
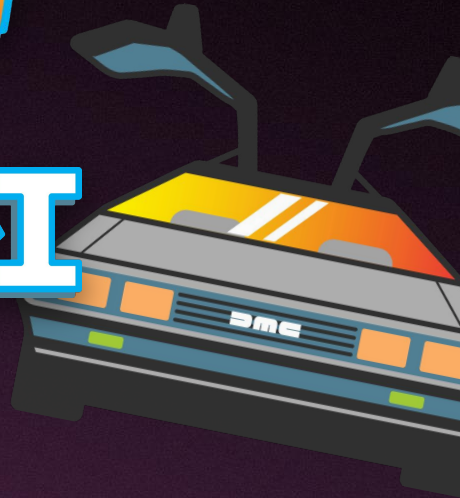


# THE FUTURE OF EMAIL



PART I

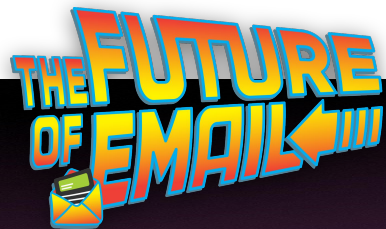
50 YEARS OF LESSONS LEARNED



# SEND US YOUR QUESTIONS, WIN T-SHIRTS

Live Draw on Facebook

[www.facebook.com/emfluence](https://www.facebook.com/emfluence)





# INTRODUCTIONS



**BETSY GRONDY**

SENIOR EMAIL MARKETING MANAGER

EMAIL ON ACID



**JEN CAPSTRAW**

CO-FOUNDER

WOMEN OF EMAIL



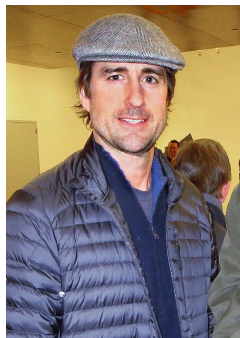
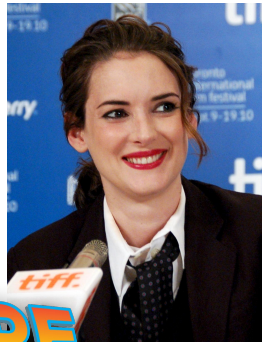
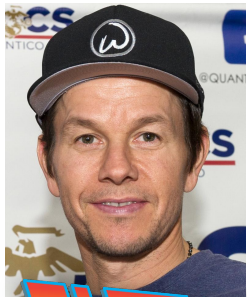
**CORY LAGRANGE**

DIRECTOR OF DIGITAL STRATEGY

EMFLUENCE



# TURNING 50 YEARS OLD IN 2021 ...



**THE FUTURE  
OF EMAIL**

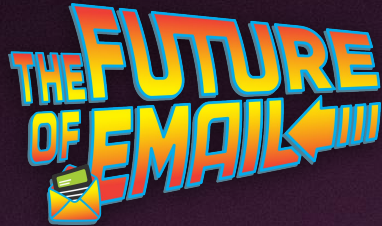
**emfluence**  
MARKETING PLATFORM

**Email on Acid**



# A BRIEF HISTORY OF EMAIL

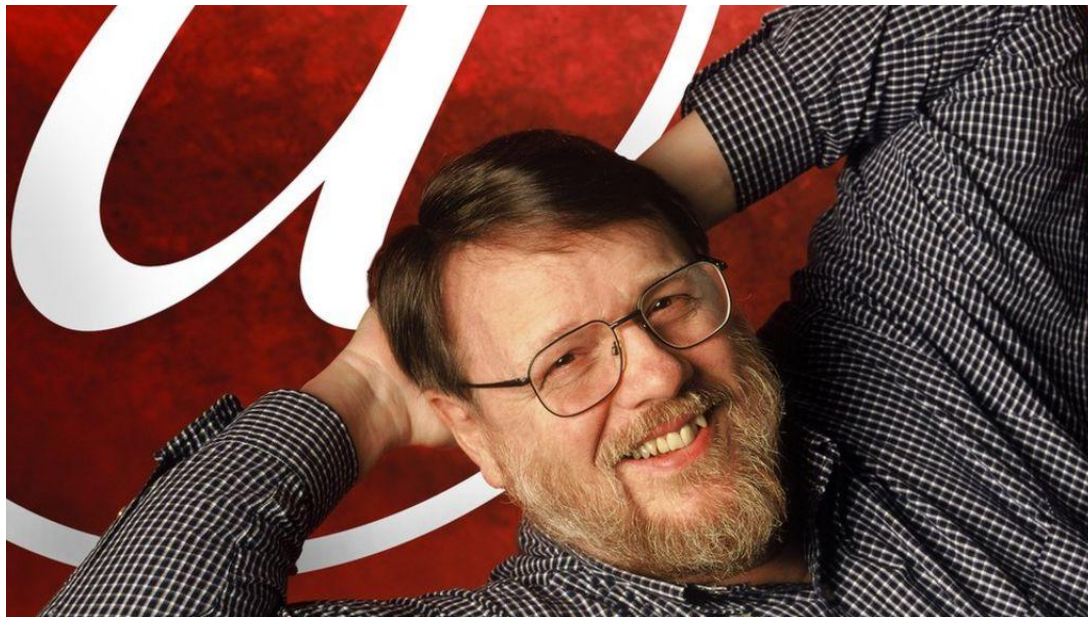
Major milestones from the last 50 years ...



