



Email Marketing Empowered

Pair Return Path and Marketing Cloud
to Build Your Best Campaigns



A young woman with dark, wavy hair is smiling and looking down at her smartphone. She is wearing a dark blue polka-dot top and a necklace with a pearl. The background is a blurred interior with framed pictures on the wall.

There's a place waiting
for you at the top of
your customer's inbox.

Take it.

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Introduction

Return Path's Email Optimization Suite offers incredible deliverability. Salesforce Marketing Cloud's scalable, comprehensive email solutions power the personalized customer journey. Paired together, Return Path and Marketing Cloud help businesses create unbeatable – and unforgettable – email marketing campaigns.

Why Integrate?

- ✓ Save time and effort.
- ✓ Increase conversion.
- ✓ Retain subscribers.
- ✓ Quickly discover and resolve deliverability issues.
- ✓ Provide better content to make your readers happier.
- ✓ Get a complete view of campaign performance.
- ✓ Improve your ROI.
- ✓ Optimize revenue.
- ✓ Gain advantage over your competitors.



Automate Personalized Email Journeys with Marketing Cloud

Great email marketing campaigns deserve to be seen. With Marketing Cloud's email solution behind it, your brand's message will reach its intended audience – no matter the industry or scale. Send relevant, timely content your subscribers can't resist, and keep your messages out of spam and trash folders.



Open Platform

- Enable third-party plug-ins to run in Marketing Cloud with prebuilt applications.
- Enjoy seamless functionality for plug-ins in Marketing Cloud.

Automation

- Automate workflows, including email sends, with Automation Studio.
- Automate customer experiences with Journey Builder.
- Scheduled sends put your message at the top of any inbox.

Segmentation & Personalization

- Filter, segment, and waterfall customer data in Audience Builder.
- Create dynamic content for always-relevant messaging.

Native Predictive Intelligence

- Machine learning determines the right offer for every customer.
- Automate personalized, dynamic content like never before.



Monitor and Improve Email Campaigns with Return Path

The average consumer receives over 500 marketing messages a month and opens fewer than one in 15. Return Path puts your message where customers will see it. Product highlights include:

Send optimization

Get your message at the top of your customer's inbox when they are most likely to view their email.

Actionable insights

Identify deliverability problems and remedy them with data, recommendations, and Return Path solutions. Plus, gain access to an industry-leading certified whitelist for better inbox placement with providers like Yahoo!, Microsoft, AOL, and more.

Proactive monitoring

Develop a long-term success strategy with help from a team of dedicated email professionals.



Return Path's dedicated team has 16 years of experience analyzing email data to guide businesses in staying connected to their audiences, strengthening customer engagement, and protecting their brands' security. Whether you're seeking to improve inbox placement, response rates, program performance, or sending reputation, Return Path can help.

Gain extra visibility into your email placement rates and sender reputation. Capture attention with the right subject line. Compare inbox engagement to your competitors. Pinpoint the best time to connect with subscribers. It's all possible – and easy – with Return Path's suite of email solutions.



Return Path + Marketing Cloud: Email's Most Powerful Pair

The combined might of Return Path and Marketing Cloud offers what other providers can't: total integration and complete visibility. The possibilities of this combination are vast, but chief among them are:

Single sign-on

Return Path tools integrate fully throughout Marketing Cloud's workflow, meaning no time is wasted on multiple logins.

Workflow integration

Streamline the design, development, and execution of your email program across fully-integrated systems – and analyze results in an instant.

