



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

## GET MORE INFO

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## Get In. Stay In. Keep Pretenders Out.

A Powerful Solution for Financial Services Marketers to Reach the Inbox and Protect your Reputation.

With deliverability tools and expert services from Return Path, you can make every email count, receive the response you deserve, and protect your customer communications.

Let's face it. You'd much rather spend time developing a great email campaign than worrying about inbox deliverability or email fraud. Return Path's powerful email monitoring and protection tools quickly identify problems interfering with campaign success, so you can put your attention where it's needed.

Our comprehensive tool set and team of email experts provide you with the knowledge and data to help you get more of your email delivered to the inbox, earn more responses and create a trusted email channel between you and your customers.

### Get into the Inbox

You send your customers online statements, account notifications, and important financial offers that need to reach the inbox. The key to optimizing your inbox placement is to diagnose, analyze and solve root cause problems, while growing and expanding these email programs. Sometimes this can be a full-time job - even if you know exactly what to look for.

With **Return Path's Deliverability Monitoring Solution**, you gain access to a team of email deliverability experts, our industry leading Deliverability Monitoring Suite and email data not available anywhere else. Find out exactly which campaigns and emails are being delivered to the inbox, what your inbox placement rate is, about your sender reputation and whether or not you are being blacklisted. Return Path's Deliverability Monitoring Solution has helped thousands of senders get into the inbox. Let us help you too.

- **Deliverability Account Management:** Your Return Path Deliverability Account Manager acts as another member of your team, regularly analyzing your performance, monitoring your inbox placement and tracking your sender reputation. From ISP mediation to IP segmentation and email authentication, depending on your use of email, your Account Manager will recommend customized plans of action to maximize your subscriber experience and improve your inbox delivery.



- **Reputation Monitor:** Stay fully informed of your sender reputation with ISPs and other email receivers. With Reputation Monitor, you'll know your Sender Score, how each ISP views your sender reputation and what you need to focus on to improve your reputation and email delivery rates. We look at more than 60 quantitative indicators and qualitative aspects of your email program. Reputation Monitor goes beyond campaign-specific reporting, to give you data you can use to make meaningful changes that will improve the deliverability of your entire email program.
- **Mailbox Monitor:** Know for sure whether your email is reaching the inbox with Return Path's seed-list deliverability monitoring tool. The Mailbox Monitor seed list covers more than 130 domains including the top domains in the U.S., European, Canadian, Latin American and Asia-Pacific markets. Mailbox Monitor confirms that your campaign email arrived, when, and what folder it was placed in by each ISP. It also validates the configuration of your sending infrastructure and authentication processes. Customizable email notifications help you proactively address ISP deliverability issues. You add the seed addresses to your lists. Return Path does the rest.
- **Blacklist Alert:** Know whether blacklists are impacting your deliverability. Find out immediately if your outbound mail server IP addresses are placed on any of more than 170 different blacklists and why, so you can get removed from the blacklist and get your email through.
- **Campaign Preview:** Test your creative before hitting send. See how your campaign will look in different email readers. Do your images display? Find out if the HTML or content will cause trouble with spam filters. Fix problems quickly—before sending your campaigns. Dramatically increase response rates and reduce complaints.

**Monitor seed list covers more than 130 domains including the top domains in the U.S., European, Canadian, Latin American and Asia-Pacific markets.**

## Get In and Stay In

**Return Path's Certification Program** is an exclusive whitelisting program that certifies the best financial services senders from around the world and provides improved email deliverability to 1.8 billion inboxes worldwide at Yahoo!, Hotmail, Comcast and hundreds more. Built on years of trust, our Certification Program certifies thousands of world class senders at four times more inboxes than any other accreditation program in the industry. Known for its high email standards, our Certification Program grants members with additional privileges to help increase response rates including images on and links automatically enabled at Yahoo! and Hotmail, and access to the latest in interactivity offered by our premium service partners.

Return Path Certification will not only help to get you into your customer's inbox, it can help to keep you in.

## Keep Pretenders Out

**Return Path's Domain Assurance Solution** can protect your brand against fraudulent email activity and put trust back in the email channel by blocking malicious emails purporting to be from you. A unique anti-spoofing and anti-phishing service, Domain Assurance stops emails pretending to come from your brand at the gateway of ISPs and mailbox providers before they ever reach your customers.

**Domain Assurance helps you stop spoofed and phishing emails from hurting your brand and customers.**

The Domain Assurance Registry will ensure ISPs know exactly what email is coming from you and what is not. Domain Assurance helps



you to tighten down the hatches and stop spoofed and phishing emails from hurting your brand or your customers.

## Get Expert Help

There is a surprisingly simple solution to your weak inbox delivery rates, low response rates or poor sending reputation: let **Return Path's Professional Services Team** help you to be a better sender and to implement those changes. Being a better sender is a large goal and can take a lot of resources. We are here to help you with any aspect of your program that challenges you whenever you need the support. Identifying and implementing your priorities can take a lot of analysis, research and strategic testing, and it can't always be achieved all at once.

Our Professional Services team breaks up best practices into bite-size pieces by offering a range of consulting packages that address every aspect of an email program from technical engagements focused on the sending infrastructure to response oriented projects like content strategy or a behavioral analysis of the subscriber file. Each project addresses a fundamental challenge that can mitigate deliverability problems and improve email marketing response rates. Whether you need a targeted analysis, a specific solution, or assistance designing a new program, Return Path Professional Services consultants will work with you every step of the way.

## A Complete Solution

As experts in email deliverability, we have built a solid reputation in the industry for helping legitimate email get in the inbox and keeping malicious email out. Our solutions help increase inbox placement, improve industry sending practices and protect the email channel from spam and other abuse. Working with hundreds of ISPs, mailbox providers and filtering companies, and thousands of companies and organizations around the world, Return Path has created a holistic solution for you that truly solves your deliverability problems.

It's all in the data. Return Path's trusted network of senders and receivers provides us with an enormous amount of unique email data that is unprecedented in the industry. Utilizing this data, we offer a unique suite of advanced tools, coupled with the industry-leading expertise that cuts through the chaos and confusion to get you in the inbox, keep you in and keep pretenders out.

## Bottom Line

Make sure your email and your email programs are trusted by both subscribers and mailbox providers. Let Return Path help you get your email delivered, engage with your customers and protect your brand against phishing. Call 866-362-4577 or email [info@returnpath.net](mailto:info@returnpath.net) to get started today.

**We offer a unique suite of advanced tools, coupled with the industry-leading expertise that cuts through the chaos and confusion to get you in the inbox, keep you in and keep pretenders out.**

