How To Fck Up Your Email Program & Overhyped Industry Changes

BUCKLE UP.....

Andrew Kordek, iPost

	Quest Software	Sears & Kmart	Groupon	Trendline Interactive	iPost
1992-2000	2000	2008	2009	2010	2020

"Email Marketing is my passion. Ask me why."

Franchise

Casino

An email messaging platform

Use data like you mean it.

Publishing

Legal Settlement

A Few Others

iPost.com

ILLINOIS
LAND OF LINCOLN
Life Goes On
EMAIL
D
N
WALTER PAYTON
34
CHICAGO BEARS
BE AN ORGAN DONOR

[redacted]

BEFORE WE BEGIN……

- Not made up.
- No name. No shame. No disrespecting.
- If you are offended, I am sorry.
- I am not perfect. Neither are you.
- Take 1 and change.
- Get better everyday.

Privacy

MPP

Responsive Design

GDPR

First Party Data

Google Wave

Relevancy

CCPA

Gmail Tabs

YAHOOGLE

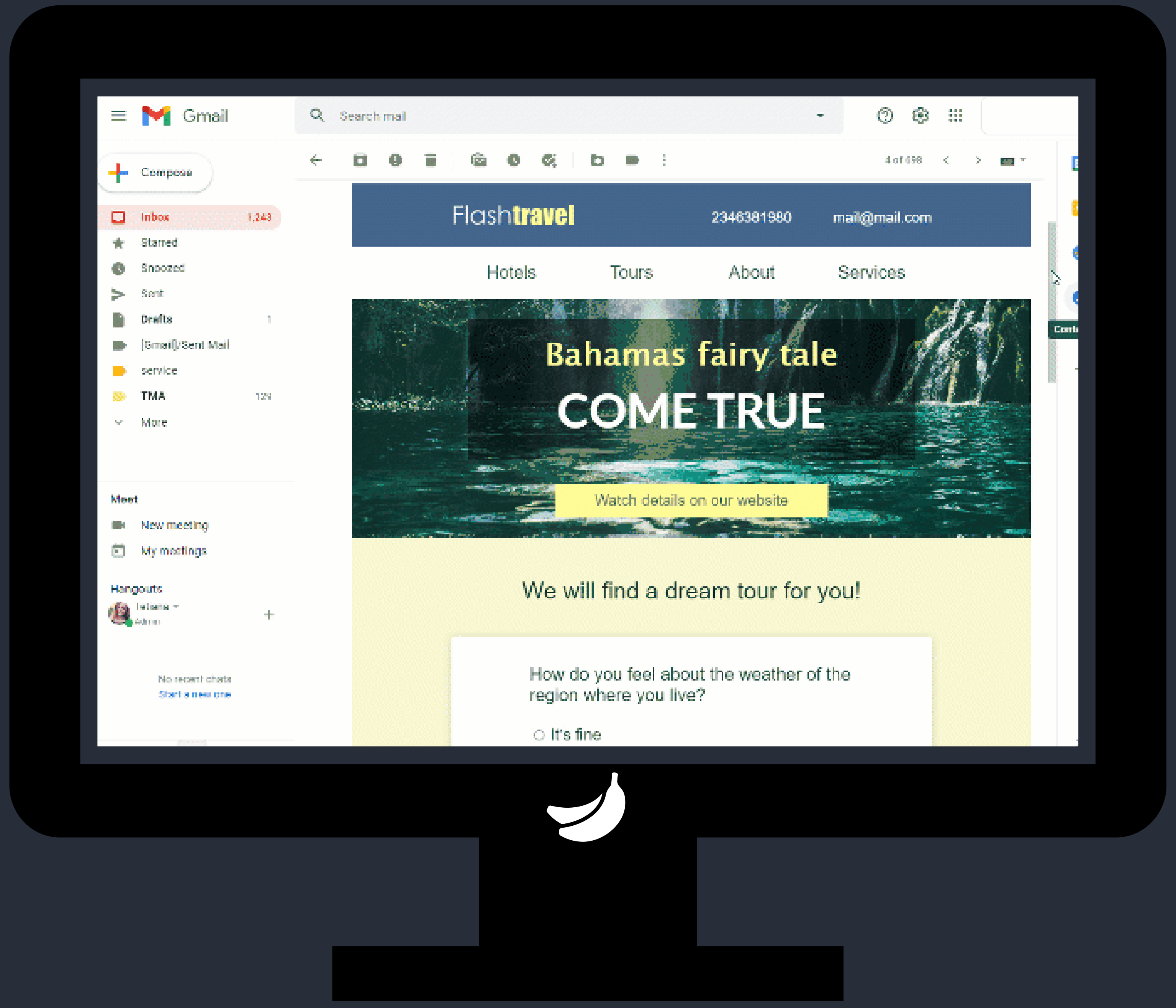
ALL ABOARD

SPF **DKIM** **DMARC**

NO SHORTCUTS.
NO COMPROMISE.

One-click **<.3%** **2 days**

AMP for Email


Gmail
Compose
Inbox
Starred
Snoozed
Sent
Drafts
More

Flashtravel 2346381980 mail@mail.com

Hotels Tours About Services

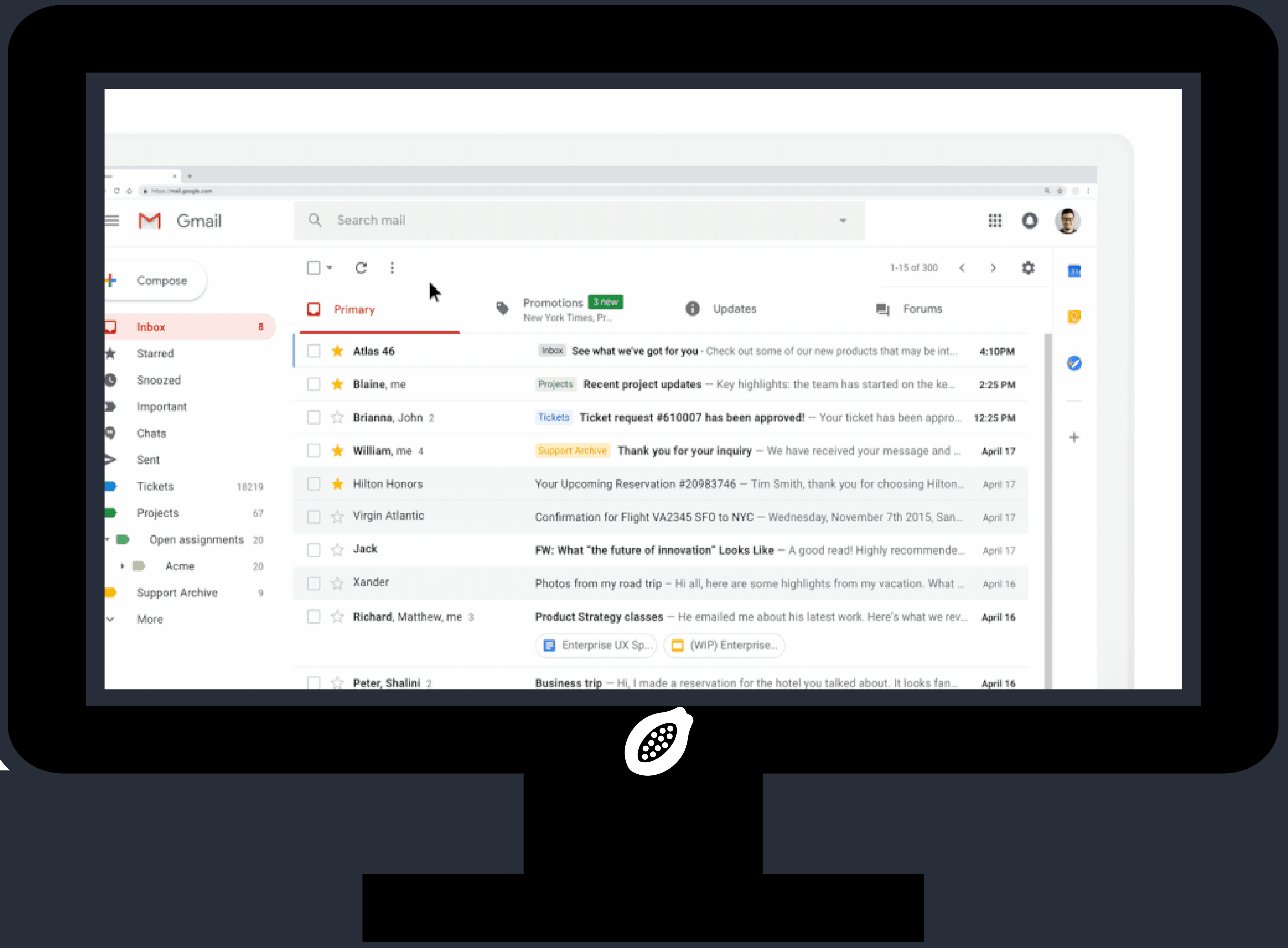
Bahamas fairy tale
COME TRUE

Watch details on our website

We will find a dream tour for you!

How do you feel about the weather of the region where you live?

○ It's fine


Gmail
Search mail
Compose
Primary
Promotions
Updates
Forums
Inbox
Starred
Snoozed
Important
Chats
Sent
Tickets
Projects
Open assignments
Acme
Support Archive
More

Atlas 46 — See what we've got for you - Check out some of our new products that may be int... 4:10PM

Blaine, me — Recent project updates — Key highlights: the team has started on the ke... 2:25 PM

Brianna, John 2 — Ticket request #610007 has been approved! — Your ticket has been appro... 12:25 PM

William, me 4 — Thank you for your inquiry — We have received your message and ... April 17

Hilton Honors — Your Upcoming Reservation #20983746 — Tim Smith, thank you for choosing Hilton... April 17

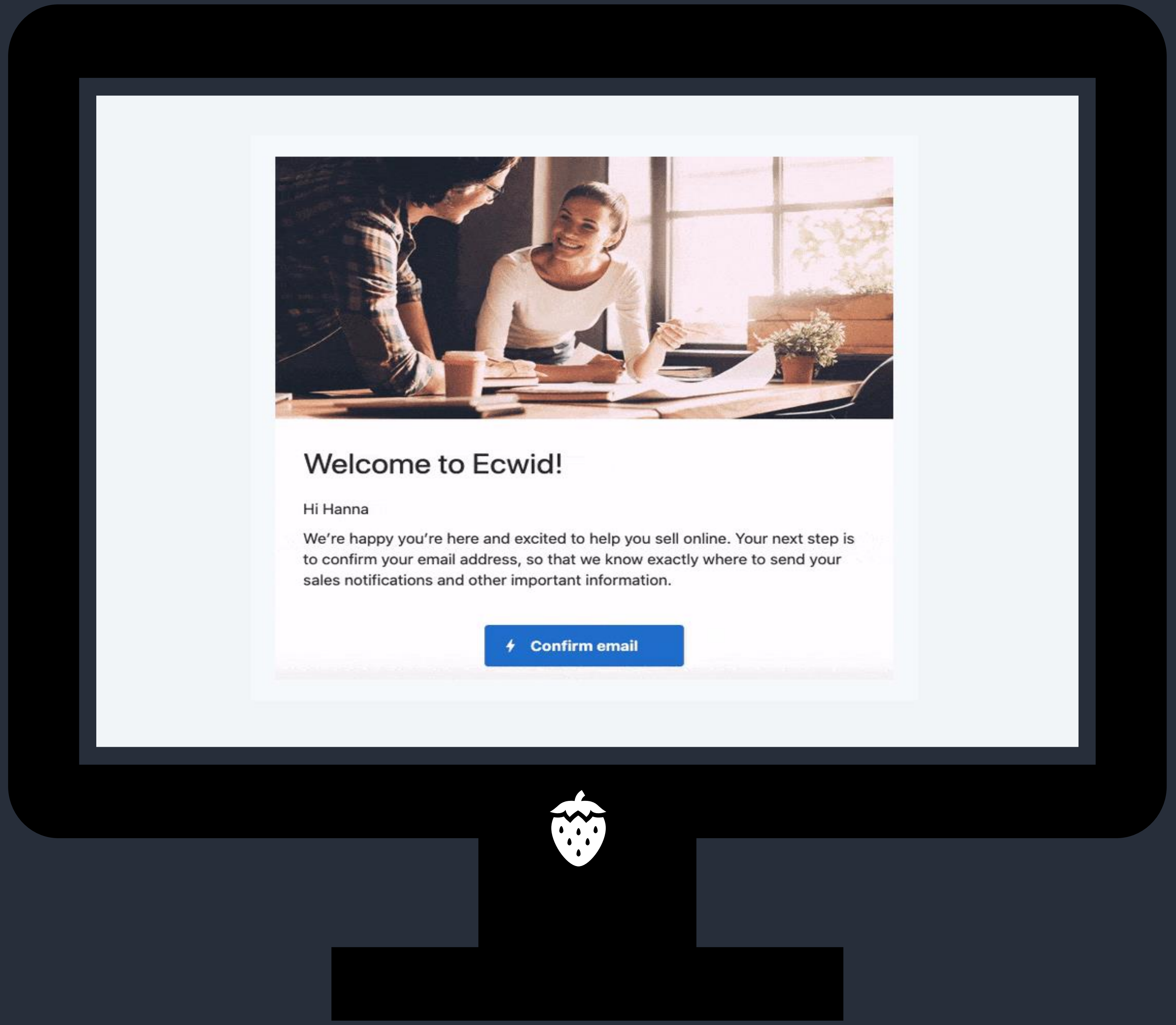
Virgin Atlantic — Confirmation for Flight VA2345 SFO to NYC — Wednesday, November 7th 2015, San... April 17

Jack — FW: What "the future of innovation" Looks Like — A good read! Highly recommende... April 17

Xander — Photos from my road trip — Hi all, here are some highlights from my vacation. What ... April 16

Richard, Matthew, me 3 — Product Strategy classes — He emailed me about his latest work. Here's what we rev... April 16

Peter, Shalini 2 — Business trip — Hi, I made a reservation for the hotel you talked about. It looks fan... April 16

