

We Know Email

We're experts in deliverability and driving results for your email marketing.

Overview

Return Path is the expert in deliverability. Every day, our customers trust our data and insights to help them optimize their email marketing. Partnered with best-in-class email service providers and mailbox providers, we help marketers take their email programs to the next level by driving more response and increasing revenue.

Our solution brings together the world's most comprehensive source of data from the email ecosystem. We partner with providers of mailbox and security solutions, covering 3.5 billion inboxes. Data from multiple unique networks make up EmailDNA - our mechanism for gathering, processing, analyzing, and making data available to power our email solutions. These data sources and partnerships have been established over our 19 year history, making Return Path a trusted industry leader.

At Return Path, we know email.

Email Optimization Solutions



Deliverability

Emails reported as "delivered" aren't necessarily delivered to the inbox. Inbox placement and reputation are critical to the success or failure of your email marketing program and your email return on investment. We help email marketers maximize their subscriber reach by providing the data and insights you need to ensure emails get to the inbox.

Return Path Platform

Assess your inbox placement and sender reputation to identify and fix deliverability problems. See the metrics that mailbox providers are using to evaluate your email program.

Certification

The industry's most recognized and valued certified whitelist.

Real-Time Email Validation

Stop bouncing and start converting your subscribers.



Optimization

Information overload is a fact of life, and nowhere is this more evident than in the inbox. Email marketers face a serious challenge in trying to catch (and hold) a customer's attention. We help you drive engagement and get noticed by ensuring your message is the right message that is most relevant to your customers.

Email Client Monitor

Know how, where, when, and for how long your email messages are being viewed.

Inbox Preview

Make sure your email messages look flawless across all devices.

Inbox Insight

Use competitive intelligence to grab attention in the inbox.

Dynamic Optimization

Integrated sending solutions that go beyond best practices.



Client Services

Our team knows email and is comprised of the brightest minds in email marketing. We offer a variety of support and service options to guide both your most basic needs, as well as in-depth, strategic consultations.

Consulting Services

Engage with our email strategists to elevate your email program.

Deliverability Services

Get the time and attention that works for your business.

Onboarding

Gain insights to optimize your email marketing program.

Help Center

Find hundreds of articles, trainings, videos, and webinars covering everything from product information to troubleshooting.

For more information visit:
returnpath.com