB
Robert LabLah	weekend!	Oct 14	6KB
Amazon.com	shiny	Oct 5	1KB
Mr. Frog Support Cen		Oct 3	2KB
ESPN News		Oct 3	2KB
Apple Ipod Nano	The new ipod nano is reserved for you	Sep 30	5KB
Wells Fargo Online	Monthly statement available...	Sep 21	6KB
Student Loan Help ...	Change in Student Loan Interest Rate	Sep 20	2KB
Win Online	PartyPoker No limit Hold'em	Sep 20	10KB

11 Message(s), 5 Unread

# Truemark™ Icon in the Message



# How It Works



**“Are they *Who* with the *How* and the *Why*?”**

# Current Status

- Iconix<sup>SM</sup> Truemark<sup>SM</sup> service
  - ▶ Marking messages for >300 major senders
    - Major banks, online retailers, news/entertainment, etc.
- Email client plug-ins available for
  - ▶ Earthlink
  - ▶ Gmail
  - ▶ MSN/Hotmail
  - ▶ Yahoo! Mail
  - ▶ Others coming soon
- Free to consumers
  - ▶ Download at [www.iconix.com](http://www.iconix.com)
- Senders subscribe *a la* web certificate model

# Consistency is Key

---

- **Authentication** – Supporting DK/DKIM in all clients, even if not “natively” supported (e.g., DK/DKIM in MSN Hotmail)
- **Consumer experience** – Consistent across all clients
- **Benefits**



- ▶ Simplifies implementation, education for senders
- ▶ Simple message, restoration of trust for consumers