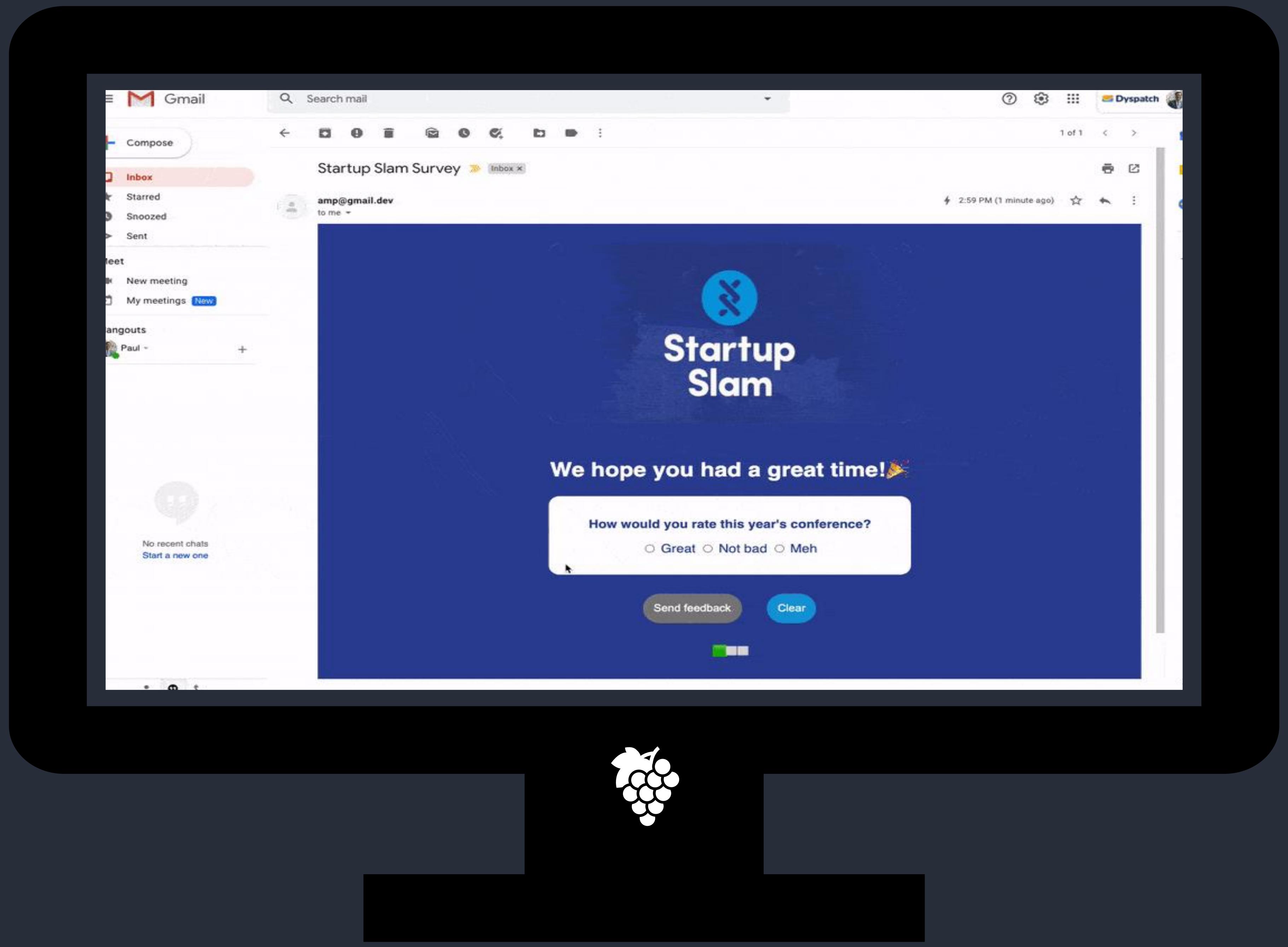


Welcome to Ecwid!

Hi Hanna

We're happy you're here and excited to help you sell online. Your next step is to confirm your email address, so that we know exactly where to send your sales notifications and other important information.

Confirm email


Gmail
Search mail
Compose
Inbox
Starred
Snoozed
Sent

Startup Slam Survey

amp@gmail.dev

Startup Slam

We hope you had a great time!

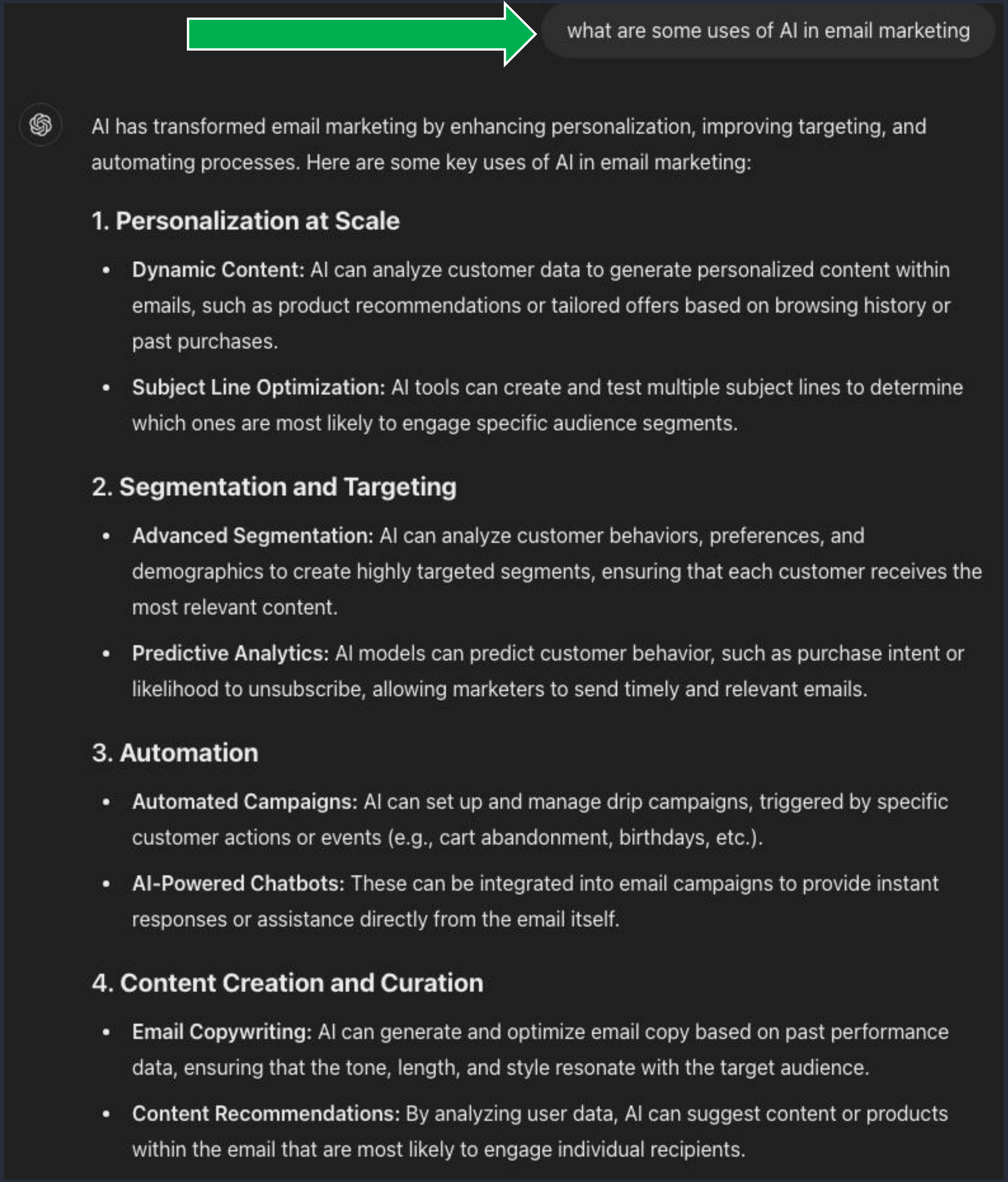
How would you rate this year's conference?

○ Great ○ Not bad ○ Meh

Send feedback Clear

iPost

I am coming for your jobs & life as you know it.



what are some uses of AI in email marketing

AI has transformed email marketing by enhancing personalization, improving targeting, and automating processes. Here are some key uses of AI in email marketing:

1. Personalization at Scale

- **Dynamic Content:** AI can analyze customer data to generate personalized content within emails, such as product recommendations or tailored offers based on browsing history or past purchases.
- **Subject Line Optimization:** AI tools can create and test multiple subject lines to determine which ones are most likely to engage specific audience segments.

2. Segmentation and Targeting

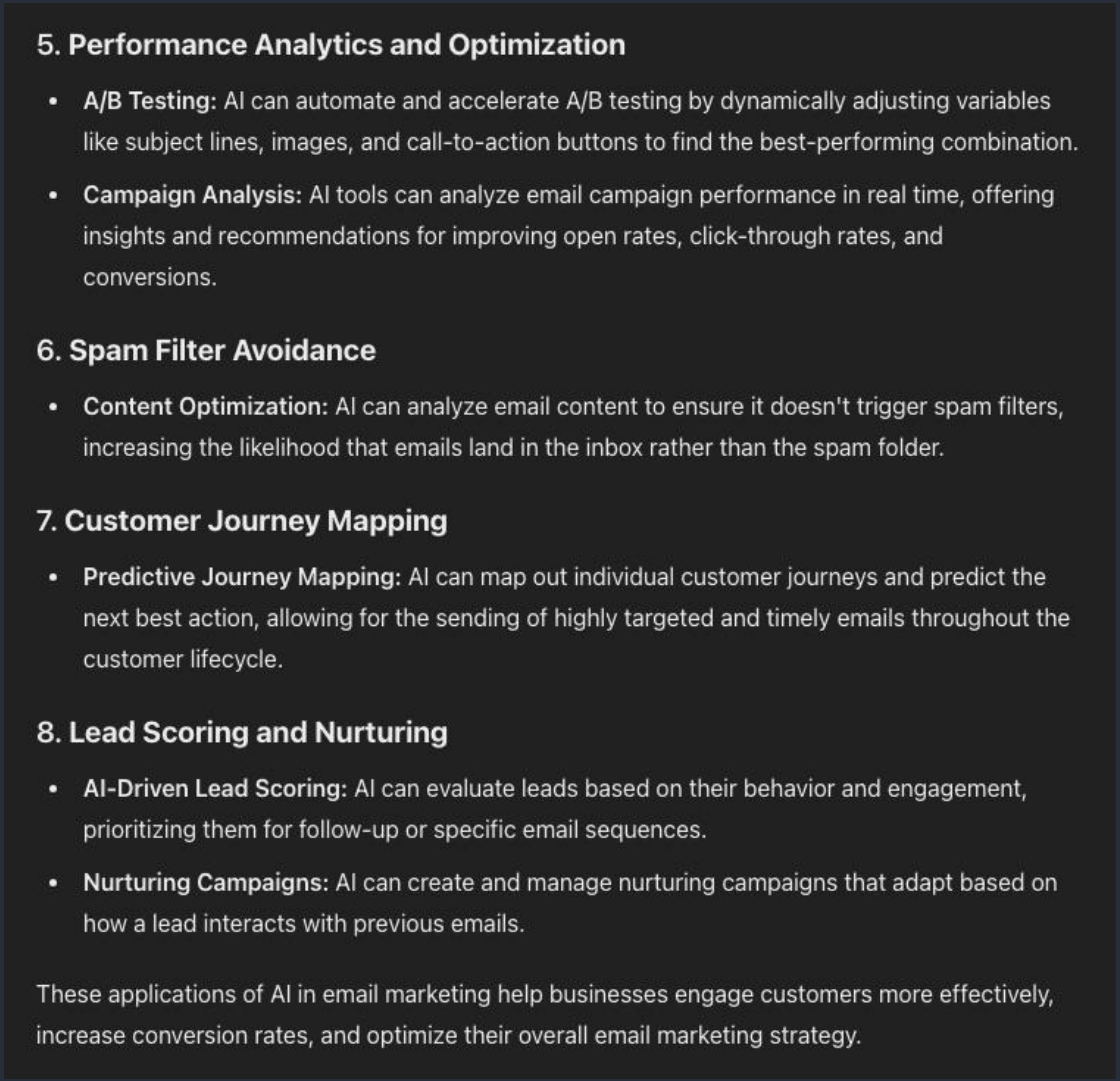
- **Advanced Segmentation:** AI can analyze customer behaviors, preferences, and demographics to create highly targeted segments, ensuring that each customer receives the most relevant content.
- **Predictive Analytics:** AI models can predict customer behavior, such as purchase intent or likelihood to unsubscribe, allowing marketers to send timely and relevant emails.

3. Automation

- **Automated Campaigns:** AI can set up and manage drip campaigns, triggered by specific customer actions or events (e.g., cart abandonment, birthdays, etc.).
- **AI-Powered Chatbots:** These can be integrated into email campaigns to provide instant responses or assistance directly from the email itself.

4. Content Creation and Curation

- **Email Copywriting:** AI can generate and optimize email copy based on past performance data, ensuring that the tone, length, and style resonate with the target audience.
- **Content Recommendations:** By analyzing user data, AI can suggest content or products within the email that are most likely to engage individual recipients.



5. Performance Analytics and Optimization

- **A/B Testing:** AI can automate and accelerate A/B testing by dynamically adjusting variables like subject lines, images, and call-to-action buttons to find the best-performing combination.
- **Campaign Analysis:** AI tools can analyze email campaign performance in real time, offering insights and recommendations for improving open rates, click-through rates, and conversions.

6. Spam Filter Avoidance

- **Content Optimization:** AI can analyze email content to ensure it doesn't trigger spam filters, increasing the likelihood that emails land in the inbox rather than the spam folder.

7. Customer Journey Mapping

- **Predictive Journey Mapping:** AI can map out individual customer journeys and predict the next best action, allowing for the sending of highly targeted and timely emails throughout the customer lifecycle.

8. Lead Scoring and Nurturing

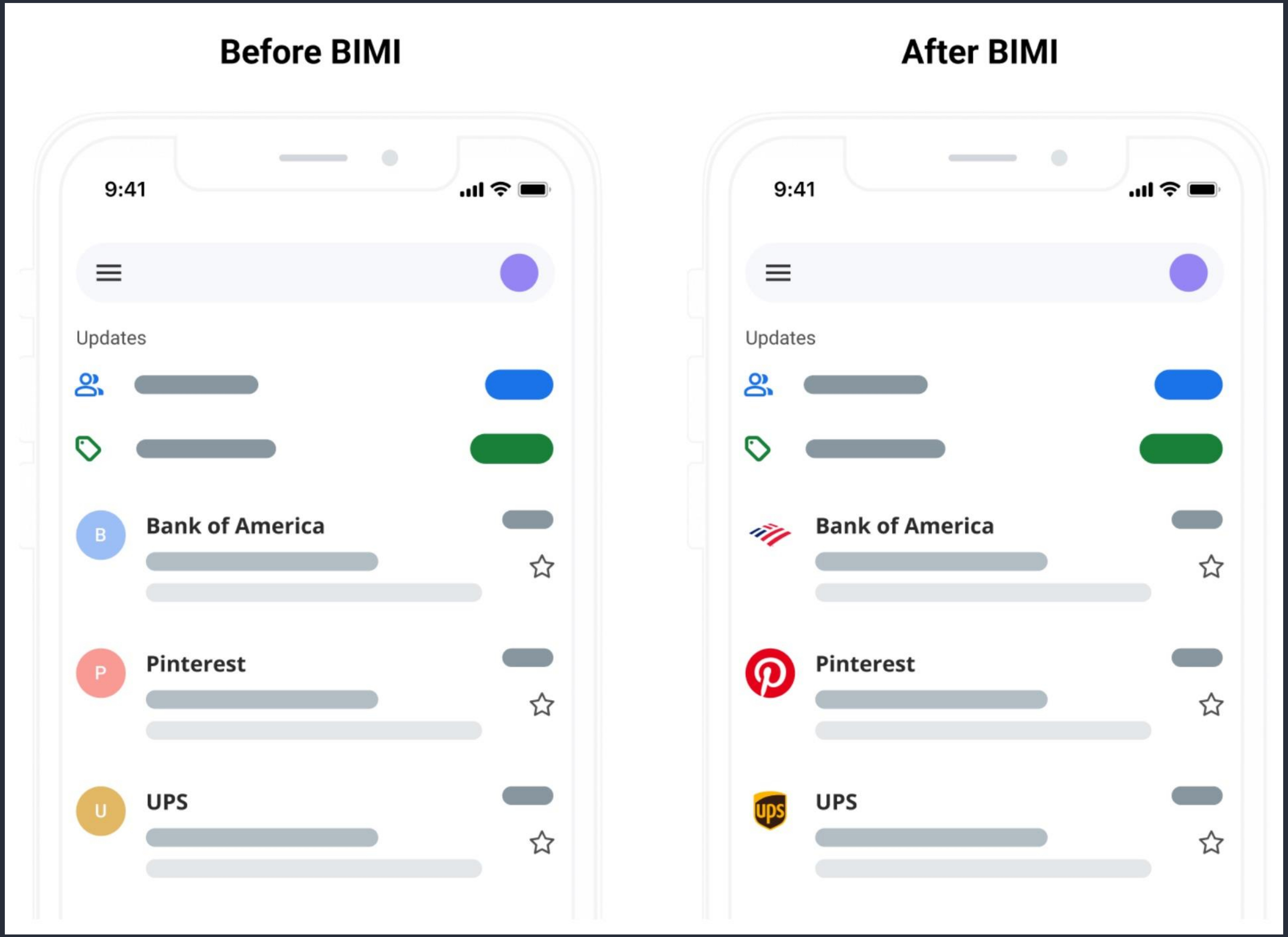
- **AI-Driven Lead Scoring:** AI can evaluate leads based on their behavior and engagement, prioritizing them for follow-up or specific email sequences.
- **Nurturing Campaigns:** AI can create and manage nurturing campaigns that adapt based on how a lead interacts with previous emails.

