

Protect Your Brand. Protect Your Network. Protect Your Customers.

## Truedomain Antiphishing Network™



### Truedomain prevents email phishing attacks.

Phishing is a clear and present risk to your brand, business and customers.

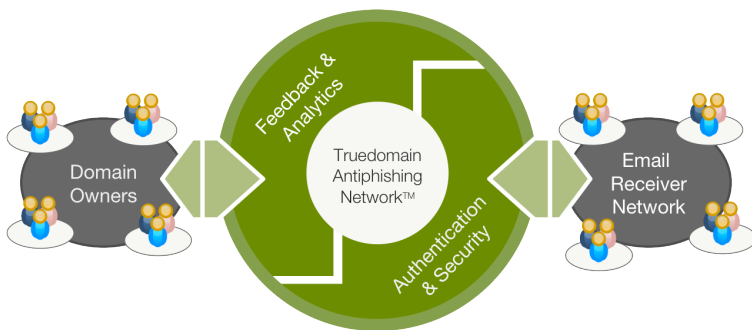
Annual financial losses from phishing exceed \$3 billion in the United States alone, and the volume and frequency of attacks continues to increase at an alarming rate. Over 3% of consumers who receive phishing emails fall victim to the scam, a response rate that is several orders of magnitude greater than response rates to spam attacks. What's more, the majority of consumers cannot effectively differentiate between legitimate websites and their phishing clones.

Both senders and receivers of email need a solution that protects their networks, their brands and their customers from the risks created by phishing attacks.

That's why we built Truedomain.

### The Truedomain Antiphishing Network™

Truedomain combines a standards-based authentication technology platform with a robust services layer and feedback loop to deliver the highest level of antiphishing effectiveness for email. We've partnered with the largest ISPs and email providers in the world, and are adding more partners every day to deliver maximum protection for you and your customers.



**Zero-Day Protection.** Truedomain keeps your business and your customers as safe as possible by identifying and blocking email phishing attacks at the point of origin, before they reach their intended targets. Unlike reactive solutions such as browser-based phishing URL lists, anti-spam and anti-virus software, Truedomain delivers true protection against zero-day threats from new and unknown attacks, malware and viruses.

**Standards Based.** The Truedomain Antiphishing Network leverages accepted industry authentication standards including DKIM, Domainkeys and SPF. Truedomain's multi-tiered authentication framework also incorporates checks against known phishing URLs and blacklists collected through the Truedomain Antiphishing Network, as well as from reputable third party list providers.

**Safety in Numbers.** By applying data associated with phishing attacks across our receiver network in real-time, Truedomain gathers advance knowledge of phishing risks and prevents the spread of attacks across multiple email services and customer groups.

**Streamline the Business End.** Truedomain not only provides a clearinghouse for email authentication and feedback loops across the network, but also takes care of the contractual relationships, business processes, technical integrations and feedback loops between domain owners and email receivers.

### True | Facts

*Phishers steal more than **\$3B** each year from consumers.*

*The frequency and reach of attacks has **doubled** in each of the last two years.*

*Almost **1/4** of all corporate data breaches originate from malicious attacks like phishing.*

*More than **3%** of consumers targeted fall victim to phishing attacks. That's **300,000** times the response rate for spam.*

*Over **80%** of consumers can't distinguish between a legitimate website and its phishing clone.*

To learn more about how Truedomain can protect your business and your customers from phishing attacks, contact us at

[info@truedomain.net](mailto:info@truedomain.net)



Protect Your Brand. Protect Your Network. Protect Your Customers.



## Truedomain Antiphishing Network™

### Protection For Domain Owners

Phishers use your brand as the bait to steal confidential information, identities and money -- damaging your brand and weakening the trust relationships with your customers in the process. Truedomain provides tested solutions that identify and prevent phishing across the entire Truedomain receiver network.

#### True | Protect

##### **Block phishing email before it reaches its intended target**

**Protection:** Prevent phishing attacks that spoof your domain from reaching their intended targets. Email that does not pass Truedomain's multi-tiered authentication process is filtered based on the policies that you set, thereby blocking attacks at the point of origin and delivering true zero-day protection to you and your customers.

**Analytics:** Track how email purporting to be from your domains is delivered across Truedomain's receiver network. True | Protect gives you visibility into key metrics including authentication results, failure categories and spam filtering so you can monitor and analyze performance of your legitimate email and gain critical insight into how phishers are misusing your domains. In addition, Truedomain provides access to email that fails authentication so you can pursue and take down phishers and their sites.

**Identification:** Identify email from your domains that have authenticated successfully with a trust icon so that your customers can have confidence that the email in their inbox is safe and meant for them.

#### True | Insight

##### **Gain critical insight into authentication performance for your domains**

**Monitoring:** Benefit from the visibility and monitoring of authentication results for your domains using Truedomain's technology platform and receiver. Because True | Insight does not initiate any action on authentication failures, it is an ideal monitoring tool to give you critical visibility into how your email is handled downstream, as well as to test and validate your DKIM signing practices and procedures.

**Analytics:** Provides the same visibility into the key performance metrics for your email, including authentication performance, failure categories and spam filtering results.

### Protection For Receivers

Phishers make your network less secure. They clog up your servers with phony email, distribute malware across your network and degrade the overall quality of your services.

As a part of the Truedomain Receiver Network, your business benefits directly from the increased security, operational efficiency and customer confidence delivered by Truedomain's antiphishing services. Truedomain keeps phishing email out of your mailboxes, reduces customer support volume and lowers the risk that phishers can use your network to do harm.

Additionally, Truedomain gives you the benefit of advanced knowledge about attacks happening elsewhere in the network, delivering another layer of protection against malware and the spread of fraudulent phishing URLs across your mailboxes.

Integration and deployment is simple and straightforward. We have developed multiple approaches to integrating with your email infrastructure, ranging from direct Milter or API level integration with your MTA, to providing you with our protected list to authenticate and action yourself.

#### Benefits for Domain Owners

- Minimizes direct financial risk.
- Lowers phishing related support and other operational costs.
- Provides a critical feedback loop for visibility into authentication and deliverability.
- Strengthens your brand and trust level with your customers.
- Manages the relationships, the business processes and the technical integrations with email receivers so you don't have to.

#### Benefits for Receivers

- Reduces phishing related email processing and support costs.
- Blocks malware distribution and spam from spoofed domains.
- Improves service value and quality for your customers.
- Manages the relationships, the business processes and the integrations with domain owners so you don't have to.

To learn more about how Truedomain can protect your business and your customers from phishing attacks, contact us at [info@truedomain.net](mailto:info@truedomain.net)

