Virginia Marsh

Elevate your email marketing with data-driven insights

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Email the Pac-Man of ROI—gobbling up every dollar you spend and delivering huge returns

We will cover today…

★ **Pac-Man (Email ROI)**

★ **Inky (Personalization & Segmentation)**

★ **Blinky (AI and Automation)**

★ **Pinky (Behavioral Data)**

★ **Clyde (Email vs. Other Channels)**

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Email is the Mullet of Marketing:

Party in the Front, Data in the Back

> *Flashy up front, but behind the scenes, data is doing all the heavy lifting…*

Key Stats:

★ **$42 ROI for every $1 spent** on email marketing

★ **59% of consumers** say marketing emails influence their purchase decisions

★ **20% Increase in overall engagement**

★ **50% of companies** feel they can increase interaction through email by improving personalization

PARTY IN THE FRONT.

DATA IN THE BACK
$42 ROI

Data & Segmentation: The Backbone of Email Success:

Target smarter, engage deeper—unlock the full potential of your email campaigns

Key Stats:

★ **Segmented campaigns generate 760% more revenue**

★ **Personalized emails deliver 6x higher transaction rates**

★ **Dynamic segmentation increases click-through rates by 30%**

★ **36% of users unsubscribe from poorly segmented emails**

AI + Data = Hyper-Personalization that Drives Results

AI isn't just your DeLorean—it's your flux capacitor! Powered by the fuel of **data,** *AI takes email personalization to the future*

Key Stats:

★ **AI-powered emails deliver 320% more revenue**

★ **AI increases open rates by 26%** by predicting optimal send times

★ *Dynamic segmentation with AI* improves conversion rates by **15-20%** by adapting messaging in real-time

★ *AI-driven send time optimization* increases engagement by **40%**


Great Scott!! AI & Email personalization have hit 88MPH

Email – The Glue Holding Multi-Channel Strategies Together

Social media may get all the likes, but it's email that drives the conversions

Key Stats:

★ **60% of consumers** prefer consistent messaging across channels

★ **Brands that integrate email with other channels** see a **30% increase in customer retention**
  ○ **Triggered email campaigns can result in up to 760% more revenue** compared to traditional campaigns
  ○ **Email drives 40% more conversions** than social media
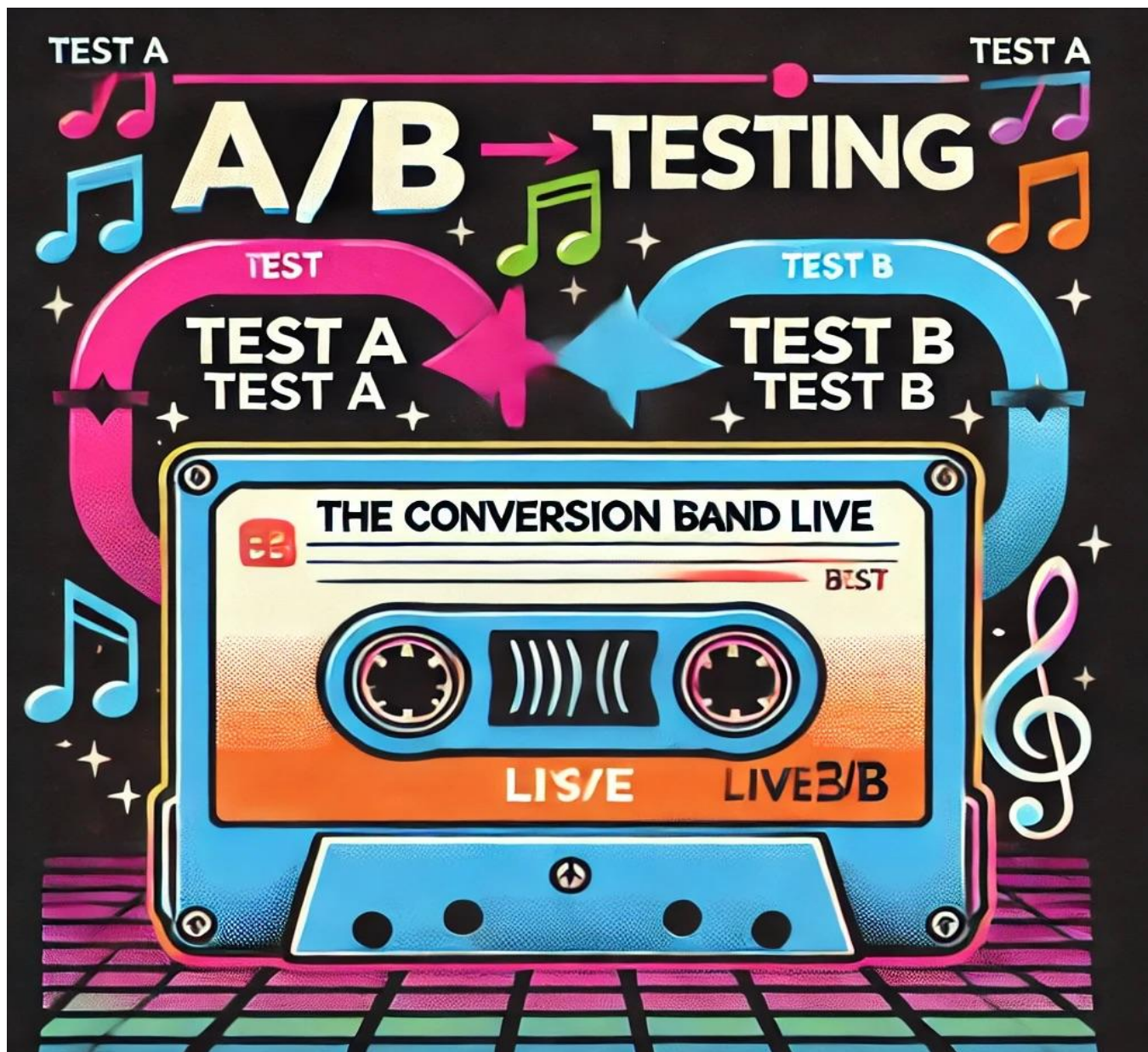
Because Guessing Doesn't Work