These applications of AI in email marketing help businesses engage customers more effectively, increase conversion rates, and optimize their overall email marketing strategy.

		>4 YEARS
PERSONALIZATION AT SCALE	**Dynamic Content:** AI can analyze customer data to generate personalized content within emails, such as product recommendations or tailored offers based on browsing history or past purchases.	✓
	Subject Line Optimization: AI tools can create and test multiple subject lines to determine which ones are most likely to engage specific audience segments.	✓
SEGMENTATION & TARGETING	**Advanced Segmentation:** AI can analyze customer behaviors, preferences, and demographics to create highly targeted segments, ensuring that each customer receives the most relevant content.	✓
	Predictive Analytics: AI models can predict customer behavior, such as purchase intent or likelihood to unsubscribe, allowing marketers to send timely and relevant emails.	✓
AUTOMATION	**Automated Campaigns:** AI can set up and manage drip campaigns, triggered by specific customer actions or events (e.g., cart abandonment, birthdays, etc.)	✓
	AI-Powered Chatbots: These can be integrated into email campaigns to provide instant responses or assistance directly from the email itself.	✓
CONTENT CREATION & CURATION	**Email Copywriting:** AI can generate and optimize email copy based on past performance data, ensuring that the tone, length, and style resonate with the target audience.	✓
	Content Recommendations: By analyzing user data, AI can suggest content or products within the email that are most likely to engage individual recipients	✓

		>4 YEARS
PERFORMANCE ANALYTICS & OPTIMIZATION	**A/B Testing:** AI can automate and accelerate A/B testing by dynamically adjusting variables like subject lines, images, and call-to-action buttons to find the best-performing combination	✓
	Campaign Analysis: AI tools can analyze email campaign performance in real time, offering insights and recommendations for improving open rates, click-through rates, and conversions.	✓
SPAM FILTER AVOIDANCE	**Content Optimization:** AI can analyze email content to ensure it doesn't trigger spam filters, increasing the likelihood that emails land in the inbox rather than the spam folder.	✓
CUSTOMER JOURNEY MAPPING	**Predictive Journey Mapping:** AI can map out individual customer journeys and predict the next best action, allowing for the sending of highly targeted and timely emails throughout the customer lifecycle.	✓
LEAD SCORING & NURTURING	**AI-Driven Lead Scoring:** AI can evaluate leads based on their behavior and engagement, prioritizing them for follow-up or specific email sequences.	✓
	Nurturing Campaigns: AI can create and manage nurturing campaigns that adapt based on how a lead interacts with previous emails.	✓

BIMI – Brand Indicators for Message Identification



Source – Growth Collective

1. Adopt DMARC:

- Set up a DMARC policy: This policy specifies how you want to handle emails that fail DMARC authentication. For BIMI to work, you need to set up a DMARC policy that allows "quarantine" or "reject" actions for failing emails.
- Monitor DMARC reports: Regularly review DMARC reports to identify potential issues and make necessary adjustments.

2. Obtain a Verified Mark Certificate (VMC):

- Choose a VMC provider: Select a trusted provider that offers VMC certificates.
- Submit your brand logo: Provide the logo in the required format and ensure it meets the provider's guidelines.
- Verify ownership: Prove that you own the domain associated with the brand.
- Receive the VMC: Once the verification process is complete, you'll receive the VMC.

3. Create a BIMI Record:

- Add a TXT record: Create a TXT record in your DNS zone.
- Specify the VMC location: In the TXT record, include the URL of your VMC.
- Example: _bimi.yourdomain.com TXT "v=BIMI1;l=https://yourdomain.com/logo.svg"

4. Test Your Implementation:

- Send test emails: Send test emails from your domain to different email clients and platforms.
- Verify logo display: Check if your brand logo is displayed correctly next to the authenticated emails.
- Monitor DMARC reports: Continue to monitor DMARC reports for any issues or warnings.

Additional Considerations:

- Logo guidelines: Ensure your logo complies with the VMC provider's guidelines regarding size, format, and color.
- Email client compatibility: BIMI support may vary across different email clients and platforms.
- Security: Protect your VMC and DNS records to prevent unauthorized access.
- By following these steps, you can effectively implement BIMI and enhance the security and brand recognition of your emails.

Source – BIMI Group

RUN

WALK

CRAWL

me·di·oc·ri·ty

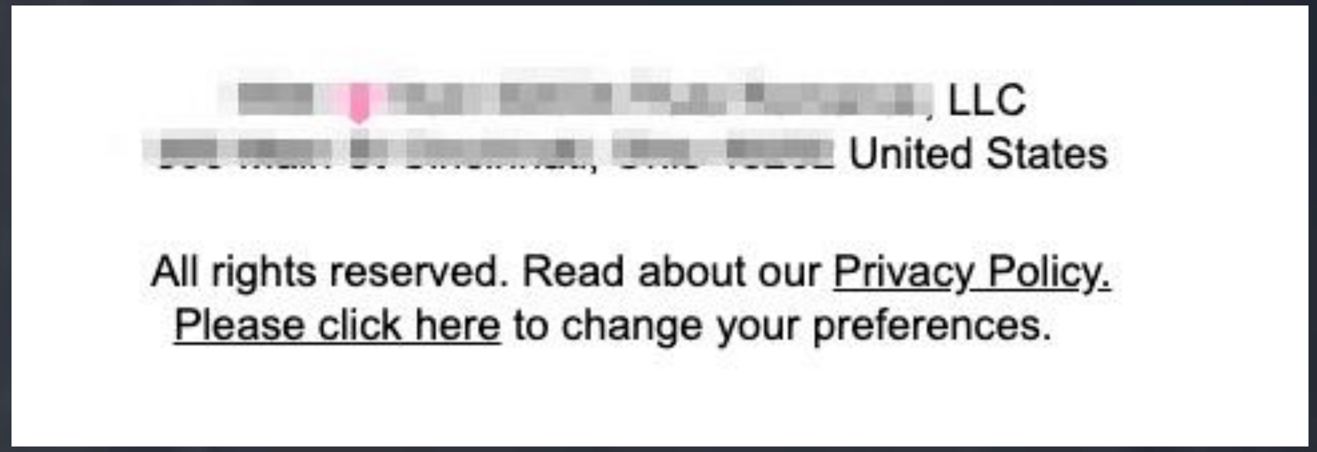
201
212
488
986
9300
2121

WHO IS READY TO LIGHT THIS BAD BOY UP?

HIDE & SEEK

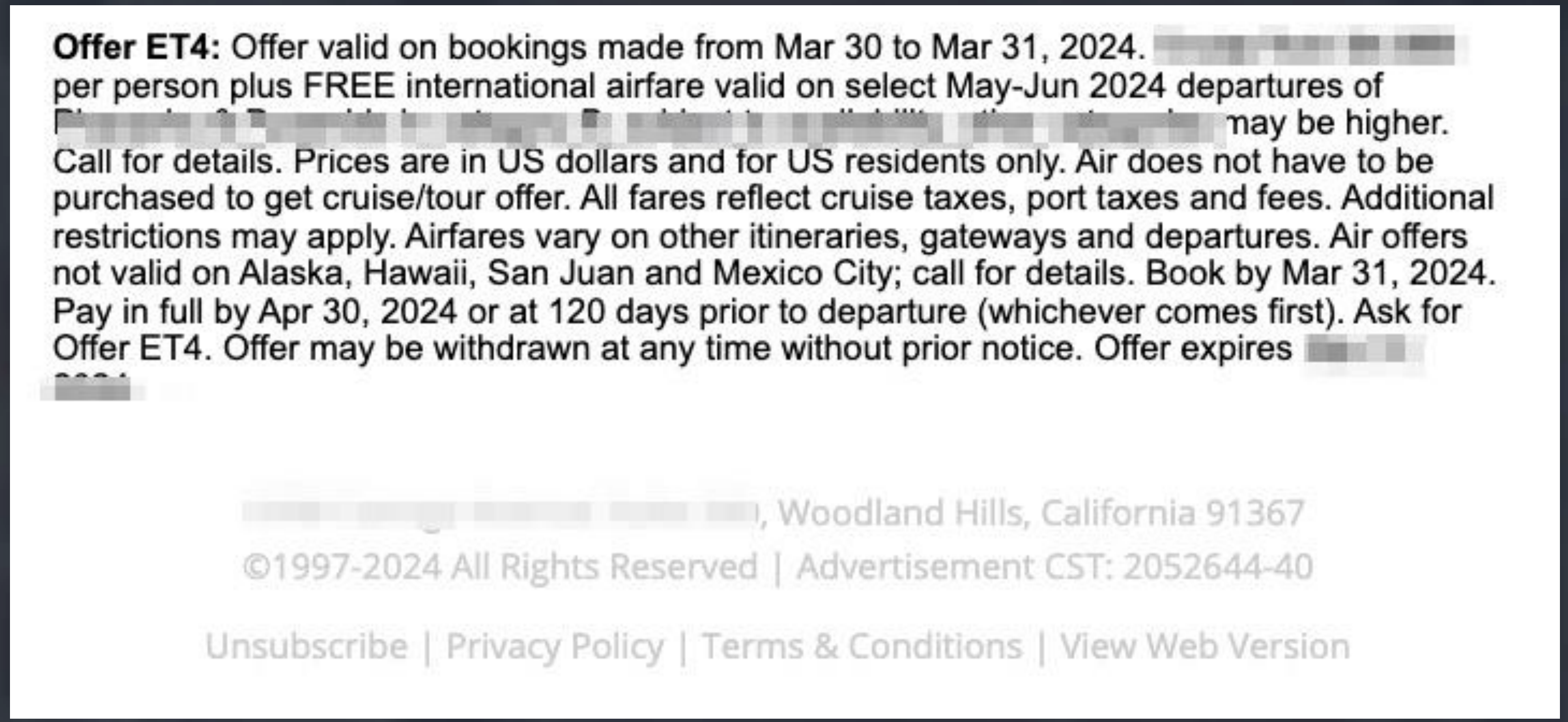
HIDE & SEEK

Truncating/Clipping UNSUBSCRIBE LINK



[redacted], LLC
[redacted] United States

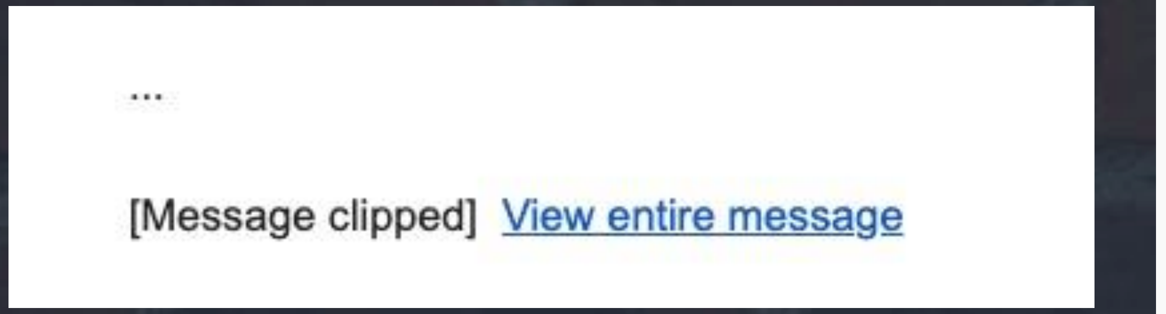
All rights reserved. Read about our Privacy Policy.
Please click here to change your preferences.



