



emma

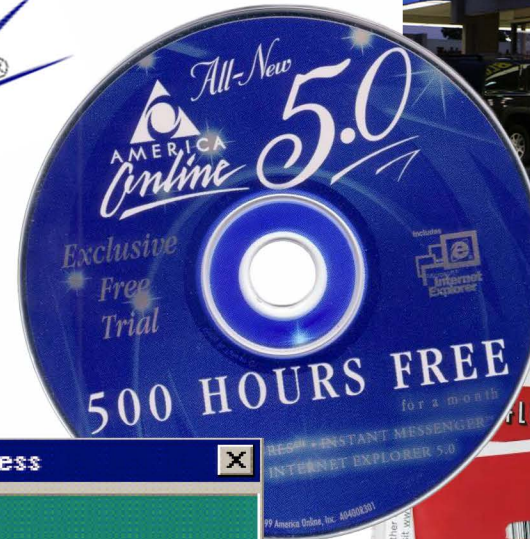
You've Got Email

Why the Inbox Still Rules

MIKE GORDON
CHIEF EXECUTIVE OFFICER

REWIND

Let's rewind
to the '90s



TIMELINE



1971
First email
ARPANET

1993
AOL

1999
Permission-based email marketing
Seth Godin

2002
Mobile email
BlackBerry

2018
GDPR

2022
ChatGPT

Email persists

361

billion emails
sent/received
every day



THE RADICATI GROUP, INC.
A TECHNOLOGY MARKET RESEARCH FIRM

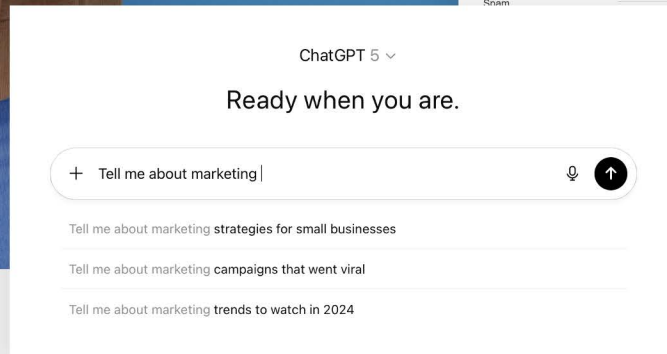
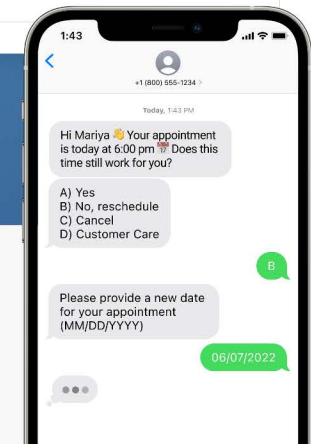
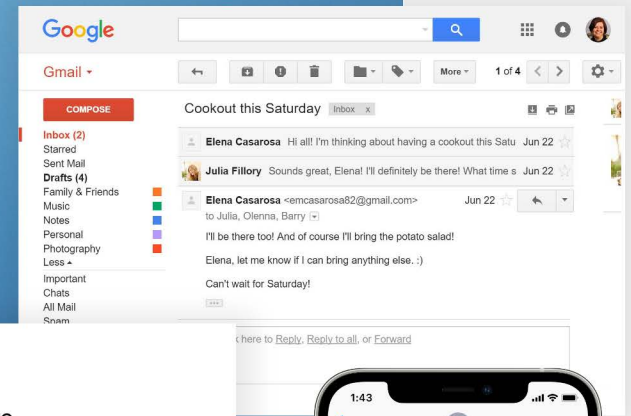
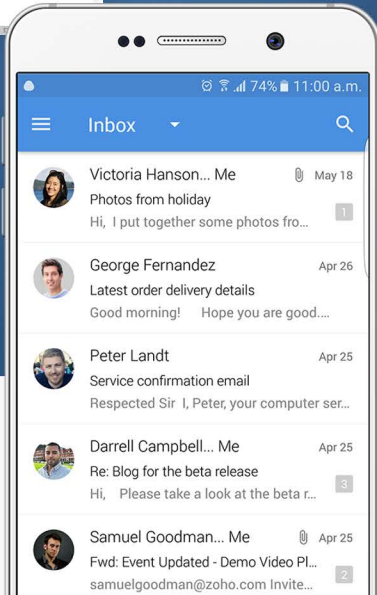
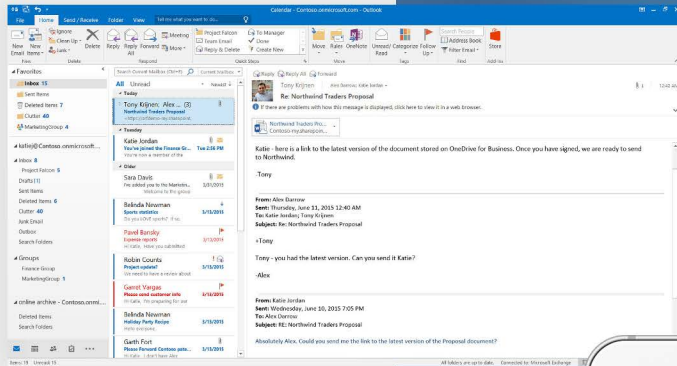
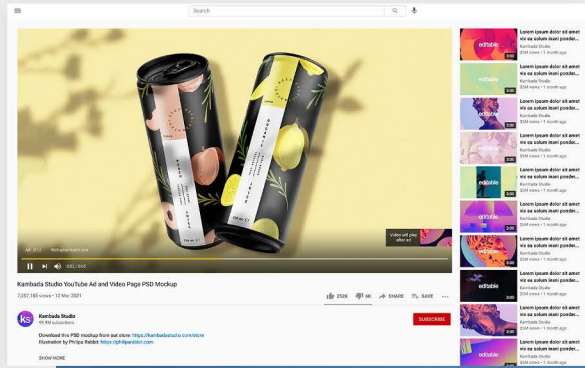
The Radicati Group

