DMARC: Trends, Tips, and Adoption Rates

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dmarcian, inc.

DMARC WTF

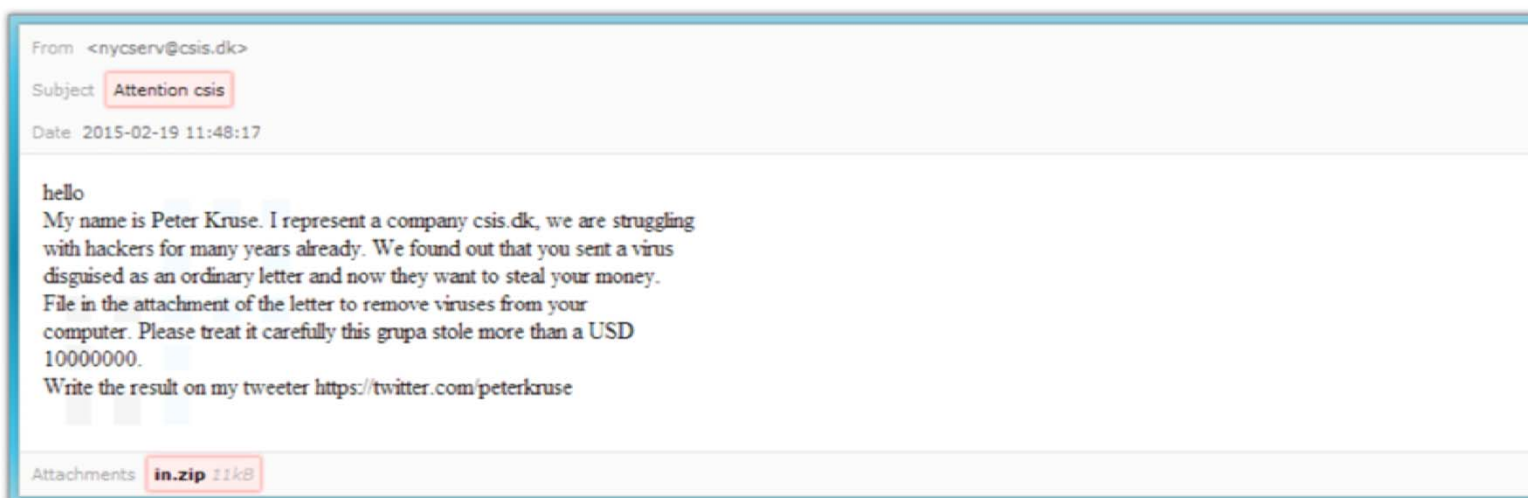- Is there such a thing as counterfeit email?

DMARC WTF

- Is there such a thing as counterfeit email?

CSIS' name abused in malicious spam campaign
2015-02-19 13:55:25 | Daniel Bang

Dear Madam/Sir,

Please accept our apologies if you have received an email like the one shown below. These are NOT coming from CSIS. They carry a malicious attachment and should therefore be disregarded and deleted.

From <nycserv@csis.dk>

Subject Attention csis

Date 2015-02-19 11:48:17

hello
My name is Peter Kruse. I represent a company csis.dk, we are struggling
with hackers for many years already. We found out that you sent a virus
disguised as an ordinary letter and now they want to steal your money.
File in the attachment of the letter to remove viruses from your
computer. Please treat it carefully this grupa stole more than a USD
10000000.
Write the result on my tweeter https://twitter.com/peterkruse

Attachments **in.zip** *11kB*

DMARC WTF

- Is there such a thing as legitimate email?
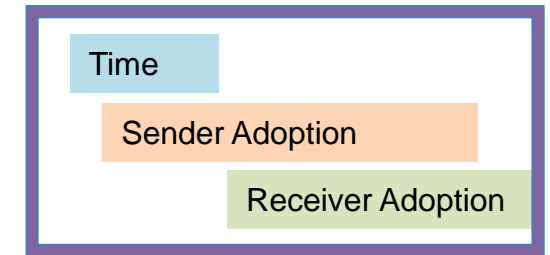
DMARC WTF

