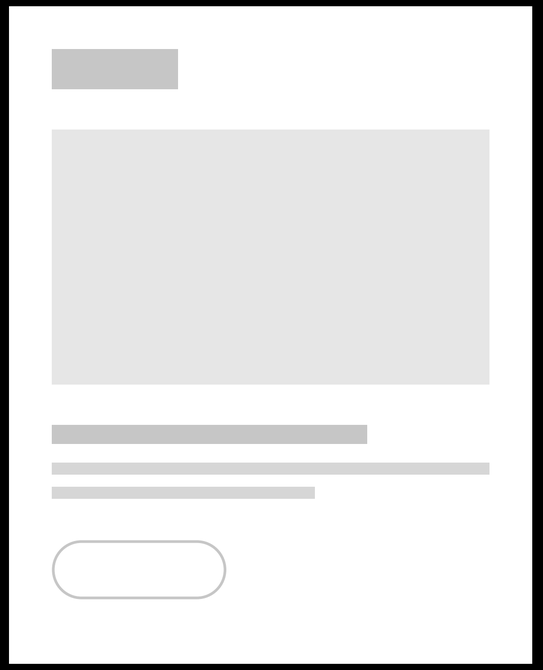
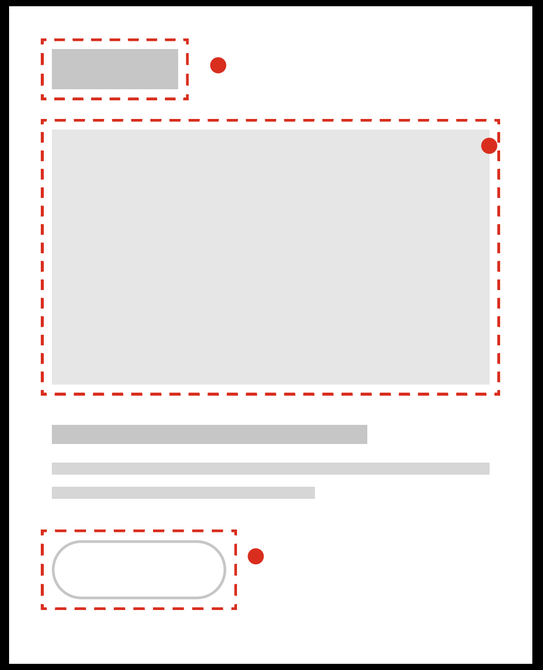
# My Fair Email

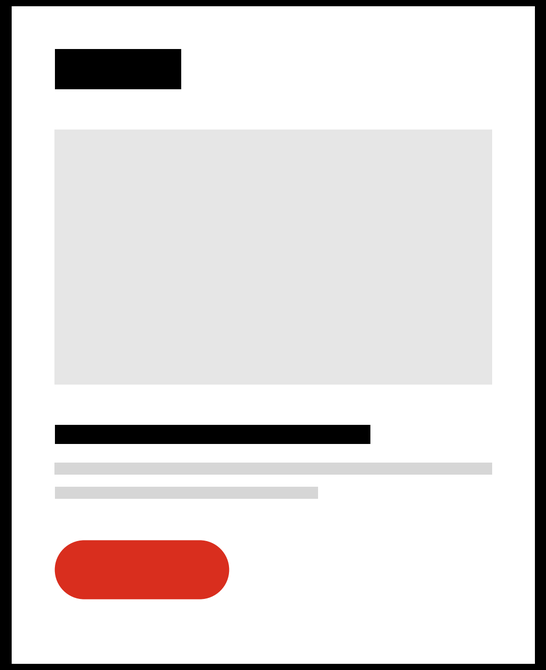
data axle



THE BRIEF



THE AUDIT



THE REBUILD



THE METHOD

KARA FISCHER / ART DIRECTOR, DATA AXLE / GURU 2026 / NOV 12–13

OVERTURE

# The makeover canon

Sixty years of the same story.

| 1964 | 1986 | 1995 | 2001 | 2006 |
| --- | --- | --- | --- | --- |
| My Fair Lady | Pretty in Pink | Clueless | The Princess Diaries | The Devil Wears Prada |

# What nobody films



THE PART EVERYONE REMEMBERS

## She was missing the method, *not the talent.*

Six months of phonetics.
Recorded, analyzed, worked.



