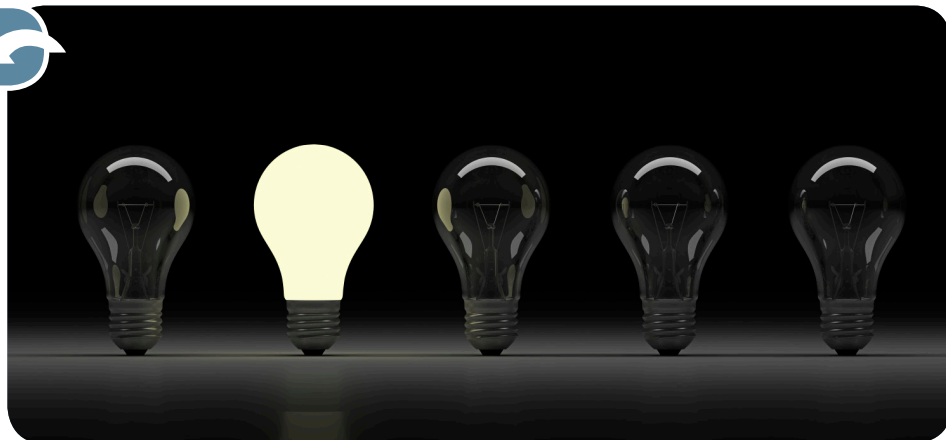




## GET MORE INFO

[rpinfo@returnpath.net](mailto:rpinfo@returnpath.net)

1-866-362-4577



## Return Path Professional Services

Promoting Value at Every Email Touch Point

### How Does Return Path Professional Services Help Me?

There is a surprisingly simple solution to weak inbox delivery rates, low response rates or a poor sending reputation: learn how to be a better sender. Being a better sender is a big goal, but it doesn't have to be achieved all at once. Our team of experts figures out the best options for your business and serves them up in bite-size pieces so you can rack up quick wins that increase your success with email.

### Tell Me More!

We offer a range of consulting packages that address every aspect of an email program from technical engagements focused on your sending infrastructure to response oriented projects like a behavioral analysis of the subscriber file. Each project addresses a fundamental challenge that can mitigate deliverability problems and improve email marketing response rates.

### Email Deliverability Consulting: Diagnosis And Resolution for Long-term Success

**Deliverability Essentials:** From best practices training to a baseline assessment to a comprehensive program for new email marketers, these projects focus on the fundamentals of a good reputation to ensure long-term success.

**List Quality & Data Collection:** Most deliverability and reputation problems begin and end with the quality of your collection practices and the cleanliness of your list. These projects diagnose and resolve these root causes including identifying and removing spam traps.

**Complaint Management:** Your complaint rate is a critical factor in your overall sending reputation and minimizing complaints is essential to inbox success. With these projects, we take a holistic approach to complaint rates that includes feedback loop set-up, source analysis and ongoing management services.

**Infrastructure:** A properly configured sending infrastructure is the foundation of any successful email program. Our team is ready to assist with everything from authentication protocols to bounce processing. We can help whether you need a technical review or a full-scale implementation.

## Email Response Consulting: Ensure Success Throughout the Customer Lifecycle

**Acquisition:** Continually expanding your file with active and engaged subscribers is essential to strong response and conversion. Our team of experts will design a strategy for your business that will consider all options from organic growth to recommendations for paid list services.

**Conversion:** Earning clicks, opens and conversion with relevant, targeted messages is the key to a profitable email program. We'll work with you on segmentation, testing, targeting, creative and more to ensure your subscribers get the right message at the right time.

**Engagement & Retention:** Conversion rates depend on reaching subscribers when they are "in market" for your goods and services. This doesn't happen every day so you need to nurture your subscribers with relevant and useful content even when they're not ready to make a purchase. We'll craft a strategy to ensure your offers are anticipated and interactive while keeping your brand top of mind.

**Win-back:** Even the best email programs have subscribers who have stopped responding. Rather than let this unresponsive segment languish on your file, we'll design a strategy to bring this inactive subscriber segment back into the fold – and work with you to remove those who aren't interested in coming back.

### The Bottom Line

Get ready to take your email program from ordinary to extraordinary. Return Path Professional Services has the expertise and inspiration to ensure your emails arrive safely and earn the response and revenue your business needs. We're dedicated to email performance – it's all we do. Call 866-362-4577, visit us at [www.returnpath.net/proservices](http://www.returnpath.net/proservices) or email [info@returnpath.net](mailto:info@returnpath.net) to get started today.