Offer ET4: Offer valid on bookings made from Mar 30 to Mar 31, 2024. [redacted] per person plus FREE international airfare valid on select May-Jun 2024 departures of [redacted] may be higher. Call for details. Prices are in US dollars and for US residents only. Air does not have to be purchased to get cruise/tour offer. All fares reflect cruise taxes, port taxes and fees. Additional restrictions may apply. Airfares vary on other itineraries, gateways and departures. Air offers not valid on Alaska, Hawaii, San Juan and Mexico City; call for details. Book by Mar 31, 2024. Pay in full by Apr 30, 2024 or at 120 days prior to departure (whichever comes first). Ask for Offer ET4. Offer may be withdrawn at any time without prior notice. Offer expires [redacted]

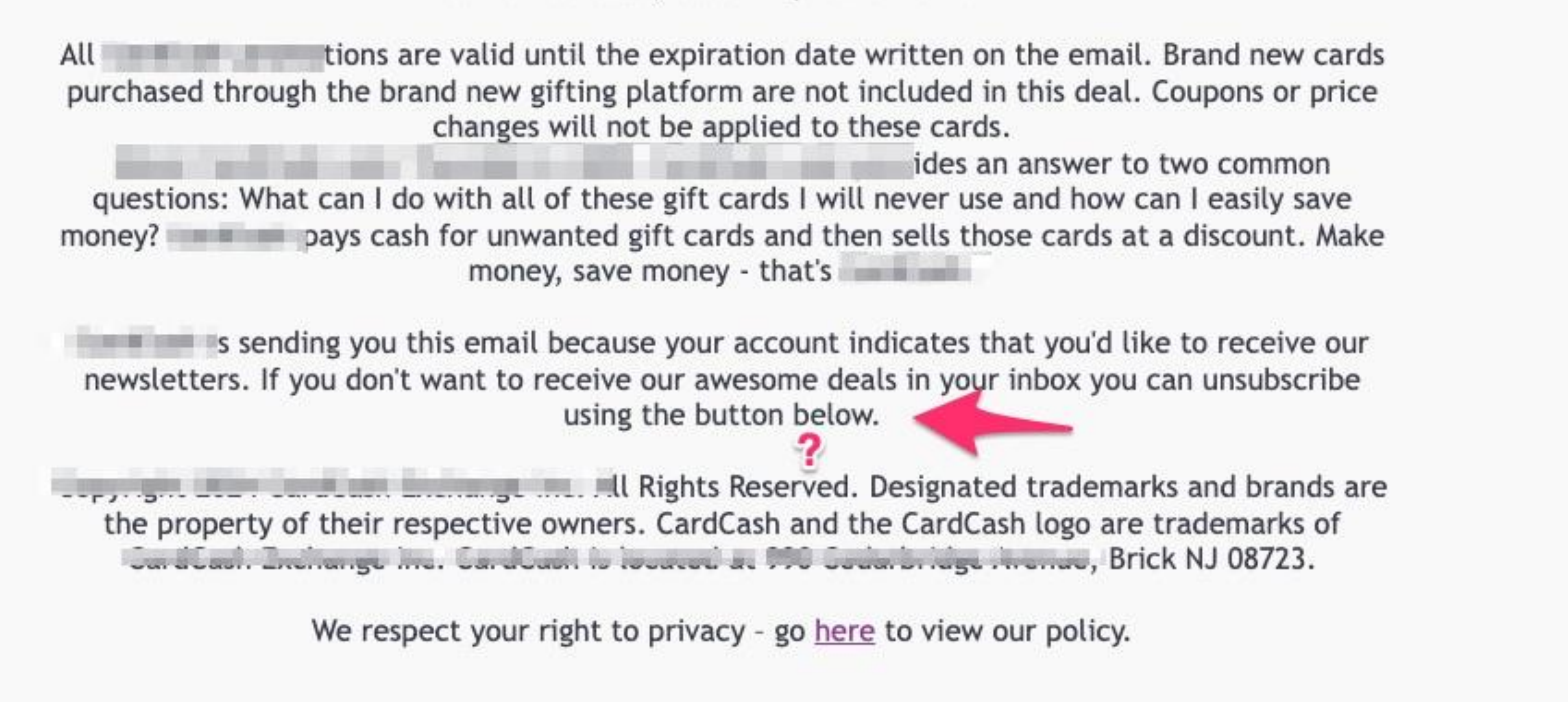
[redacted], Woodland Hills, California 91367
©1997-2024 All Rights Reserved | Advertisement CST: 2052644-40

Unsubscribe | Privacy Policy | Terms & Conditions | View Web Version



...

[Message clipped] View entire message



All [redacted]tions are valid until the expiration date written on the email. Brand new cards purchased through the brand new gifting platform are not included in this deal. Coupons or price changes will not be applied to these cards.

[redacted]ides an answer to two common questions: What can I do with all of these gift cards I will never use and how can I easily save money? [redacted] pays cash for unwanted gift cards and then sells those cards at a discount. Make money, save money - that's [redacted]

[redacted]s sending you this email because your account indicates that you'd like to receive our newsletters. If you don't want to receive our awesome deals in your inbox you can unsubscribe using the button below.

[redacted]ll Rights Reserved. Designated trademarks and brands are the property of their respective owners. CardCash and the CardCash logo are trademarks of [redacted], Brick NJ 08723.

We respect your right to privacy - go here to view our policy.

HIDE & SEEK

SIGN UP PREFERENCE PAGE

THE INVISIBLE BOX

SHADED IN GREY

8 pt font

BURY IT IN REGISTERING

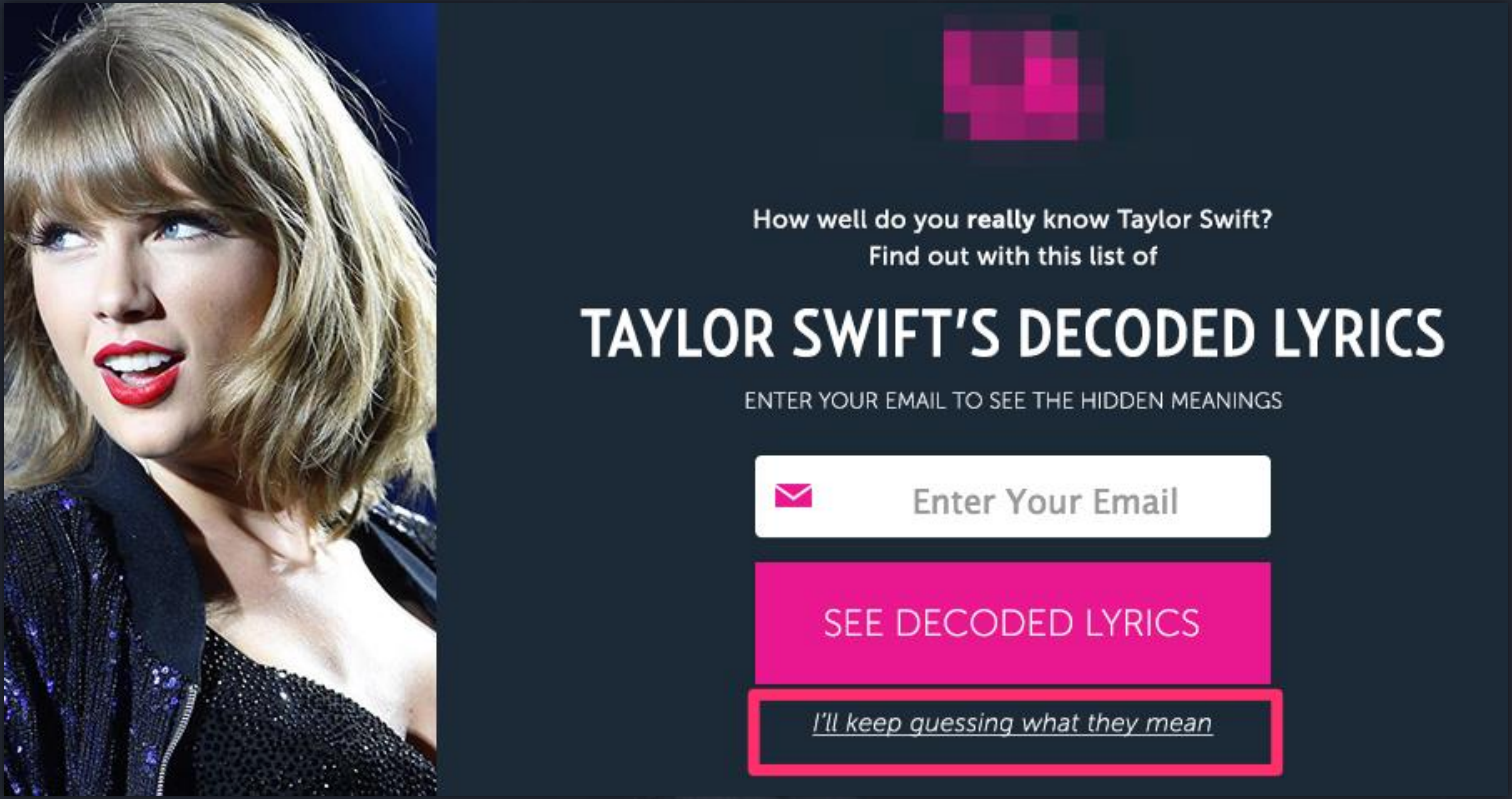
HIDDEN PREFERENCES

BOTTOM OF THE PAGE

iPost

GUILT

GUILT



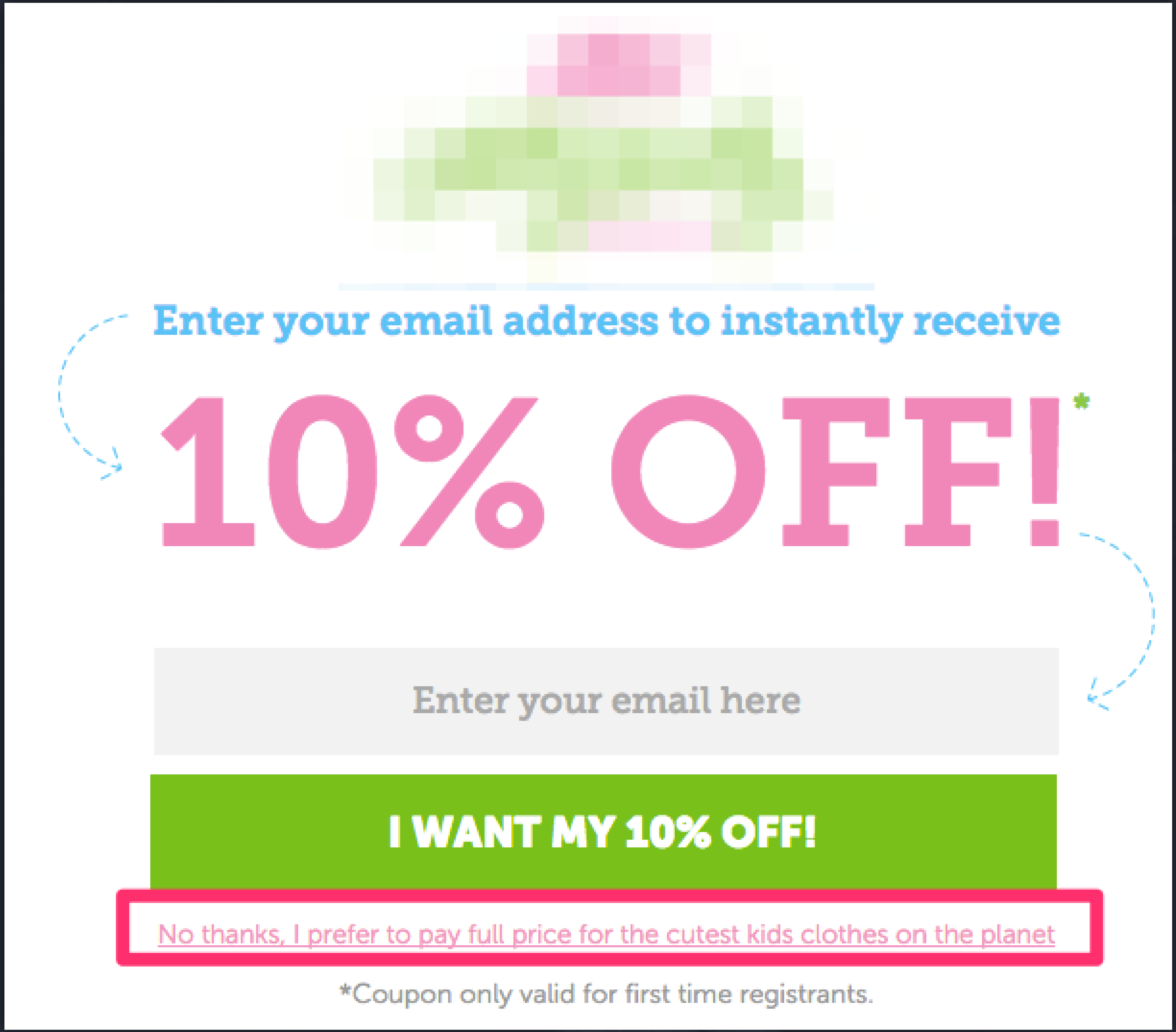
How well do you **really** know Taylor Swift?
Find out with this list of

TAYLOR SWIFT'S DECODED LYRICS

ENTER YOUR EMAIL TO SEE THE HIDDEN MEANINGS

Enter Your Email
SEE DECODED LYRICS
I'll keep guessing what they mean

GUILT



Enter your email address to instantly receive

10% OFF!*

Enter your email here

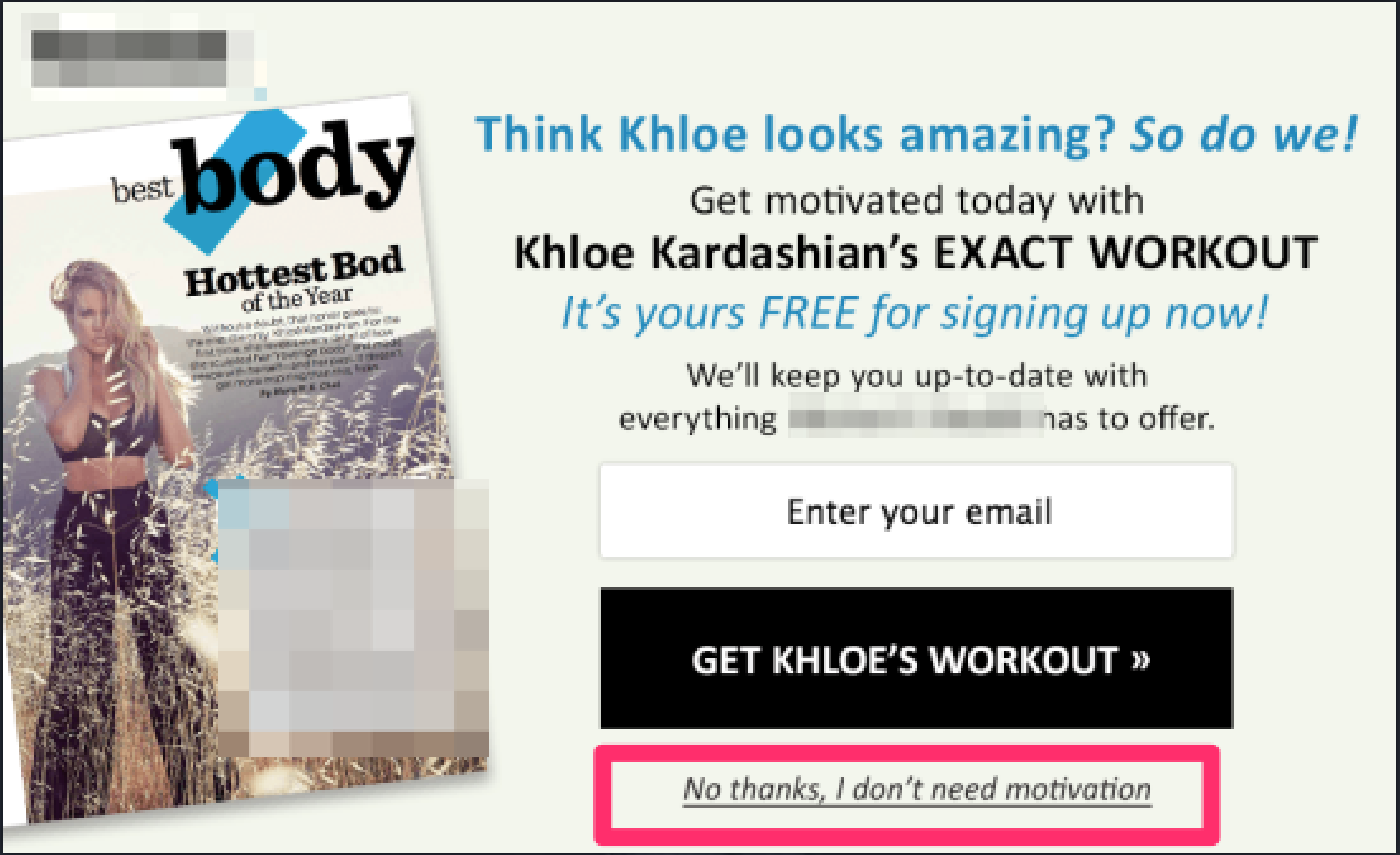
I WANT MY 10% OFF!