KARA FISCHER

Art Director, Data Axle.
I help brands come to life in the inbox.

# You will leave with the scorecard I use on every send.



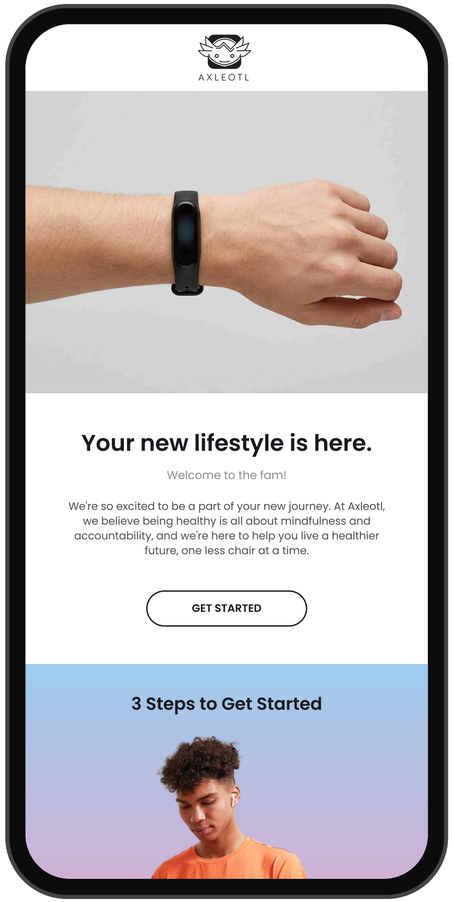
AXLEOTL

# A fitness tracker in a saturated market.

Competing with the biggest names in wearables.
Mock brand, real category pressures.

WEARABLE TECH / MOCK BRAND

# The email, as it shipped

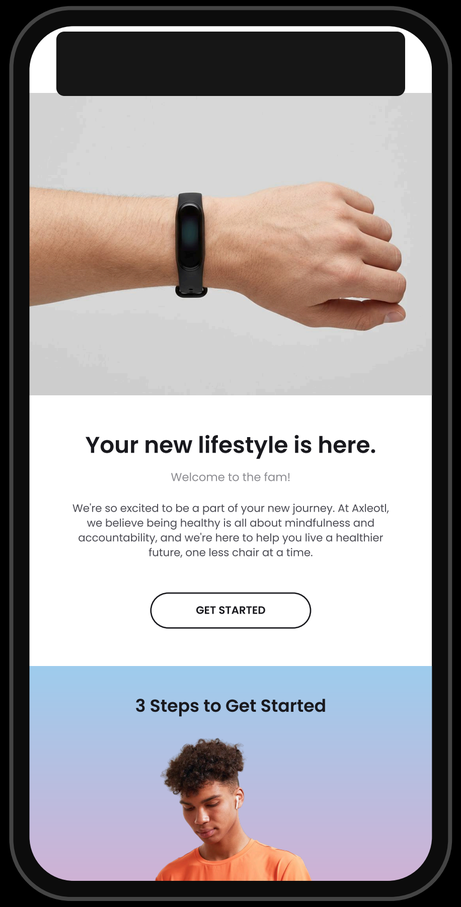



Nothing is obviously wrong with it.

*That is the problem.*

FRONT STAGE

# The cover test




## Cover the logo. Whose email is this?

Minimal is the category default, which is why the whole category looks the same.

**IT COULD BE ANY OF SIX COMPETITORS**

# Where recognition actually lives

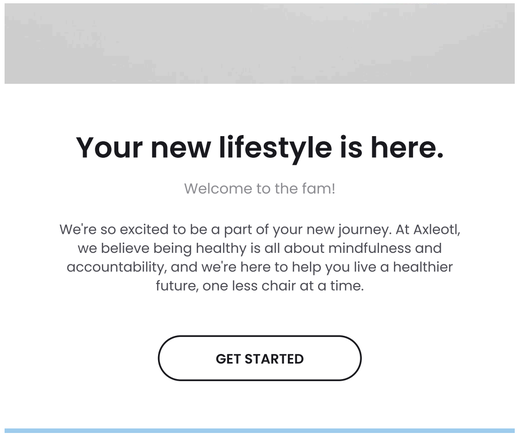
## 01



### PHOTOGRAPHY

Could carry the brand.
Does not.

