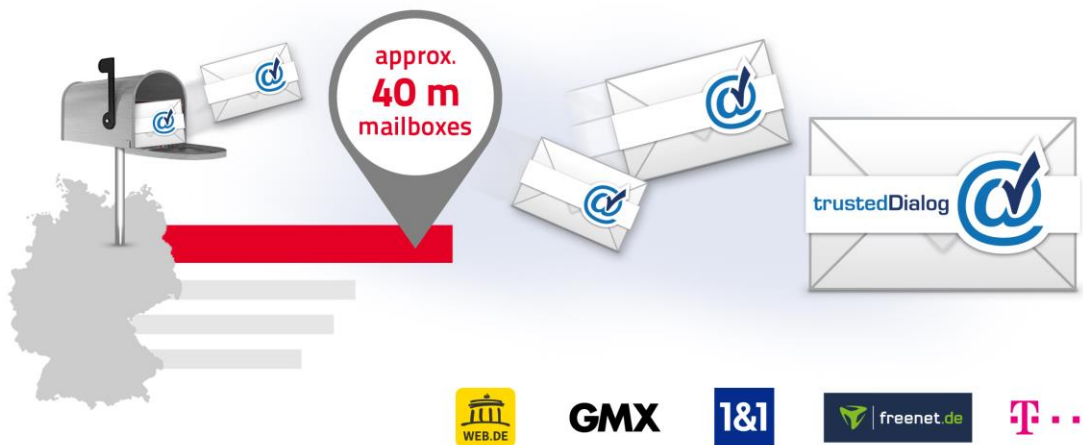


SPECIFICATIONS

# TRUSTEDIALOG

trustedDialog ensures Trust in Digital Mailboxes



GMX



## 1. Fact Sheet

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

Your benefits as a trustedDialog customer:

- Great trust in the authenticity of the sender
- Eye-catching seal and logo in your customers' mailbox
- Increase important key figures, such as opening and click-through rates

E-Mail: [trusteddialog-pm@uim.de](mailto:trusteddialog-pm@uim.de)

Last updated on: July 18<sup>th</sup>, 2019

## 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 each domain you wish to use: [trusteddialog-test@uim.de](mailto:trusteddialog-test@uim.de).
- Afterwards, we can extract all relevant information from the DKIM signature through the e-mail header.

*Alternatively you can send us the information directly:*

- domain/s (FROM, DKIM & Return-Path) from which you want to send e-mails from
- linked DKIM selector/s (s= in the DKIM signature)
- Please view highlighted sections in this example header:

```
DKIM-Signature: v=1; a=rsa-sha256; c=relaxed/simple; s=inx874979; d=news.domain.de;  
From: Your Domain <info@news.domain.de>  
Return-Path: <+caABAUNZAAAAC67OD5A@bounce.news.domain.de>
```

### 2.2. IP Addresses

- Please send us the IP addresses of your mailing domains.
- Please note: Are your IP addresses dedicated, i.e. only self-used, or do you have so-called shared IPs?

### 2.3. Logo Format Requirements

- SVG format (we cannot process pixel graphics such as pictures in SVG files)
- aspect ratio 5,5:1 (exact ratio is very important for scaling purposes)
- scalable vector graphic and in the sRGB colour space
- white background or coloured corporate design background
- left-justified when using a white, centred when using a coloured background

# Any further questions?

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Please get in touch, if you have any further questions:

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