# 50 YEARS OF EMAIL: HISTORIC MOMENTS

1971

Ray Tomlinson invents a program at ARPANET believed to be the first version of email.





# 50 YEARS OF EMAIL: HISTORIC MOMENTS

1976

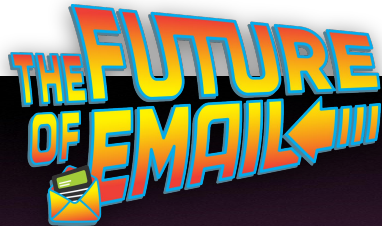
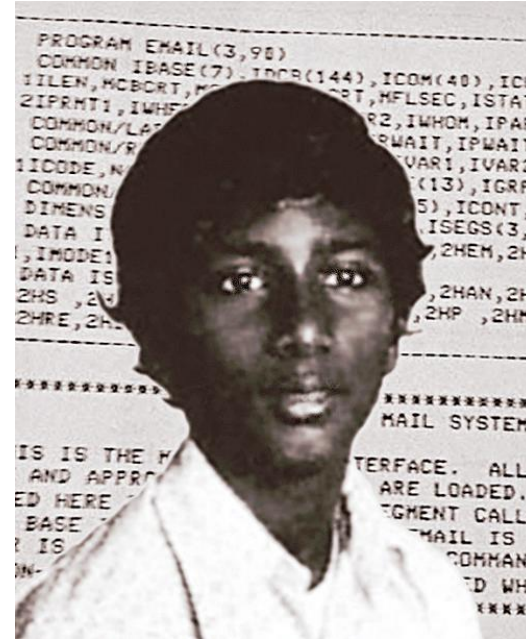
Queen Elizabeth becomes the first head of state to use email.



# 50 YEARS OF EMAIL: HISTORIC MOMENTS

## 1978

14-year-old V. A. Shiva Ayyadurai creates an interoffice software program he calls "EMAIL," likely coining the term.





# 50 YEARS OF EMAIL: HISTORIC MOMENTS

## 1988

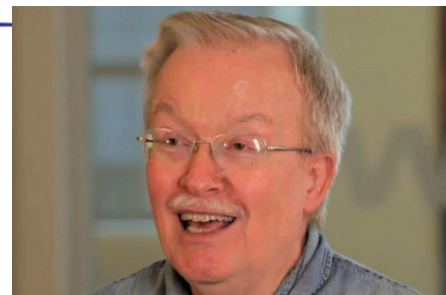
Microsoft release MSMail, its first commercial email client.



# 50 YEARS OF EMAIL: HISTORIC MOMENTS

1989

Elwood Edwards records AOL's iconic "**You've Got Mail**" notification.

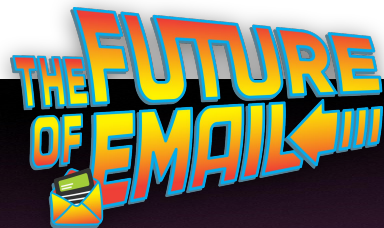




# 50 YEARS OF EMAIL: HISTORIC MOMENTS

1991

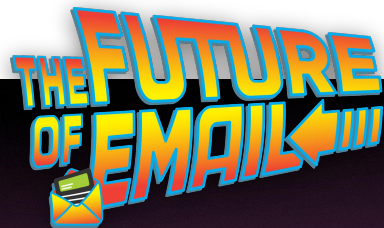
The crew of the *Atlantis* shuttle sends the first email from space.



# 50 YEARS OF EMAIL: HISTORIC MOMENTS

1996

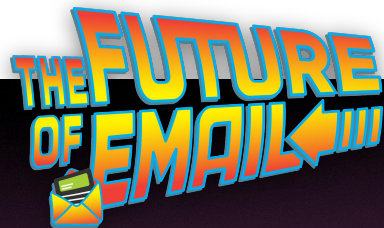
HoTMaiL makes email accessible to all.



