



We Know Email Solutions



We Know Email Deliverability

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Inbox placement and reputation are critical to the success or failure of your email marketing program and your email return on investment. Return Path provides differentiation between inbox and spam folder placement along with information on your sending reputation. This gives you the most accurate and comprehensive deliverability data available, which is essential to understanding the impact of your email marketing.

Return Path Platform

Assess your inbox placement

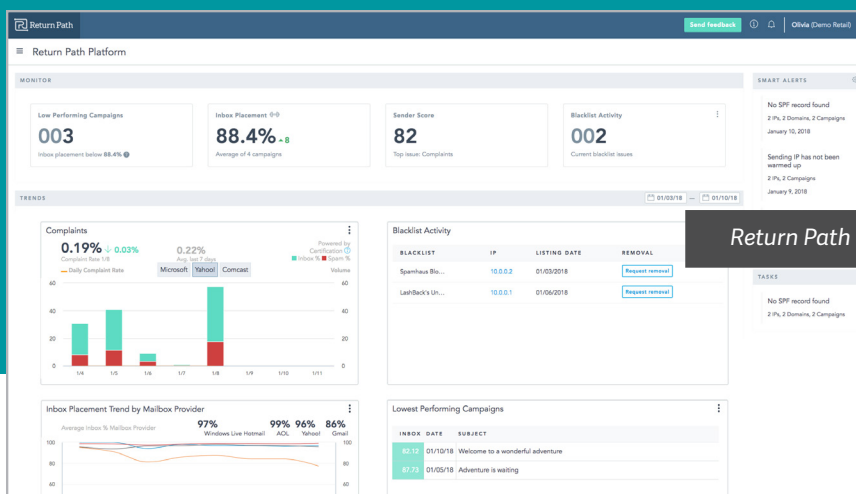
The Return Path Platform offers an innovative, intuitive, and streamlined email performance experience. Our inbox placement solution powered by our unique data helps you quickly and efficiently diagnose and solve important deliverability issues, improving your ability to connect with subscribers. This solution allows you to:

- Differentiate between inbox and spam folder placement to quickly identify and fix deliverability problems at major mailbox providers from around the world to boost inbox placement and email marketing revenue.
- Utilize multiple sources of deliverability data to understand how subscriber engagement affects placement at major Mailbox Providers.
- Know how your email is being categorized within Gmail tabs (Primary, Promotional, Social, Updates, or Forums) based on actual subscriber data.
- Address potential deliverability issues with Smart Alerts with provided resources to solve them.
- Track the historical performance of your email marketing campaigns, making it easy to identify patterns and spot changes and trends.

Know your sender reputation

Sender reputation remains the most important factor mailbox providers use to determine which emails make it into a subscriber's inbox. Our reputation solution removes the mystery of your IP reputation by revealing your Sender Score and provides corrective advice to improve your score. With this solution, you can:

- Analyze and solve reputation issues that cause mailbox providers to send your mail to the spam folder.
- Gain insight into the complaint rate, unknown user percent, spam trap count, and more for each IP address.
- Graphically represent how this data has been trending over time to quickly understand your sending patterns and take action when changes occur.
- Immediately find out when any IP addresses or domains are placed on a blacklist and be able to determine why.



Return Path Platform

We Know Email Deliverability

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Certification

Reach more subscribers and increase revenue

Return Path Certification is the industry's most powerful and unique whitelist, providing benefits at major mailbox providers and filtering companies to ensure your emails reach your subscribers. More emails in the inbox means more opportunities for your customers to see your message, and ultimately drive increased ROI from the email channel.

Certification is much more than a whitelist; it's a source of insightful, actionable data to help you send with confidence. Key benefits include:

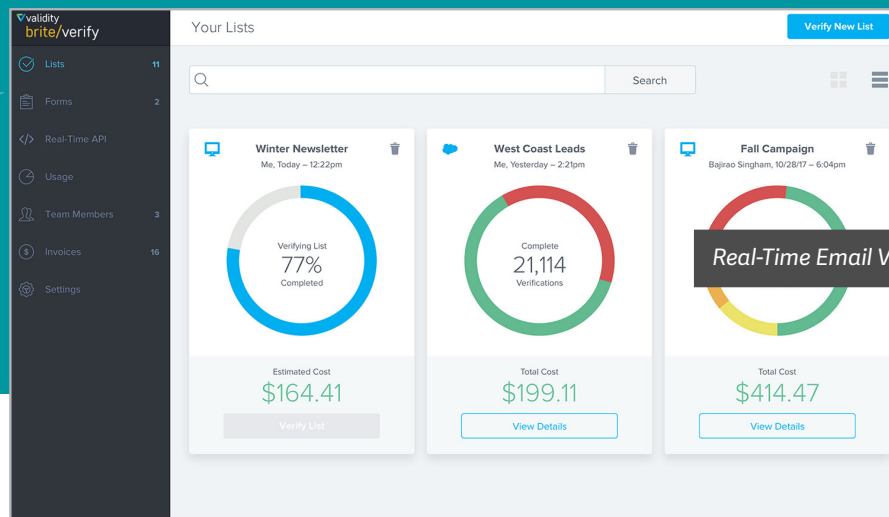
- Measurable increase in inbox placement at top mailbox providers like Microsoft, AOL, Yahoo, Gmail, Comcast, Orange, Mail.ru, and favorable treatment at critical filters like Cloudmark, SpamAssassin, and Cisco Ironport.
- Increased deliverability all year, including the crucial holiday season when mailbox providers often throttle and filter high-volume senders.
- A compliance team dedicated to 24/7 monitoring, providing you with security alerts and working with you through the resolution of any compromises.