No thanks, I prefer to pay full price for the cutest kids clothes on the planet

*Coupon only valid for first time registrants.

iPost

GUILT


best body
Hottest Bod
of the Year

[redacted]

Think Khloe looks amazing? *So do we!*

Get motivated today with

Khloe Kardashian's EXACT WORKOUT

It's yours FREE for signing up now!

We'll keep you up-to-date with everything [redacted] has to offer.

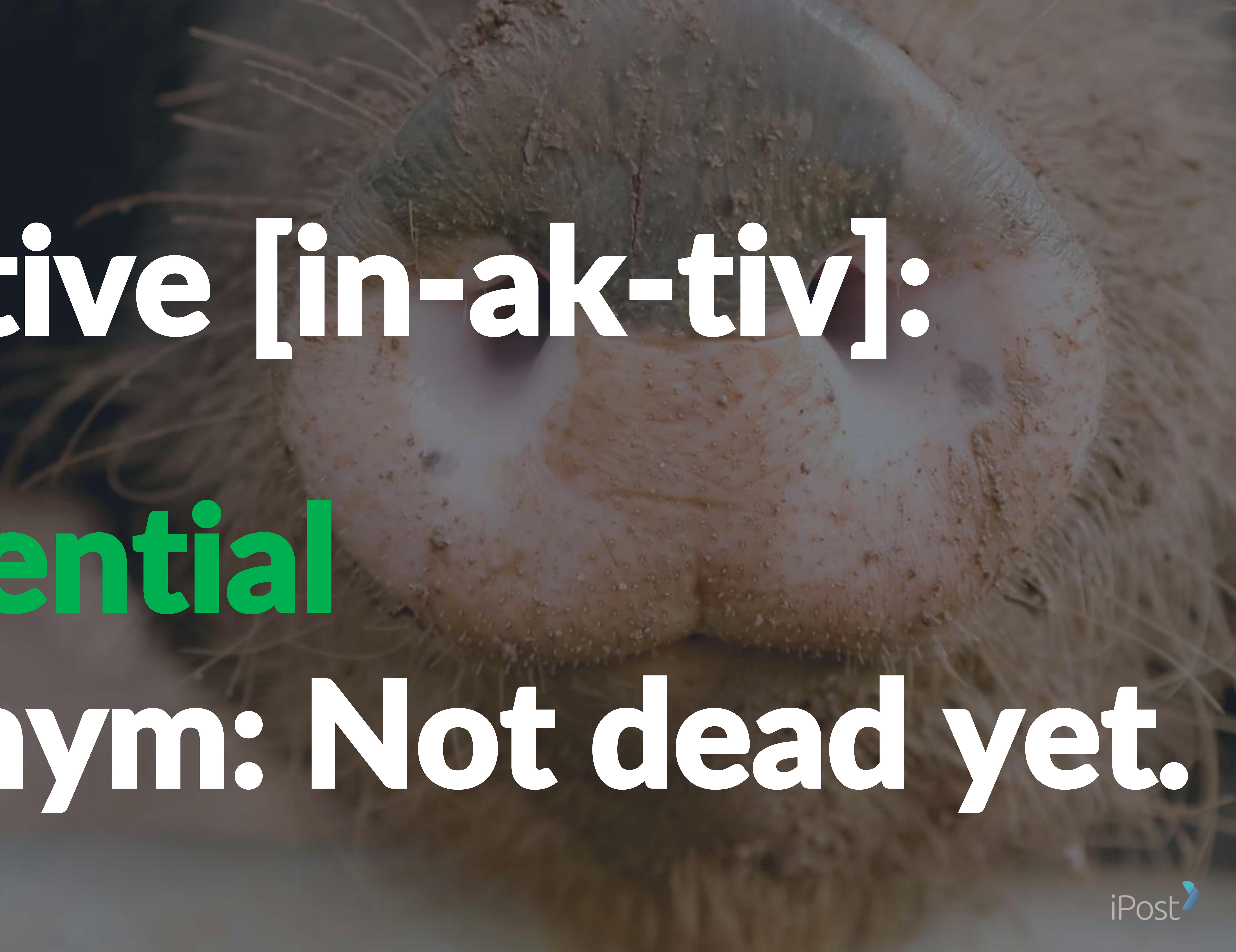
Enter your email
GET KHLOE'S WORKOUT »
No thanks, I don't need motivation

Be A Pig

OINK OINK.

Be A Pig

OINK OINK.



In.ac.tive [in-ak-tiv]:

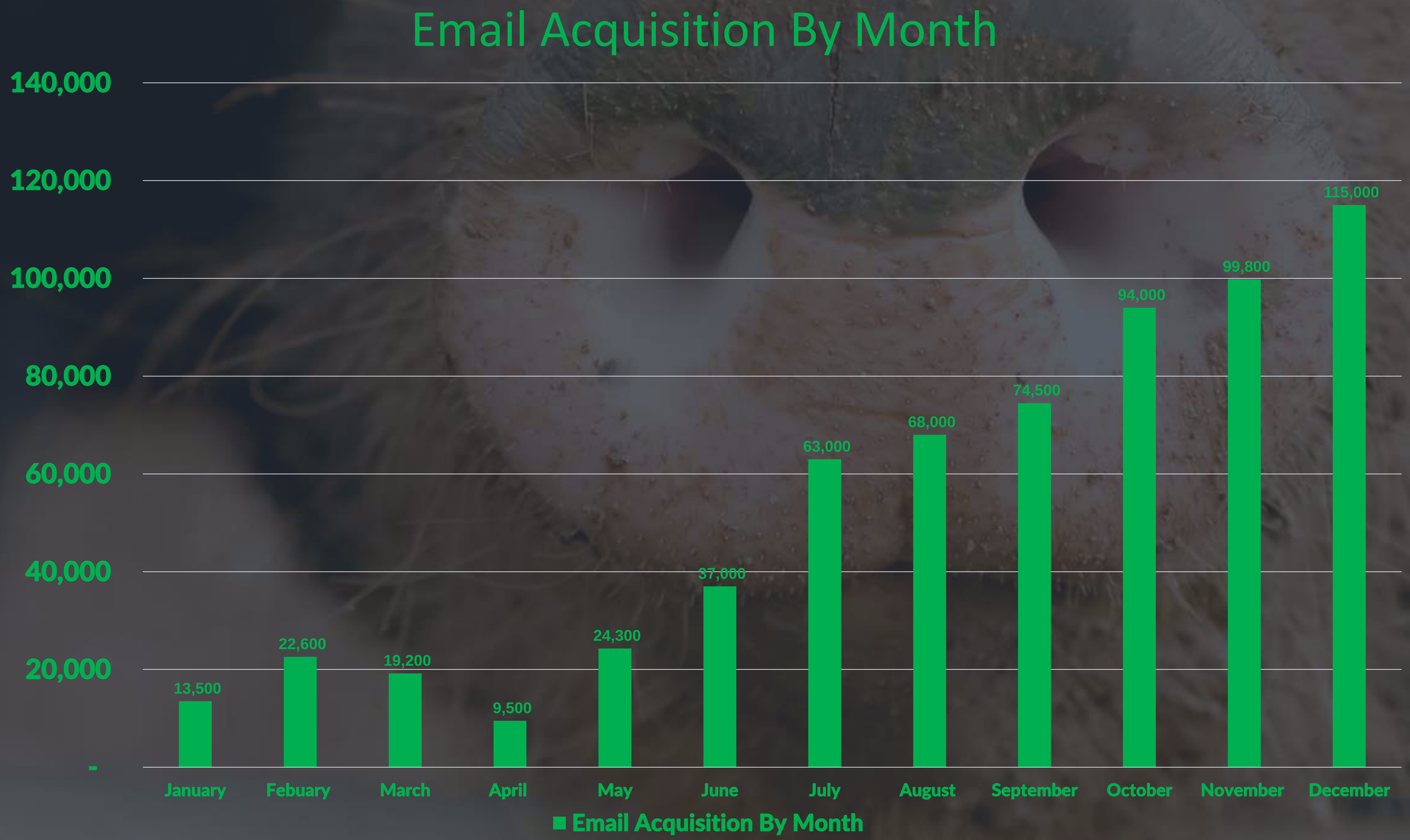
adj.

1.Potential

Antonym: Not dead yet.

Be A Pig

OINK OINK.



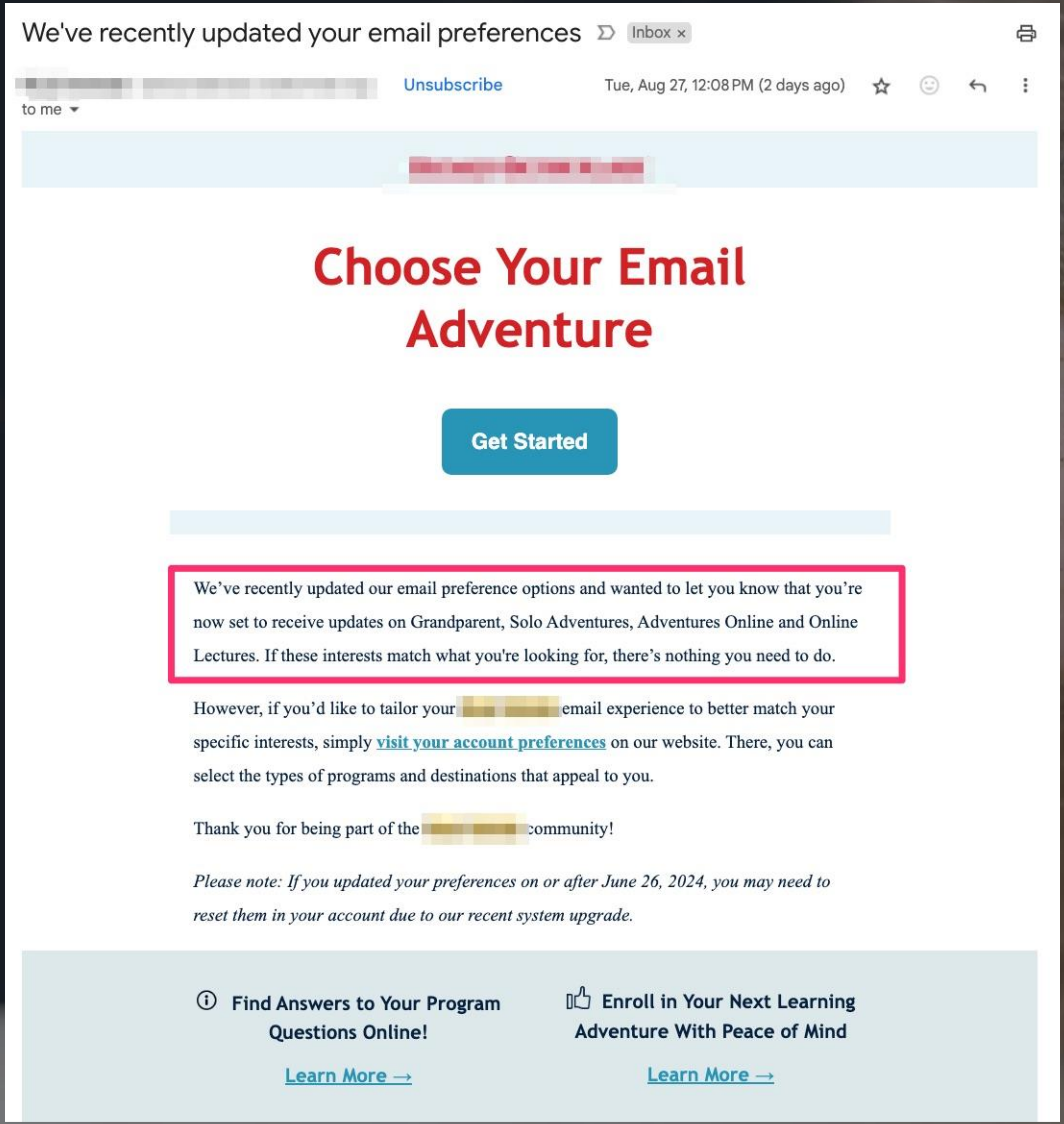
iPost

Be A Pig

OINK OINK.

A$$

UME



We've recently updated your email preferences

[redacted] Unsubscribe Tue, Aug 27, 12:08 PM (2 days ago)

to me

[redacted]

Choose Your Email Adventure

We've recently updated our email preference options and wanted to let you know that you're now set to receive updates on Grandparent, Solo Adventures, Adventures Online and Online Lectures. If these interests match what you're looking for, there's nothing you need to do.

However, if you'd like to tailor your [redacted] email experience to better match your specific interests, simply visit your account preferences on our website. There, you can select the types of programs and destinations that appeal to you.

Thank you for being part of the [redacted] community!

