



HORNETSECURITY

HOW DMARC SOLVES YOUR EMAIL MARKETING CHALLENGES

Email marketing is the backbone of modern business, driving customer engagement and delivering sales opportunities. Yet, email marketers face the frustrating reality that well-crafted campaigns often don't land where they should – right in the inbox.

THE CHALLENGES OF EMAIL DELIVERABILITY

DELIVERY IN THE DARK:

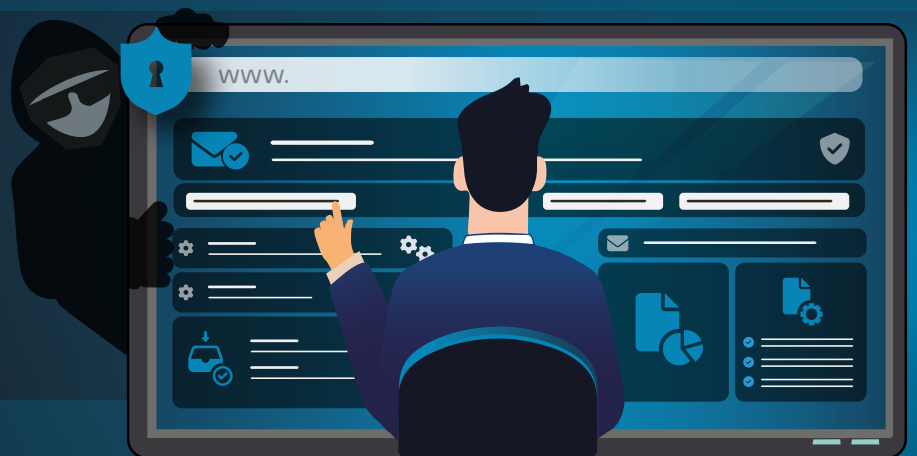
Organizations often lack insight into the success of large email campaigns, unsure if failures stem from inadequate SPF, DKIM, or DMARC configurations, leaving them guessing about their email success rates.

SENDER REPUTATION AT RISK:

A low email deliverability level damages domain reputation, leading to emails landing in spam or being blocked altogether. This not only reduces engagement and conversion rates but also risks the sender's legitimacy, jeopardizing customer trust.

WASTED RESOURCES:

When marketing teams invest time and money into campaigns that fail to deliver, they waste valuable resources.





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BOOST EMAIL DELIVERABILITY WITH



ENHANCE EMAIL DELIVERABILITY:

DMARC Manager ensures compliance with authentication standards required by major email providers, increasing the chances that bulk emails reach the intended inboxes.



PROTECT YOUR BRAND REPUTATION:

By preventing unauthorized use of your domain, DMARC Manager safeguards against phishing attacks and fraud, significantly enhancing your brand's trustworthiness.



GAIN VALUABLE INSIGHTS:

The tool provides detailed reports on email delivery and authentication status, helping identify legitimate campaigns and potential spoofing attempts. This valuable data empowers businesses to adapt and refine their email marketing strategies.



CENTRALIZED MANAGEMENT:

DMARC Manager simplifies the management of multiple domains and configurations, facilitating compliance while protecting your brand's email reputation.

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