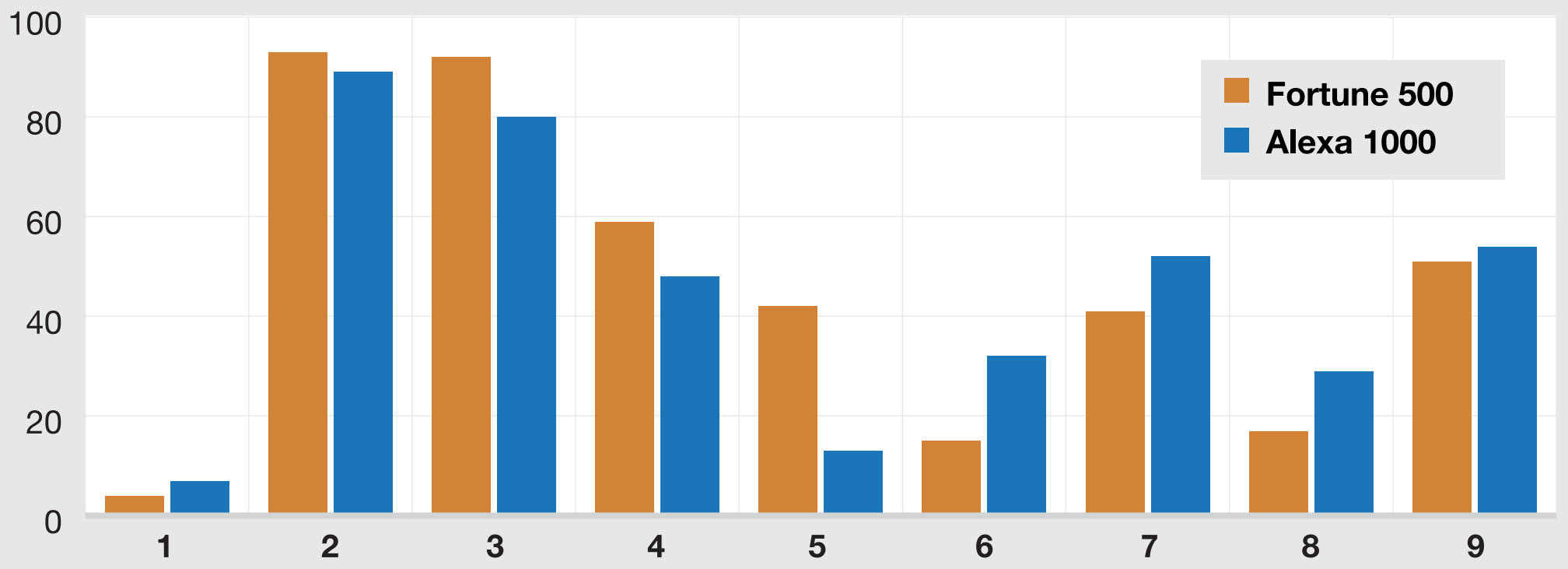
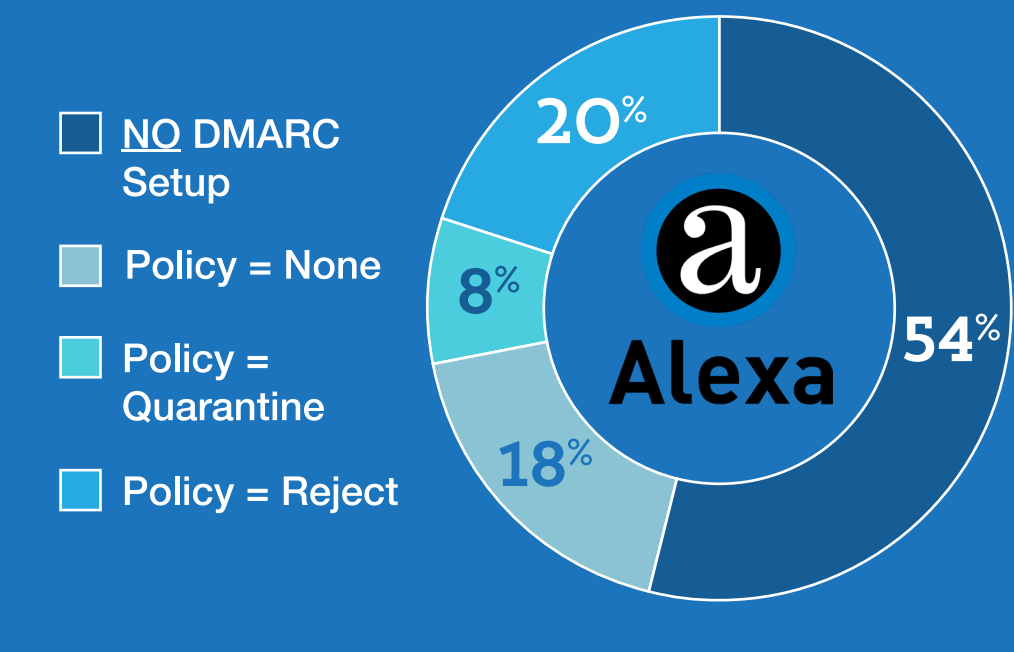
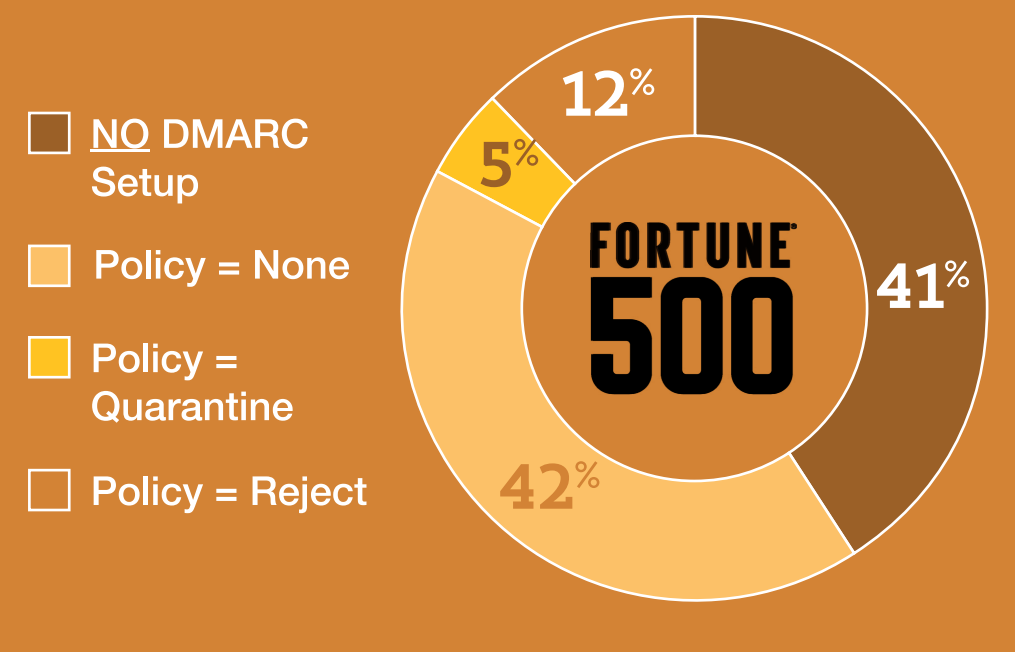


