

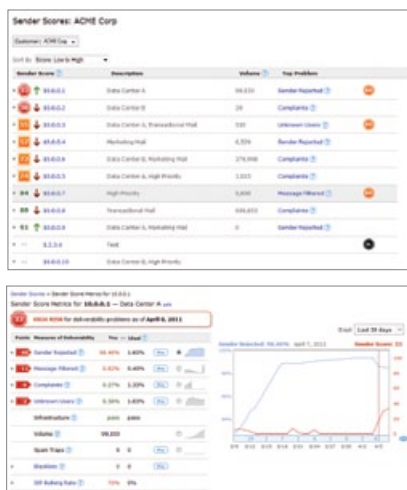


Your sender reputation determines whether you get into the inbox or delivered at all. Track your reputation and know what to do to fix it with Reputation Monitor.

GET MORE INFO

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Screenshots of the Reputation Monitor Dashboard

Reputation Monitor

Protect your sender reputation in order to get in and stay in the inbox. Return Path's Reputation Monitor, the first email reputation management system that reveals the mystery behind inbox filtering decisions and what you can do to prevent bulking.

Know how ISPs and email receivers view your reputation, how you compare to other senders and what you need to change to improve your inbox placement rates.

How Does Reputation Monitor Help Me?

Sender reputation causes email delivery issues at an ISP 83% of the time. With Reputation Monitor, you'll be able to stay on top of the key metrics that drive reputation and ISP filtering decisions, and understand what you can do to improve your reputation, your Sender Score and your inbox placement rates.

MONITOR. FIX. PROTECT. YOUR SENDER REPUTATION

Flag sending IPs at high-risk of being bulked: Reputation Monitor looks at your email program performance, evaluating more than 60 different variables commonly used by ISPs to filter mail, in order to calculate your sender reputation and Sender Score. Your Sender Score is like a credit score for your email program providing a numerical representation of your sender reputation. Sending IPs are designated with low, medium and high-risk Sender Scores immediately alerting you to IPs that are at risk of being bulked or blocked by ISPs.

Identify The Root Causes of Your Deliverability Failures: Reputation Monitor allows you to quickly drill down and focus on the key reputation factors affecting your Sender Score for each IP whether it be complaint rates, unknown users, spam traps, blacklists or other key reputation metrics. With data ranging from 7 days to 6 months, Reputation Monitor provides the option for short-term and long-term trending so you can effectively evaluate your sending practices. Plus, with Blacklist Alert, you will immediately find out if your outbound mail server IP addresses are placed on any of the most important and influential blacklists and why, so you can get removed and get delivered straight to the inbox.

Fix your email deliverability issues: Reputation Monitor integrates step-by-step guides for improving the problem areas adversely affecting your reputation and



your inbox placement rates.

Correlate your campaigns to the sending IP reputation: By integrating Reputation Monitor and Mailbox Monitor, we have made it easy for you to map campaigns to sending IPs for campaign-level visibility in order to understand which campaigns are at the impacting your sender reputation.

The Bottom Line

Maintaining a good sender reputation is the key to maximizing your email program response rate and ROI. Reputation Monitor goes beyond campaign-specific reporting, to give you intelligent data you can use to make meaningful changes that will improve deliverability and subscriber engagement across your entire email program.

Why Return Path

We know email. Since 1999, Return Path has been setting email standards and protecting the inbox from malicious activity. As experts in email deliverability, we have built a solid reputation in the industry for helping legitimate email get into the inbox and keeping malicious email out. Our deliverability solutions are used by thousands of senders around the world to increase inbox placement, improve industry sending practices and protect the email channel from spam and other email abuse. Our receiver solutions are trusted by an extensive global network of receiver partners utilizing our data every day to improve their inbox filtering decisions.

Let Return Path help you get your email delivered, engage with your subscribers and protect your brand against phishing.

Get In. Stay In. Keep Pretenders Out.

Contact us today to get started:

Call 1-866-362-4577 or email rpinfo@returnpath.net

Return Path data covers more than 80 million email inboxes and looks at:

Quantitative Indicators:

- Email volume
- Complaint rates – drill down into day of week, campaign, etc.
- Spam trap hits
- Unknown user rate (non-existent or unknown addresses)
- Blacklist listings
- Filtering rates
- Rejected rates

Qualitative Indicators:

- Email security practices
- Infrastructure

