



GET MORE INFO

rpinfo@returnpath.net

1-866-362-4577

Integration is easy, with Return Path's Deliverability Performance Suite.

You've chosen Return Path. Now choose the integration options that work best for you. Return Path gives you full control.

Reselling Return Path's Deliverability Performance Suite to your client base generates incremental revenue for you, and adds exceptional value and insight to your clients.

You determine how to integrate the Deliverability Performance Suite with your application, what tools you want to expose to your clients and whether to mark up the fee or include it in your service.

What's the best way of integrating the Deliverability Performance Suite with your email application? Return Path keeps you in control with integration options that fit your specific needs and resources.

We give you the flexibility to choose from four major integration approaches. The first three can all be accomplished through integration/customization of the user interface, while full data integration requires programming through Return Path's application programming interface (API).

Select the option that best suits your needs and those of your clients, then customize that option to meet your specific requirements:

Keep It Simple

Return Path provides options for integration, you can tailor each option for your specific needs.

Option 1: Keep it Simple

No integration, no waiting, no extra costs! Enhance your brand by fully exposing the Return Path user interface to your clients. Let your customers connect directly to Return Path, using a separate domain name and log-in. Ideal for smaller ESPs and those with limited technology resources.

Option 2: Your Brand, Our Product

Return Path can co-brand the user interface with your logo so clients can see that your deliverability statistics are “powered by Return Path,” or we can create a private label interface based solely on your logo, colors and font. If you choose, clients can have seamless access with a single sign-on.

Return Path provides your technical staff with detailed specifications for establishing a single sign-on process.

Option 3: Make it Your Own / iFrame

Give clients access to the Return Path Deliverability Performance Suite modules that you choose, within your existing webpage structure. Page branding is identical to the rest of your application website. Clients can access the data directly through your website, so they have only one sign-on, if you choose.

You have the option to rename modules, navigation tabs and columns for various data points, and can change fixed text within the pages. We can also adapt content in the resources section (i.e. user guides, FAQs, etc.) to meet the specific needs of your customers.

Option 4: Full Data Integration via API

With full data integration, you can use Return Path delivery data in whatever way you want. Import deliverability data directly into your interface with our powerful APIs. Combine it with data from your applications so your clients can review delivery rates alongside other key campaign metrics. Reformat Return Path reports to better fit your style. Use graphs and animation that are consistent with the rest of your website.

This application is for you if your company has the technical resources in-house to work with an application programming interface, and you’re willing to take a little time to put it together.

Whatever option you choose, Return Path is there to make the integration process as easy as possible. To learn more about Return Path’s integration options, speak with a representative by calling 1-866-362-4577 or email rpinfo@returnpath.net.

