



WHAT IT IS

Protect and maintain your sending reputation with a comprehensive review of your email complaint rates. The **Return Path Complaint Analysis** provides a quantitative analysis of your complaint file to identify which segments drive your rates. From there we'll review your complaints in the context of your email program. Our team of experts will examine everything from campaign frequency to data sources, data age and response rates.

WHY YOU NEED IT

70% of all reputation and email delivery issues are caused by high complaint rates. Email that doesn't reach the inbox doesn't earn opens or clicks. Keeping your complaint rate low is essential to achieving the high response and conversions rates your business demands. If you can relate to any of the statements below, then Complaint Analysis is the right solution for you:

- I have been receiving notifications from ISPs that my complaint rate is too high and my deliverability is very low.
- My reputation score indicates that complaints are a problem.
- I get data from outside sources and I think that one of them may be causing a complaint problem.
- I am told that I have a complaint problem, but I don't know how to remove the complaints or how to react to them.
- I have no idea why anyone would complain about my email program! They signed up so they want to receive it!
- Isn't ARF just the sound a dog makes?
- What's a feedback loop?

WHAT YOU GET

You'll get a comprehensive guide to your complaint situation including analysis results, problem segments, strategic recommendations and next steps to reduce your complaint rate. Your guide will identify the components of your email program that are driving complaints plus you'll get an overview of each best practice or industry metric that is affecting your complaint rate.

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.

