



**Your brand can be compromised in an instant.
*Protect your email channel and fight back
against customer Phishing attacks.***

Every day more than **260 million** fraudulent emails are sent to customers pretending to be from a trusted company.

GET MORE INFO

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Domain Assurance offers security and IT professionals a new way to stop phishing on the frontline of the attack – at the email gateway.

Your customers are being phished by increasingly more sophisticated phishing methods. It's no longer about just luring customers to fraudulent websites. Malware is on the rise with 20 million new strains infecting computers in 2010 alone¹. Once a computer is infected, the phisher can gain control of the victim's computer to perform online banking transactions, steal passwords, make online purchases and commit other fraudulent activity. These attacks are quick and can be costly.

According to a recent Symantec report, more than 95 billion phishing emails were sent in 2010. That's approximately 260 million phishing emails sent every day by phishers targeting trusted brands and their customers.

Customer phishing attacks most often start with an email. Although technology and services currently exist to help fight this problem, they are mostly reactive in nature and go into effect only after an email has been delivered. Blocking these fraudulent emails before they are delivered to your customer has not been widely possible, until now.

Introducing Domain Assurance, a new anti-phishing service from Return Path.

Domain Assurance

Domain Assurance is a unique anti-spoofing and anti-phishing service that facilitates the **blocking of emails** pretending to come from your brand at the gateway of participating ISPs and mailbox providers around the world. Domain Assurance allows companies for the first time to proactively fight against this email-based fraudulent activity and provide their customers with a trusted channel for email communication.

Domain Assurance consists of two key components – the Domain Assurance Dashboard and the Domain Assurance Registry.

- **The Domain Assurance Dashboard:** quickly and easily identifies any problem areas, allows you to protect your brand and ensures all email being sent from your domains is authenticating properly.
 - » Monitor all email streams sending from a particular domain
 - » Ensure all mail is properly authenticating
 - » Quickly identify phishing and spoofing attacks
- **The Domain Assurance Registry:** Once you are confident that all of your mail is authenticating properly, you can request that your domain be published to the Registry to protect your brand from spoofing and phishing scams. The Domain Assurance Registry provides global ISPs with a trusted registry of authenticated domains for the primary purpose of blocking fraudulent messages and protecting customers from being phished. Emails purporting to come from your brand that fail to pass authentication checks are blocked at the gateway, which means they never reach the inbox or any other folder at participating ISPs. The Domain Assurance Registry helps to secure the email channel and protect your customer communication from malicious activity.

The Bottom Line

According to data from the Anti-Phishing Working Group, more than 300 brands are hijacked and over 30,000 unique phishing attacks are reported every month. Don't let fraudsters use your brand. Allow us to help you protect your customers and secure the email channel against fraudulent email activity at ISPs around the world.

Why Return Path

We know email. As experts in email deliverability, we have built a solid reputation in the industry for helping legitimate email get into the inbox and keeping malicious email out. Our deliverability solutions are used by thousands of senders around the world to increase inbox placement, improve industry sending practices and protect the email channel from spam and other email abuse. Our receiver solutions are trusted by an extensive global network of receiver partners utilizing our data every day to improve their inbox filtering decisions.

Since 1999, Return Path has been setting email standards and protecting the inbox from malicious activity. We certify 16 billion emails every month and protect two billion users every day. Make sure your email and your email programs are trusted by both subscribers and mailbox providers. Let Return Path help you to block customer phishing emails, secure the email channel, protect your brand and mitigate fraud costs. Call 866-362-4577 or email info@returnpath.net to get started today.

Domain Assurance allows you to:

- **Secure your email channel against phishing attacks.** Stop fraudulent email activity on the front line of the attack by blocking phishing emails from ever reaching your customers.
- **Protect your brand.** Proactively protect your company against brand damage and fraud costs caused by spoofing and phishing attacks.
- **Mitigate fraud costs.** Decrease customer service calls, fraud investigations and actual fraud losses incurred by fraudulent email activity and phishing attacks.

1. "Annual Report PandaLabs 2010". Panda Security.