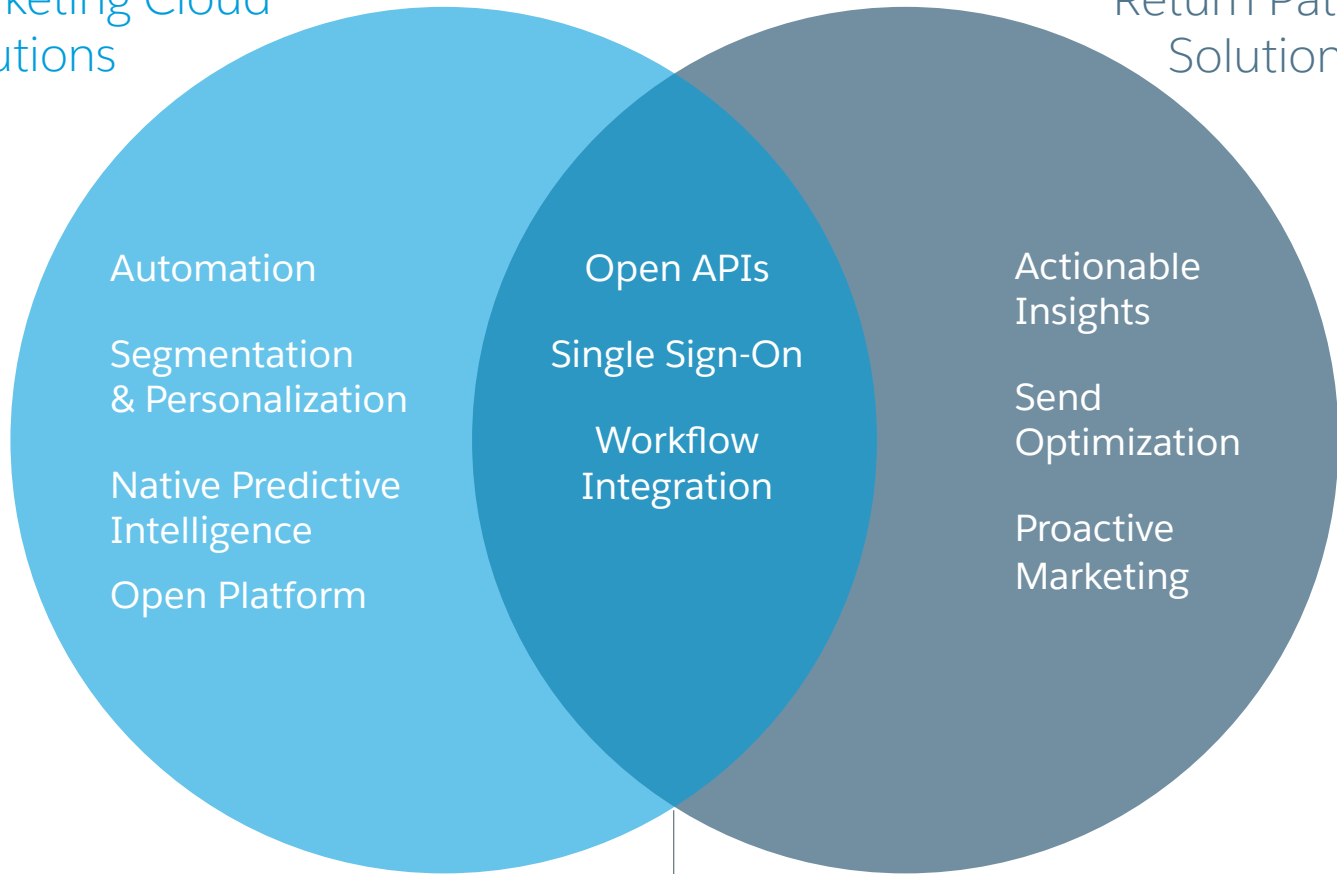
Open APIs

Get immediate access to data stored in both Return Path and Marketing Cloud.

Portable data

Your historical Return Path data conveniently migrates to Marketing Cloud's interface.

Marketing Cloud Solutions



Return Path Solutions

Automation
Segmentation & Personalization
Native Predictive Intelligence
Open Platform

Open APIs
Single Sign-On
Workflow Integration

Actionable Insights
Send Optimization
Proactive Marketing

With Our Powers Combined

Over 750 brands increase email response and revenue by pairing Return Path data with Marketing Cloud. Keep reading for a look at how some innovative companies make the most of this partnership.