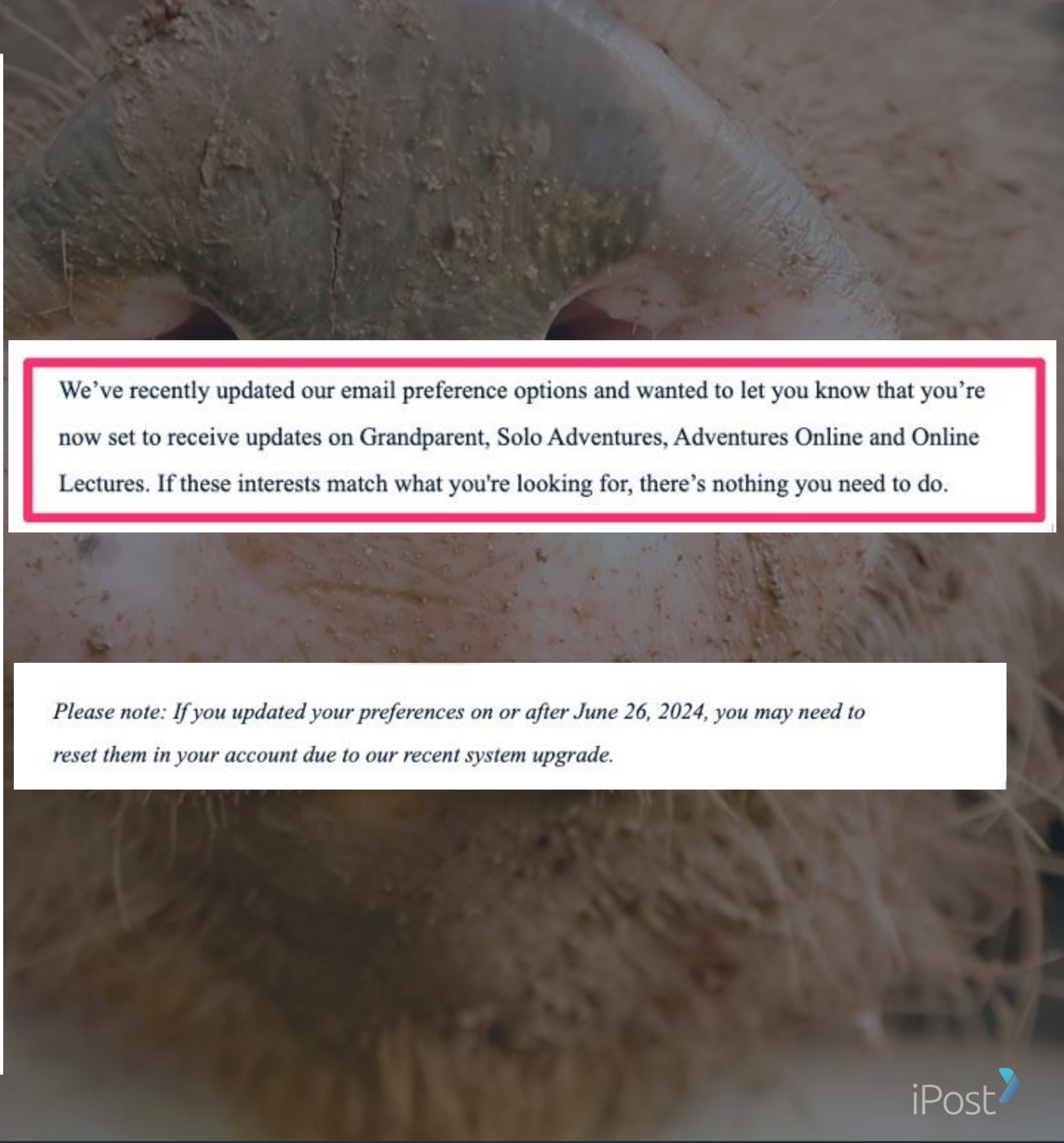
Please note: If you updated your preferences on or after June 26, 2024, you may need to reset them in your account due to our recent system upgrade.

Find Answers to Your Program Questions Online!

Learn More →

Enroll in Your Next Learning Adventure With Peace of Mind

Learn More →

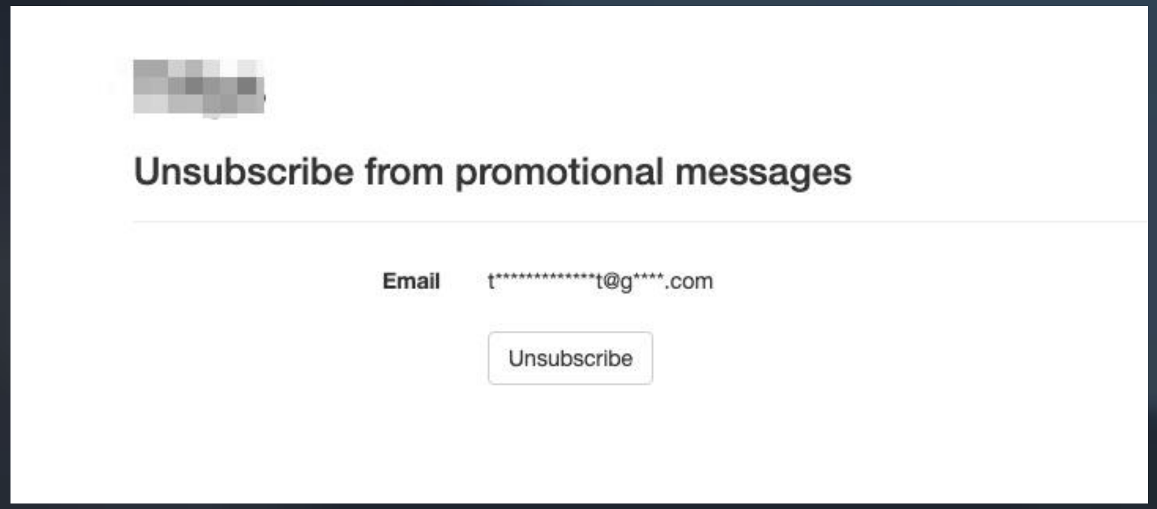


We've recently updated our email preference options and wanted to let you know that you're now set to receive updates on Grandparent, Solo Adventures, Adventures Online and Online Lectures. If these interests match what you're looking for, there's nothing you need to do.

Please note: If you updated your preferences on or after June 26, 2024, you may need to reset them in your account due to our recent system upgrade.

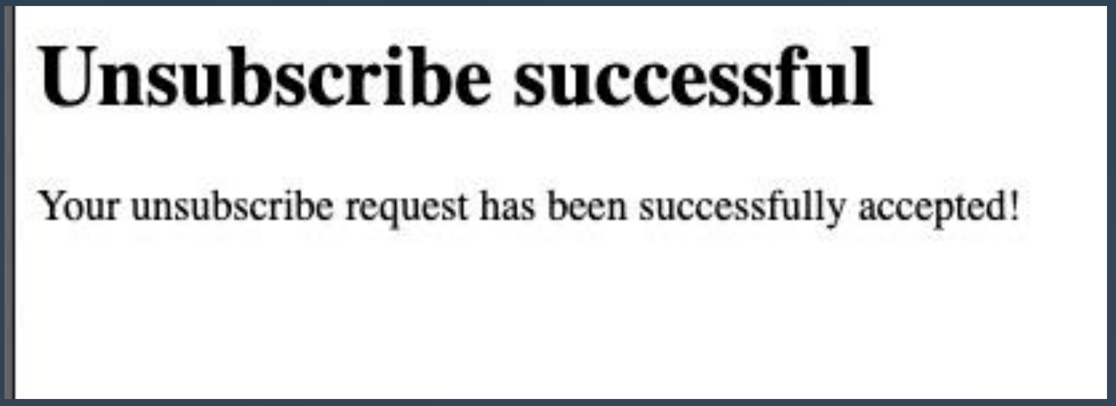
F THE Experience

F’ THE Experience

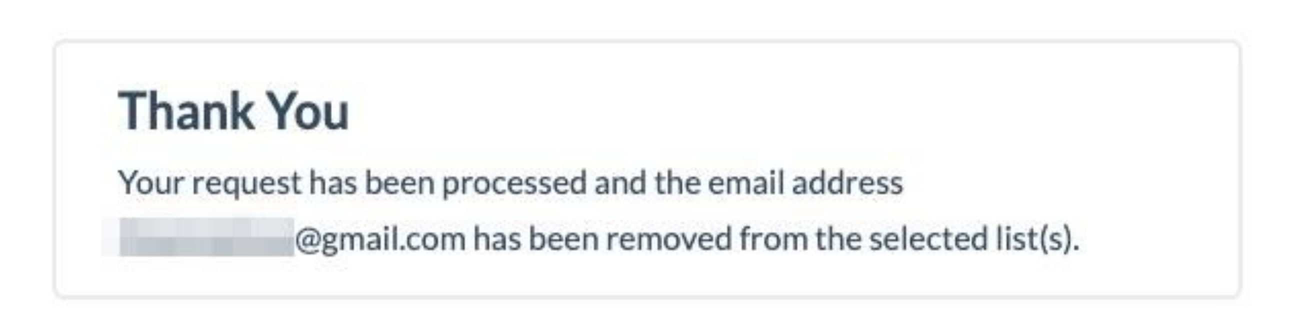

[redacted]

Unsubscribe from promotional messages

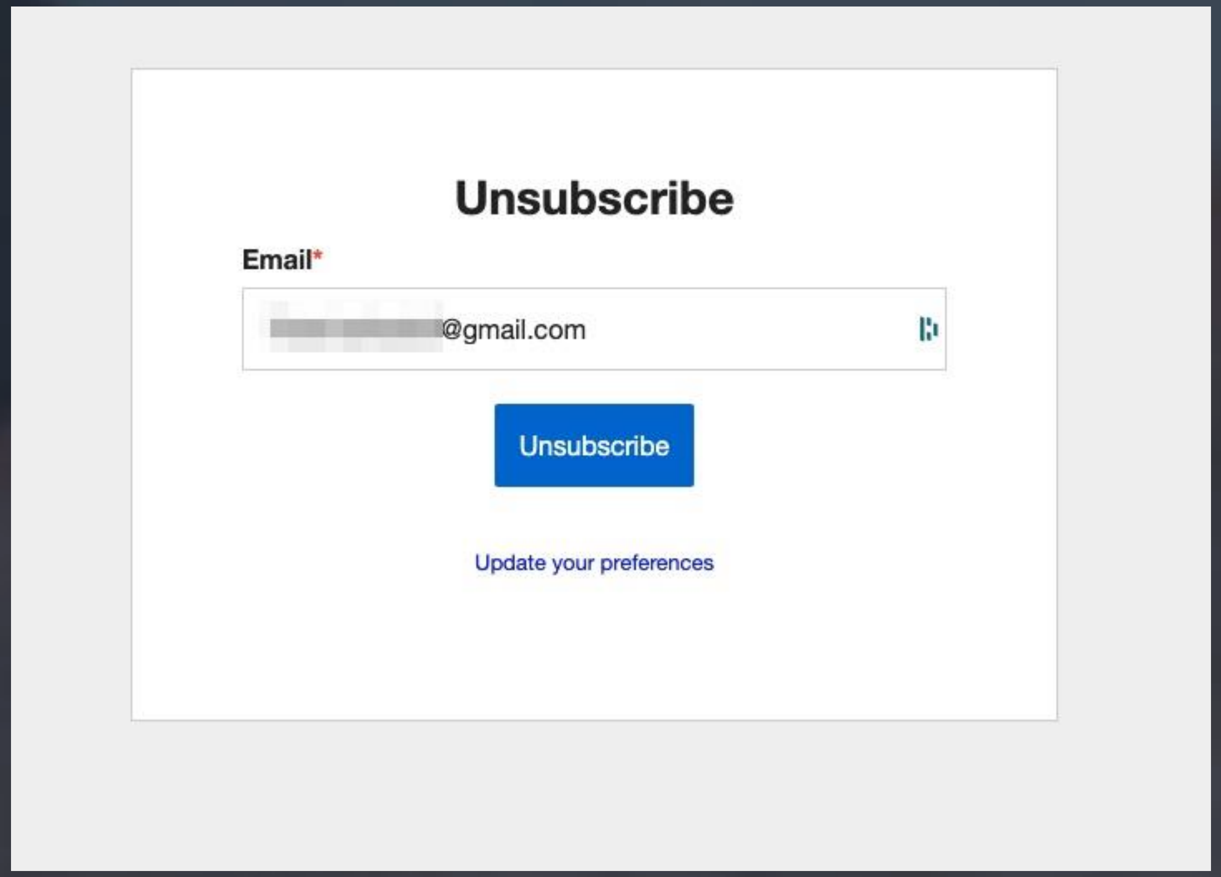
Email t*************t@g****.com


Unsubscribe successful

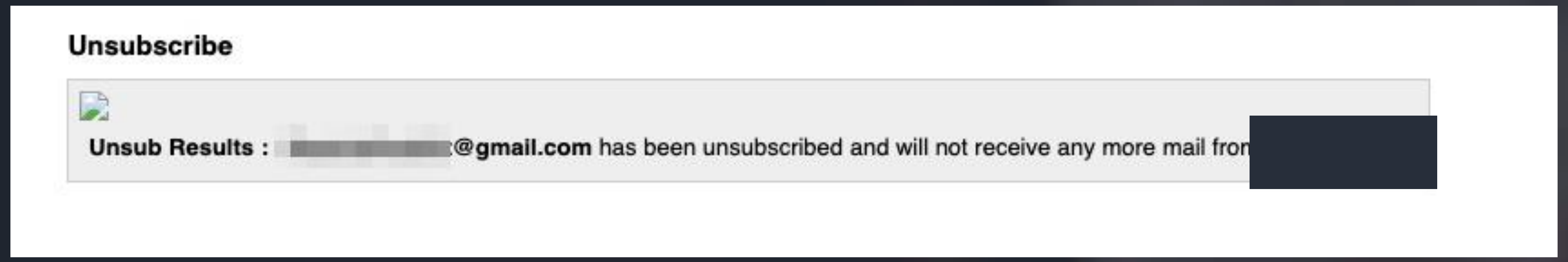
Your unsubscribe request has been successfully accepted!


Thank You

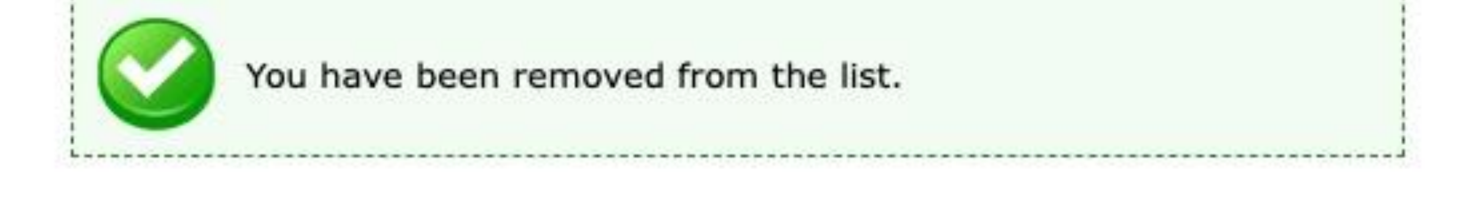
Your request has been processed and the email address [redacted]@gmail.com has been removed from the selected list(s).