A comparison of **US Fortune 500** to **Alexa Top 1000** Companies



- 1 On a blacklist
- 4 Have a DMARC record
- 7 Not using DMARC
- 2 Have an MX record
- 5 Using a DMARC reporting provider
- 8 Using Quarantine or Reject policies
- 3 Have a SPF record
- 6 Trying to do DMARC on their own
- 9 Using 3rd Party Email Inbox Provider

Email Delivery Risk	Fortune 500 Companies	Alexa 1000 Companies
Blacklisted	19 / 3.8%	68 / 6.8%
Lacks SPF Record	41 / 8.2%	195 / 19.5%
Lacks DMARC Record	207 / 41.1%	484 / 48.4%
Uses a 3rd Party Inbox Provider	332 / 66.4%	542 / 54.2%



MxToolbox's Analysis:

Companies of every size should be adopting SPF and DMARC to ensure better email acceptance rates and overall deliverability. As major brands that want to ensure customers and suppliers receive their email and as big targets for cyber security threats, these companies should be on the leading edge of adoption, *but they still aren't.*

WITH 87 COMPANIES ON BLACKLISTS *an increase since last year!*

even minimum email sender hygiene seems to be a problem for larger companies

As primary targets of spoofing, SPF adoption should be **100%**

but still neither the **Fortune 500** nor **Alexa 1000** have fully adopted the technology.

500 92%

a 80%

SURPRISINGLY, ALEXA 1000 domains are behind Fortune 500 in adopting DMARC, with **LESS THAN HALF** adopting DMARC at all.

Fortune 500 companies adopted DMARC at a much faster rate in 2019.

500 28%

a ONLY 12%

BUT LESS THAN 20% OF FORTUNE 500 CO'S are using restrictive policies, like Quarantine and Reject.

these help prevent spam and spoofing attacks on their customers!

ALEXA 1000 CO'S ARE MORE LIKELY to attempt to **MANAGE DMARC IN-HOUSE**

Managing in-house: **a** 32%, **500** 15%

Outsourcing: **a** 13%, **500** 42%

Using 3rd party provider: **a** 54%, **500** 66%

DMARC IS THE KEY TO IMPROVING EMAIL DELIVERABILITY!

Email is the main component to your customer communication strategy. But, what is your email reputation? Setting up and managing your DMARC configuration is essential to getting insight into your email delivery.

We can help with MxToolbox Delivery Center:

- ✓ Detect **who** is sending phishing email purporting to be from your domain
- ✓ Discover **where** other senders are and what their reputations are
- ✓ Learn **what** is the reputation of your domains and delegated IPs
- ✓ Find out **how** your SPF, DKIM and DMARC setup is performing

MxTOOLBOX
THE EXPERTS IN EMAIL DELIVERY

Our highly experienced team provides a Managed Services option that will help keep your email delivery at the highest possible levels.

MxToolbox DELIVERY CENTER

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