

BLUEHORNET

INBOX MONITOR

KNOW EXACTLY WHERE YOUR EMAIL GOES

Why Inbox Monitor

Email is essential to your business, so understanding whether your email is reaching your subscribers or not is critical. Best practices are not a guarantee your email is reaching the inbox. You need accurate data from mailbox providers and subscribers to understand your program's email deliverability and no one covers more of your actual subscribers or mailbox providers than Inbox Monitor, powered by Return Path.

How It Works

Inbox Monitor gives you the most accurate information on whether your email is reaching your subscriber's inbox using Return Path's proprietary consumer data stream and placement at real mailboxes. If your email is not reaching your subscribers, Inbox Monitor gives you corrective advice on how to fix email deliverability problems with mailbox providers and filtering companies.

The screenshot shows the BlueHornet Inbox Monitor interface. At the top, there's a navigation menu with options like Dashboard, Messages, Subscribers, Segmentation, Strategy, Reports, Assets, Social, Administration, and Support. The main content area is titled 'Inbox Monitor' and shows a 'Campaign Overview' for 'Download Windows Update: Explore disk space'. Below this, there are tabs for 'Consumer Mailbox Providers', 'Sending IPs', and 'Inbox Optimizer'. A table lists delivery metrics for various ISPs in the United States.

ISP (Click for profile)	% Inbox	Spam	Missing	Details	First Delivered	Last Delivered	Complaints
AOL	100	0.0	0.0	Details	04/03/15 13:37	04/03/15 13:38	-
ATT	100	0.0	0.0	Details	04/03/15 13:37	04/03/15 13:37	-
BellSouth	100	0.0	0.0	Details	04/03/15 13:37	04/03/15 13:38	-
Cablevision	100	-	0.0	Details	04/03/15 13:39	04/03/15 13:39	-
Comcast	100	0.0	0.0	Details	04/03/15 13:37	04/03/15 13:37	-

Continually align
your email program
to 50+ criteria
important to filters

Inbox Monitor Highlights

- Engagement filtering—diagnose filtering problems based on real subscriber engagement data.
- International View—track inbox placement by region, country and ISP.
- Filter Type View—monitor inbox placement by the filters mailbox providers use.
- Smart Filtering—easily explore issues affecting your campaigns, right from the dashboard.
- Customizable Dashboards—access key information up front and at-a-glance.
- Visualization—graphically pinpoint fluctuations and report performance to your organization.
- Inbox Optimizer—continuous analysis of subscriber engagement filters and other signals used by large mailbox providers such as Gmail, Yahoo and Outlook.com.



Inbox Monitor Powered by Return Path

Return Path solutions are fueled by the world's most powerful email data platform. They work across mailbox providers, email service providers, application developers and individual email users to provide a more transparent picture of the information landscape, helping brands make more effective, meaningful and profitable connections with customers.

The first and most robust deliverability tool that troubleshoots and is based on 50 proprietary variables.

- Gives you email deliverability data based on your actual subscribers.
- Prioritize email program changes that increase inbox placement.
- Easily diagnose filtering issues at multiple Global and Regional Mailbox Providers.
- Optimize sending with prioritized corrective actions.

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