



High Standards for Senders. Big Benefits for Email Programs.

Get Delivered with the Return Path Certification program.

Return Path Certification is an exclusive whitelisting program with deep corporate and consumer market coverage. With certification, your company can increase delivery rates at more than 40% of all email inboxes.

Senders, receivers and consumers all want permission-based email to reach its destination. Certification provides ISPs with a whitelist of trusted senders who meet high program standards, so ISPs can let their mail through with confidence. Certified senders get higher delivery rates—and that means higher response rates.

Senders seeking to join the program must meet Return Path's rigorous standards for both their email infrastructure and practices.

A Network of Trust That Provides Long Term Value

Certification is built on a network of trust between senders and receivers that provides privileged access to the largest, broadest and most respected whitelists in the email universe. Our service is uniquely designed to help legitimate senders achieve maximum inbox delivery. Certification offers two levels of trust: Safe and Certified. Your level is determined by your business practices and your reputation performance metrics.

- **Level 1: Safe sender:** Leading ISPs and filtering companies rely on our sender certification program to identify legitimate and reputable businesses. This means our Safe senders experience improved inbox delivery to over 300 million inboxes worldwide.
- **Level 2: Certified sender:** Senders with superior sending reputations may qualify for an upgrade to the Certified level. Certified senders are recognized by ISPs as the “best of the best” in the email universe and therefore, have privileged access to Return Path's performance-based whitelist used by over 1.3 billion inboxes worldwide. To be upgraded to Certified, your email must meet superior performance standards and boast a strong reputation.

1.3 billion

Certification offers ultra-high delivery rates at more than 1.3 billion email inboxes for companies that meet rigorous program standards.

27% lift

Certified senders average a 27% lift in overall inbox delivery rates--some get over 40% lift.

GET MORE INFO

rpinfo@returnpath.net

1-866-362-4577

Certification Membership Criteria

High standards for good senders result in big benefits for the email universe. **In order to be accepted to the program, Safe Senders must:**

- Pass an audit of their email practices which examines permission practices, email infrastructure, privacy policies and disclosures.
- Show that they are compliant with all applicable laws, including CAN-SPAM.
- Only send email from properly configured and authenticated servers.

Senders with superior sending reputations may qualify to be upgraded to our Certified level. **Certified Senders must meet all of the criteria above plus meet superior performance and reputation standards.** This means that:

- Their email rarely (if ever) elicit complaints
- Their email hardly ever hits spam traps
- Their IP addresses don't regularly appear on blacklists

Once accepted, senders are monitored to assure they maintain compliance with program standards and complaint rates. For detailed program standards and requirements – please visit: <http://www.returnpath.net/certification>.

How Certification Gets Your Mail Through

Email senders and receivers both participate in the Return Path Certification program.

- The outgoing email IP addresses of program members are added to the Safe or Certified whitelist.
- When an email is sent, the receiving ISP or corporation performs a standard DNS query on the sending IP address.
- If the IP is on the whitelist, the email receives preferential treatment and has a very high probability of being delivered to the inbox.

You make no technical adjustments, software installations or other set-up requirements once your email program has achieved certification by Return Path.

Helping You Reach Certification

If you know your email program does not yet qualify for certification, Return Path offers a range of audits and improvement plans that can get you on the right track. Our deliverability experts can diagnose the problems undermining your reputation and design practical solutions for your business.

The Privileges of Membership for Certified sender

- Largest and broadest coverage that provide improved delivery to Yahoo! Hotmail and hundreds of ISPs, spam filters and businesses worldwide
- Images and links automatically enabled by default at Hotmail*
- An exclusive trusted “unsubscribe” button in the Windows Live Mail interface, so subscribers may opt-out instead of reporting a complaint.*
- No hourly throttling limits at Hotmail so you can send when and how much you want.*
- No complicated software to install or IT resources required
- Real time notification of your membership status to alert you immediately of potential issues
- Professional assistance from a dedicated team of experts
- Low CPMs that allow for ultra-high delivery and exponential ROI

*Benefits provided by Microsoft Corporation

