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We move fast, just like our planes. Our top priority was finding a partner to help us **implement DMARC quickly without complications while staying within our budget.**”

IT Senior Systems Engineer

CLEAR SKIES AHEAD:

A Global Airline's Path to Email Confidence

BACKGROUND:

Europe's Leading Airline Proactively Secures Email Trust During Expansion

One of Europe's largest and most successful airlines, with a vast customer base spanning 240 destinations across 40 countries, carried 169 million passengers in 2023. Their ambitious target of 225 million by 2026 underscores their industry leadership, built on low fares, on-time flights, and impeccable reliability. Amidst this soaring success, this global airline encountered a common challenge in the digital era – email complexities. Rapid growth and global expansion created a complex email ecosystem. With countless customer interactions through email, the airline's ability to maintain trust and reliability was paramount.

RESULTS

Time to **Enforcement:**

<6 months

DMARC Pass Rate (avg):

99.68%

PHISH Blocked:

85,000+

PRODUCT: ENFORCE AMPLIFY

INDUSTRY: Aviation

LOCATION: Europe



TRUST YOUR EMAIL

CHALLENGE:

Ensuring Customers Receive Legitimate Emails, Free From Spam And Phishing

Inherent security flaws in email protocols were causing problems. Blacklisting due to domain abuse, email deliverability issues, and a lack of visibility into domain usage were negatively impacting customer trust and experience, as well as making customers more susceptible to spam and phishing attempts. While this company's commitment to cost-effectiveness extends across its operations, enhancing email infrastructure to handle growing capacity and complexity posed a substantial budgetary hurdle.

“Valimail’s solution eliminated the need for guesswork, providing us with precise insights into domain usage.”

SOLUTION:

Valimail – A Comprehensive, Cost-Effective Email Security Partner

What truly sets this global airline apart is its collaborative spirit. While the infrastructure team primarily focused on DMARC enforcement for security, the marketing team recognized the growing significance of BIMI for brand trust.

“Valimail’s expertise in DMARC and BIMI helped us secure the necessary budget by working with our marketing team, making it a true win-win partnership.”

Their partnership with marketing unlocked the full potential of DMARC enforcement and BIMI benefits, enabling this global airline to swiftly achieve DMARC enforcement on 37 domains in less than six months while enhancing inbox experiences for their customers.

