



When good email simply isn't good enough, send truly great email with Certified Premium Services.

GET MORE INFO

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Optimize Your Email Marketing Based On Subscriber Behavior.

All in Real Time with 8Seconds Optimizer!

With the creative freedom Return Path Certification provides, you can focus on devising strong content and testing strategies. With 8Seconds Optimizer, perform real time multivariate testing with images and subject lines. Think of it as A/B testing on steroids. Not only can you incorporate multiple elements into the test, but the underlying software will continuously adjust to optimize response as every email is deployed – allowing you to send only the best emails to your subscriber list.

Eliminate The Guess Work. Only Deploy What Works.

Return Path will help you find the perfect recipe for your program's success. As a Certified member of the Return Path Certification program, your email is delivered with images automatically turned on at key ISPs, an advantage that can double response rates. By providing an in-depth review of your email creative and overall messaging strategy, we'll take your email program to the next level by isolating areas of response vulnerability and identifying key areas of opportunity within the creative templates before testing begins. When you are ready to start testing, Return Path will use 8Seconds Optimizer, a tool that tracks customer behavior in real time, to optimize your email images and subject lines.

How It Works

8Seconds Optimizer optimizes the images (calls to action, offers, header images, banners, buttons, etc.) in your email. 8Seconds shows different images to different recipients and measures statistically and in real time which image is the most successful in terms of conversion. Then, 8Seconds Optimizer automatically shows this image (or combination of images) to the next recipients.



After emails are being tested and deployed using 8Seconds adaptive technology, Return Path will provide a strategic plan of action based on a full review of your results data that incorporates these learnings into the rest of your email marketing strategy.

Certification Delivers Results

You already know your email will arrive in the inbox. Now, with images turned on at top ISPs like Yahoo! and Hotmail, real time email optimization becomes a powerful way to amplify your messaging and increase response rates. With easy to use technology that automatically delivers the right content to your subscribers in real time, you can easily deploy winning campaigns and get the response you deserve.

There is no need to send out different versions of your email to samples of your database, wait for the results, adapt your email and send the best version to the remaining recipients of your database. Plus, it's compatible with all email broadcasting platforms.

And with Return Path experts at your service, you have the full power of Return Path is on your side. Our expert strategists will give you inventive and practical ideas for optimizing your B2C or B2B program that will help you move your email program from ordinary to extraordinary by boosting subscriber engagement, response, and your ROI.

Return Path Certified Premium Services:

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