A/B testing is your best friend—it's like picking the perfect song for your 80s mixtape

Key Stats:

★ A/B testing subject lines leads to **49% better open rates**

★ **Automated A/B testing** improves engagement by **12%**

★ Testing different send times can boost open rates by **22%**

★ **Automated A/B tests** lead to **70.5% higher open rates** compared to manual campaigns

So What – Why Does This Matter?

**email is still the best way to reach your audience and drive conversions**

Key Stats:

★ **Email Delivers $42 ROI for Every $1 Spent**

★ **Personalized Emails See 6x Higher Transaction Rates**

★ **Behavior-Driven Emails Have a 70% Higher Conversion Rate**

★ **Consumers Expect Emails to be Relevant—Irrelevant Emails Lead to Unsubscribes for 56% of Users**

Now What?

It's Time to Put Data and AI to Work—Unlock Higher Open Rates, Better Engagement, and Real Results

★ **Personalize your emails like a mixtape**

★ **Let AI be your synthesizer**

★ **Keep channels in harmony**

★ **A/B test likes it's 1985**

★ **Don't forget about mobile**
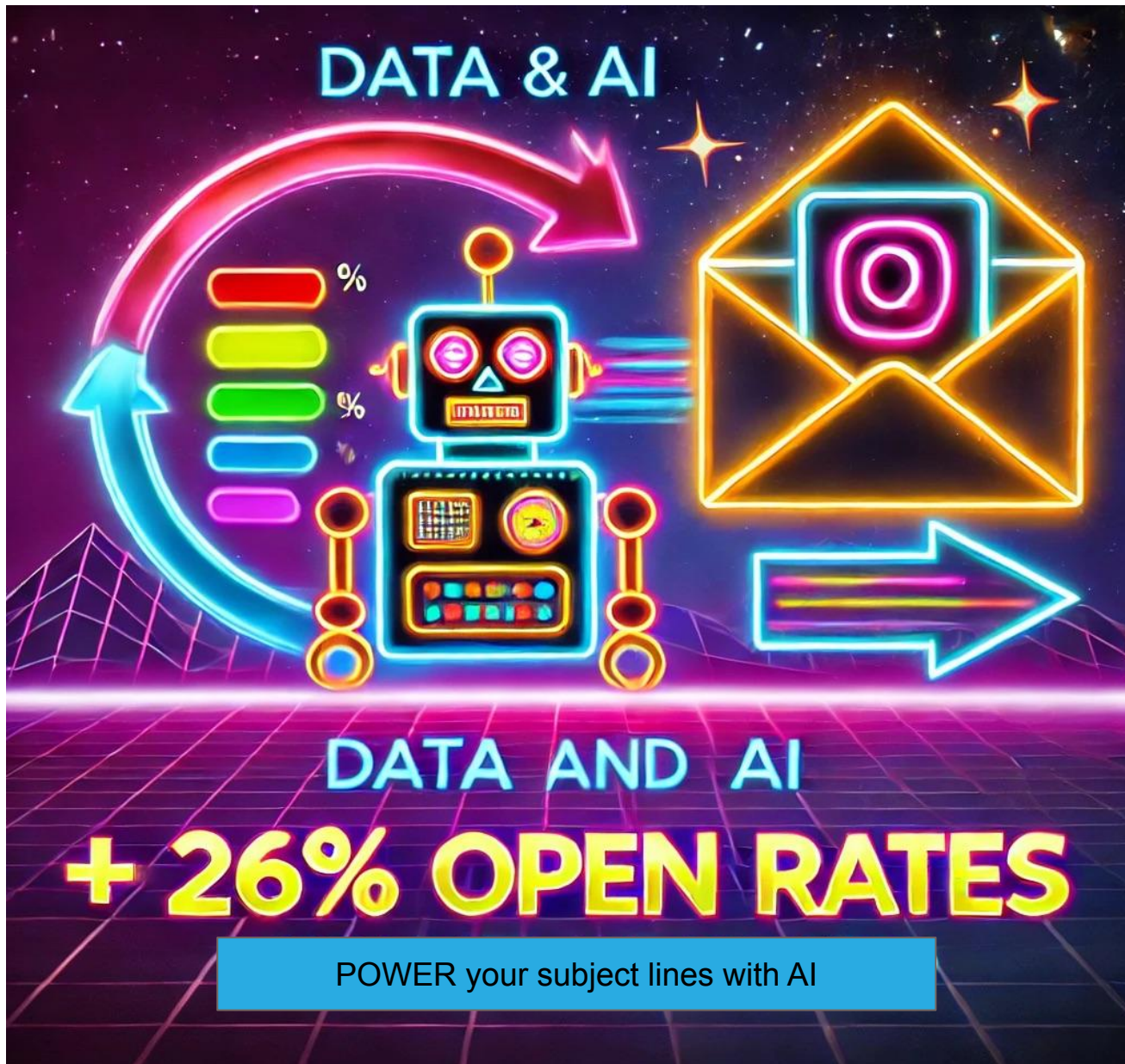
★ **Data and AI** are game-changers

★ **Email** isn't just a communication tool anymore

★ **The future of email marketing** lies in combining creativity with cutting-edge technology.

★ **Remember, every email is an opportunity**

Thank You

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