



The Culmination of Return Path's and 250ok's Climb to Peak Performance



Ever felt like you were missing out? You saw the proverbial grass (in this case, it's your email marketing data) and it seemed a lot greener on the other side (the other platform seemed more robust or a better value for the money). You wanted to combine your most valuable parts of your current platform with the best parts of the other platform. But...the budget didn't allow for both.

Discover **Everest**.

For more than 20 years, Return Path was the premier provider of deliverability and email optimization technology, from engagement data and insights to the tools marketers needed to apply the findings Return Path's data provided.

Then, 250ok entered the game. As 250ok grew, it and Return Path drove each other to create better email success tools, find more valuable data sources, and create the most comprehensive solution for email marketers.

But it wasn't possible to have the best tool possible until they combined. So, that's what they did.

Now email marketers can use Everest, the genesis of the groundbreaking, foundational technology of Return Path and the game-changing, cutting-edge email success platform of 250ok.



“250ok’s email analytics and oversight beyond what is provided by our ESP increases our confidence level and gives us the critical insights to drive more informed decisions.”



GARY GRIMES

*Director, Email & Engagement,
CareerBuilder*



“Return Path solutions give us peace of mind that our messages are reaching the inbox, which allows us to focus our efforts on creating compelling and successful campaigns. Instead of monitoring each and every campaign, Return Path Platform does that for us and alerts us if a particular segment is blocked at a mailbox provider. If that happens, we can immediately isolate the issue and resolve it, improving our overall campaign performance.”



LEE BRINE

*Sr. Director, CRM,
Vimeo*



Everest is the pinnacle of email marketing.

Everest helps you deliver more mail to better, more authentic audiences. How?

Inbox placement data

- **List-optimized global seed testing** ↕

Focus on what matters to you. Weigh your results based on the composition of your email lists with Seed List Optimizer and spend time only on the providers you choose.

DMARC

- **Comprehensive DMARC support** ↕

Get the guidance you need to launch and manage your DMARC policies across multiple brands or departments to identify problematic mailstream—internal or external—improving and protecting your sender reputation.

Reputation metrics

- **Spam trap and blocklist tracking** ↕ 

Get the most visibility possible into the foundation of your sender reputation, with our industry-leading trap network and our data partnerships with leading mailbox providers, filtering companies, and all key blocklist operators.

- **Sender Score** 

Sender Score is derived from a proprietary algorithm and represents an IP address's overall performance against metrics important to both internet service providers (ISPs) and their customers receiving your email.

- **Customizable feedback integrations including GPT** ↕ 

Combine data feeds from all the major players in email, including Signal Spam, Microsoft SNDS, Google Postmaster Tools integrations, and Cloudmark.

