



WHAT IT IS

The Return Path Report Card evaluates your email program in the context of the customer lifecycle. An active, engaged and purchasing subscriber demands effective messaging across four key phases of the customer lifecycle:

1. Acquisition – growing the file with active and engaged subscribers.
2. Conversion – earning the click and driving revenue.
3. Engagement & Retention – providing subscribers with relevant and useful content so that they anticipate and interact with email, regardless of whether or not they are in-market to make a purchase.
4. Win-Back – bringing unresponsive subscribers back into the fold.

We measure your program against more than 30 industry best practices within the customer lifecycle. Findings include identifying areas of vulnerability, as well as areas of opportunity, along with practical and actionable recommendations for adjustments that will move the needle and show results.

WHY YOU NEED IT

The Return Path Report Card provides a road map for short and long-term email marketing success. Our customized recommendations address a range of email marketing challenges that, when implemented, will allow you to create both small and large gains and boost engagement, revenue and ROI.

If you can answer “yes” to any of the requirements below, the Report Card is the right solution for you:

- I want to revise my email messaging strategy, but don't know where to start
- I want to understand how my subscribers are experiencing my email program
- I want to ensure that my email program is following industry best practices and is optimized for response and engagement
- I want to know what I could be doing better and identify areas of opportunity for increased revenue and ROI
- I want to understand why my email program response rates and revenue are stagnant, declining or rising





WHAT YOU GET

Our Email Program Report Card includes a scorecard for each lifecycle stage, based on benchmarking your program against numerous industry best practices. It is graded on a numeric scale with an A-F letter equivalent:

Report Card Grading Scale	A	AB	B	BC	C	CD	D	F
	4	3.5	3	2.5	2	1.5	1	0

Each email marketing best practice is also rated, based on its level of sophistication within a typical email program:

Best Practice Level	BASIC – A standard practice that is essential for success in any email marketing program.
	ADVANCED - A complex practice that is slightly more difficult to implement, is less common and incorporates elements to optimize the subscriber experience.
	BEST IN CLASS – These practices are employed by only the most sophisticated email marketing programs today and are the indication of a program that is fully optimized for subscriber response and engagement.

This methodology results in an accurate assessment of program strengths and weaknesses, with a priority on your level of email sophistication so our recommendations align with your goals and resources.

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.

