



WHAT IT IS

The Return Path List Quality Audit offers a complete review of your data collection and hygiene processes to find practices that lead to high unknown user rates and spam trap hits. We'll identify areas of risk and opportunity within your email program and provide specific recommendations for improvement. If necessary, our technical team can oversee the process of removing spam traps from your list.

WHY YOU NEED IT

List quality issues, specifically unknown users and spam traps, are leading causes of poor deliverability. A hard bounce is caused by a non-existent or unknown address. The lower your hard bounce rate, the better chance you have of maintaining your reputation. Spam traps are old inboxes that ISPs reactivate specifically to trap spammers. Since these addresses have never been registered to receive email, any mail that lands in the trap inbox is spam. The major cause for inclusion of spam trap addresses on a mailing list is poor list hygiene. Spam trap addresses may also come from a purchased list if questionable practices were used to assemble that list. If you can relate to any of the statements below, then the List Quality Audit is the right solution for you:

- My reputation score indicates that unknown users or spam traps are a problem.
- Feedback from email receivers is that I am getting blocked or filters because of too many unknown users or spam traps.
- I am consistently getting blacklisted and I don't know why.
- I want to make sure that my sign-up process isn't susceptible to getting decoy accounts added to it.
- I think my spam trap and/or unknown user problem is due to partner data, but I would like to know for sure.

WHAT YOU GET

You'll get a comprehensive report on your list quality situation along with specific recommendations for improvement. Your report will cover the following areas:

- Email address collection and hygiene at the point of collection
- List poisoning techniques
- Welcome and confirmation messaging
- Bounce processing and unsubscribe handling
- New data monitoring and data partner auditing
- List aging techniques





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.