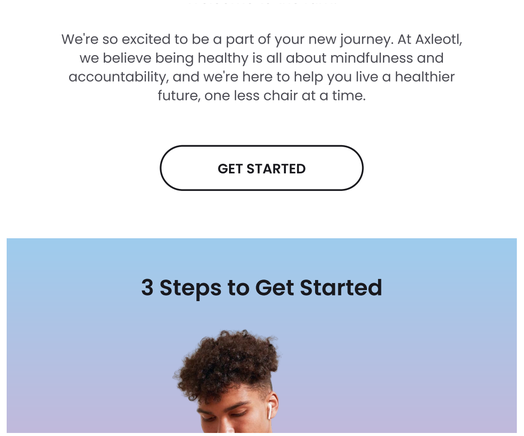
## 02




### TYPOGRAPHY

Could carry the brand.
Does not.

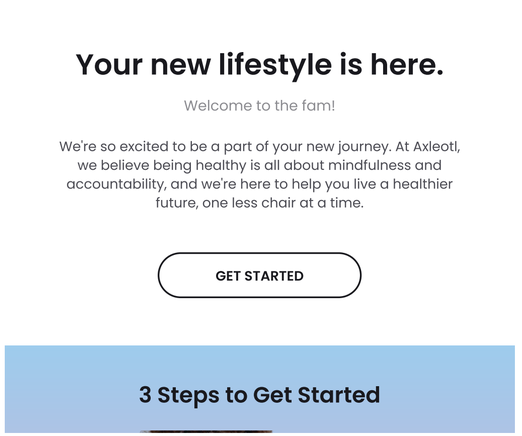
## 03




### COLOR

Could carry the brand.
Does not.

## 04




### VOICE

Could carry the brand.
Does not.

FRONT STAGE

# Scoring, part one

| 3 | 2 | — | — | — |
|---|---|---|---|---|
| VISUAL DESIGN | BRAND | PERSONALIZATION | TECHNICAL | AI INBOX |

Two of five scored. The remaining three are the ones you cannot see.

# Why the hero is generic



WHAT THE SEND KNEW

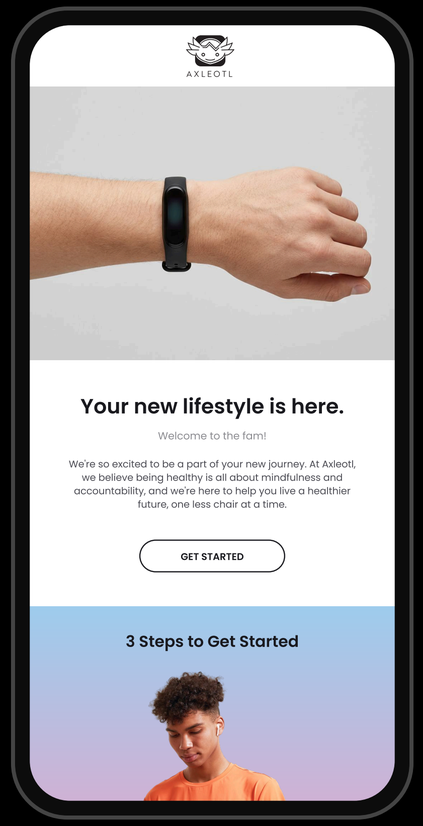
## A first name.

Everything below the greeting is identical for every subscriber on the list.

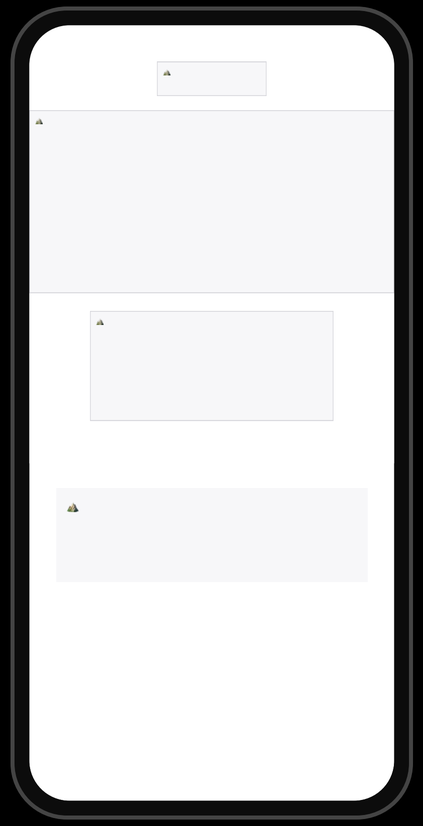
*Not a taste problem. An input problem.*