Customer Success Story



Cedar Fair hits the heights of email engagement with Return Path and Marketing Cloud.

Cedar Fair owns and operates eleven amusement parks, four water parks, and five hotels. The Sandusky, Ohio, company depends on email marketing to attract new and returning park visitors.

Cedar Fair's marketing team already enjoyed a threefold increase in ROI after syncing email lists with digital advertising in Marketing Cloud. When the company sought a deeper understanding of how subscribers interact with its messages, the Marketing Cloud account team recommended Return Path solutions.

Seasonal spikes in Cedar Fair's email volume can signal spam to mailbox providers. Vice President of CRM Daryle Powers needed mailbox providers to be able to distinguish Cedar Fair's email from spam, and he wanted to know right away whether campaigns were reaching their targets. He implemented Return

Path's Inbox Monitor and Inbox Insight tools.

Cedar Fair used the visibility that Return Path provided to identify opportunities to boost inbox placement rates (IPR). For example, its IPR reached 100% in Comcast mailboxes.

"Our email campaigns reached more people this year because our messages are getting through almost all of the time," Powers says.

The single view of each customer made possible by Marketing Cloud means every email speaks directly to its recipient's interests and needs – based on location, past behaviors, and more. Such relevancy means more emails are opened, read, and clicked-through.

Powers sees other marketing teams taking notice. "Now when we look at the top campaigns, more and more we see other companies' messages look like ours. It's the sincerest form of flattery."

“... [O]ur email campaigns reached more people this year because our messages are getting through almost all of the time.”

DARYLE POWERS
VICE PRESIDENT OF CRM



Customer Success Story



For CruisesOnly's email marketing team, delivery is smooth sailing.

Online travel specialist CruisesOnly uses research and data-driven marketing to fit the right cruise with the right customer.

CruisesOnly enjoyed a high subscriber engagement, but its email marketing team wanted to further personalize the experience.

"We needed to make sure our messages were making it to all inboxes, and we needed to see deliverability problems immediately so we could fix them," said Phil Forsyth, Marketing Operations Analyst.

Integrating Return Path's email optimization with campaign analysis in Marketing Cloud provided invaluable insight. Forsyth analyzed engagement metrics, inbox placement rate, and the program's Sender Score – an indicator of its reputation with mailbox providers. With this data, the team began to focus on

the most engaged customers, re-engage less active ones, and revise or replace lower-performing campaigns.

"By incorporating Return Path data into [Marketing Cloud], we've been able to ... make sure we're still reaching the most subscribers possible without triggering any deliverability or bulking issues," said Forsyth.

CruisesOnly also builds, tracks, and manages highly personalized messaging with Journey Builder from Marketing Cloud – generating more responses per campaign and earning higher overall email marketing ROI.

Through the integrated Return Path and Marketing Cloud interfaces, CruisesOnly observes client-tracking pixels, optimizes mobile templates, and zeroes in on brand-specific deliverability. The combined power of both platforms allows the team to improve customer experiences and get even better at helping people find their perfect cruise.

“When we need to support our decision-making, we have the data on hand to back it up and prove that we’re on track.”

PHILIP FORSYTH
MARKETING OPERATIONS ANALYST





Conclusion

With an ideal partnership of over seven years, Return Path and Marketing Cloud create undeniably transformative results for digital marketers. You've seen how this integration empowers email campaigns for other businesses. Now take the next step to your best-performing email.

Call 1-866-362-4538 to learn more about optimizing your data and improving email ROI.

Other resources you may enjoy:



8 Stories of Email Success

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5 Blueprints for Building Smarter Emails

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The Hidden Metrics of Email Deliverability

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CONNECT TO YOUR CUSTOMERS
IN A WHOLE NEW WAY