# 50 YEARS OF EMAIL: HISTORIC MOMENTS

1998

The word "spam" is added to the Oxford Dictionary.





# 50 YEARS OF EMAIL: HISTORIC MOMENTS

2002

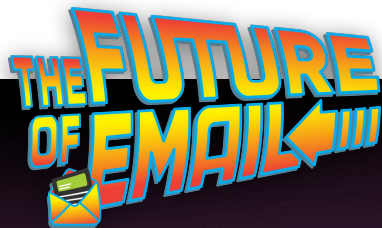
Blackberry introduces a mobile phone with wireless email support.



# 50 YEARS OF EMAIL: HISTORIC MOMENTS

## 2003

Jen sent her very first marketing email.



# 50 YEARS OF EMAIL: HISTORIC MOMENTS

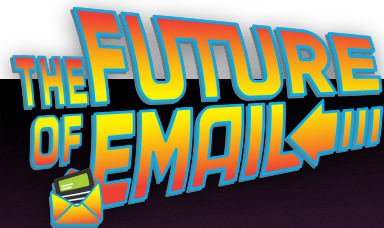
## 2003

President George W. Bush signs the CAN-SPAM Act.

emfluence founded as a digital marketing agency and email marketing platform.



emfluence  
ONE-TO-ONE, AND THEN SOME.®



emfluence  
MARKETING PLATFORM

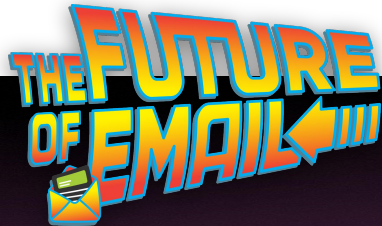




# 50 YEARS OF EMAIL: HISTORIC MOMENTS

2009

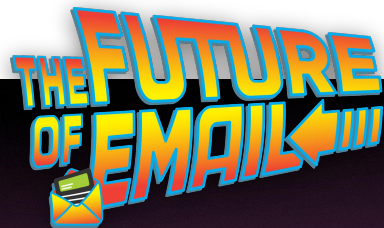
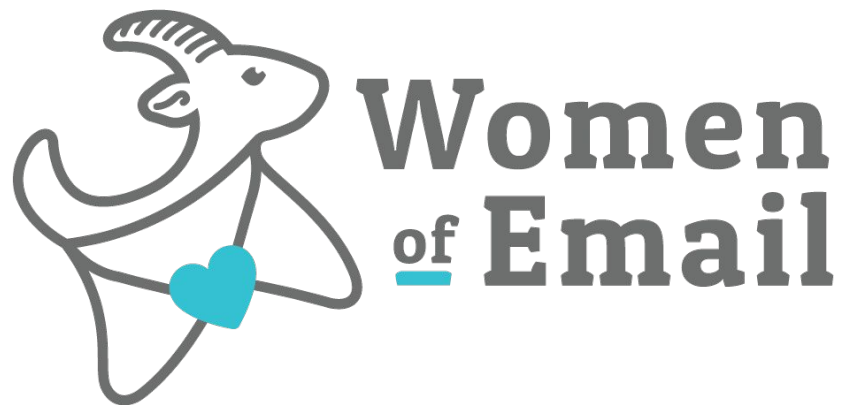
Founding of email readiness platform, Email on Acid, providing email previews for pre-deployment.



# 50 YEARS OF EMAIL: HISTORIC MOMENTS

2016

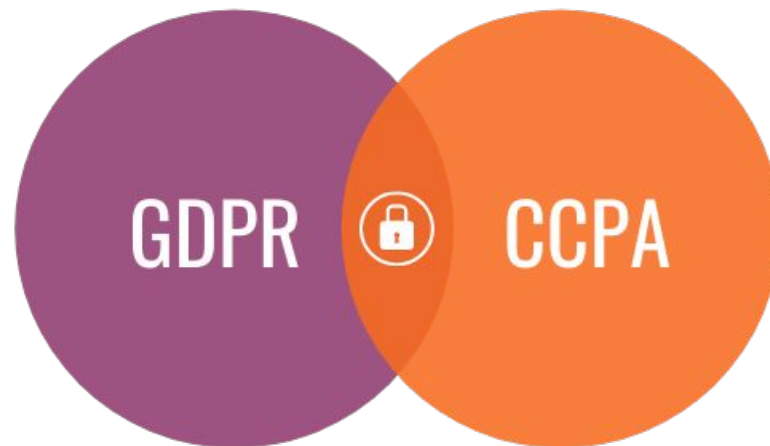
Jen Capstraw co-founds the Women of Email professional network.



# 50 YEARS OF EMAIL: HISTORIC MOMENTS

## 2018/2019

The General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA) go into effect.