DMARC makes:

- email easy to identify (on a domain basis)

- scales to the internet

- is free

DMARC gives:

- visibility from Receiver's PoV

- ability to say "block fake stuff"

DMARC's Trend

Time	
	Sender Adoption
	Receiver Adoption

2003-2006: building blocks (SPF, DomainKeys, DKIM)

"I've heard this helps"

Nice to have as anti-spam input, not reliable

2007-2009: prototype authenticated email model

PayPal innovates, Financial Services publishes recommendations

Yahoo & Gmail reject fake PayPal email, other big providers take note

2010-2011: make it work at internet scale

PayPal funds/organizes effort to standardize the model

Big webmail providers commit to support and implement

2012-2013: early adopters

Senders with fraud and clean infrastructures deploy

Big consumer mailboxes and those that can roll their own deploy

2014-2015: not just for security/anti-phishing! Make it work everywhere.

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DMARC Trends

- Exact-domain anti-phishing. Hell yes!

- Turning Deliverability into a real word.

- Compliance.

- *Better email clients.*
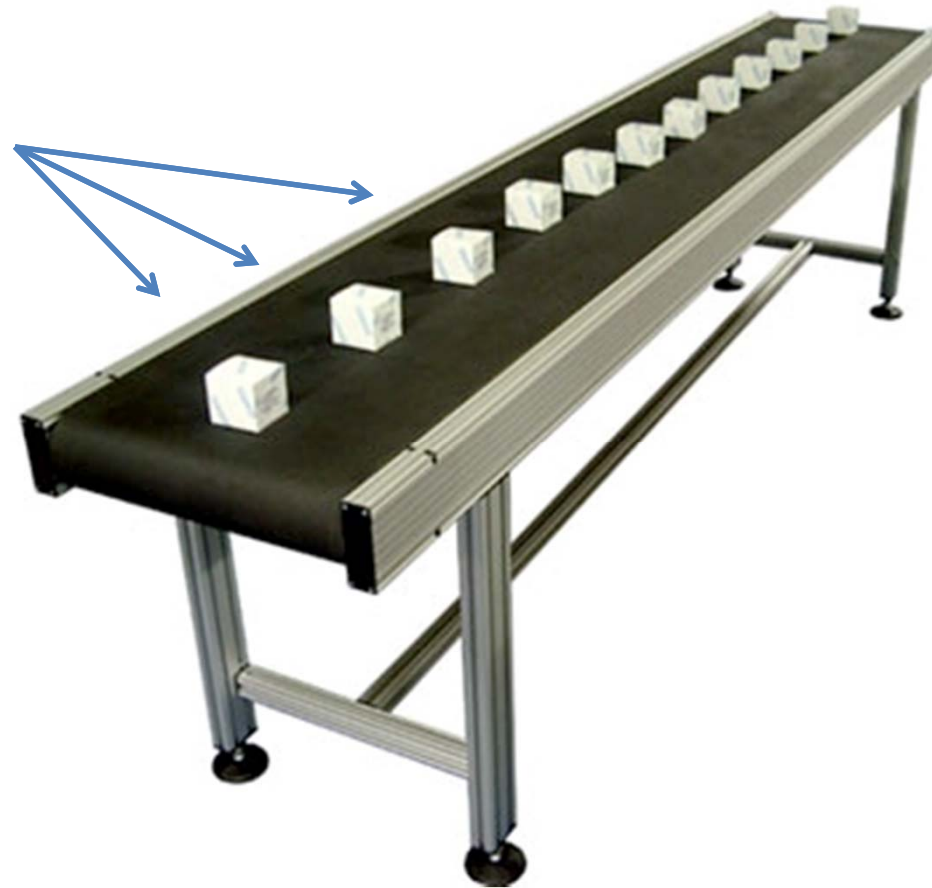
SIDEBAR:
WHAT ABOUT THE EMAIL RECEIVER?

Every email is unique..

..and every sender wants theirs delivered NOW.

