



We Know Email Data

Return Path is the leading provider of the world's most comprehensive source of data from the email ecosystem.

Our methodology for determining inbox placement is unparalleled and provides email marketers with the best opportunity to understand their true deliverability. It's the availability of multiple data sources that makes Return Path the industry leader in giving you the most well-rounded view of your email program. Data from these unique networks make up **EmailDNA** - our mechanism for gathering, processing, analyzing, and making data available to power our email solutions.



Return Path Reputation Network

Return Path partners with

80+

Mailbox and Security Providers

These providers give us specific data and in return, we provide them with richer data on trusted senders, known sources of abuse, and other insights into the email ecosystem.



This data covers

3.5B

mailboxes around the world

We get data such as:



SPF/DKIM Records



Deliverability Stats



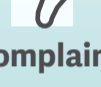
IP Authentication



Spam Traps



Complaints



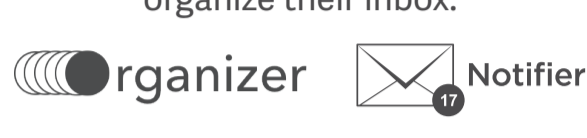
Mail Logs



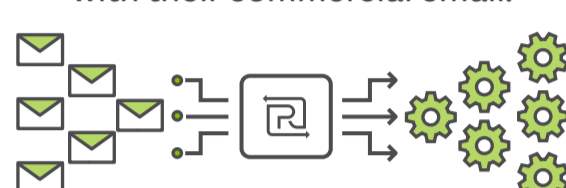
Return Path Consumer Network

The Return Path Consumer Network brings unprecedented behavioral insights into **hundreds of thousands** of consumer inboxes - the most in the email industry.

Return Path develops innovative email specific consumer applications that improve how people use and organize their inbox.



As consumers sign up to use these applications, they give Return Path explicit permission to anonymously view how they interact and engage with their commercial email.



The commercial messages these applications receive are aggregated together to form the data in our Consumer Network.



We remove all personally identifiable information, such as names, email addresses, and postal addresses from this data.



This data is exclusive to Return Path

and provides marketers access to

hundreds of thousands

of consumer mailboxes and valuable data on engagement based inbox placement.



Return Path Seeds

Powered by advanced analytics and machine learning, **SmartSeeds** provide deliverability monitoring with additional intelligent insights.



With SmartSeeds, you gain visibility into how subscriber interaction with your email affects your inbox placement. This offers an opportunity to adjust program sending practices and improve deliverability rates.



CoreSeeds offer the Mailbox Provider level filtering insights necessary to every email marketer. Knowing whether your emails are going to the inbox, the spam folder, or are being blocked by a Mailbox Provider is essential to the success of your program.



They are a core piece of the puzzle, directly complemented by Return Path's additional data sets like the Consumer Network and SmartSeeds.



ThreatWave

The safety and overall performance of your email marketing program is our top priority. We use ThreatWave, our proprietary, and first-of-its-kind, sensor network to give you visibility into critical metrics that could impact your sending reputation, list quality, and deliverability. As part of our advanced and comprehensive data offering, ThreatWave is used to provide senders with deep and specific insights that can improve overall email program performance. Unlike other smaller sensor networks, ThreatWave indicators are so valuable they are used outside of email deliverability to combat spam and fraud.

When used in combination with Return Path's expansive data offering, the information gleaned from ThreatWave cannot be found elsewhere in the ecosystem.



Customer Event Data

Our dedication to building strong industry relationships means we cultivate partnerships that benefit you and your email program. By integrating your subscriber email interaction data directly from your ESP with the data available in the Return Path Platform, we're able to create a complete and in-depth picture of email program performance. We also use this data to create solutions that solve specific email issues. Using your email data, Return Path's deep deliverability experience, and advanced data analytics techniques, we provide customized sending recommendations you can integrate directly into your workflow. This allows you to address the specific issue, saving time and leading to increased deliverability and engagement.

This data powers our Return Path Solutions such as:



Reputation and Sender Score



Certification



Inbox Placement



Inbox Insight



Advanced Analytics Solutions

What does this mean to email marketers?

Access to Return Path's data means you have an advantage over other email marketers.

You'll have unique insights into data that can help shape business decisions, solve deliverability problems, and keep you ahead of your competition.



"I need to be able to dig in and get insight into our data so I know how we can improve and tweak our program, but also to find out where we have blind spots. I need the ability to drill down into how our program is performing, and that's what Return Path data gives.

Chief Product Officer, Global Giving

"The metrics we get from Return Path tell us that we're moving in the right direction and give us confidence that our strategy is working. More important, when we need to support our decision making, we have the data on hand to back it up and prove that we're on track."

Marketing Operations Analyst, CruisesOnly



Commitment to Privacy

We take security and privacy seriously. Return Path ensures that all sensitive data is protected, secured, and anonymized in compliance with US and International standards.

Access to sensitive data is highly controlled and restricted using systems that encrypt data within the Consumer Network.



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