# EMAIL MARKETING IN 2020




# EMAIL MADE HEADLINES

Opinion Political Op-Eds Social Commentary

## Why no one is reading your coronavirus emails

Opinion by Todd Rogers  
Updated 12:58 PM ET, Fri March 13, 2020



Coronavirus fact-check: Separating fear from fact 03:16

**Editor's Note:** Todd Rogers is professor of public policy at Harvard University and chief scientist at EveryDay Labs, a behavioral science company focused on parent communication in education. The views expressed in this opinion are his own. [View more opinion on CNN.](#)

**(CNN)** — I have dozens of half-read emails in my inbox about coronavirus from schools, airlines and other organizations. I sincerely believe that most of the senders had clear objectives for these messages and clear facts they wanted me to understand. Unfortunately, something got lost between their intentions and my comprehension.

The New York Times

The Coronavirus Outbreak **LIVE** Latest Updates Can't Pay Rent? Maps Markets What You Can Do Newsletter

## Coronavirus Has Opened the Corporate Email Floodgates

The email deluge raises questions about marketing practices as nonessential businesses closed shops and storefronts amid the spread of the new coronavirus.

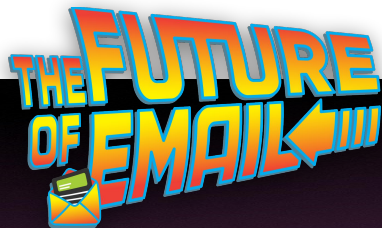


# GREAT SCOTT, THE SENDS

- Big senders
  - ◆ Government, Nonprofits, Healthcare, Financial Services\*
  - ◆ Retail\*\*
- Shift in successful opens days
- Email as MVP for revenue

\*[www.campaignmonitor.com/resources/guides/covid-19-email-benchmarks/](http://www.campaignmonitor.com/resources/guides/covid-19-email-benchmarks/)

\*\*<https://us.epsilon.com/blog/marketing-leaders-weigh-in-on-email-during-covid-19>

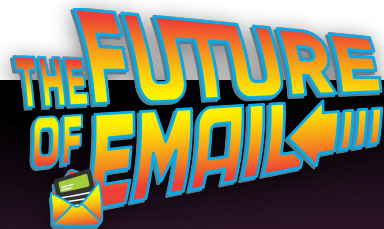
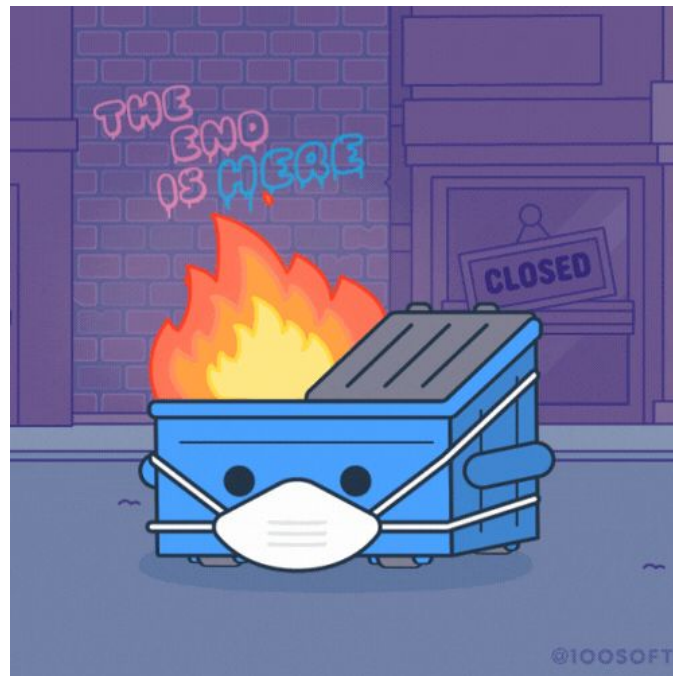