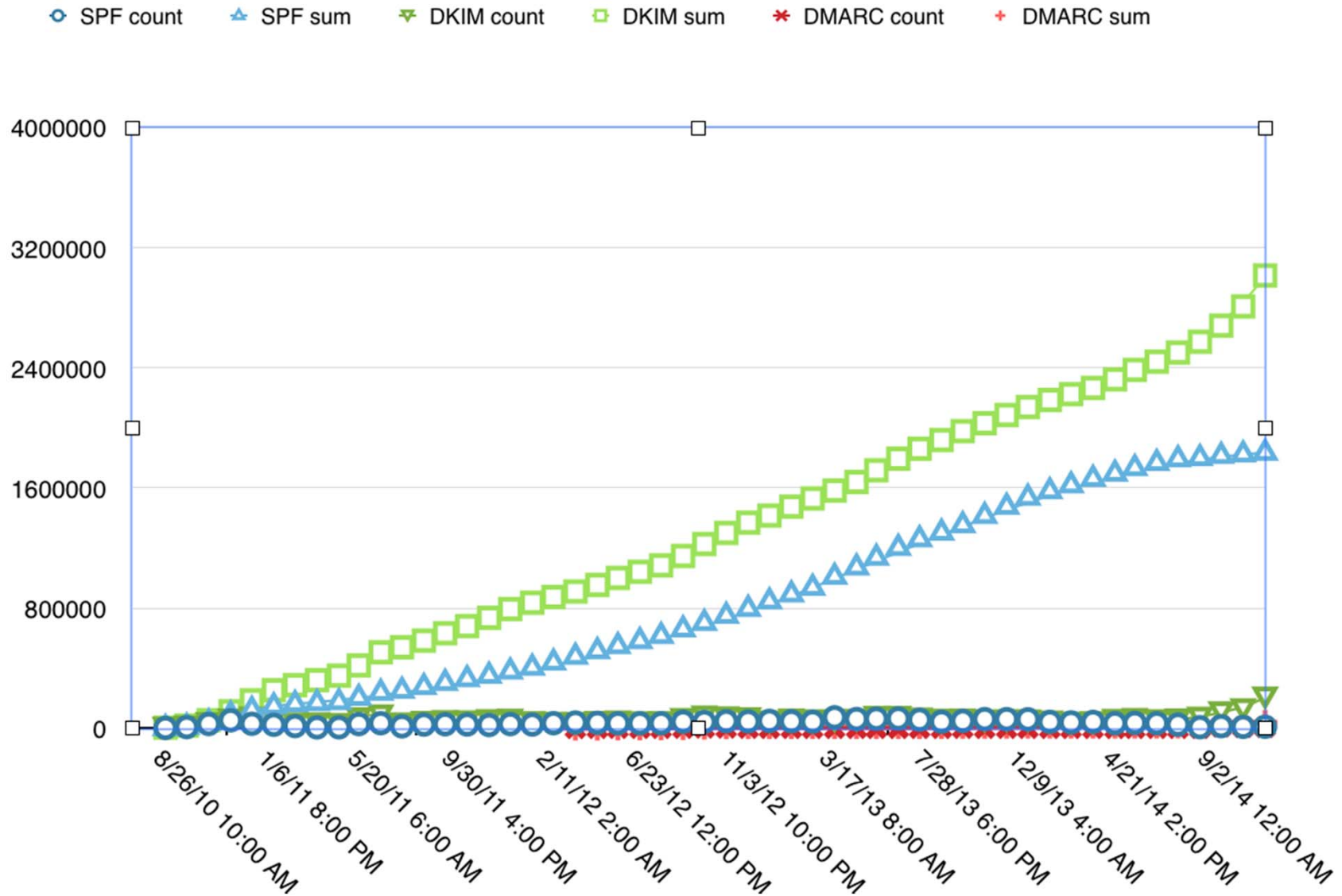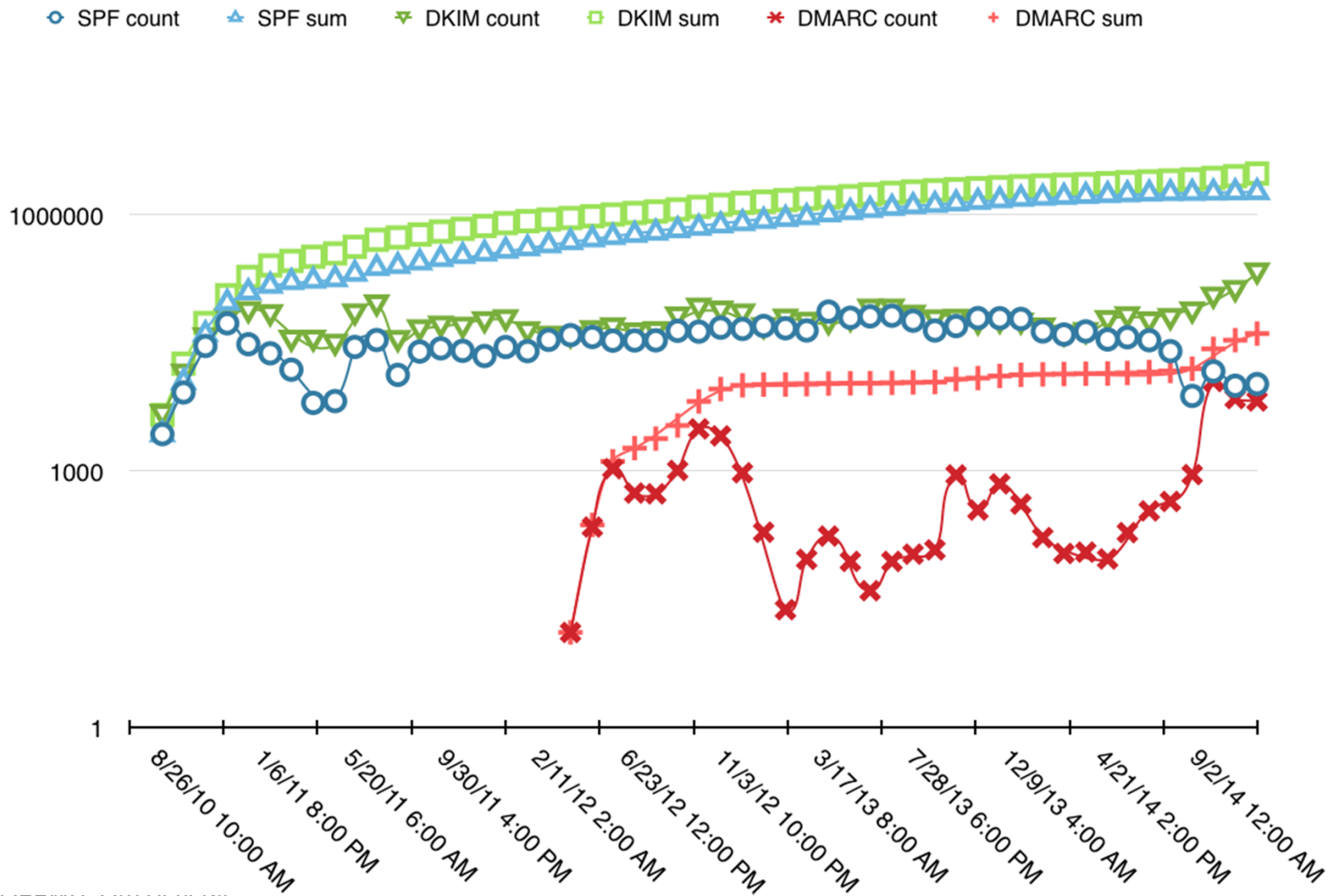# From the Point of View of an Email Receiver

Snowflakes

DMARC Tips

- Collect data today. "p=none". Designed not to mess things up.

- Are you capable of sending DMARC-compliant email on behalf of your customers?

- Are you monitoring to see if your customers are doing anything with DMARC?

Authentication Adoption Rates

SPF count ○   SPF sum △   DKIM count ▽   DKIM sum ▫   DMARC count ✳   DMARC sum ✚

Authentication Adoption Rates

DMARC: Questions?