# Images off

No alt text anywhere. For an image-led brand, the whole message disappears.



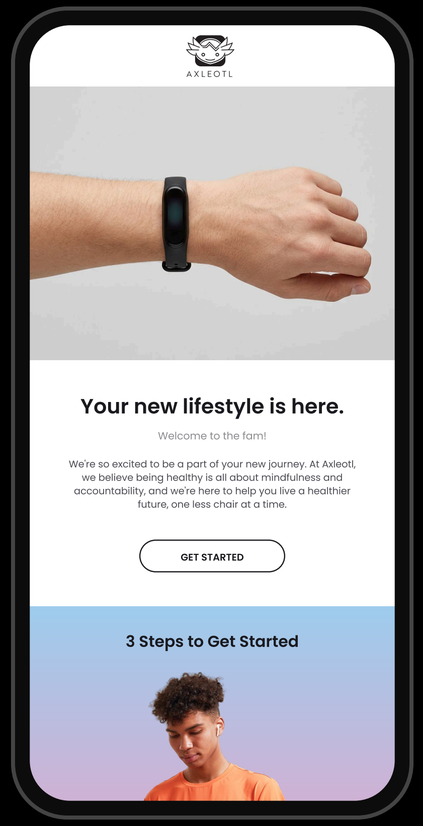

AS BUILT



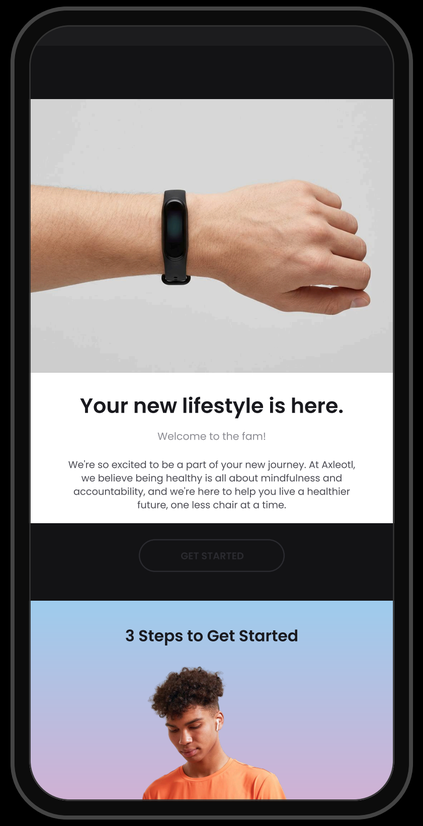
IMAGES OFF

# Dark mode

Black logo on transparent. Outlined button on black. Both gone. The copy is baked into images, so it never adapts, it just glares.




