

THIRD DOOR MEDIA: WHY MARKETERS NEED EMAIL SECURITY TOO

Third Door Media connects marketing technology buyers and sellers by providing trusted content, news and events. The company publishes MarTech and Search Engine Land, which are leading trade publications for marketers.

When marketing meets technology

Marc Sirkin, EVP of Product and Technology at Third Door Media, knows the value of email marketing; "It isn't just the heart of the business, it **is** the business. We don't win without it."

This isn't surprising, given that the organization specializes in providing content to digital marketing professionals. What is surprising, however, is Marc's impressive knowledge of the world of technology and email security. "As a marketer by trade, IT does not come naturally to me. However, the execution of the marketing universe is intrinsically connected with the world of technology - you can't separate it. In my role, I straddle that line."

In his day-to-day role, Marc looks after multiple functions including brand, comms, and event marketing, as well as managing the marketing technology and operations teams. Owing to this collision of marketing and technology, Marc was given an entrée into the world of email security and quickly realized how important a foundational email security setup is.

Solid email security is pivotal, regardless of industry

Marc comments, "We were getting notices from our users that they were receiving emails from us - emails that we had most definitely not sent."

Following this discovery, Marc and his team tried various email security tools that would help him set up the basic email authentication protocols SPF, DKIM, and DMARC. "We tried all the tools under the sun but they were either too complex for non-IT-professionals to understand, too disjointed, or completely lacking in good user experience."

“ As a marketer, you put so much time into subject line optimizations, inbox placement, and deliverability but without good email security, that work is meaningless. Thanks to OnDMARC, we've now got that covered too.



Marc Sirkin
EVP OF PRODUCT AND TECHNOLOGY
THIRD DOOR MEDIA

Third Door Media's key challenge was finding a DMARC email security solution that would block spoofing attacks, boost their email deliverability, and provide them with straightforward guidance and insights that marketers could easily understand.

OnDMARC checks all the boxes

After discovering OnDMARC, Marc connected with Red Sift's Customer Success team, who conducted an in-depth analysis of Third Door Media's domains. During the first project kick-off call, the Red Sift team walked the Third Door Media team through their email setup and was able to point out the gaps that needed protecting.

"Suddenly it all made sense," Marc explains. "OnDMARC was the solution that made email security seem simple. It was at this point that we decided to go 100%."

Besides BIMi, OnDMARC's competitive advantages were vast, including:

- **The ability to uncover and block spoofing attacks** OnDMARC has blocked all spoofing attacks against Third Door Media domains.
- **Dynamic hosted authentication** DNS changes can be tedious. OnDMARC's *Dynamic DMARC* feature allows Third Door Media to manage DMARC, DKIM, and SPF records from right inside the OnDMARC interface without needing to access DNS, overcoming the SPF 10 lookup limit in the process.
- **Excellent customer support** Marc adds, "The Red Sift Customer Success team has supported us every step of the way through our DMARC and BIMi journeys."

OnDMARC's Control Panel makes it easy to understand complex domain information

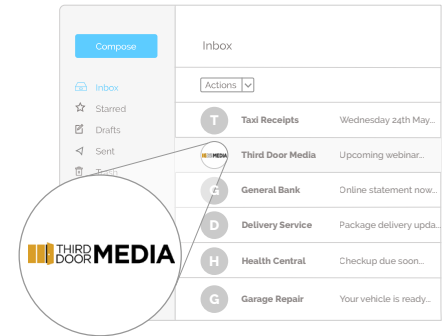
Email security isn't easy to understand at the best of times, especially when, like most marketers, you have no previous experience with it. So, a simple and intuitive user interface was a top priority for Marc and his team.

"Email security is a challenge for all email marketers - it is a complex universe! You need a sophisticated platform that can take care of complexities and display it in a human-friendly way," Marc explains. "With OnDMARC, you don't have to be an IT genius to understand anything. You want to know what's going on with a domain? Just log in and click into the reports - it's so simple. The reports and the color-coded guidance OnDMARC provides lets me easily spot red flags."

BIMI promises improved brand recall

Brand Indicators for Message Identification (BIMI) is a new standard that allows organizations to put their logos next to every email they send. The use of a trademarked logo in emails helps increase email open rates and improves brand recall.

Red Sift's Customer Success team worked with Third Door Media to implement BIMI on the MarTech.org domain, and Marc feels positive about what's to come; "The ability for brand recognition to happen in the inbox is always a good thing. That's why BIMI was a no-brainer for us."



According to the Data & Marketing Association 2021 Consumer Email Tracker, **68% of consumers stated that brand recognition is the most important factor in determining whether or not to open an email.**¹ To add to this, research carried out by Red Sift found **logo visibility in email increased brand recall by as much as 120%.**²

Third Door Media has now achieved a level of assurance in its email security. "Spoofing and phishing protection has huge value, especially from a brand safety and reputation standpoint," he declares.

¹Consumer Email Tracker, Data & Marketing Association, 2021

²Consumer Interaction with Visual Brands in Email, Red Sift and Entrust, 2021

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Find out how OnDMARC blocks phishing attacks and boosts your email deliverability.

START FREE TRIAL



RED SIFT

Red Sift enables security-first organizations to successfully communicate with and ensure the trust of their employees, vendors and customers. As the only integrated cloud email and brand protection platform, Red Sift automates BIMI and DMARC processes, makes it easy to identify and stop business email compromise, and secures domains from impersonation to prevent attacks.

Founded in 2015, Red Sift is a global organization with international offices in the UK, Spain, Australia, and North America. It boasts a client base of all sizes and across all industries, including Domino's, Telefonica, PipeDrive, Rentokil, Wise, and top global law firms. Find out how Red Sift is delivering actionable cybersecurity insights to its global customers at redsift.com.

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