



GET MORE INFO

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Let us help make your job a little easier

As an ISP, distinguishing the useful commercial email your customers want from the spam they despise can be extremely difficult. That's why Certification is a valuable tool. Now, email receivers can protect their customers' inboxes while minimizing false positives.

By adding Return Path's Certification to your filtering arsenal, you can confidently and aggressively target spam with less risk of accidentally filtering the messages your customers actually want. Top Internet Service Providers like Hotmail and Yahoo! leverage the Certified list in their filtering decisions. Used in combination with leading filtering solutions such as Spam Assassin and Cloudmark, Return Path's Certification receiver footprint is the largest in the email world.

Identify mailers and make informed decision on how to treat their mail.

While blacklists help you quickly identify the "worst of the worst" mailers, Return Path Certification gives you the ability to identify the very best senders and significantly reduce false positive rates when filtering email. In fact, one ISP noted a 27% reduction in false positives when first testing the list, providing them with the insurance and peace of mind they needed about their email placement. IP addresses on the Certified list actively maintain extremely rigid sender reputation metrics, primarily complaint rates and other compliance metrics to stay active on the list. From the application process to ongoing compliance, our Certification members are held to the highest standards – minute to minute, hour by hour, every day of the week.

Unparalleled Receiver Footprint

Return Path Certification is used by hundreds of receivers worldwide. ISPs use our list because of its' high quality and size and because it has proven effective in preventing false positives. In fact, our Certified list is used on more than 2 billion mailboxes. We welcome testing the list – please ask for access.

Reduce Costs

Most receivers use the Certified list to provide direct-to-inbox treatment. This reduces filtering costs and lightens the load on content scanning for this high quality mail. As an additional customer benefit, many mailbox providers auto-enable images and links for Certified email. Moreover, Microsoft and Yahoo! trust the Certified list enough to give this default level of treatment.

Additionally, ISPs using the Certified list reduce support costs. After implementing the list, a receiver does not need to spend time on the phone with concerned marketers who will find ways to complain they are being unfairly blocked. Instead, refer them to Return Path and the Certification

2 billion

Certification offers ultra-high delivery rates at more than 2 billion email inboxes for companies that meet rigorous program standards.

27% reduction

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