LIGHT MODE




DARK MODE

BEHIND THE CURTAIN

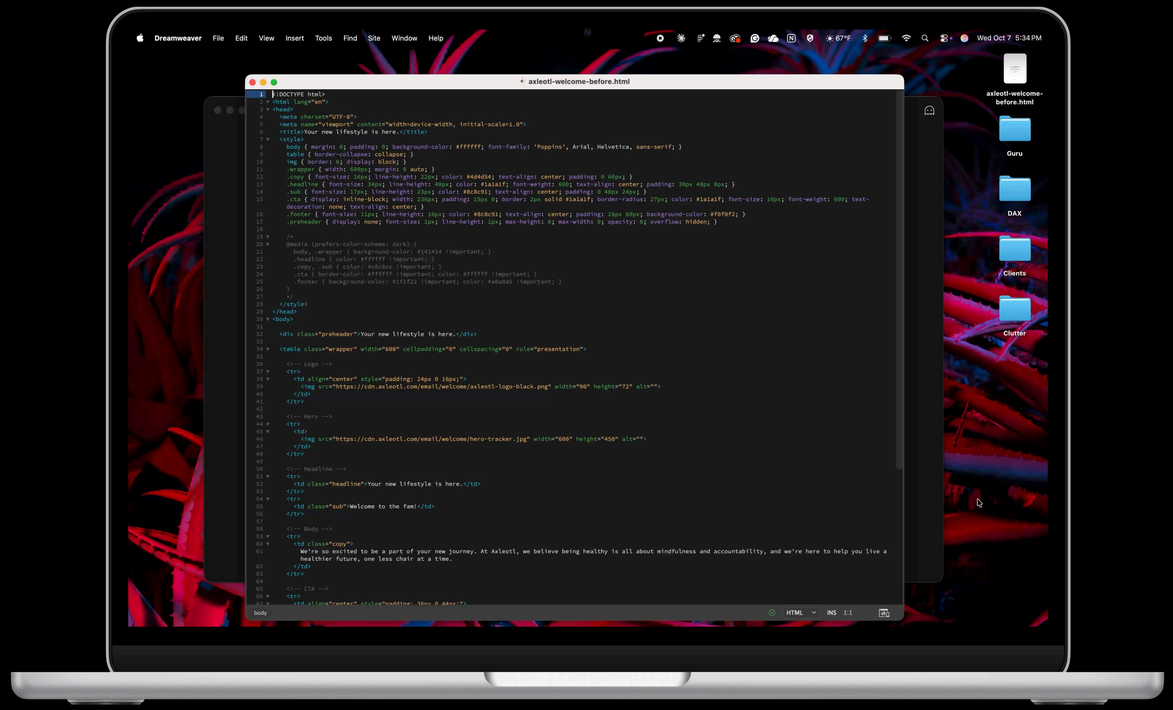
# Reading the code

## DARK MODE DIRECTIVES

Written, then commented out. The client guesses, and guesses wrong.

## VIEW-ONLINE LINK

Missing. A one-line fix with three downstream payoffs.




## ALT TEXT

Empty on every content image in the send.

## PREHEADER

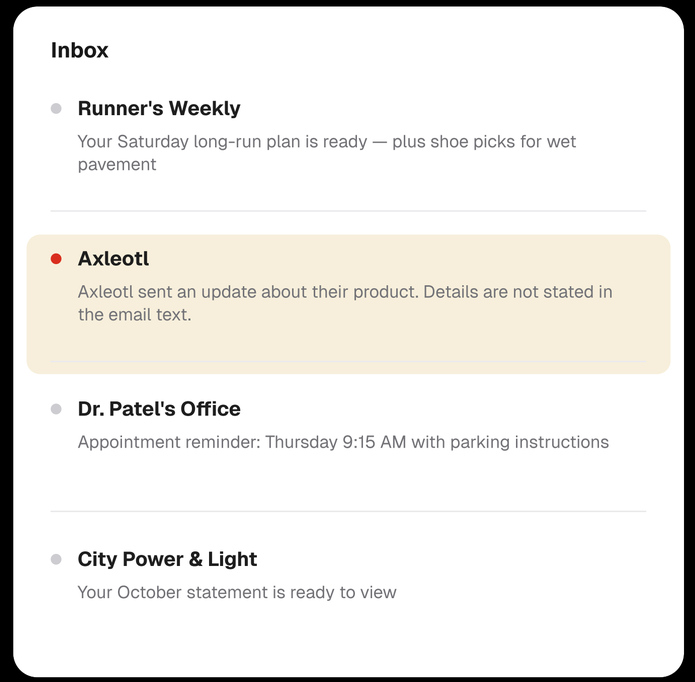
Duplicates the subject line word for word.

*“Axleotl sent an update about their product. Details are not stated in the email text.”*

GENERATED INBOX SUMMARY

AI RISK: HIGH

All photography and no text hands the summarizer nothing, so it writes something forgettable on your behalf.



