



More than 20 percent of opt-in email does not make it to the inbox. Does yours?

GET MORE INFO

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Introducing the Return Path Certification Referral Program

Are your clients ready to be a part of the industry's most respected whitelist program?

Are they interested in improving their delivery rates while reducing the risk of filtering? Does "images on" and "links enabled" at Windows Live Hotmail and Yahoo! sound good? If you can answer "YES!" to any of these questions you may be ready to join the Return Path Certification Referral Program.

The Return Path Certification Referral Program provides a unique set of benefits for you and your clients. From saving money on application fees to time-saving monitoring tools this program is designed to provide you and your qualified clients with turn-key access to the certification program.

Referring senders has a number of benefits including:

IP Address Monitoring

You'll be able to monitor an unlimited set of IP addresses for compliance with program performance metrics. This means you'll be able to pre-qualify your own clients – and greatly increase the likelihood of certification. These tools greatly reduce the risk of working on applications that have no chance of approval.

No Application Fee

We'll waive the application for any clients you refer. Depending on your customer's sending volume, this could represent a savings of up to 28% off the first year annual program fees.

Provisional Activation

We'll activate your clients on a provisional basis on the Certified list during the application process. Your clients will gain access to our daily performance reporting so they'll know where they stand throughout the application process.

Incentive Program

This is way better than airline miles, this is cash back. Based on the number of certified senders in good standing we'll send you a rebate check for up to 35% of the first year annual license fee for senders you refer. And, for qualifying partners who are Return Path clients, we'll add an additional 20% commission on renewals of annual license fees.



The Return Path Certification Referral program is a win-win!

You'll make money while helping your clients gain access to the industry's most respected whitelist. Certification is used by top ISPs like Yahoo!, Microsoft, Go Daddy and Roadrunner; top filtering solutions like Spam Assassin and Cloudmark; plus thousands of top universities and Fortune 500 companies. Overall, Return Path Certification helps determine deliverability for 80% of the mailboxes operated by the world's top 20 ISPs.

In addition to improved deliverability, your clients will receive other perks as well. For instance, even though the default setting for their mailboxes is to suppress links and images, Windows Live Hotmail and Yahoo! automatically display both in messages sent by Certified members – a privilege which Jupiter Research says can double campaign response.

Want to get started? Just pick up the phone, your Return Path channel relationship manager is ready to help.

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