Real-Time Email Validation

Know your sender reputation

Either at the point of acquisition or over time, email addresses that are invalid end up on your list and can have a negative effect on your ability to get into the inbox. Ensure you have a clean list of email addresses by checking your subscriber list before you hit send. Email validation works to:

- Clean your subscriber list of invalid emails so you're confident you are sending to actual subscribers.
- Verify email addresses in real-time at point of capture to reduce invalid sign ups.
- Reduce your bounce rate which improves your sender reputation and your delivery to the inbox.



Real-Time Email Validation

We Know Email Optimization



Email marketers face a serious challenge in trying to catch and hold a customer's attention. We help you drive engagement and get noticed by ensuring your message is the right message that is most relevant to your customers.

Email Client Monitor

Optimize based on opens, locations, and engagement

Email Client Monitor gives you insight into which devices your customers are using to view your email, as well as what time they are opening, where they are opening, and for how long they are reading. With this information, you can maximize response and conversion rates by designing and optimizing emails just for them. Use this solution to:

- Optimize email content for subscriber preferences based on device opens, geolocation, and engagement length.
- Improve the effectiveness of your email campaigns by optimizing send time.
- Get visibility into how this data is changing over time and where you should focus your deliverability efforts.

Inbox Preview

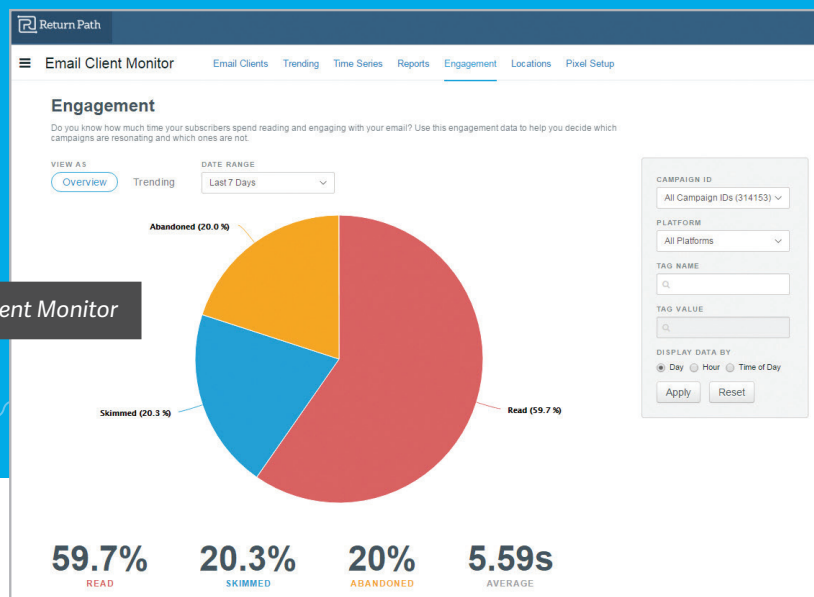
Ensure messages look flawless across all devices

Inbox Preview improves engagement by ensuring your content renders perfectly across all devices, browsers, and email clients before they hit your subscriber's inbox. You can instantly preview results and get guidance on how to fix email rendering issues. You'll be able to:

- Access spam filter testing from mailbox providers and filtering companies.
- See what your email would look like with images disabled and check that your links render to the correct location.
- Optimize your subject line with Subject Line Optimizer.



Email Client Monitor



We Know Email Optimization

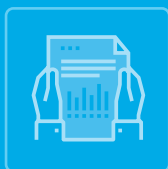


Inbox Insight

Utilize competitive data to grab subscriber attention

Inbox Insight drives engagement to get you noticed by ensuring your messages resonate with subscribers. With access to millions of messages with engagement data from millions of consumer inboxes, you'll see not only your engagement metrics but also how subscribers are engaging with your competitors' offers to compare your campaign metrics side by side. With this competitive data, you can:

- See which other brands are emailing your subscribers and competing for their attention.
- Get insight into which days of the week and times of day are the busiest for your subscribers so you can differentiate your sends to stand out in the inbox.
- Search emails from across industries and campaign types for creative inspiration coupled with how they performed with actual subscribers to improve your email strategy.