# THE YEAR WE'D ALL LIKE TO FORGET

## The Bad Stuff

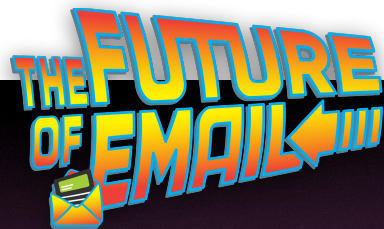
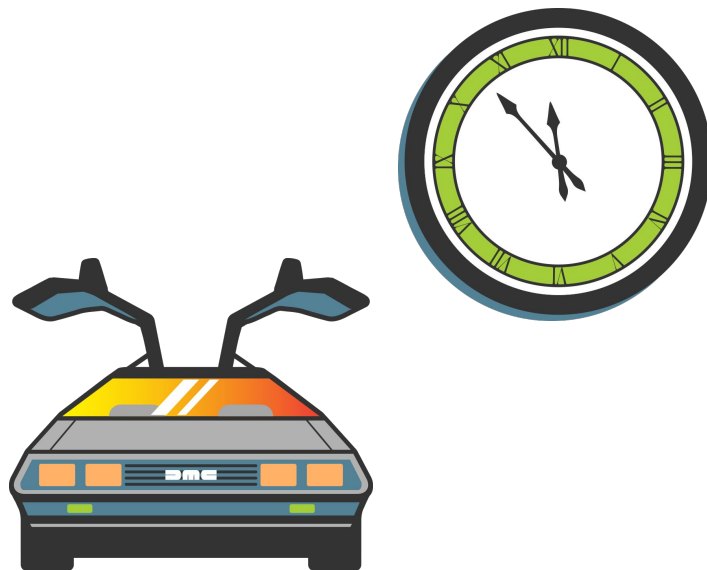
- Tone deaf messages
- These unprecedented times
- Repetitive messages



# THE YEAR WE'D ALL LIKE TO FORGET

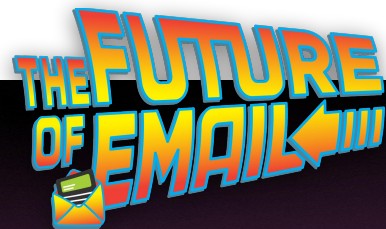
## The Good Stuff

- Brands as people
- Community building
- Compassion




# THE YEAR WE'D ALL LIKE TO FORGET

## The Good Stuff



**BURBERRY**



**BURBERRY  
SUPPORTS  
COMMUNITY**

We are using our global supply chain network to help fund the delivery of 100,000 surgical masks to the UK National Health Service for use by medical staff.

We are supporting our French lead factory in Carrières-sur-Seine, to make non-surgical gowns and masks for patients in its hospitals.

We are funding research into a single-dose vaccine developed by the University of Oxford. The research has one of the world's best track records in emergency vaccine development, and the COVID-19 vaccine is in course to begin human trials next month.

We are donating to charities that are dedicated to feeding food priority areas like UK, including Foodbank and The Felix Project. With increasing pressure on food supplies for those in need, these organisations are expanding their efforts to help those struggling as a result of the coronavirus outbreak.

Through we are apart, we stand together.

Stay safe, #stayhome

STORE LOCATOR  
CONTACT US  
VIEW ONLINE VERSION

DOWNLOAD OUR APP  
FOLLOW US  
Instagram Twitter Facebook

Burberry Limited, 150 Tottenham Court Road, London W1P 0LP Company Number 02063456  
Copyright © 2020 Burberry Limited. All rights reserved.

Here to help your business respond to COVID-19



**FedEx Updates**  
April 8, 2020



### We are delivering for you

In these uncertain times, it's even more important for small businesses like yours to be able to continue providing much-needed goods and services to the community. As an essential business supporting the global supply chain and delivering critical relief, we are here for you. Our planes are still in the air. Our trucks are still on the ground. And we look forward to delivering for you and your customers.

Stay safe, healthy and hopeful.



### How can we help you?

COVID-19 has changed the way you do business overnight. We've got the tools and resources you need to navigate this global crisis and help your business thrive to overcome its unique challenges.

### SUPPORT FOR SMALL BUSINESSES



### Stay informed and in control

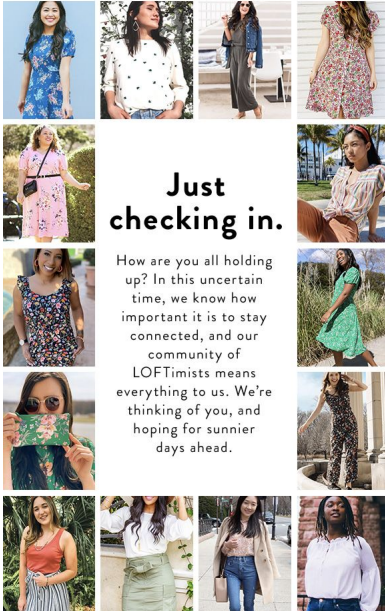
We are continuing to respond to the impact of COVID-19 around the world. Get the latest updates on our operations and how we are keeping you and our team members safe at our COVID-19 resource site.

[SEE OUR RESPONSE TO COVID-19](#)

Download the FedEx® Mobile app



We ♥ our community of LOFTimists



### Just checking in.

How are you all holding up? In this uncertain time, we know how important it is to stay connected, and our community of LOFTimists means everything to us. We're thinking of you, and hoping for sunnier days ahead.

