



All About Certification

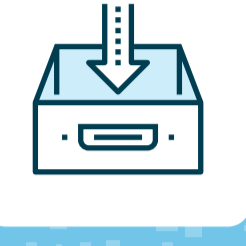
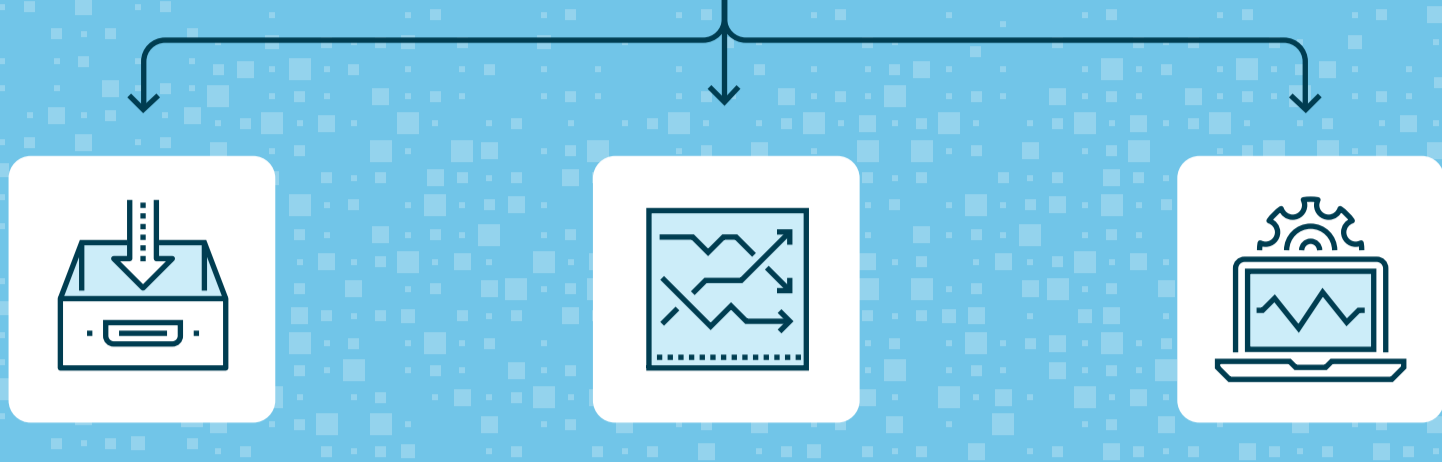
Reach more subscribers and increase revenue

As an email marketer, your primary concern is to ensure your emails end up where they need to be: the inbox. Return Path Certification, the industry's most powerful whitelist, is here to help. It's a unique program that combines exclusive data and mailbox provider support to get more emails delivered, reach more subscribers, and increase revenue.



Did you know...

Return Path Certified Senders



Reach the inbox

On average, Certified senders inbox placement rates are **33 percentage points** greater than similar, non-Certified senders.



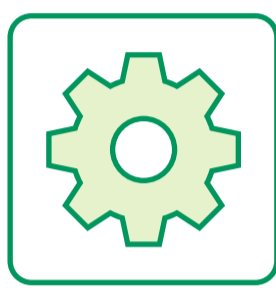
Access meaningful data

Certification goes beyond whitelisting. Certified senders have access to exclusive mailbox provider data feeds which deliver detailed information about KPIs, placement, and Certification performance.



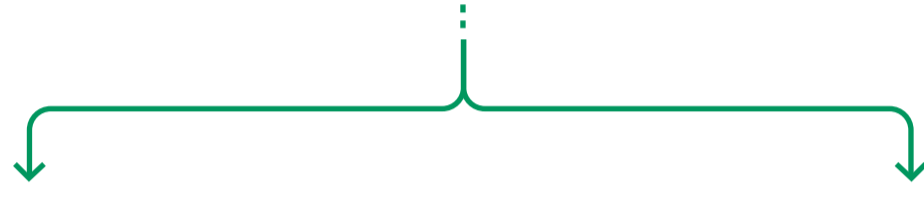
Enjoy valuable service

Certified senders enjoy access to **24/7** security monitoring, Return Path support, and unique industry insights.

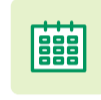


How it works

Our Certified list includes senders that are recognized for safe and strong sending practices and reputable email programs. Global mailbox providers use this list to influence their filtering decisions which benefits you, the sender. When the requirements of Certification are consistently met, mailbox providers and spam filtering agencies recognize you as a sender with strong and healthy sending practices.



Big benefits:



Increased deliverability year round, especially during the holidays.



Reduced filtering and preferential inbox placement at major mailbox providers and spam filtering agencies.



Key reputation insights into SRD rates, blacklisting status, complaints, and spam trap hits.



Actionable alerts if your performance gets close to suspension.



Your feedback and ideas are incorporated into our regular meetings with major mailbox providers and security providers.



Simplified IP warm-ups, including stronger reputation and recognition when you migrate or obtain a new IP address.



The broadest industry coverage encompassing more than 3.5 billion mailboxes worldwide.



Universal coverage and unique data feeds!

