SPECIFICATIONS

TRUSTEDDIALOG

trustedDialog ensures Trust in Digital Mailboxes
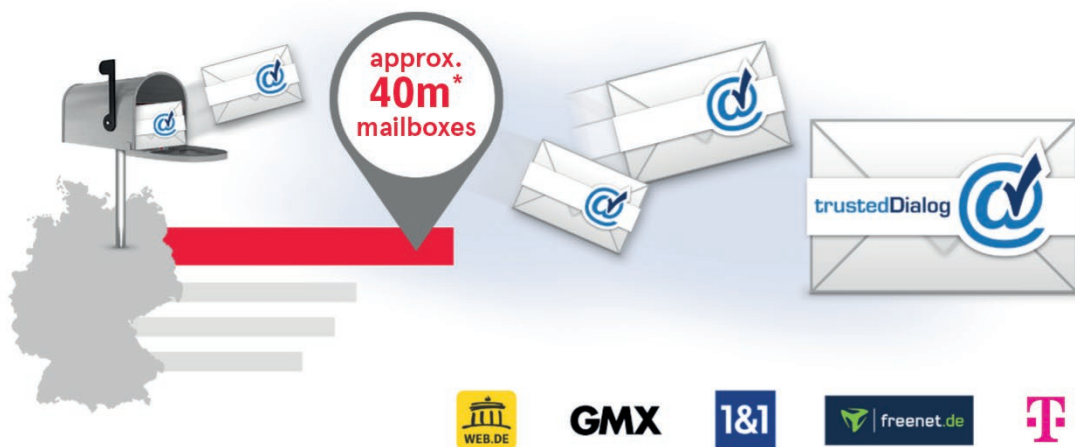
Table of Content

1. Fact Sheet

E-mails sent by trustedDialog stand out clearly from conventional mails in your customers' mailbox from WEB.DE, GMX, 1und1, freenet and Deutsche Telekom. This is preceded by a multi-level authenticity and integrity check.

Your benefits as a trustedDialog customer:

- The trustedDialog seal increases recipients' trust in your company. As a result, you generally achieve higher open rates.
- By displaying your logo in the inbox, you also benefit from a high branding effect even with unopened emails.

E-Mail: trusteddialog-pm@uim.de

Last updated on: May 8th, 2024

2. Required Set-up Information for trustedDialog

trustedDialog uses the domain-level authentication framework DKIM to assure the authenticity of e-mail senders.
Therefore, you need a DKIM signature for all referring domains used. DKIM needs to be implemented by your e-mail service provider or your IT department.

2.1. DKIM Signature Integration

- Please send us an e-mail from your mailing system from the desired domain to trusteddialog-test@uim.de.

- We can then read all the relevant information about the DKIM signature from the header for you.

- Please ensure that your test emails do not contain any personal data.

2.2. Recommendation for the use of dedicated IP addresses

- We generally recommend the use of dedicated sender IP addresses in order to fully benefit from all trustedDialog advantages and build a reputation that is independent of other senders.

- Ideally, you should use the dedicated IP exclusively for trustedDialog campaigns so that you can be recognized as a verified and privileged sender at all times and your emails can be clearly identified as trustedDialog.

2.3. Logo Format Requirements

- SVG file format (we cannot process pixel graphics in SVG files)

- Aspect ratio 5.5:1 (exact ratio is very important for scalability - e.g. 550 x 100 pixels)

- Vectorized and in the sRGB color space

- White background or colored corporate design background

- Left-aligned for white background, centered for colored background

Any further questions?

United Internet Media GmbH

Karlsruhe

Brauerstraße 48

76135 Karlsruhe

Munich

Sapporobogen 6-8

80637 Munich

info@united-internet-media.de

www.united-internet-media.de

Please get in touch if you have any further questions:

✉ e-mail: trusteddialog-pm@uim.de