



Reputation Monitor

Return Path's Reputation Monitor, the first comprehensive email reputation management system, keeps you fully informed of your reputation as an email sender.

How Does Reputation Monitor Help Me?

Your reputation as a sender determines your ability to get mail delivered to an ISP. (A Return Path study found that 77% of delivery problems are based on reputation). With Reputation Monitor, you'll be able to stay on top of the key metrics that drive reputation and get expert insight and direction on exactly what you need to do to improve that reputation and your email delivery rates.

How Does it Work?

Reputation Monitor looks at your performance, evaluating more than 60 different variables commonly used by email receivers in deciding whether to trigger filtering. We compare your performance with other email senders and then we sum it all up in your Sender Score, our proprietary reputation ranking. Our data covers more than 80 million email inboxes.

Sender Score Reputation Monitor looks at:

Quantitative indicators:

- Email volume
- Complaint rates –drill down into day of week, campaign, etc.
- Spam trap hits
- Unknown user rate (non-existent or unknown addresses)
- Blacklist listings
- Filtering rates

Qualitative indicators:

- Email security practices
- Identity stability/Authentication
- Unsubscribe functionality

The Bottom Line:

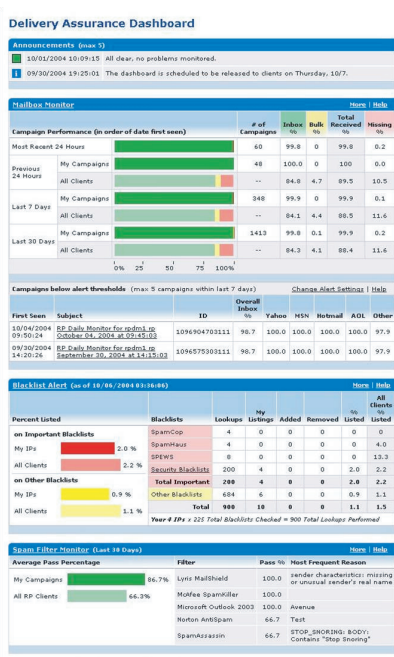
Reputation Monitor complements Return Path's Blacklist Alert and Mailbox Monitor by providing in-depth, program-wide analysis of key information ISPs use to determine your delivery success. Reputation Monitor goes beyond campaign-specific reporting, to give you data you can use to make meaningful changes that will improve deliverability across your entire email program.

Your Sender Score is like a credit score for your email program, and Reputation Monitor allows you to keep track of it. Know how email receivers rank reputation, how you compare to other senders and what you need to change to improve delivery rates.

GET MORE INFO

rpinfo@returnpath.net

1-866-362-4577



Screenshot of the Delivery Assurance 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