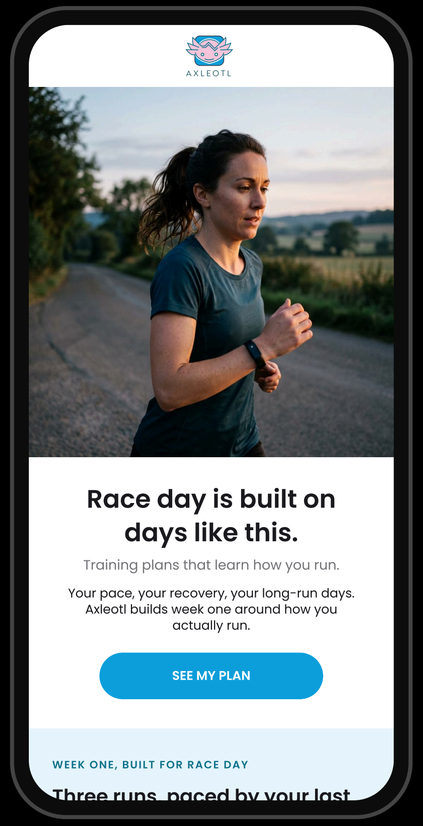
BEHIND THE CURTAIN

# Scoring, part two

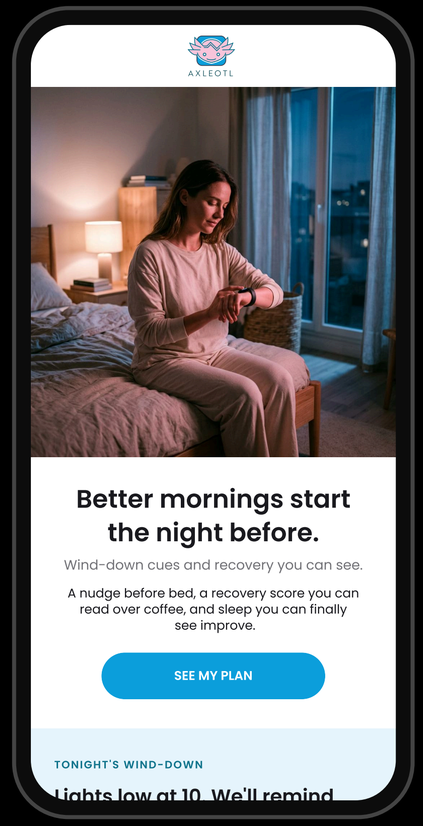
| 3 | 2 | — | 1 | 2 |
|---|---|---|---|---|
| VISUAL DESIGN | BRAND | PERSONALIZATION | TECHNICAL | AI INBOX |

Technical and AI inbox now scored. One left, and it is the one you cannot audit by looking.

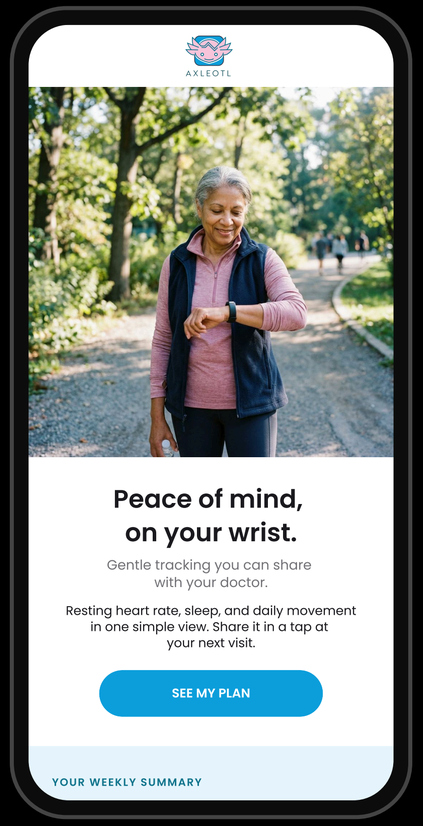
# Three buyers, one device




TRAINING FOR A RACE




WANTS TO SLEEP BETTER




TOLD TO BY A DOCTOR

# Where that comes from

01

## What they told you

Preferences, reasons, what they want to hear about.

02

## What they did with you

Bought, opened, clicked, activated.

03

## What is true elsewhere

Household, life stage, everything outside your database.

*Most teams have the first two and never ask for the third.*

# fast

# right

**WHAT AI DID**

Read the code in a minute.
Gave me ten headline options.