List verification

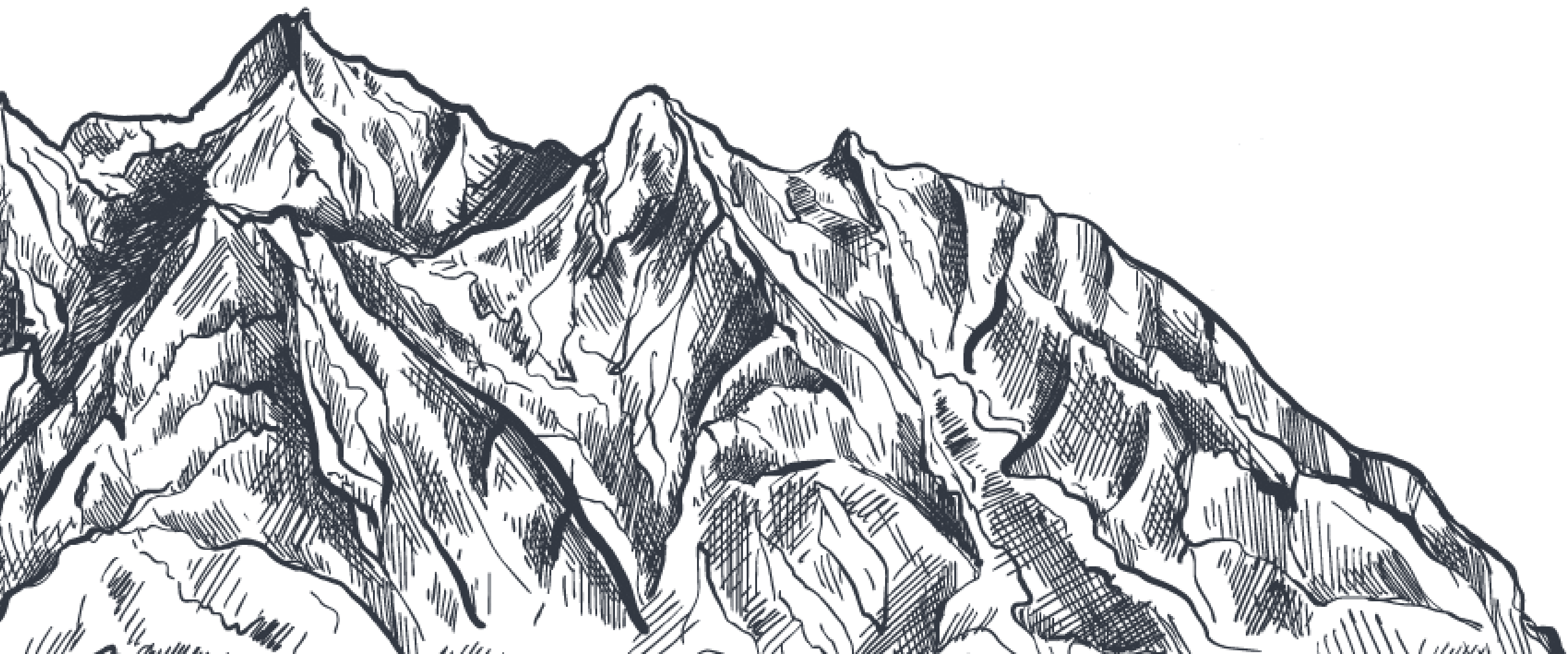
- **Proactive list hygiene for better reputation** ↕ 

Verify the addresses on your lists aren't dead, wrong, or dangerous before mailing them to protect your sender reputation.

Certification



- **Exclusive inbox placement benefits** 



Certification is the only sending practices program that preserves your high inbox placement rate at top mailbox providers, so you can drive more ROI from your email channel.



Everest also gets more people engaged, increasing your conversions.


Engagement analysis


- **Deeper data**  


Get engagement details on a deeper level than your email service provider offers, including the ability to segment based on user activity.
- **Integrated dashboards & customized alerts**  

Consolidate all your email service provider data into a single dashboard, understanding performance by provider, and customize your view and alerts to fit what you need, when you need it.

Design tools


- **More than 70 device and client renderings** 


Instantly preview what your audience will see whether they're using iOS, Android, a Samsung, iPhone, Gmail app, or anything in between. We support all major devices, including the top hardware and most webmail, mobile, and desktop clients.
- **Subject line previews** 

Make a great first impression and preview your subject lines, preview text, and emoji support in nearly 20 email clients including major versions of iPhone, Outlook, Apple Mail, Gmail, among others.
- **BIMI configuration** 

Simplify the setup process, including the hosting of your logos, to ensure your brand will get maximum recognition everywhere BIMI is supported.

Competitive intelligence

- **Contextual industry data**  EVEREST

Track sending volume and message patterns to determine their highest- and lowest-performing days, as well as the most frequent time of the day they're sending.
- **Get inspiration from other senders**  EVEREST

Compare brands side by side to identify low-hanging fruit and quick wins around sending volumes, accessibility, mobile compatibility, image animation, localization, and sending best practices.

"I am looking forward to seeing what this new Everest product can do for us. We've been running into deliverability issues and, as a data driven person, I really like to have numbers behind decisions we make. We want to ensure we continue to build a healthy email marketing program which Everest will undoubtedly help us achieve through all the features we can leverage!"

SHARON CHOI

Director, Retention Marketing & CRM, Diff Charitable Eyewear



Everest is greater than the sum of its parts, with an unparalleled data network and partnerships you cannot find elsewhere.

Vast integrations

- **Data connectivity**  EVEREST

If you're using Salesforce Marketing Cloud, Amazon SES, SendGrid, SparkPost, and Mailgun, you can connect their data right to Everest. Not using them? Send us any email data to our universal data ingestion intake service.

