



Mailbox Monitor

Track deliverability of your campaigns at major ISPs with Mailbox Monitor from Return Path.

How Does Mailbox Monitor Help Me?

Monitoring is the only way to know whether your email is reaching the inbox. Open rates don't give the whole picture—unopened messages may be messages that never arrived. Mailbox Monitor confirms that your email arrived, when, and what folder it was placed in by each ISP.

Tell Me More!

Mailbox Monitor is a seed-list based delivery monitoring tool. It's based on a list of email addresses that Return Path sets up and maintains for each domain, including top domains from the U.S., Europe, Canada and B2B. By monitoring mail sent to these seed addresses, we can tell how each ISP handles the mail you send to your customers.

You add the seed addresses to your lists. Return Path does the rest.

Mailbox Monitor provides:

- Customizable delivery alerts so you can proactively address ISP deliverability issues
- Information on the percent of your email reaching the inbox, bulk and missing folders
- Support for multilingual senders.

Which ISPs are covered?

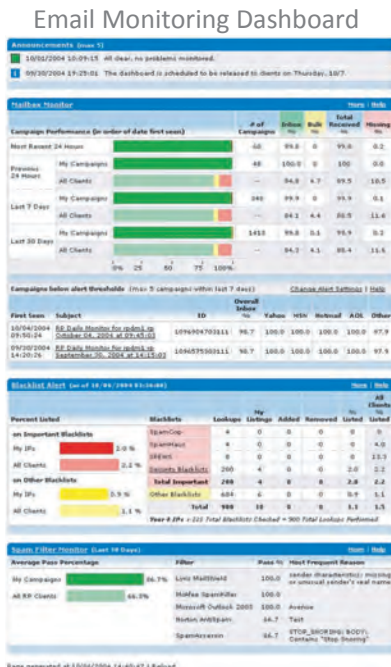
Region	Countries	Domains	Seeds
North America	2	33	370
Europe	18	56	432
Asia Pacific	8	29	227
Latin America	5	11	95
B2B	2	7	37
Totals:	35	137	1161

Get the full picture on your email's deliverability with each ISP, so you can take immediate action on problems and assure your email reaches the inbox.

GET MORE INFO

rpinfo@returnpath.net

1-866-362-4577



Screenshot of the Email Monitoring Dashboard.



If you have questions or would like to hear how Return Path's services can improve your email delivery and performance, please call 1-866-362-4577, or email rpinfo@returnpath.net. © 2008 Return Path, Inc. www.returnpath.net v072008



Mailbox Monitor Reporting

Return Path's Mailbox Monitor is the only product of its kind that provides fundamental data to understand how your sender reputation, infrastructure and authentication processes are affecting your deliverability. Campaign Diagnostics reporting provides information for each campaign and sending IP address, including combined Sender Score, complaint rate, unknown user rate, and whether the campaign and IP passed each of several key infrastructure and authentication checks.

Other Mailbox Monitor reports include:

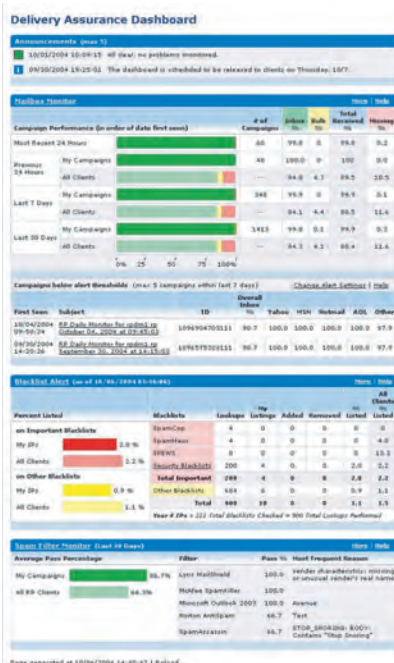
- **Deliverability by ISP:** Learn what percentage of mail hits the Inbox, bulk and missing folders for all receiving domains by date range.
- **Domain Weighting:** Get an overall measure with delivery results adjusted based on your domain distribution
- **Campaign Tagging:** Get campaign deliverability reports categorized by any tagging scheme you choose to use, such as type of mailing (e.g. transactional, marketing, corporate) or goal.
- **Complaints by Campaign:** Know the level of complaints generated by each campaign, down to the subject line level
- **Time Series Report:** See an easy-to-grasp visual portrayal of your trends in deliverability by ISP, over any date ranges, grouped by day/week/month

More than 20 percent of opt-in email does not make it to the inbox. Does yours?

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Screenshot of the Delivery Assurance Dashboard.



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