

MEDIAWEB GROUP

MediaWeb Group is an integrated marketing and digital storytelling agency that provides services to IronTree. Over the last two years, they've developed a comprehensive understanding of IronTree's suite of

solutions. MediaWeb Group has both online and offline backup and exercises several cybersecurity measures and solutions. However, email impersonation was something they hadn't considered as a pressing issue simply because they felt it was unlikely given their size – why would anyone impersonate a boutique marketing agency? **So, how did we help them?**

The client's challenge, in their words:

One of the challenges that we repeatedly share with our customers is that "you never think it will happen to you." In MediaWeb's case, this is entirely true. "While we have a number of cybersecurity and backup measures in place, and despite the fact that within your daily email inbox, you see email impersonation efforts, you never feel that you are going to get spoofed right under your nose," said MediaWeb MD, Dean McCoubrey.

"We helped to market IronTree's 2022 national roadshow and attended the events to shoot case study videos to tell their story. When Filipe Guedes, Sendmarc's Business Development Manager, explained the benefits and technical prowess of their email impersonation protection software, I was impressed but didn't act," he added. "That was until the cyber criminals came knocking and were impersonating our email."

The first thing we did was call IronTree as their SecureIT suite offers, amongst others, Sendmarc. With intelligent technology, as well as simple management reports to entirely prevent email impersonation (or spoofing attacks), the same offering is available to organisations of all sizes. The response from IronTree and Sendmarc was literally immediate. We often share this about them, this time we saw it first-hand." What did IronTree do?

"IronTree and Sendmarc immediately set up a Teams call, clearly explained how the solution works and started the onboarding process. They took us through the stages we would work through, how we were going to be protected, and the timeline. They explained the costs from initiation to execution, the security of our accounts, and successfully moved us to a safe and secure position being a five out of five Sendmarc score (<https://irontree.sendmarc.com>). Throughout this process, we had constant communication from the team at IronTree and Sendmarc, until we were fully protected."

How was the service?

Two things I can commend about this process. **One** is the level of collaboration and teamwork from IronTree and Sendmarc; to solve a client's dreadful concern. **And two**, IronTree constantly engaged with us, to make sure that all the actions were complete, and our objective was achieved - in our case, the safety of our company and our clients. We are a boutique agency but I shudder to think of the stress this could cause for brands much bigger than us.

What it means to MediaWeb

“ The peace of mind we get from having DMARC protection is unquantifiable. Just knowing that MediaWeb Group is now using world-class technology and service providers to manage the ongoing risk. What I've learned is that every company needs to stay ahead of the risk because it never stops evolving. You have very little idea of all the attempts that are being made daily. I must admit that we have seen first-hand how you can ignore the dangers until they come knocking. – **Dean McCoubrey.** ”

About Sendmarc and IronTree

Metrofile-owned data management services organisation IronTree, through their strategic partnership with Sendmarc, will help you to prevent fraudsters from impersonating your email. Using intelligent technology, as well as simple management reports, Sendmarc ensures that only the real emails are received.