- **Feedback loops**  EVEREST

Link up. Review mailbox provider feedback loops from more than 30 integrations, including UFBL (managed by Validity), Verizon Media, Earthlink, Outlook, QQ, and Zoho.

People power

- **Decades of email expertise, on demand**  

The two most experienced and knowledgeable support and services team in email are now one. Harness decades of email and deliverability experience to supplement your own, and unlock personal access to the brightest minds in the space.

Data depth

- **Largest email data partnership network in the industry**  EVEREST

Our proprietary network includes 4 billion data points each day from aggregated statistic (volume) and message-level feeds, creating more than 3 trillion data points each year.

This data affects more than 2.5 billion mailboxes around the globe.

- **Most vast publicly available commercial trap network**  EVEREST

Our trap network gets 50M hits per day, and is globally relevant, covering mail originated from every country.

- **Largest seed list**  EVEREST

Our seed list has no comparison, with thousands of seeds representing 140 ISPs, webmail/hosting/filtering providers covering the globe. Plus, we have specific regional provider coverage in 38 countries.

“We are looking forward to our partnership with Everest, leveraging the comprehensive toolset to drive growth via improved email deliverability, inbox visibility and open rates.”

ADAM RAGSDALE

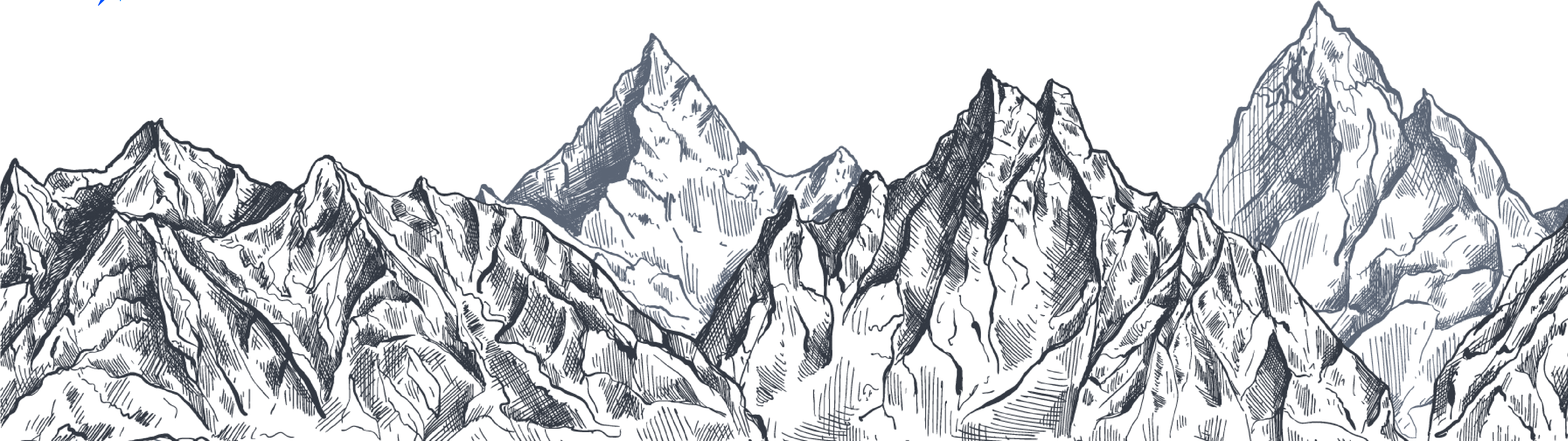
Marketing Director, NuLeaf Naturals



We've only just scratched the surface.

You no longer need to choose between the two greatest email success technologies in the industry. Email marketers aren't handcuffed to one option. Now, you have both email data and technology giants together, giving you each and every tool you need to create, optimize, and analysis your email for more successful email campaigns.

Are you ready to climb to the very peak of email performance? Everest awaits.

 EVEREST



Businesses run better and grow faster with trustworthy data. Tens of thousands of organizations rely on Validity solutions – including Everest, DemandTools, BriteVerify, Trust Assessments, and GridBuddy Cloud – to target, contact, engage, and retain customers effectively. Marketing, sales, and customer success teams worldwide trust Validity solutions to help them create smarter campaigns, generate leads, drive response, and increase revenue. For more information visit validity.com and connect with us on [LinkedIn](#) and [Twitter](#).

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