Unsubscribe

Email* [redacted]@gmail.com

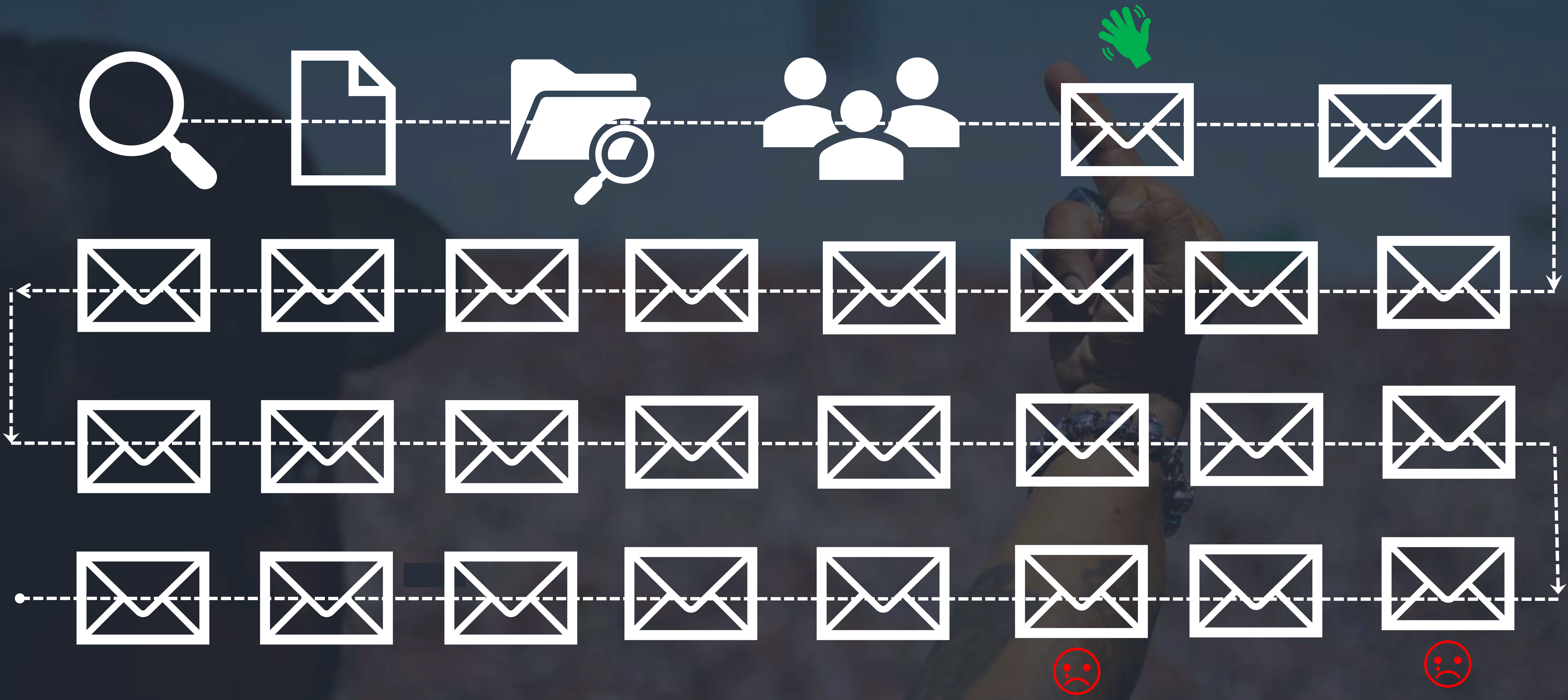

Unsubscribe

Unsub Results : [redacted]@gmail.com has been unsubscribed and will not receive any more mail fro[redacted]


You have been removed from the list.

1. **No** branding
2. Sketch looking page
3. No options
3. Broken images
4. **Zero** personalization
5. No humanization
6. Clinical
7. 0 **F’s** given

F’ THE Experience



iPost

F’ THE Experience

Never surprise.

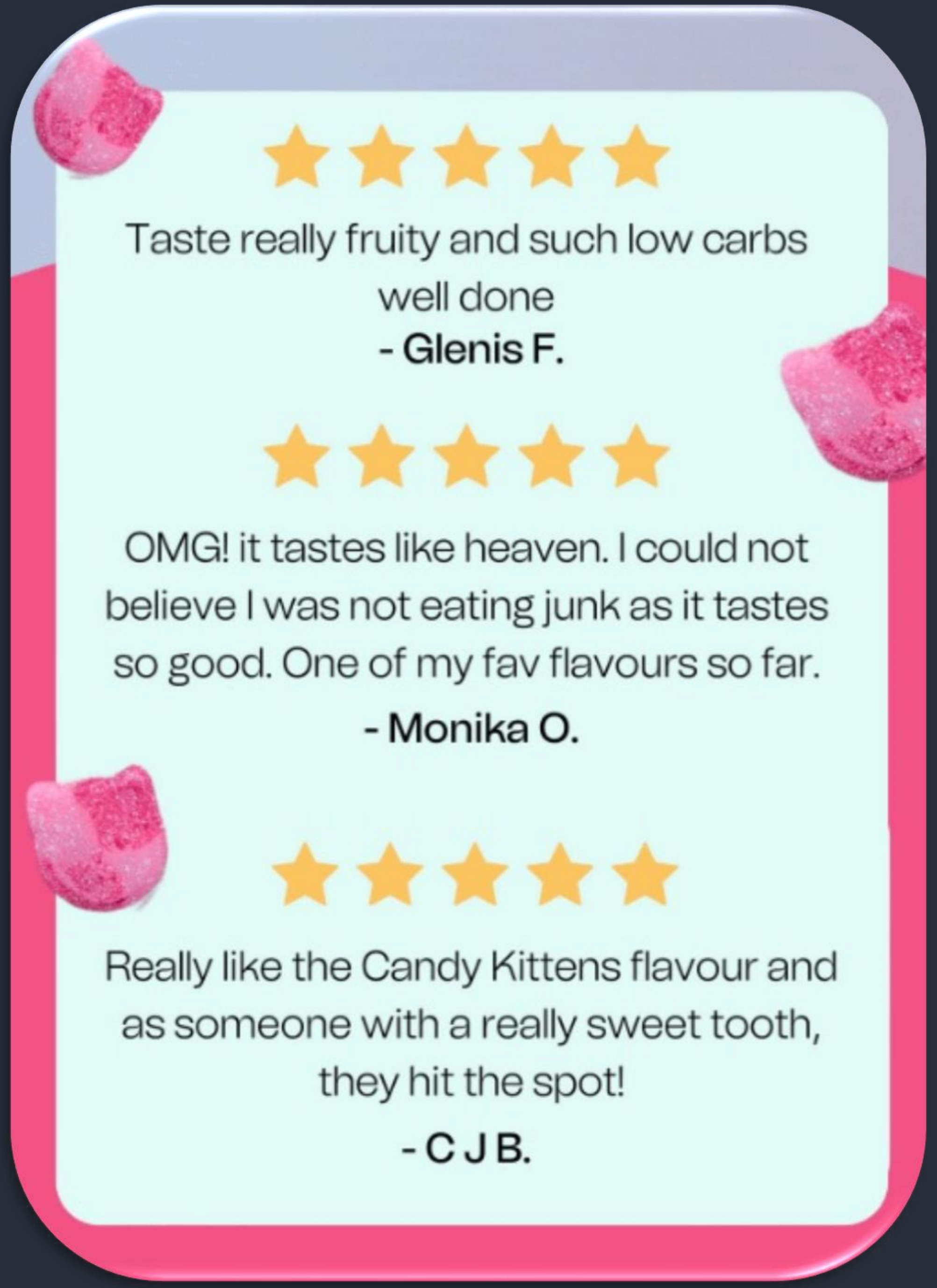
Never Delight.

Treat your best customers like your worst customers

F’ THE Experience

SEND A *“WE MISS YOU”* EMAIL WITH A SAD IMAGE AND A LAME OFFER.

F’ THE Experience



★★★★★

Taste really fruity and such low carbs well done

- Glenis F.

★★★★★

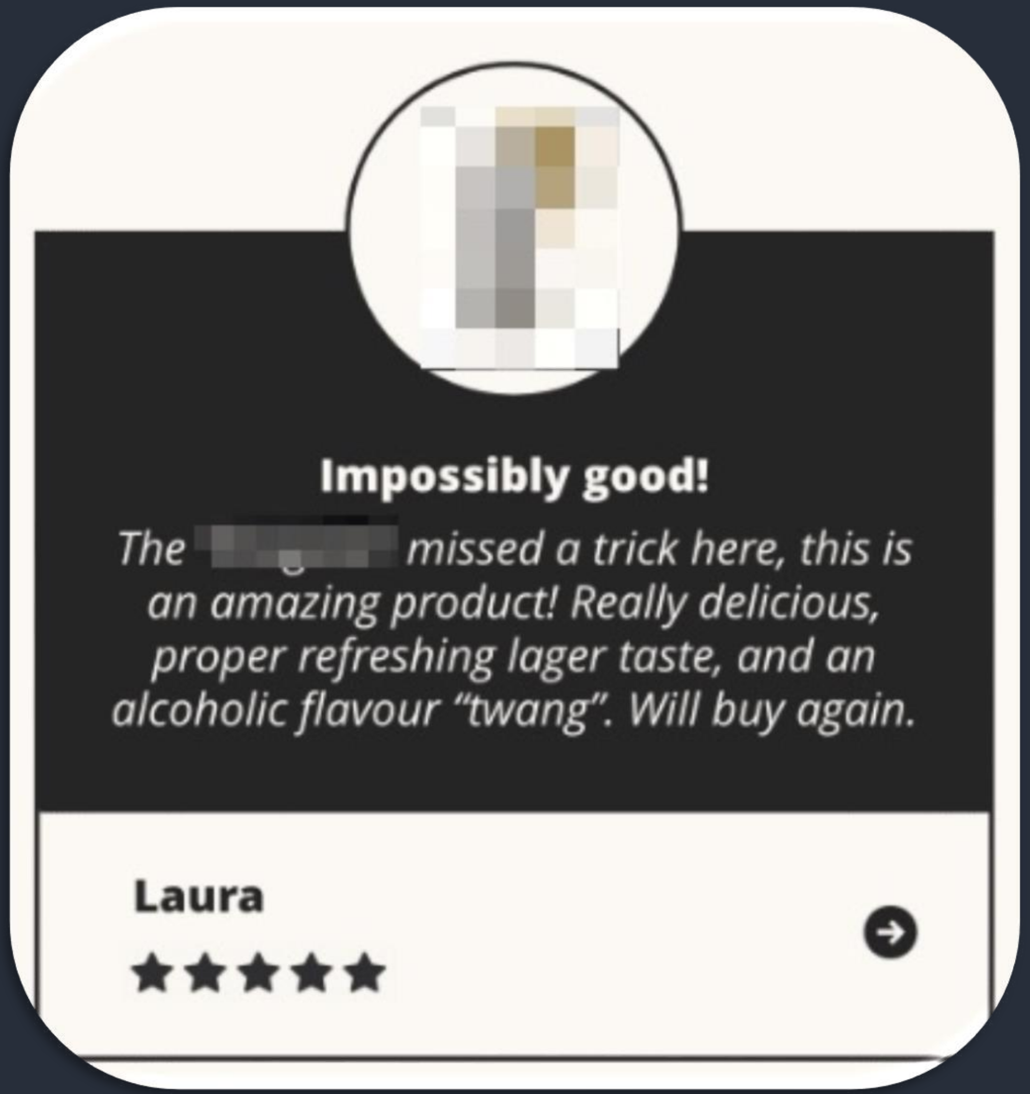
OMG! it tastes like heaven. I could not believe I was not eating junk as it tastes so good. One of my fav flavours so far.

- Monika O.

★★★★★

Really like the Candy Kittens flavour and as someone with a really sweet tooth, they hit the spot!

- C J B.

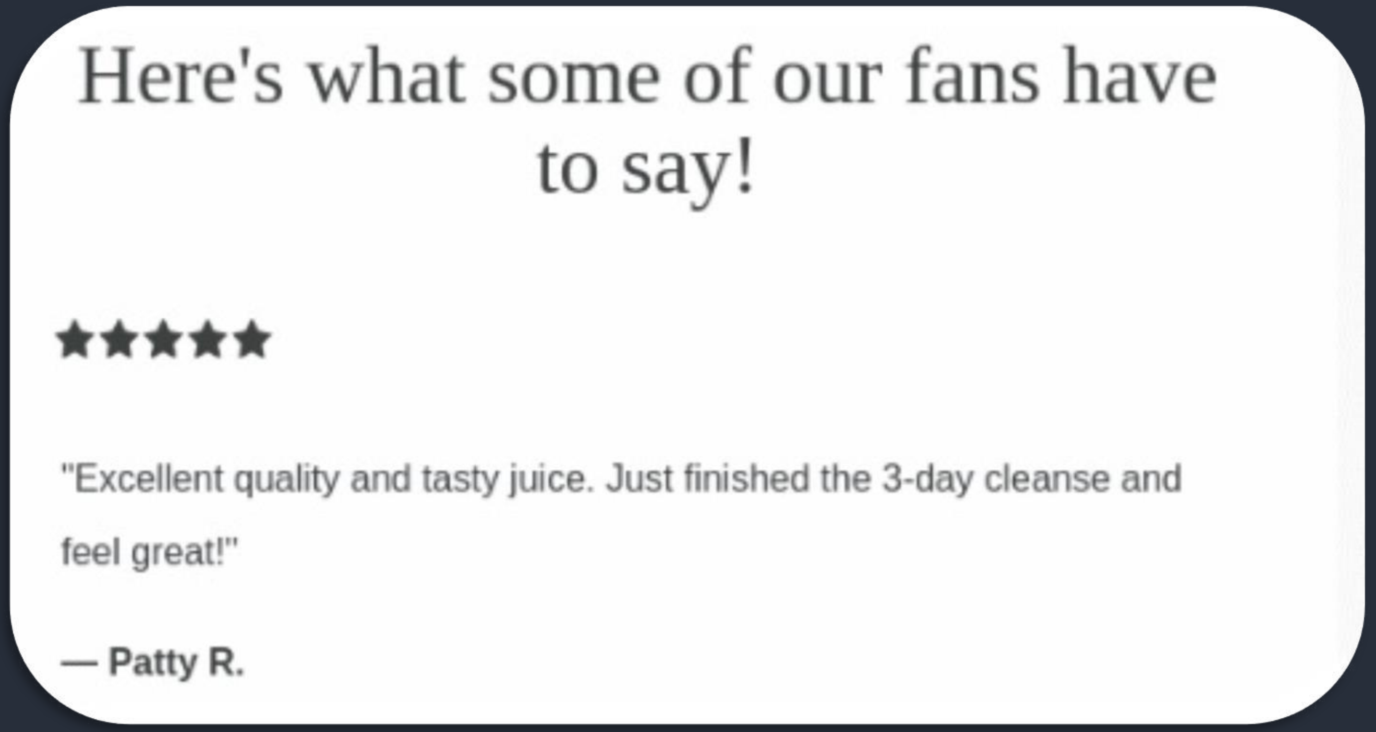


Impossibly good!

The [redacted] missed a trick here, this is an amazing product! Really delicious, proper refreshing lager taste, and an alcoholic flavour “twang”. Will buy again.

