



The Return Path Advantage

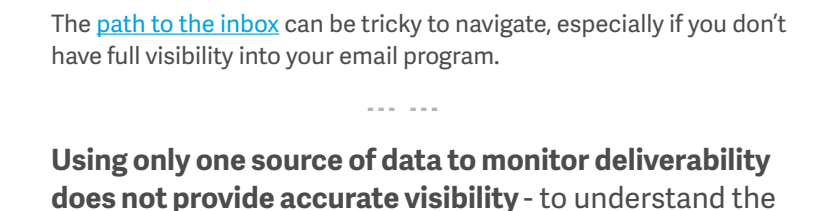
Join the league of best senders and experience superior deliverability

We know how important it is to optimize on your email program, and we also know that not every offering out there provides you with a complete picture of your program performance. Ensure that you're beating competitors, increasing ROI, and bringing your program to the next level with the Return Path Advantage.

What sets Return Path apart?

Return Path offers a superior view into Inbox Placement

Knowing if and why your emails are landing in the spam or inbox folder is the key to making critical adjustments in your program.



The [path to the inbox](#) can be tricky to navigate, especially if you don't have full visibility into your email program.

Using only one source of data to monitor deliverability does not provide accurate visibility - to understand the scope of an email program's true deliverability senders need a combination of multiple data sets.

Return Path's methodology for determining inbox placement provides email marketers with the best opportunity to understand their **true deliverability**.

True Deliverability: A complete look at inbox placement rates that goes beyond first level filtering and provides insight into user level filtering. This additional granularity ensures that senders have a deeper understanding of their inbox placement and aren't misled by incomplete and inaccurate data.

Senders see the whole picture with both Seeds and Consumer Network:

CoreSeed data:	Consumer Network data:	SmartSeed data:
<ul style="list-style-type: none">+ 140+ global and regional mailbox providers+ Measures missing/blocked emails- No engagement data- Smaller sample	<ul style="list-style-type: none">+ Hundreds of thousands of active users+ Measures engagement data- Only covers Outlook, Yahoo, and AOL- No missing/blocked emails	<ul style="list-style-type: none">+ AI-driven engagement data+ Insight into competitor campaigns+ Subject lines/message content+ Welcome Series tracking- No missing/blocked emails

Why you need CoreSeeds:

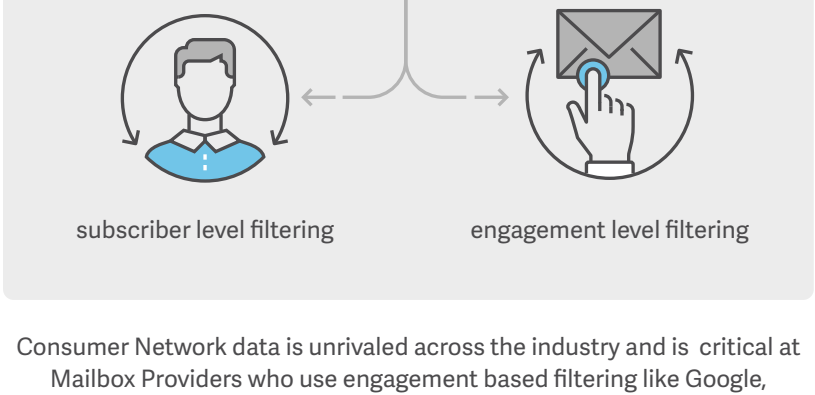
- Access to message level headers
- Insight into potential blocking
- Insight into gateway filtering at Mailbox Providers

Return Path uses a combination of **Consumer Network, SmartSeeds and CoreSeeds data** to determine inbox placement = you receive the most accurate view of your **true deliverability**.

We give email marketers access to real-life subscribers with the Return Path Consumer Network

Strict criteria and expansive resources means that the Return Path Consumer Network accurately reflects an email marketers' subscriber list.

Consumer Network data goes deeper than the surface and offers insight into the engagement and subscriber level filtering which helps create a complete picture of deliverability



Consumer Network data is unrivaled across the industry and is critical at Mailbox Providers who use engagement based filtering like Google, Microsoft, and Verizon Media Group (AOL/Yahoo).



Why do marketers need Consumer Network data?