\$36

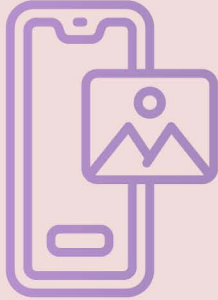
ROI for every
\$1 spent on
email marketing

Entrepreneurs HQ

CHANNELS



BRAND



Reliable reach

88%

of email users check their inboxes multiple times per day

The logo for Entrepreneurs HQ, featuring the letters 'eHQ' in white on a red square background.

Entrepreneurs HQ

54%

of consumers prefer to hear 1-2x per week from brands

The logo for Sproutworth, with 'SPROUT' in black and 'WORTH' in teal.

Sproutworth

99.9%

deliverability through Emma

The logo for Emma, with the word 'emma' in a lowercase, italicized, blue font.

Emma



We all know that
email works.

But what does the
future look like?

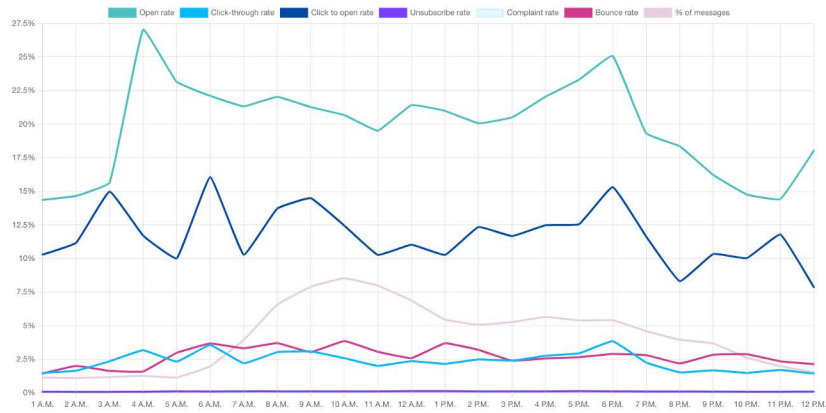
AI





Results by hour of day

In this section, we're looking for the answer to the popular question - what's the best time to send your email campaigns.

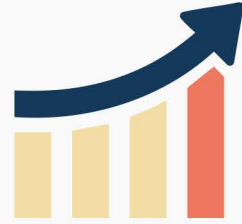


Email



Efficiency

Effectiveness



15-20%

improvement in open rates
using AI

TAKEAWAYS

1

Make email your
branding
foundation

2

Use email insights
to fuel other
channels

3

Use AI to learn
and apply
what's working



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