**emfluence**  
MARKETING PLATFORM



# THE YEAR WE'D ALL LIKE TO FORGET

## More Good Stuff

**MAPMYRUN**

### THROUGH THIS TOGETHER.



**How to Run Outside (and Other COVID-Related Questions)**

Two doctors, coaches and serious runners are here to offer some advice for what's smart and safe right now.


[READ NOW](#)

**CHUCK E. CHEESE WANTS TO WISH YOU HAPPY BIRTHDAY!**

Even though we couldn't celebrate together, let's sing a special birthday song to you!

[LISTEN NOW](#)

## HAPPY BIRTHDAY



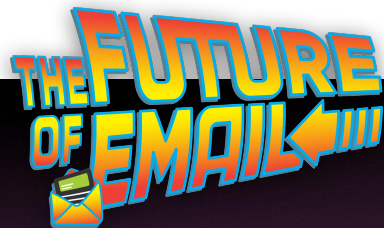
**WE HAVE BIRTHDAY PARTIES TO-GO!**

**CELEBRATE AT HOME!**

Party Pack for \$60 includes:

- ✓ Delicious Round Cake with Chuck E. topper
- ✓ 2, Large 1-Topping Pizzas
- ✓ Goody Bags
- ✓ Gifts for Birthday child: Tickets and Plush doll
- ✓ Tablecloth & Plateware

[ORDER NOW](#)



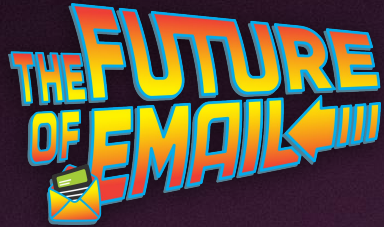


# THE FUTURE IS NOW

- Be ready for crisis communications
- Listen to your subscribers' signals
- No more batch and blast



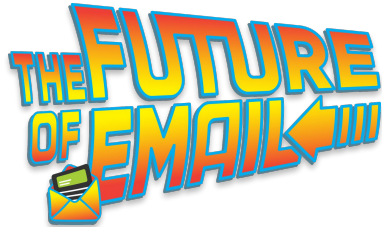
# PREDICTIONS FOR 2021



# JEN PREDICTS: GREATER ADOPTION OF AMP FOR EMAIL

## AMP for Email:

- Brings engaging experiences to email
- Fetches up-to-date information
- Allows users to take action





GRUPPO BNP PARIBAS

Gentile Cliente, per te i vantaggi del Black Friday durano di più.

**BLACK FRIDAY**

CLICCA SUL PROGETTO CHE VORRESTI REALIZZARE

 **AUTO**  **VACANZE**  **CASA**  **ALTRO**

Scrivi l'importo di cui hai bisogno €

|                       |                 |                     |
|-----------------------|-----------------|---------------------|
| PUOI AVERE            | TAEF FISSO      | RATA BASE           |
| <b>15.000€</b>        | <b>6,43%</b>    | <b>199€</b>         |
| TOTALE DOVUTO 19.104€ | TAN FISSO 6,25% | AL MESE PER 96 RATE |

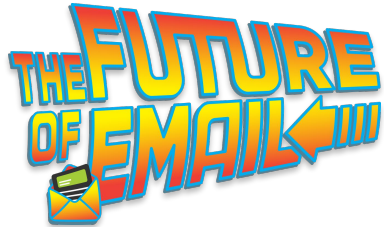
**CALCOLA IL TUO PREVENTIVO**

 100% online con firma digitale  Zero spese accessorie  Puoi cambiare rata senza costi

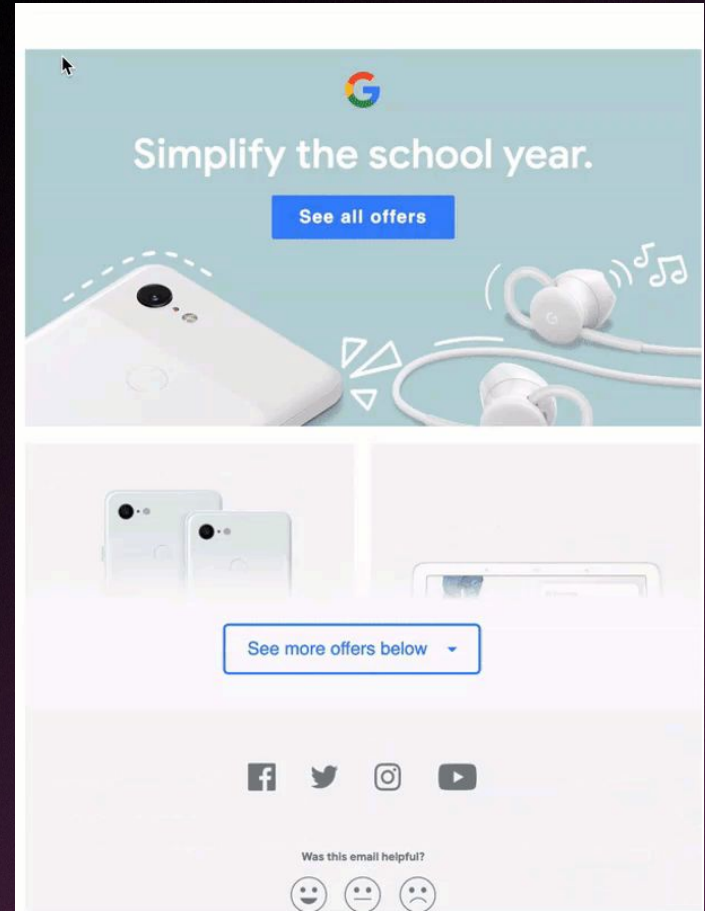
# JEN PREDICTS: GREATER ADOPTION OF AMP FOR EMAIL