- Visibility into filtering beyond the MTA (message transfer agent) and through MDA (mail delivery agent) level filtering.
- Access to a subset of your actual subscribers.
- A window into how real customers are interacting and engaging with incoming mail.

Return Path Consumer Network = unique data feeds + partnerships with Mailbox Providers.

Access to these partnerships = insight into how Mailbox Providers interact with and filter mail = a leg up on your competition.

What's the alternative in the market?

- No access to Consumer Network
- Access to Consumer Network with flaws originating from how it was obtained

We offer valuable insights into engagement and accurate placement metrics with SmartSeeds

These AI-driven insights offer deliverability monitoring with unique access to engagement, competitor, and program performance.

Powered by advanced analytics and machine learning, SmartSeeds provide deliverability monitoring with additional intelligent insights. Visibility into subscriber engagement offers an opportunity to adjust program sending practices and improve deliverability rates. Customized targeting allows access to competitor programs and opportunities to track specific campaign performance. With SmartSeeds, senders work smarter, not harder, to improve their programs.



Consumer Network + SmartSeeds + CoreSeeds = your true deliverability

We ensure that our clients are reaching more subscribers and increasing revenue with Return Path Certification

Return Path Certification is the industry's most powerful whitelist. But it's much more than that. It's a unique program that provides the exclusive data and mailbox provider benefits you need to get more email delivered, reach more subscribers, and increase revenue.

Return Path Certified senders

- Reach the inbox**
On average, Certified senders inbox placement rates are 33 percentage points greater than similar, non-Certified senders.
- Access meaningful data**
Certification goes beyond whitelisting. Certified senders have access to exclusive mailbox provider data feeds which deliver detailed information about KPIs, placement, and Certification performance.
- Enjoy valuable service**
Certified senders enjoy access to 24/7 security monitoring, Return Path support, and unique industry insights.

Certified senders experience delivery rates 40x faster than senders who are not Return Path Certified!

"For a few of the Groupon markets, we randomly assigned messages to Certified and non-Certified IP pools. We did this for a large volume of mail over a six-month period. We looked at the revenue coming from each pool and very quickly it became clear that the Certified pool was driving more revenue. The decision to stay with the Certification program was easy to make."

- Torsten Reinert, Senior Manager Messaging Delivery at Groupon

What's the alternative in the market?

- Nothing comparable
- Cloudmark offering without additional MBP partnerships or actionable data

Return Path utilizes and shares the best and most well-rounded data set in the industry

Email marketing evolves and so should your program.

Return Path has strategic partnerships with more than 100 companies across the email space, including email service providers (ESPs), marketing clouds, mailbox providers, digital agencies, and security vendors.

These partnerships, established over a 20 year history, provide us with rich email data that we incorporate in our products and solutions.

Learn more about Return Path's strategic partners and programs [here](#).

Our data allows us to provide insight into reputation and engagement so that we can help solve problems (not just report on them).

We offer senders a better view into:

- List hygiene
- How sending practices impact reputation at major mailbox providers
- Insight and access to real and reputation-harming traps and domains that affect reputation

"The data we get from Return Path helps us make informed decisions and shape our email strategy in the most effective way possible. On top of that, their artificial intelligence solutions promise to help us make data-driven decisions faster, and vastly improve the customer experience."

- Christine Conklin, Director, E-Marketing & Digital Media at Signature Travel Network

Visit [emailDNA.com](#) to learn more about the evolution of data at Return Path.

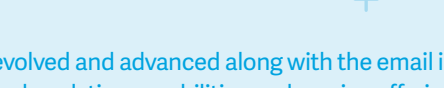
We have valuable and experienced Service teams and offerings

It takes a village, and Return Path has one that helps take your email program to the next level.

Return Path is the expert in deliverability and our service teams are comprised of the best and brightest minds in the email industry.

The Return Path Advantage means that marketers and senders have access to:

- Consulting-level services
- Custom and Directive reporting
- 2000+ Years of combined experience
- Dedicated industry experts
- Passionate data scientists
- The Return Path Support Team
- The Return Path Help Center



For nearly two decades, Return Path has evolved and advanced along with the email industry. Using the industry's best and most complete data set, along with our advanced analytics capabilities and service offerings, we employ deeper learning to solve real world marketing problems—from the most common to the most complex.

Ready to take your email program to the next level? Join the league and [contact us](#) today.

