



Return Path

Overview

For high-volume senders of bulk email, Return Path provides deliverability services—including IP address accreditation, campaign preview, and campaign tracking—to maximize the number of messages that reach recipient inboxes.

Audience

Companies that send bulk email—such as marketing communications, advertising, customer loyalty offers, paperless billing statements, and more—in volumes greater than 5 million messages per month.

Key Features and Functionality Overview

If your business relies on high-volume outbound email, you want to make sure your messages are reaching as many inboxes as possible. For trustworthy bulk emailers that send more than 5 million messages per month, Return Path offers two classes of products to help make sure all those messages are hitting their target.

- Return Path Certification provides an accreditation of the IP addresses you use to send bulk email. This accreditation places you on the world's broadest and most respected email whitelist. Used by major ISPs and filtering companies worldwide, the Return Path high-volume whitelist opens the lock on more than 1.3 billion email inboxes. Accreditation means you have been thoroughly vetted as a sender of legitimate email. Sendmail takes you through a prequalification questionnaire to ensure you will pass Return Path's audit. Then, Return Path checks your company's reputation with a number of sources and audits your privacy policy, business practices, list-building web applications, and email infrastructure. Once Return Path has verified that your campaigns include an opt-out option, your MTA infrastructure is not an open relay, and other trust factors, your IP addresses are added to the whitelist and your bulk email is good to go.
- Deliverability Monitoring Suite provides a package of web applications and services designed to help you monitor and fine-tune email campaigns to maximize deliverability and earn higher response rates. Return Path Gold provides reputation monitoring, campaign preview with spam-filter content check, and campaign tracking with the Return Path seed list—a set of mailboxes at various ISPs that are added to campaigns to monitor delivery rates. Along with these world-class tools, Return Path Platinum adds a dedicated team of email experts to provide actionable advice on how to improve your email program—including campaign design, list tuning, how to get removed from real-time blackhole lists (RBLs), and more. Custom Consulting services are also available. (Note: You must be first achieve Return Path Certification to take advantage of the Deliverability Monitoring Suite.)

Return Path-certified senders get 80% more mail delivered to the inbox. Deliverability services boost that rate even more by helping you create trustworthy campaigns that won't be blocked by heuristic spam filters and traffic shapers. More messages reaching the inbox means increased sales and greater customer satisfaction. Plus, a reputation as a good Internet citizen reflects on the quality of your business. So don't associate with spammers. With Return Path, your email not only gets delivered—it's welcomed.