



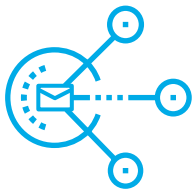
Dynamic Optimization

Integrated sending solutions that go beyond best practices

Every email marketing program is unique, and the solutions to your biggest challenges should be tailored to you. Solving problems such as low inbox placement at major mailbox providers or a high unsubscribe rate often requires more than best practice advice. Dynamic Optimization, powered by EmailDNA, provides customized and integrated solutions to specific email marketing problems.

Within Dynamic Optimization, we've developed solutions that solve specific email issues using your email data, Return Path's deep deliverability experience, and advanced data analytics techniques. By using customized sending recommendations that you can integrate directly into your workflow, you address the specific issue, saving time and leading to increased deliverability and engagement.

Integrated Solutions



Sending Priority

Being delivered to the inbox at mailbox providers like Gmail and Microsoft, who use engagement as part of their filtering algorithm, is more difficult than ever before. We use your ESP data coupled with our advanced analytics capabilities to classify your subscribers based on engagement. Using these results, we provide analytics-driven recommendations on how to best send email to these different groups, giving you the information you need to get to the inbox of subscribers who otherwise would have received the message in their spam folder.



Engagement Assurance

Sending too much marketing email causes subscribers to disengage and opt-out, leading to elevated unsubscribe rates and decreasing the lifetime value of your subscriber list. Using the sophisticated analytics of Engagement Assurance, we identify fatigued subscribers who are likely to negatively engage with your email who should be temporarily suppressed. Our recommendations automatically determine when suppressed subscribers should be added back to your mailings, allowing you to decrease list churn, keep your audience engaged, and increase the lifetime value of your subscribers.

Benefits



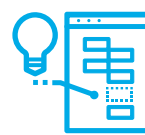
Use advanced analytics to solve specific email marketing problems



Improve email deliverability and engagement



Leverage your email data and analytics techniques of EmailDNA



Integrate custom recommendations directly into your workflow



Take the analytic and data focused work off your plate

Why Dynamic Optimization?

There's no shortage of email marketing best practice advice out there. While this advice provides good direction, the execution can require complex analytics and implementations. With Dynamic Optimization, we do the analytics and provide the results so you can integrate them directly into your workflow. Powered by EmailDNA, our solutions use advanced analytics techniques along with your data to provide customized sending solutions that improve deliverability, engagement, and overall email program ROI.

How It Works?

By integrating your ESP data with Return Path, we apply advanced analytics to your subscriber engagement data and provide customized recommendations targeted at the specific problem. The resulting recommendations are compiled in the form of lists as csv files, which are transferred using FTP. Upon receiving recommendations, they can be implemented into your ESP workflow. Our recommendations constantly update to provide dynamic lists that you will continually use. As we continue to analyze the data, our models learn and provide even better recommendations over time. The setup process for implementation of Dynamic Optimization varies. Log in to the Return Path Platform and click into the Dynamic Optimization tile to get started. You can also contact your Return Path team for more information.



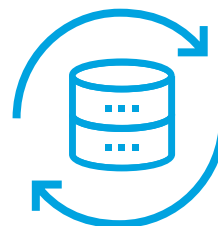
Connect your ESP

We analyze your subscribers and send recommendations directly to your ESP.



Send Campaigns

You apply recommendations whenever sending new campaigns.



Refresh Data

We update recommendations on a regular basis so you always have fresh data for your campaigns.



About Return Path

Return Path is the expert in deliverability. Every day, our customers trust our data and insights to help them optimize their email marketing. With partnerships across the email ecosystem, we help marketers take their email programs to the next level by driving more response and increasing revenue. At Return Path, we know email.