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Message Systems Partners with Return Path to Increase Client's Email Deliverability through Better Reputation Management

Message Systems Delivery Manager combined with Return Path Sender Score Platform provide corporate marketers and ESPs with the sending technology and reputation management tools needed to achieve optimal email campaign deliverability rates

COLUMBIA, MARYLAND – October 15, 2007 – Email software solutions provider Message Systems announced today that it has partnered with Return Path to provide Message Systems Delivery Manager users with expanded opportunities to increase email deliverability through advanced reputation management best practices and technology. Message Systems is now offering the Return Path Sender Score platform as an add-on option to the Message Systems Message Transfer Agent (MTA).

More than 20 percent of email never makes it to the intended inbox because it is blocked by ISPs and other email receivers. This filtering hinders overall response rates and subsequent revenue opportunities. Knowing what reputation standards ISPs are using to evaluate incoming mail messages—including complaint rates, email volume, unsubscribe functionality, spam trap hits and content—can help corporate marketers solve the problems in their email program that hinder email delivery and response rates.

“We built our business on the premise that deliverability is the overriding factor in the success of any email marketing campaign,” said Barry Abel, Message Systems’ vice president of field operations. “For legitimate senders, achieving deliverability in an environment that’s fraught with spam, viruses and phishing attacks is decidedly more complex than ever before and requires, among other things, a good corporate reputation—that’s where Return Path can help.”

The Return Path Sender Score platform provides the tools corporate marketers need to test their email messages to ensure the campaign will make it to the intended recipients’ inboxes, instead of being blocked as spam. The Sender Score Platform consists of four reputation management deliverability programs:

- **[Sender Score Campaign Preview](#)**: Allows clients to see what their campaigns will look like across the primary ISPs and mail readers and know whether campaigns will fail the most common filtering packages. This information allows clients to easily fix campaigns *before* sending.

- **[Sender Score Mailbox Monitor](#)**: Tracks email deliverability to all of the major ISPs via a robust seed list and quickly alerts clients when their email is blocked or filtered. For each campaign sent, clients receive an ISP delivery status report, confirming how much of the campaign arrived, when, and what folder it was placed in (i.e. inbox or bulk).
- **[Sender Score Reputation Monitor](#)**: The first comprehensive email reputation management system to help marketers understand factors affecting corporate reputation and how to improve them for improved delivery.
- **[Sender Score Certified](#)**: This leading email accreditation program ensures the delivery of legitimate email to recipients at 35,000 domains, including MSN, Hotmail and Roadrunner.

The Return Path Sender Score platform is natively integrated into the Message Systems Delivery Manager to work in unison. Data generated by the Sender Score platform is merged with Delivery Manager data and displayed on the Delivery Manager Web Console for a comprehensive, in-depth view of each campaign's delivery problems or successes.

“Establishing a good reputation with ISPs is more important than ever to achieving email deliverability goals,” said George Bilbrey, GM of Sender Score for Return Path. “Return Path Sender Score combined with Message Systems Deliverability Manager provides the one-two punch—*reputation management best practices and sending technology*—corporate marketers and ESPs need to ensure optimal deliverability of business-critical messages to customers and prospects.”

About Return Path

Founded in 1999, Return Path is an e-mail performance management company dedicated to improving the reach, delivery performance and overall success of permission-based e-mail programs. More than 1,000 companies use Return Path's services to generate superior results from their e-mail programs, taking advantage of Return Path's pioneering innovation in deliverability, ECOA, list hygiene, double-opt-in list acquisition, online market research and best practices strategy. Return Path's Sender Score is the industry's original and premier e-mail deliverability solution, including Sender Score Certified for e-mail accreditation and Sender Score Reputation Monitor, the most comprehensive reputation management system. For more information, please visit www.returnpath.net

About Message Systems

Founded in 1997, Message Systems is a worldwide provider of email software solutions and services for email service providers (ESPs), Internet service providers (ISPs) and large enterprises that need to manage the delivery of large amounts of business-critical email. Through a combination of technology, partnerships and intellectual capital, Message Systems offers a family of software solutions and services that address the email infrastructure and deliverability needs for organizations ranging from regional businesses to the Global 2000. With the most powerful Message Transfer Agent (MTA) on the

market supporting more than 100,000 concurrent connections per server, Message Systems gets millions of unique messages to the right place at the right time. Headquartered in Columbia, Maryland, Message Systems has a network of channel partners in North America, Europe and Asia. For more information, go to <http://www.messagesystems.com>.