

How does Everest compare to what I get with Return Path?

✗ Not available

⬆️ Less advanced functionality compared to Everest

⬆️ Fully available

Feature/Functionality	Return Path FROM VALIDITY	EVEREST	
Pre-Send	List Validation	<p>⬆️</p> <p>Verify the addresses on your lists aren't dead, wrong, or dangerous before mailing them. List validation is incorporated directly into the Everest interface.</p>	
	Design Renders	<p>⬆️</p> <p>Preview your content on 70+ devices and mail clients, ranked based on your engagement data</p>	
	Image Tests	<p>✗</p>	<p>⬆️</p>
	Design Test Collaboration	<p>✗</p>	<p>⬆️</p> <p>Tag colleagues with comments and generate sharable links for your content previews</p>
	BIMI Configuration	<p>✗</p>	<p>⬆️</p>
	Subject Line Previewer	<p>✗</p>	<p>⬆️</p> <p>Preview your subject lines, preview text, and emoji support in nearly 20 email clients</p>
	Spam Tests	<p>⬆️</p>	<p>⬆️</p> <p>Run spam placement tests and authentication checks across 9 MBPs and 4 filtering companies before sending your campaign</p>
	Competitive Intel	<p>✗</p>	<p>⬆️</p> <p>Access to competitive domain/sub-domain intelligence, sending patterns, subject line comparison, and infrastructure insights</p>
In-Flight	Inbox Placement	<p>⬆️</p> <p>50% more seed list coverage</p>	
	Seed List Optimizer	<p>✗</p>	<p>⬆️</p> <p>Seed testing is weighted based on the MBPs that matter most to your campaigns</p>
	Mailbox Provider Global Trends	<p>✗</p>	<p>⬆️</p>
	SmartSeeds	<p>⬆️</p>	<p>⬆️</p>
	View Time Optimization	<p>✗</p>	<p>⬆️</p> <p>Everest exclusive technology to deliver mail to top Verizon Media inbox positions the moment users are active</p>
	Certification	<p>⬆️</p>	<p>⬆️</p> <p>The only sending practices program that preserves your high inbox placement rate at top mailbox providers</p>

Post-Send	Engagement And Device Pixel Tracking		More granularity, easier customization, and integration with ESP metrics 
	Blocklist Monitoring		30% more blocklist coverage 
	Sender Score Details		
	Spam Trap Analysis		60% more trap coverage 
	Feedback Loop Integrations		More than 30 FBL integrations, including Universal Feedback Loop (managed by Validity), Verizon Media, Earthlink, Outlook, QQ, and Zoho 
	3rd Party Reputation Source Integration		Combined data feeds from Google Postmaster Tools, Microsoft SNDS, and Signal Spam 
	Shared IP Reputation Visibility		
	DMARC Deployment and Monitoring		Guidance to launch and manage your DMARC policy to keep your email safe and secure 
Platform	Customizable Dashboards		
	Dashboard and Report Sharing Capabilities		Share reports and dashboards externally using a private link and choose from multiple options to export data 
	ESP Integration	Salesforce Marketing Cloud only 	Integrations with Salesforce Marketing Cloud, Amazon SES, Mailgun, MailerQ, Maropost, SendGrid, SparkPost and Universal Webhook 
	Alerts		50+ fully customizable alerts with notifications via email, SMS, webhook, Slack, and Teams 
	Correlation of Data		Engagement and reputation data is correlated across other Everest modules 
	Localization		Expanded localization to support English, French, Brazilian, Portuguese, Italian, German, and Spanish 
Data Network	Email Data Partnership Network		Largest partnership network with 4 billion data points each day with data affecting more than 2.5 billion mailboxes around the globe 
	Commerical Trap Network		Most vast publicly available trap network getting 50 million hits per day 
	Seed List Coverage		Largest global seed list with coverage across 140+ providers, in 38 countries, powered by thousands of seeds 

Note: Availability of each Everest feature/functionality listed above is dependent on the edition.