



WHAT IT IS

The Return Path Deliverability Audit evaluates your email program to understand the factors that impact your deliverability rates and sending reputation. We examine your sending practices, specific ISP performance, as well as public and proprietary data sources to determine the root causes of your deliverability issues. We also offer insights on leading Internet Service Providers (ISP) and recommendations to maximize inbox delivery.

WHY YOU NEED IT

If you're like most email marketers, getting your regularly scheduled campaigns out the door consumes nearly all your resources. This means you have little time to investigate low response rates and other strategic issues. Good deliverability is the foundation of great response so understanding your inbox deliverability is essential to your long term success. Finding the root cause of deliverability problems is challenging. The cause could be complaints, authentication, infrastructure settings, or list hygiene practices. Each of these has multiple causes and cures and in most cases a combination of these issues are playing a role in low deliverability rates. The Return Path Deliverability Audit takes the guess work out of your inbox rates and provides a road map to managing your deliverability to prevent future problems. If you can relate to any of the statements below, the Deliverability Audit is the right solution for you:

- My messages are being delivered to the spam folder, and I don't know why.
- My mail never reaches my subscriber's inbox or even the spam folder.
- I want to apply for Return Path Certification, but I don't think we'll qualify, and I would like to know what I need to change.
- My response levels have dropped with no clear reason as to why.
- My external reputation is poor at most third party services and ISPs

WHAT YOU GET

You'll get a comprehensive guide describing each deliverability issue with specific recommended actions to resolve the issue, taking your business model into consideration. We'll break out your situation into practices, policy and performance reviews so you'll have a roadmap for long-term success. Finally, we'll provide guidance and insight into your specific ISP issues.

WHAT ARE YOU WAITING FOR?

Contact Return Path Professional Services today. We'll help you move your email program from ordinary to extraordinary by boosting subscriber engagement, response, and your ROI. Our expert strategists will give you inventive and practical ideas for optimizing your B2C or B2B program. We're dedicated to email performance – it's all we do. Call 866-362-4577 visit us at www.returnpath.net/proservices or email consulting@returnpath.net to get started today.