We publish a Certified senders list that's available to global mailbox providers and email security firms. Our customers see a measurable increase in inbox placement at top mailbox providers, who routinely access and utilize this data like Microsoft, AOL, Yahoo, Gmail, Comcast, Orange, Mail.ru, and hundreds more.



Better placement at Gmail

After becoming Certified, many senders see an **average increase of 5% in inbox placement** with their Gmail subscribers.



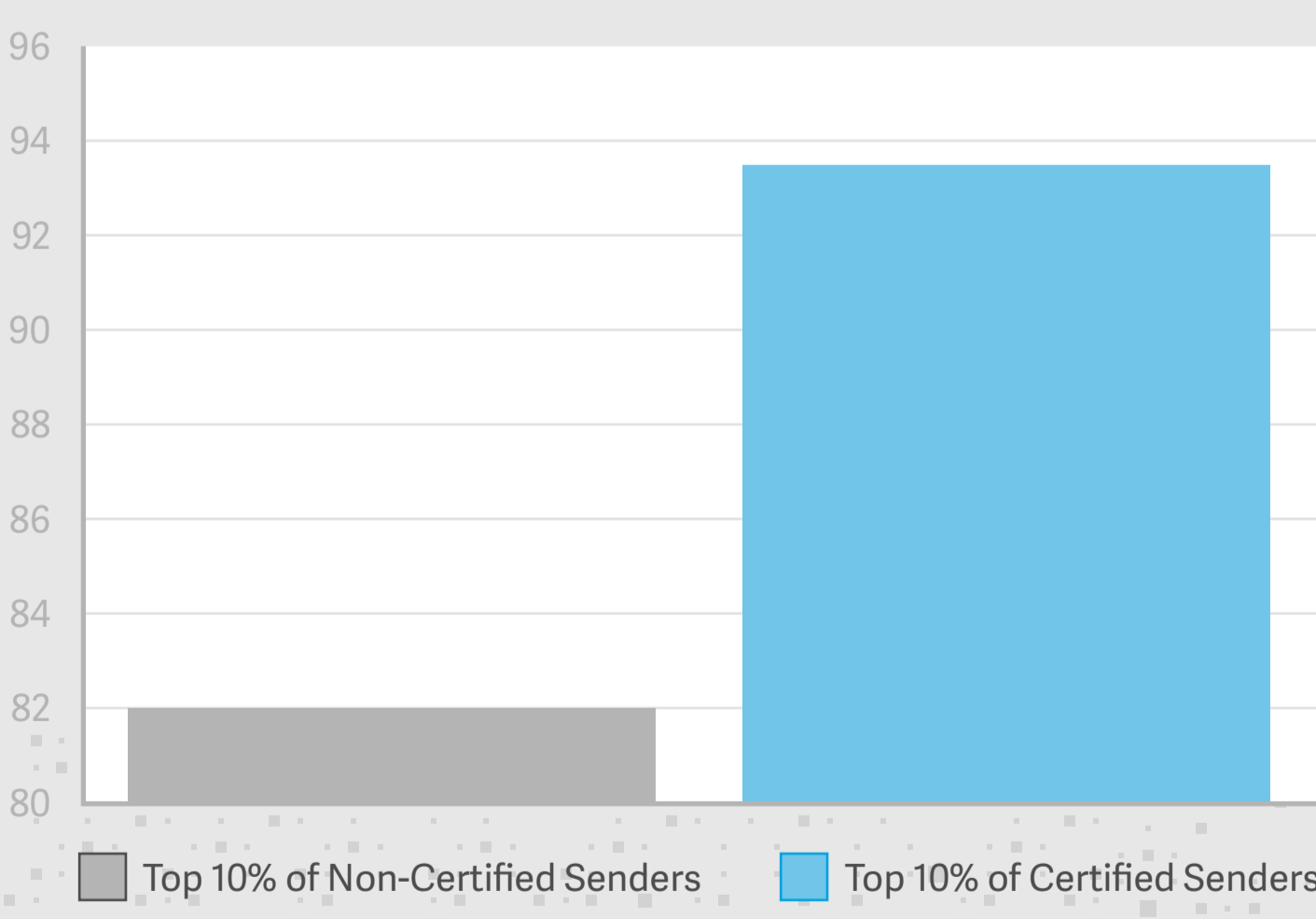
An industry advantage

Certification offers advantages to senders, even those with safe and strong sending practices. When comparing the best senders across the industry, our Certified senders receive higher inbox placement rates than those who are not Certified.

"Certification provides a measurable lift when it comes to inbox placement rates, but also provides an invaluable data set at various mailbox providers, such as Yahoo and Outlook.com, that helps guide our deliverability strategy."

Ryan Boyd, Director of Messaging & Reliability at Groupon

Certified vs. Non-Certified



Return Path Certification is the industry's most powerful whitelist...

and so much more! Certification works closely with mailbox providers to set email best practices. As a Certified sender you'll improve your email program while simultaneously experiencing increased inbox placement rates.



Not every email sender can become Certified, but the benefits are unparalleled for those who do!



returnpath.com