Laura

★★★★★

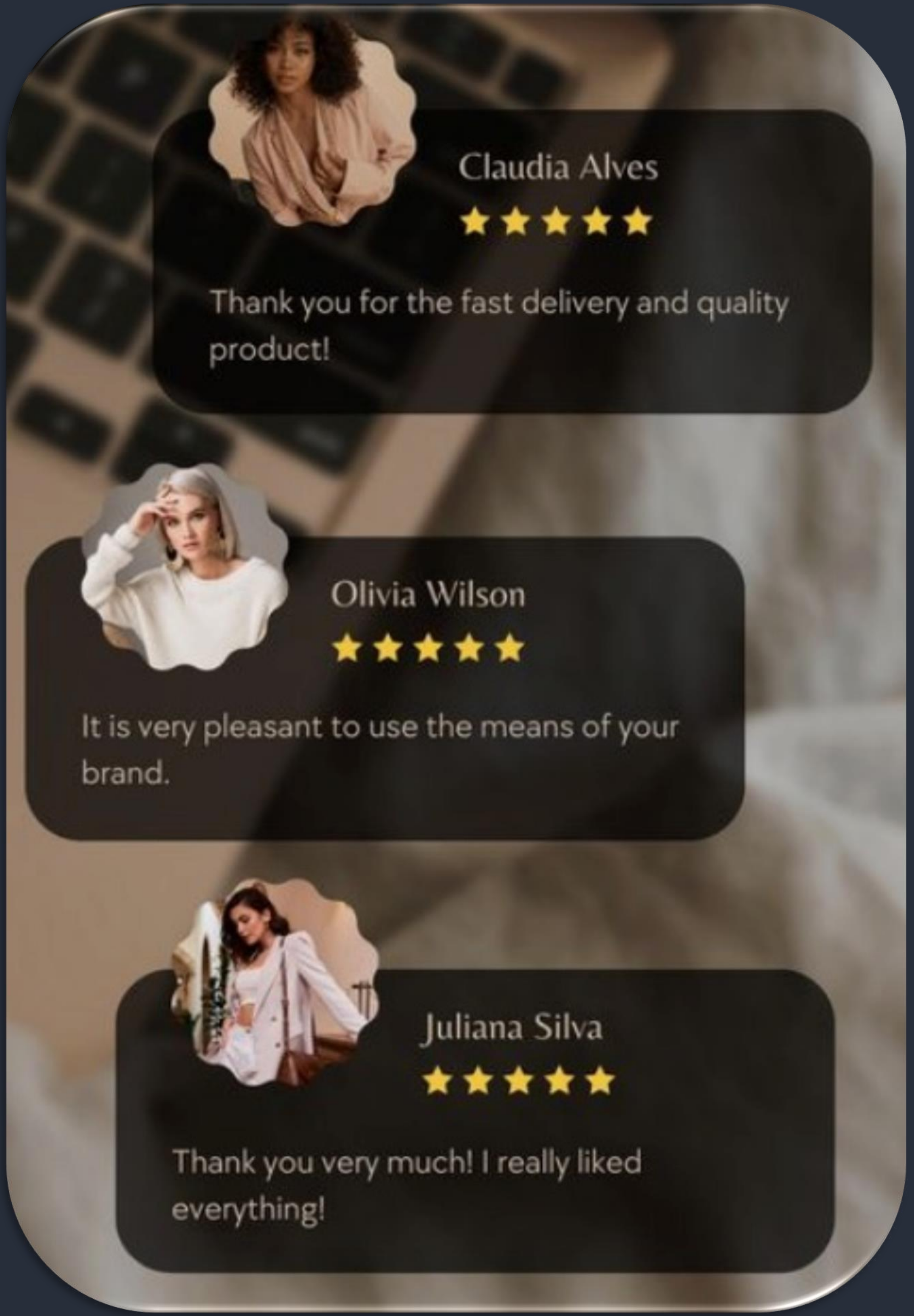


Here's what some of our fans have to say!

★★★★★

"Excellent quality and tasty juice. Just finished the 3-day cleanse and feel great!"

— **Patty R.**



Claudia Alves

★★★★★

Thank you for the fast delivery and quality product!

Olivia Wilson

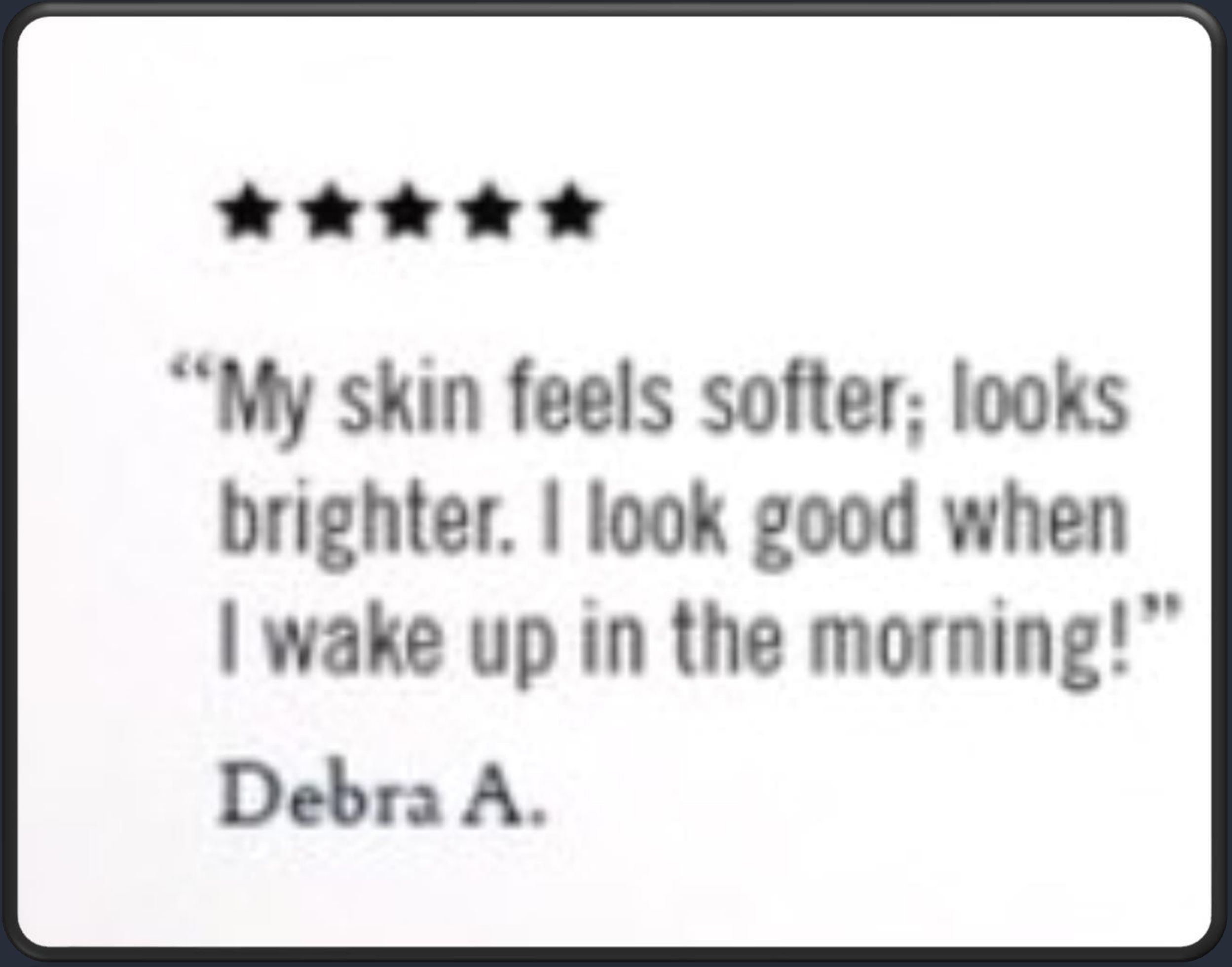
★★★★★

It is very pleasant to use the means of your brand.

Juliana Silva

★★★★★

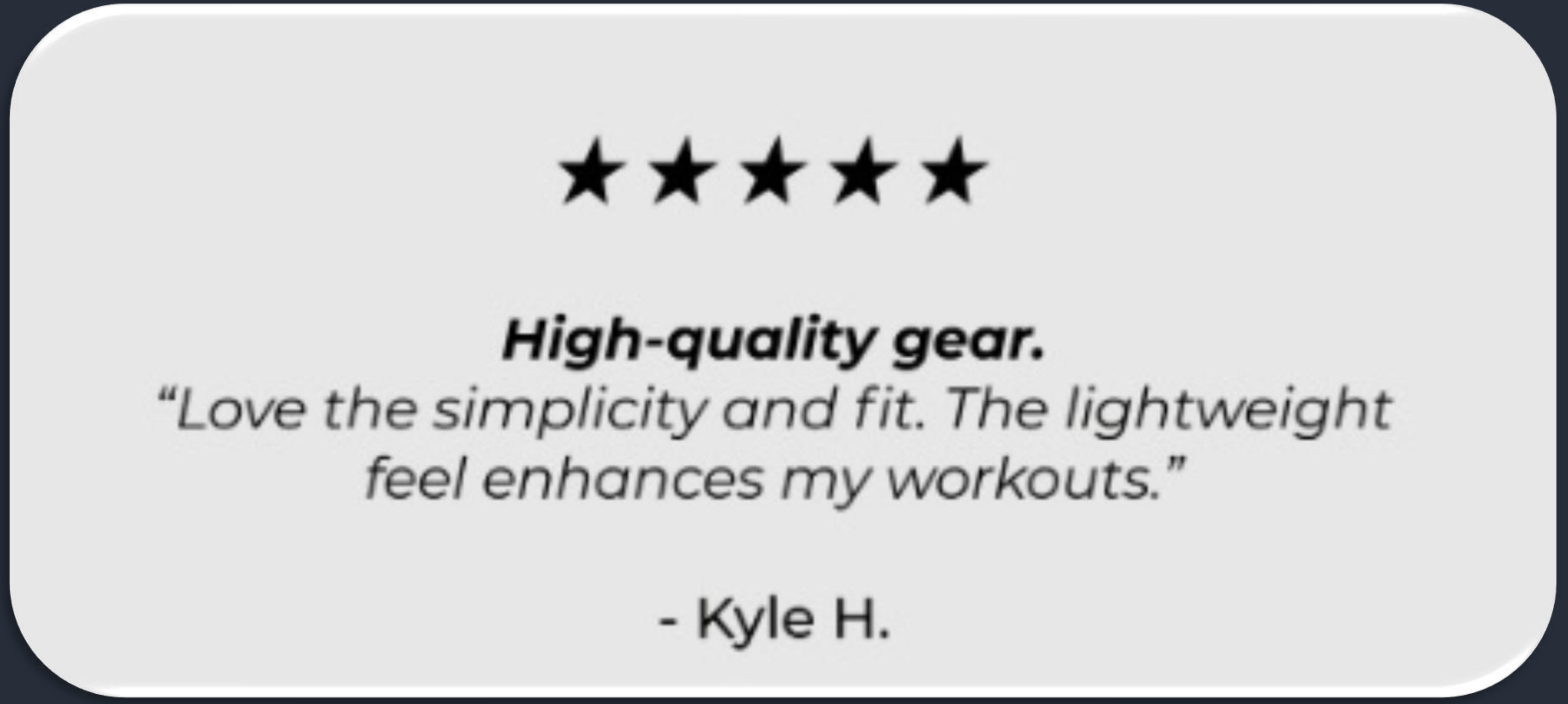
Thank you very much! I really liked everything!



★★★★★

“My skin feels softer; looks brighter. I look good when I wake up in the morning!”

Debra A.



★★★★★

High-quality gear.

“Love the simplicity and fit. The lightweight feel enhances my workouts.”

- Kyle H.

get Dirty

Get Dirty

NEVER CLEAN YOUR EMAIL DATA

Get Dirty

“Please allow up to 10 days to process……

”YOU” – The Email Marketer

CCPA

Benchmarks

RPE

CPM

CDPs

Attribution

ROI

CO-REG

GDPR

$$

CASL

TABS IN MAC MAIL

CTOR

Bounce Rate

TESTING CALENDER

CTR

ANALYTICS

STO

A/B

BIMI

RFP

SPAM Folder

Blocklists

Cross Channel

List Growth

PERSONALIZATION

RPEC

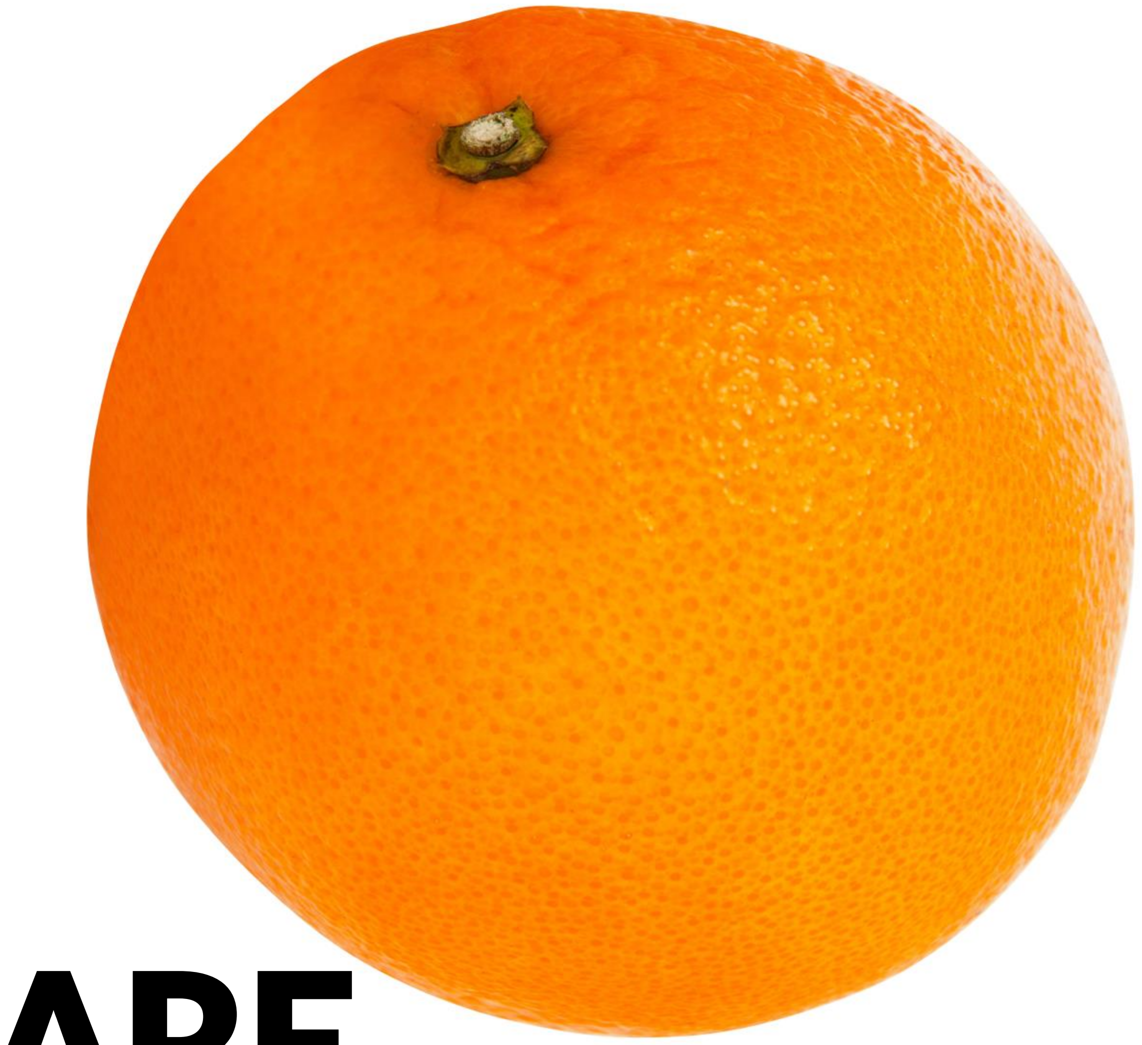
iPost

ALWAYS

WORRY

ABOUT

HOW



YOU

COMPARE

TO

OTHERS

OPEN RATES

LAST CLICK ATTRIBUTION

Don’t talk about **tests**, baby!!!

Not a care in the world as you wait to switch ESPs next year.

✉

akordek@ipost.com

in

/andrewkordek

</>

ipost.com

☎

847-807-9848