



## GET MORE INFO

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Let Return Path enhance your relationship with clients and improve the performance of their email programs.

## Improve Client Response Rates with Deliverability Tools from Return Path

**When it comes to deliverability, work with the world leader.**

We provide best-in-class deliverability tools and solutions to more than 150 email service and technology providers around the globe. Together, we make sure that all of your client emails reach the inbox.

**The Tools to Meet Expectations.**

**The Services to Help You Exceed Them.**

As delivery monitoring becomes standard practice, make sure you have the internal tools and services to create happy customers. You can also profit by referring your clients to Return Path to use our tools, services, consulting or the Return Path Certification program.

**Work with us in the way that best fits your business:**

**Get deliverability tools and services for internal use:**

Don't get caught off guard by client calls. Know what's happening with deliverability and ensure improved delivery rates across all your IPs.

**Refer your clients to Return Path:**

Partner with Return Path to benefit both you and your clients. Your clients will gain access to world class deliverability tools, services and consulting in a way that fits our expertise and complements yours.

**Refer your clients to the Return Path Certification program:**

Help clients gain VIP treatment to over 2 billion inboxes using the broadest and most widely accepted whitelist program for permission-based email senders.

## The Return Path Deliverability Monitoring Suite covers the full range of deliverability-related needs:

- Mailbox Monitor's seed-based delivery monitoring provides a true picture of where emails are really going.
- Campaign Preview allows testing of creative before hitting send.
- Blacklist Alert indicates whether blacklists are impairing client deliverability.
- Reputation Monitor keeps you informed of which clients may be injuring your sending reputation with ISPs. It can help your clients understand their own sending reputation.
- Return Path Certification for Shared IPs is our highly respected whitelisting program at the Safe level, providing improved delivery to over 300 million inboxes.

Return Path's Deliverability Monitoring Suite includes all of the tools necessary to increase your clients' email deliverability and response rates.

## Stay Ahead of Your Clients by Using Return Path Tools and Services Internally

Stop wasting time investigating client complaints. With Return Path's deliverability monitoring tools you'll know where your clients are blocked and filtered, and what is causing the problem using our hosted, web-based application that requires no capital investment or maintenance. Now you can pro-actively take action to fix delivery problems on behalf of clients and make valuable recommendations to your clients, with a minimum of effort on your part.

Return Path's Deliverability Monitoring Suite provides insight into every single campaign being deployed on behalf of your clients. With our monitoring suite you have the ability to seed 100% of your outbound mail traffic, and to benefit from Return Path's growing global seed lists. It eliminates the risk of being blind-sided by a client with a deliverability problem you knew nothing about.

Paired with Return Path Certification for Shared IPs exclusively for partners, you can provide improved delivery to 300 million inboxes worldwide. Leading ISPs and filtering companies rely on our certification program to identify legitimate and reputable businesses. At the Safe level in the program, your IPs can bypass certain content filters, providing senders with more creative freedom to send the messages they want.

## Refer your clients to us and both you and your clients will benefit from working with Return Path

Referral partners can make up to \$25,000 in commission while helping their best clients improve deliverability, increase response and maximize email ROI.

You can trust Return Path to assist your clients with their deliverability needs and strengthen the relationship you have with them by providing a value-add and keeping them engaged in their email program. Your clients will get more of their email delivered to the inbox so they can earn higher response rates. You will get the glory and a nice referral percentage. Don't have time to worry about reselling or creating deliverability services in-house? Deliverability is what Return Path is all about. When we partner together, your clients get the best of both worlds.



If you have questions or would like to hear how Return Path can help, please call 1-866-362-4577, or email [rpinfo@returnpath.net](mailto:rpinfo@returnpath.net). [www.returnpath.net](http://www.returnpath.net) © 2011 Return Path, Inc. v091411

## Profit by Referring Clients to Return Path Certification

Return Path Certification is the most widely accepted “whitelist” program for permission-based email senders. Return Path’s strict program standards assure internet service providers that email is legitimate, greatly improving its inbox placement rate. Higher delivery rates mean higher response rates. It’s deep corporate and consumer market coverage lets Certified senders improve email deliverability rates by an average of 27%. Some customers get more than 40% lift.

As a referral partner, you can be approved to offer Return Path Certification to your clients. When you refer clients, we’ll send you a commission check for up to 35% of the first year annual license fee for clients you refer. And as a Return Path Deliverability Suite partner, you’ll get an additional 20% commission on renewals of annual license fees.

Return Path Certification improves email deliverability rates by an average of 27% and is accepted at 2 billion inboxes worldwide.

Plus we make it easy by providing you with the ability to offer significant advantages to your clients by applying through you:

- **No Application Fee:** Your clients can save up to 28% off the first year annual program fees depending on their sending volume.
- **Expedited Application Review:** Your clients’ applications jump to the head of the line so they can realize the benefits of Return Path Certification fast.
- **30 Day Provisional Activation:** We’ll activate clients that qualify on a provisional basis on the Certified list during the application process so they can experience improved delivery right away.

As members of the program, your clients will receive even more benefits.

