



Return Path's Platinum Program Increases Orvis' Inbox Placement Rates by 22%

Missing Email Rates Decrease by 87%

Orvis is a top-tier retailer with a robust e-commerce operation. Their marketing team relies on email to help increase sales.

The Orvis team started using Return Path to monitor deliverability performance. Quickly, they realized that they had problems. Their inbox placement rate was hovering in the 80 percent range, and most of the remaining 20 percent was missing altogether (not even getting to the junk folder).

Like most retailers, Orvis relies on the relationship building that email provides. The team couldn't afford to have 20 percent of their email go unread. When subscribers receive emails in a hit-or-miss fashion, building a relationship via email becomes impossible.

Orvis enrolled in Return Path's Platinum Program, which includes in-depth consulting on finding the root causes of deliverability challenges. After a thorough analysis of their program, Return Path was able to do the following:

- Set Orvis up on the major feedback loops at MSN, United Online, Outblaze, AOL and Excite, which increased deliverability across all of these ISPs.
- Improved deliverability at both Yahoo! and SBC by getting Orvis on the Yahoo! whitelist.
- Worked with BellSouth and AT&T to determine that Orvis was blocked and got both of those blocks removed.

The result of these changes was a nearly immediate pop in deliverability, to just shy of 98 percent. In all, the Return Path Platinum program resulted in a 22 percent increase Orvis' inbox placement rate and an 87 percent decrease in their missing rates.

Customer Feedback

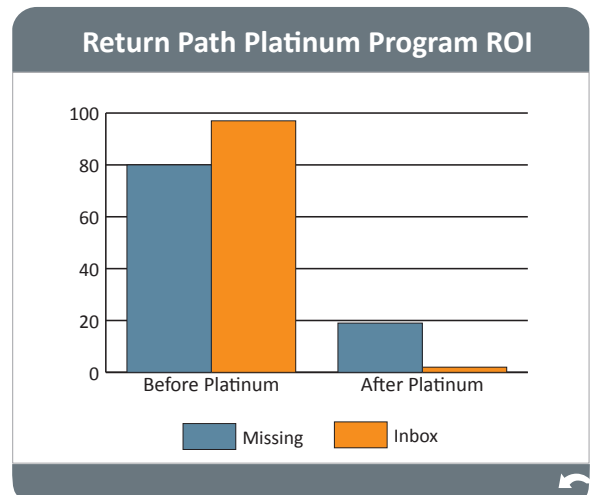
"Return Path manages all aspects of our deliverability," says Chris Woodard, Manager E-commerce Content & E-mail, of Orvis. "They get us set up on feedback loops and keep us informed when new ones become available. They are super-proactive when problems arise so we can nip them in the bud early. As we learned, deliverability problems can quickly snowball and the longer you are blocked the harder it can be to get back into the inbox."

"We rely on Return Path to protect our email revenue by keeping our reputation intact and our inbox delivery rates high. You can't argue with a 22 percent increase – and that translates directly into sales for us," said Woodard.

GET MORE INFO

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Would you like help increasing your email response rates? Find out how Return Path can improve your overall email performance. Email rpinfo@returnpath.net or call 1-866-362-4577 for more information.



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