



## WHAT IT IS

Our 360 Email Program Evaluation provides a comprehensive overview of your email marketing program from the subscriber's perspective. We identify areas of opportunity and vulnerability within your program and make practical recommendations for improving response, increasing channel revenue and decreasing complaints. We'll perform an extensive qualitative analysis that benchmarks your program against hundreds of industry best practices and then we'll go one step further and apply those best practices to your email marketing and business goals.

## WHY YOU NEED IT

Email is a labor intensive channel and most resources are expended handling the day-to-day tasks necessary to get campaigns out the door. From producing creative to managing quality assurance testing, list hygiene practices and coordinating promotion schedules, most marketers lack the time to focus on what's really important to their subscribers. For example, you know that stagnant or declining response rates are driving down your ROI, but you lack the time and resources to diagnose the cause and implement a solution. The only way to improve the ROI of your email program is to create great subscriber experiences by sending email they will anticipate, not just tolerate. Return Path Professional Services can help.

We evaluate your email program from your subscriber's perspective (the perspective that matters the most for your program's success). We audit the experience you currently offer and then identify opportunities to optimize response. We take a holistic approach to your email program by analyzing every element to understand how the various elements interact and affect the overall program experience. For example, does your email template design support your content strategy? Does your welcome message deliver on the promises made during the sign-up process? Rather than providing you with a list of generic best practices, we apply our expert knowledge to your business goals and market, your subscriber demographics and your existing resources and budget constraints.

Areas of project focus may include: email capture, list growth, permission and privacy, content and relevancy, design and formatting, subscriber control, frequency, compliance, competitive review, testing, and metrics. We will work with you to determine the appropriate project scope based on your business challenges and your budget.

## WHAT YOU GET

A comprehensive Return Path Workbook including detailed project findings and step-by-step recommendations for program improvement. The recommendations are rolled-up into a prioritized Action Plan at the beginning of the Workbook that outlines short and long-term solutions for boosting revenue, response and ROI. Our consultants will also present the project findings during a 2-3 hour virtual or on-site presentation.





## WHAT ARE YOU WAITING FOR?

Contact Return Path Professional Services today. We'll help you move your email program from ordinary to extraordinary by boosting subscriber engagement, response, and your ROI. Our expert strategists will give you inventive and practical ideas for optimizing your B2C or B2B program. We're dedicated to email performance – it's all we do. Call 866-362-4577 visit us at [www.returnpath.net/proservices](http://www.returnpath.net/proservices) or email [consulting@returnpath.net](mailto:consulting@returnpath.net) to get started today.