## AMP for Email:

- Brings engaging experiences to email
- Fetches up-to-date information
- Allows users to take action



## Accordion

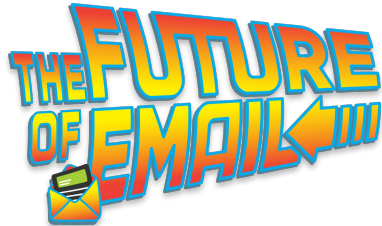




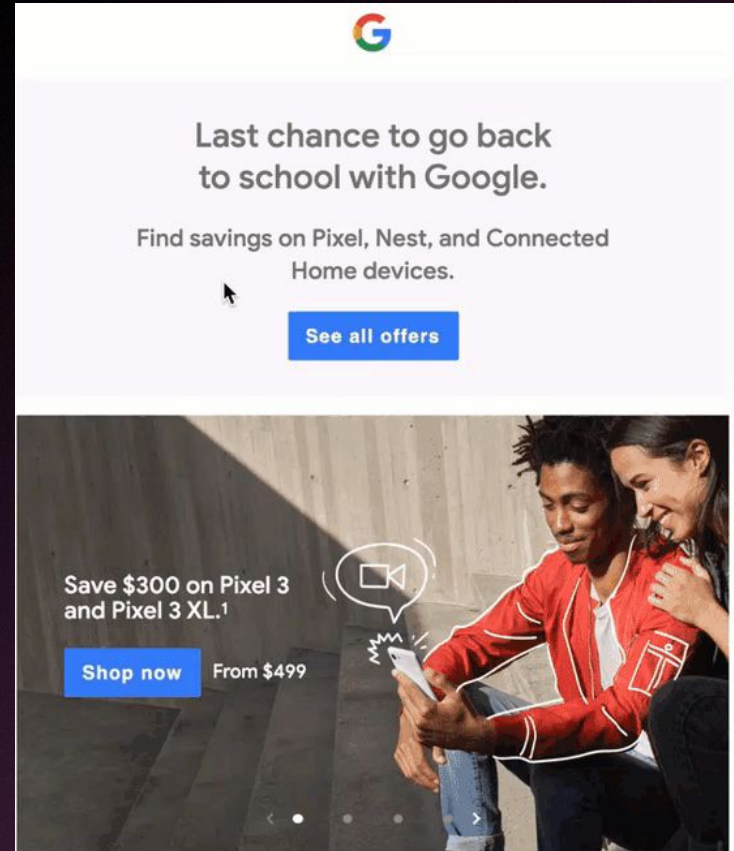
# JEN PREDICTS: GREATER ADOPTION OF AMP FOR EMAIL

## AMP for Email:

- Brings engaging experiences to email
- Fetches up-to-date information
- Allows users to take action



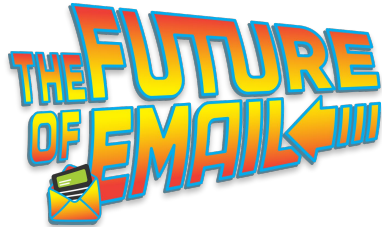
## Carousel



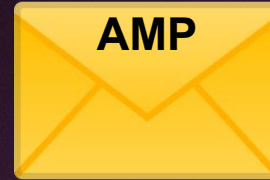
# JEN PREDICTS: GREATER ADOPTION OF AMP FOR EMAIL

## AMP for Email:

- Brings engaging experiences to email
- Fetches up-to-date information
- Allows users to take action
- Presents the opp for email client standardization

