



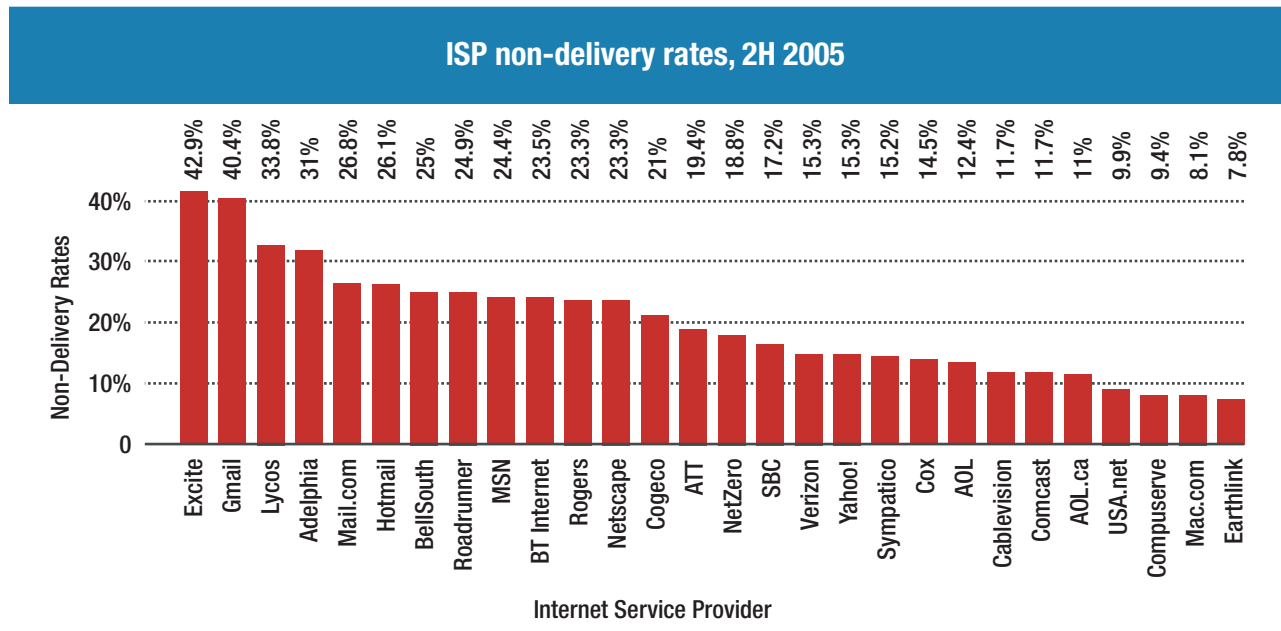
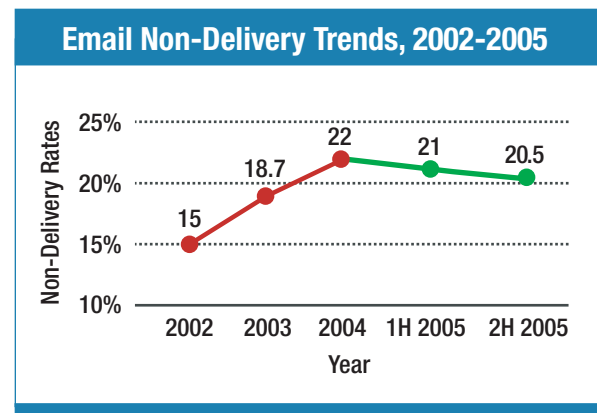
# Email Blocking and Filtering Report Second Half of 2005

The rate of permission-based email that did not get delivered to the Inbox as intended during the second half of 2005 improved to 20.5 percent, down slightly from 21 percent over the first half of the year, 22 percent in 2004 and 18.7 percent in 2003.

Return Path, Inc. analyzed 117,761 campaigns sent by new clients using its Delivery Assurance Mailbox Monitor tool between July and December 2005 to determine the non-delivery rate at 28 ISPs and the top three corporate filtering systems. Non-delivered email is defined as email that either is delivered to the junk mail folder or is not delivered at all.

## How the ISPs fare

Delivery rates for permission-based commercial email vary widely by ISP based on their particular filtering algorithms. The ISPs with the lowest incidence of blocking and filtering were Earthlink, Mac.com, Compuserve, and USA.net -- all with fewer than 10 percent. The ISPs with the highest blocking and filtering rates were Excite (42.9 percent), Gmail (40.4 percent), Lycos (33.8 percent) and Adelphia (31 percent).





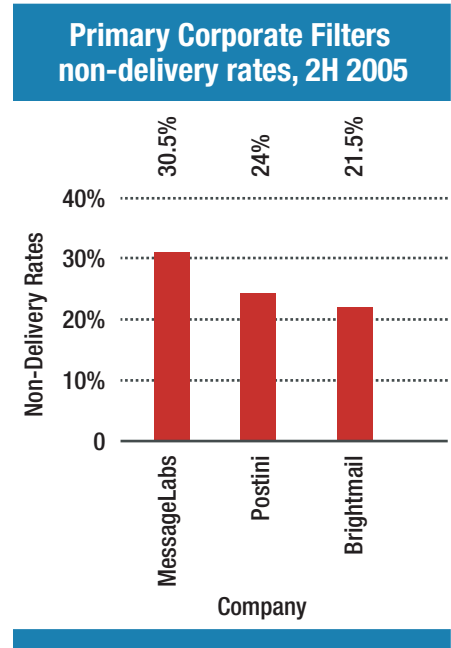
### What Consumers Say

While blocking and filtering numbers have improved slightly over the past year, consumers still feel the effects. According to a February survey run by Return Path's market research division, Authentic Response, 73.4 percent say they have had email they wanted to receive end up in the junk folder or go missing all together. Perhaps surprisingly, 56.7 percent have done something about this by adding at least four corporate domains to their personal address books to help ensure inbox delivery. Another 16.7 percent added between one and three domains.

Consumers receive a lot of non-personal email – with 60.7% getting more than 50 such emails per week. With those volumes, it is imperative that marketers make their emails relevant if they hope to get read . . . and delivered.

### Methodology

Return Path conducted this study by monitoring 2005 data from its Mailbox Monitor service. This study tracks the delivery, blocking and filtering rates for 117,761 campaigns that used the Mailbox Monitor seed list system. For each campaign, Return Path recorded whether the email was missing, received in the Inbox or filtered to the junk/spam folder.



### About Return Path Delivery Assurance Solutions

Return Path helps permissioned companies get more email into the inbox, improving email ROI and response rates. Its delivery monitoring tools and expert resolution teams combine to help companies identify and resolve email delivery issues quickly.

For more information on how Return Path can help your company, please visit [www.returnpath.biz](http://www.returnpath.biz) or call toll-free 866-362-4577.