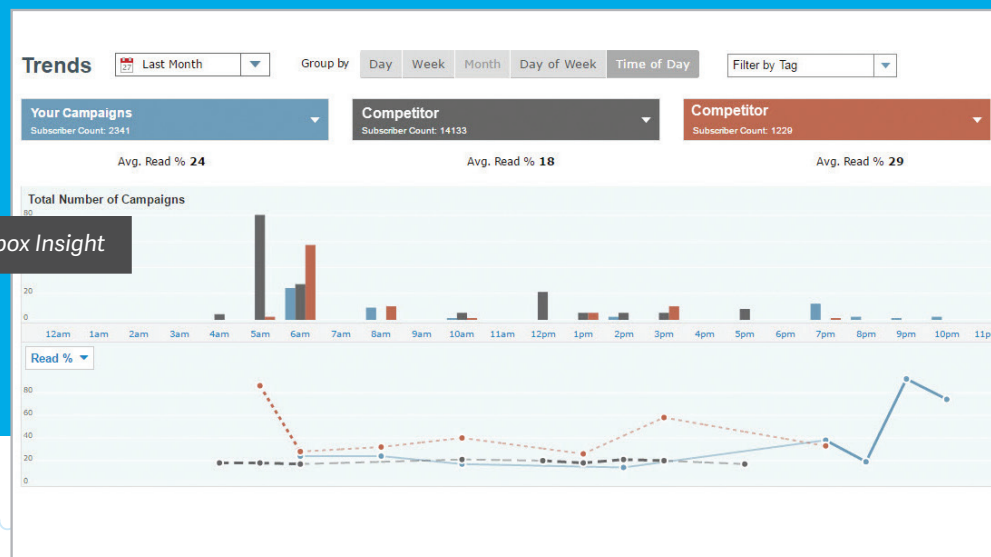


Dynamic Optimization

Integrated sending solutions that go beyond best practices

Using your email data along with Return Path's deep deliverability experience and advanced data analytics techniques powered by EmailDNA, we customize sending recommendations you can integrate directly into your workflow. This allows you to:

- Improve email deliverability and engagement with consistently updated, customized recommendations.
- Take the analytic and data focused work associated with implementing best practices off your plate, saving you time and resources.
- Leverage the multiple solutions included within this product that target specific issues to improve overall program performance and email ROI.



Inbox Insight

EmailDNA - The Evolution of Email



For nearly two decades, Return Path has been putting our unparalleled data and advanced analytics capabilities to work to solve the problems email marketers face every day. Powered by EmailDNA, our solutions are built to improve your email marketing and increase ROI.



Superior Data

Using the industry's most comprehensive set of email data, along with our advanced analytics capabilities, we employ deeper learning to solve marketing problems in unique, innovative ways.



Innovative Analytics

Return Path's products and solutions are built using data capabilities ranging from advanced analytics and heuristics to machine learning and artificial intelligence.



Data Driven Marketing

EmailDNA puts solutions to any email marketing problem within reach. Our data and analytics go beyond recommendations, creating actionable, customized solutions that solve email marketing issues.



With EmailDNA, we turn email data into email solutions

For years, our best-in-class data team has been pushing the envelope of artificial intelligence, machine learning, and advanced analytics to create solutions that harness the power of our unrivaled data set. The result: email marketing products that go beyond monitoring to provide actionable solutions to the problems marketers face every day.

"Data fuels every decision we make at Groupon, and Return Path gets us the whole picture so we can make the smartest choices possible and ensure that our customers always know about the best things to do in their local community."

~ **Torsten Reinert,**
Global Deliverability
Manager at Groupon

Our Experts Know Email

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Our team knows email and is comprised of the best and brightest minds in email marketing. Whether you're experiencing below average inbox placement, low engagement rates, disappointing program ROI, or a poor sending reputation, our email experts can help. We offer a variety of support and service options to guide both your everyday needs, as well as in-depth, strategic consultations.



Onboarding

We make sure you're up and running quickly with our dedicated onboarding specialists. From account setup to training on Return Path tools, we will help get you quick access to your data so you can begin optimizing your email program.



Deliverability Services

Our best in class email deliverability experts work as an extension of your current marketing team. They'll guide you through improving your email program by providing recommendations on strategy and tactics, analyzing your email data, and keeping you up to date on industry trends.



Consulting Services

With backgrounds that span across the email ecosystem, our Professional Services team works on specialized engagements that go deep into your email program to give you specific insight and action items that take your email marketing campaigns to the next level.



Help Center

You'll have access to our Help Center to view knowledge and support for everything from product best practices to certification to troubleshooting and much more. Browse or search hundreds of articles, trainings, videos and webinars to find key information on optimizing your email program, becoming a great sender, or troubleshooting spam traps or blacklists.

Priyanka



Laura



Michelle



Rishi



Melina



Get To Know Return Path.



Visit our website. There's no better place to find out about Return Path! Browse our resource library, check out our customer success stories, and learn more about our products and services at returnpath.com.



Request a demo. See Return Path's data powered solutions in action. Visit returnpath.com/request-a-demo to get started.



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US: 1-866-362-4577
AUS: +61 2 8188 8700
UK: +44 (0) 20 7034 5430