- Windows Live Hotmail and Yahoo! automatically displays both links and images in messages sent by Return Path Certification members – a privilege which Jupiter Research says can double campaign response
- Mail from Return Path Certification members is accepted by global email receivers covering over 2 billion inboxes— including MSN, Hotmail, Yahoo! and Road Runner.
- Return Path Certification determines deliverability for 80% of the mailboxes operated by the world’s top 20 ISPs and is also accepted by thousands of businesses that use filtering solutions from Spam Assassin and Cloudmark.

We’ll review your clients before you make the referral, so you will know which clients will qualify, creating a great client experience from the onset. Guiding clients through the application process also gives you an opportunity to strengthen your relationships and potentially upsell your own strategic services.

## Control the tools clients see and how they are integrated

Many of our partners provide their clients with a private label version of Campaign Preview, for world-class rendering solutions. Others make the entire Return Path toolset visible to their clients, who can then better understand deliverability problems that are solely under the sender’s control, like list quality and complaints.



We offer a range of integration options.

Integration Options	
<b>Private Label</b>	Enhance your brand while creating a seamless experience for your clients. Label our tools and interface with your logo, colors and domain.
<b>Co-Branded</b>	Let your clients know that the deliverability tools they rely on are “powered by Return Path” while promoting your brand with prominent logo placement and color and domain options as above.
<b>Single Sign-on/iFrames</b>	Simple integration allows your customers to access Return Path from your application without requiring an additional sign-on.
<b>API (Application Programming Interface)</b>	Import deliverability data directly into your interface with our powerful APIs, so your clients can review delivery rates alongside other key campaign metrics.

## The Support You Need to Grow Your Business

When you partner with us, we empower your team as deliverability experts, through benefits including:

- Our kick-off program, which provides your team with the guidance and training to use our tools – and ensures that our partnership is set up for success.
- The opportunity to participate in our industry leadership initiatives including best practices webinars, newsletter articles and blog postings. Your clients may access this content directly from Return Path, or you may repackage it under your own brand name.
- Access to a personalized web portal that gives you all the Return Path information you’ll need to be successful, such as: marketing materials (both branded and unbranded), case studies, best practice guides, Return Path research reports, and sales presentations and email templates.

And because Return Path is an international business, we offer you and your clients support at locations around the world and in multiple languages.



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## Return Path Deliverability Monitoring Suite Modules

### Mailbox Monitor

Monitoring is the only way to know whether email reaches the inbox. Be certain that it gets there with Return Path's seed-list delivery monitoring tool. By monitoring mail sent to our seed addresses, we can tell how each ISP handles the mail your clients send to their customers.

- Seed list covers more than 130 domains including the top domains in the U.S., European, Canadian, Latin American and Asia Pacific markets as well as B2B.
- Know that campaign email arrived, when it arrived, and what folder it was placed in (inbox/bulk/not delivered) by each ISP.
- Validate the configuration of your sending infrastructure and authentication processes.
- Customizable email notifications help you proactively address ISP deliverability issues.
- Add a single seed list across all clients. Return Path does the rest.

Use internally to spot deliverability problems and proactively fix them on behalf of your clients so you'll never be caught off-guard by client questions about blocks. Let clients use it to monitor and fix their deliverability challenges themselves or in conjunction with your consulting services

### Campaign Preview

Provides information needed to prevent creative and content problems that become response problems. Recipients see what they are intended to see. Response rates go up and complaints go down.

- See how images will look in over 50 different email readers (including mobile environments) in multiple regions of the globe.
- Be sure that images display.
- Check HTML and content to be sure they won't affect mailing reputation and that code is working properly.
- See how creative fares against leading spam filters from McAfee, Norton, Postini and many more, and learn how to fix any problems.

Use internally when you provide clients with creative services, or to check on the design effectiveness of templates you offer to clients. Let clients use it to fix problems in their own creative before sending.

### Blacklist Alert

Make sure blacklists aren't affecting client deliverability or if they are, get the information you need to get off a blacklist, so your clients' mail can get through.

- Find out immediately if outbound mail server IP addresses are placed on any of the most important blacklists and why
- Get centralized monitoring with an email alert for placement on any blacklist, or only the most important blacklists, as you choose
- Get details on when IPs were placed on the blacklist and information that expedites removal
- With archived historical data recurring problems can be identified and operational changes made



### Reputation Monitor

Stay fully informed of sender reputation with ISPs and other email receivers with Reputation Monitor. Keep on top of the key metrics that drive reputation. Get expert insight and direction on exactly how to improve that reputation and email delivery rates.

Return Path looks at more than 60 quantitative indicators and qualitative aspects of your campaigns and overall mailings, so users can make meaningful changes that will improve deliverability.

Use internally to know how each ISP sees sender reputation and whether the practices of any of your clients are bringing that reputation down.

Let clients see Reputation Monitor so they can understand which of their deliverability problems are beyond your control and require them to take action themselves.

### Return Path Certification for Shared IPs

Available exclusively to Return Path's partners, the Return Path Certification program for Shared IPs provides Safe sender status to your clients mailing over shared IP addresses. By adhering to our minimum standards and requirements, senders who qualify will gain improved deliverability to 300 million inboxes worldwide including the over one million email networks worldwide that use SpamAssassin, Bizanga, Cox, BT Internet and Marshal. In return, their trusted sender status will help yield higher response rates and deepen the relationship between you and your customers.