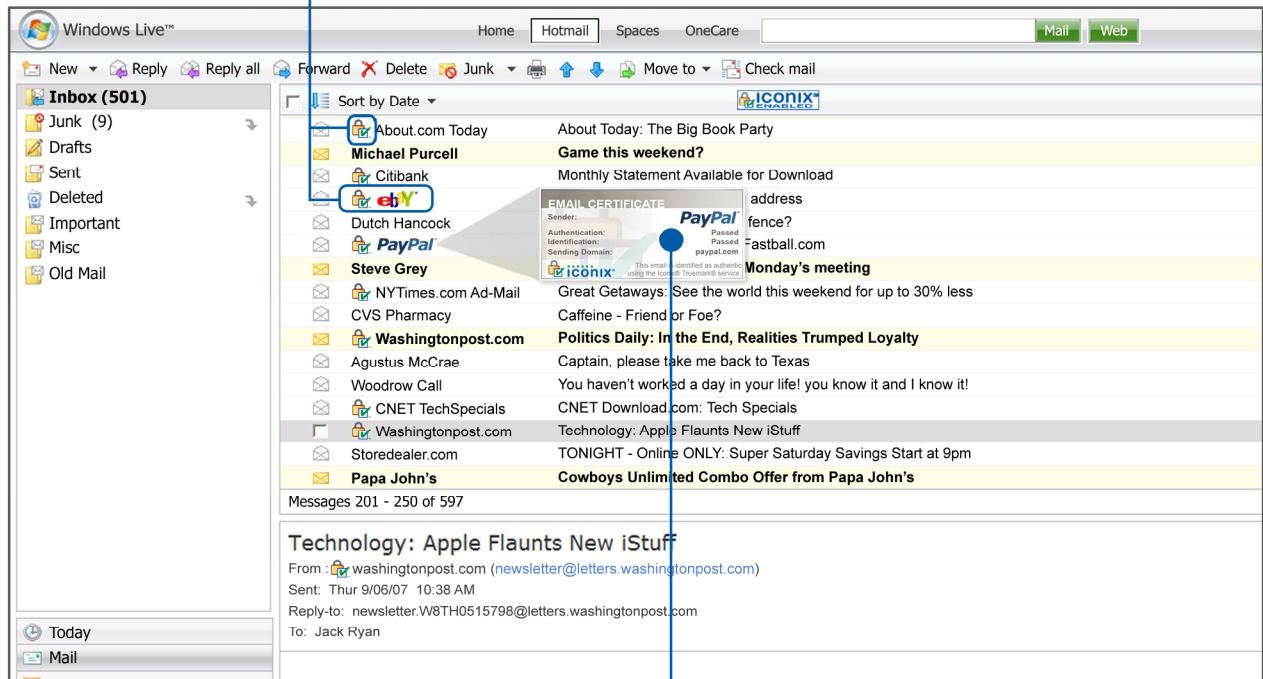


# Trusted, branded email.™

## Iconix® Truemark® Service

- Protect and promote your brand
- Make it easy to find and trust your messages
- Improves response rates
- Better data - images on or off

● **Truemark® icons make your message stand out and let users know it's real.** Use your company's logo in the inbox to call attention to your messages. The check-lock™ icon indicates the message has passed a two-step security check and is legitimate. The icon is dynamic and cannot be spoofed.



### Truemark certificate adds trust

When users mouse over a Truemark icon, a Truemark certificate is displayed to provide more information about the sender and verify the authenticity of the message.



## Protect and Promote Your Brand

Protect your valuable brand  
reputation with the *Iconix* solution.  
When your customers see your

# Iconix<sup>®</sup> Truemark<sup>®</sup> Service

## Better Data - Better Insight

We can provide data and insight you can't get anywhere else. And it works even when images are blocked, regardless of email clients. Examples of unique data include:

- Count of list/inbox views (regardless of images on)