**WHAT THE INPUTS DID**

Told me which photo to run.
That answer was never in the model.

*AI made the audit fast. The inputs made it right.*

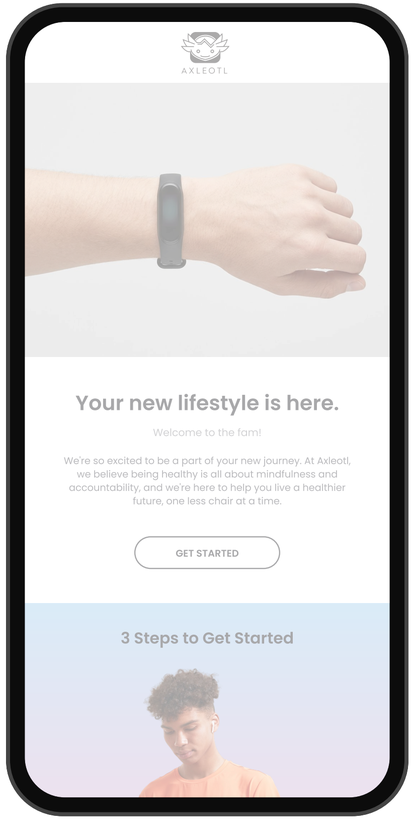
ORCHESTRA

# Scoring, complete

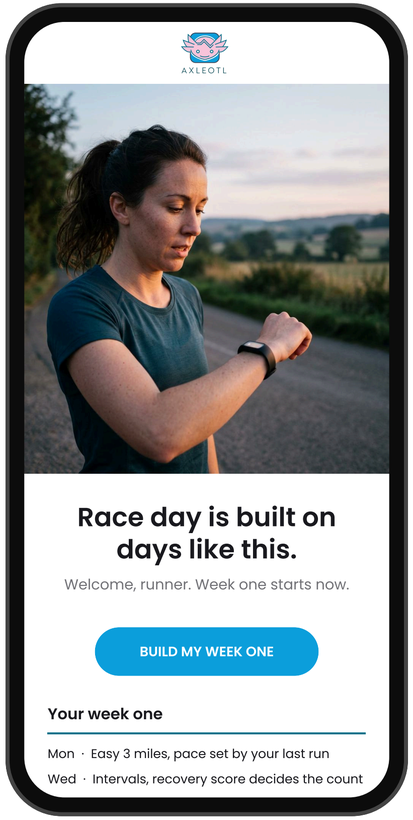
| 3 | 2 | 2 | 1 | 2 |
|---|---|---|---|---|
| VISUAL DESIGN | BRAND | PERSONALIZATION | TECHNICAL | AI INBOX |

*Ten out of twenty-five. That is the before.*

BEFORE




AFTER




*Same brand. Same offer. Same budget.*

THE REVEAL

# Rescored

| WAS 3 | WAS 2 | WAS 2 | WAS 1 | WAS 2 |
|---|---|---|---|---|
| 5 | 5 | 3 | 5 | 4 |
| VISUAL DESIGN | BRAND | PERSONALIZATION | TECHNICAL | AI INBOX |

*Twenty-two out of twenty-five, and one of these needs a data source we do not have yet.*

THE REVEAL

# The scorecard

### CONTENT

- [ ] Offer stated in text, not only in image
- [ ] Preheader adds, never repeats
- [ ] One primary CTA per module

### DESIGN

- [ ] Brand signal below the logo
- [ ] Hero chosen from a known audience
- [ ] Dark mode designed, not guessed

### QA

- [ ] Alt text on every content image
- [ ] Images-off preview still reads
- [ ] AI summary tested before send

*This is the phonetics.*

Full version, with notes on each check: Designed to Deliver, The Data Axle Email Lookbook, last page.

FIN

# The method, *not the dress.*



Questions next. The scorecard is one scan away.

KARA FISCHER / ART DIRECTOR, DATA AXLE

DESIGNED TO DELIVER / THE DATA AXLE EMAIL LOOKBOOK

# Every send can be loverly.

In the inbox, attention isn't bought. It's earned.
The scorecard is on the last page.

SCAN TO DOWNLOAD

KARA FISCHER / ART DIRECTOR, DATA AXLE