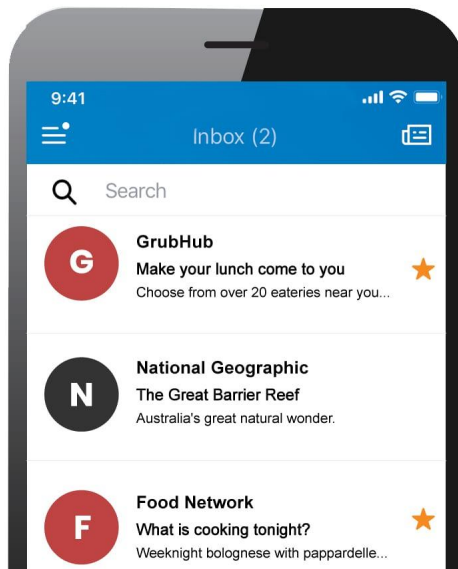


## MIME TYPES

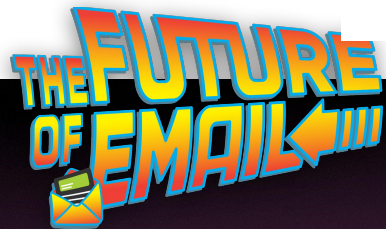
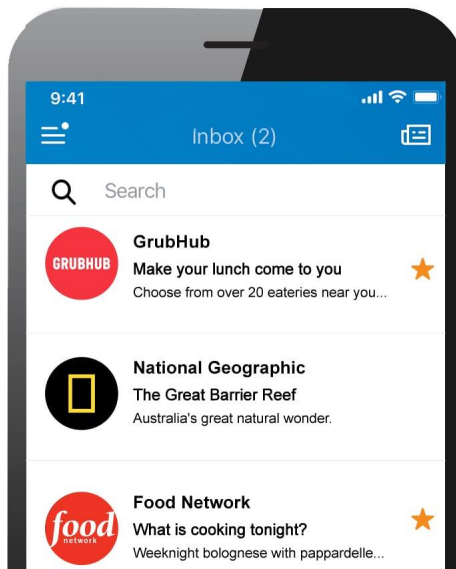


# BETSY PREDICTS: FINALLY, BIMI

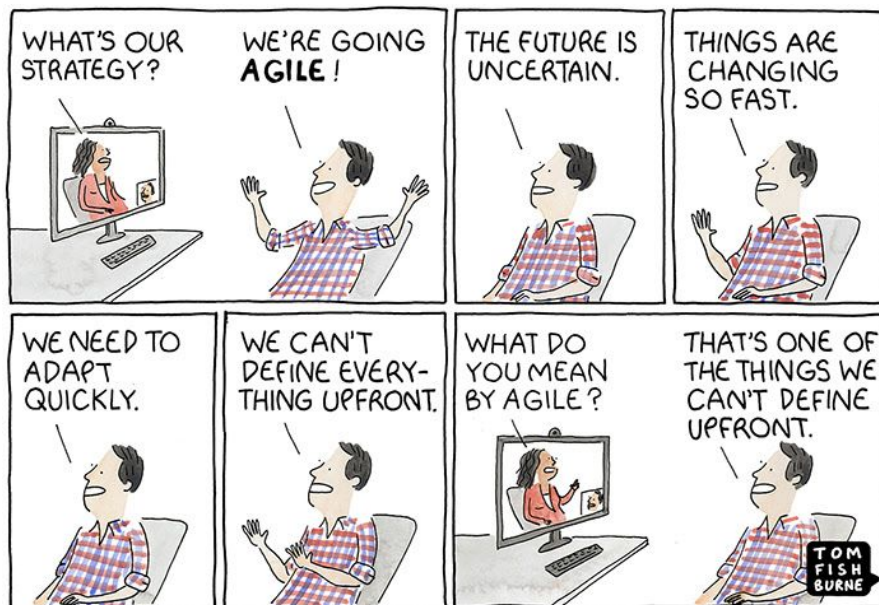
Before BIMI



After BIMI



# JEN PREDICTS: A SHIFT TOWARD AGILE MARKETING



©marketoonist.com





# BETSY PREDICTS: EMPHASIS ON ACCESSIBILITY

👎 Bad for accessibility

👍 Good for accessibility

Bad Contrast

Contrast Ratio: 1.19 : 1

Good Contrast

Contrast Ratio: 4.71 : 1

Bad Contrast

Contrast Ratio: 2.39 : 1

Good Contrast

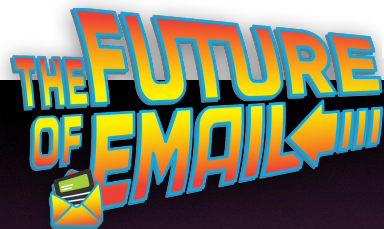
Contrast Ratio: 9.46 : 1

Bad Contrast

Contrast Ratio: 4.22 : 1

Good Contrast

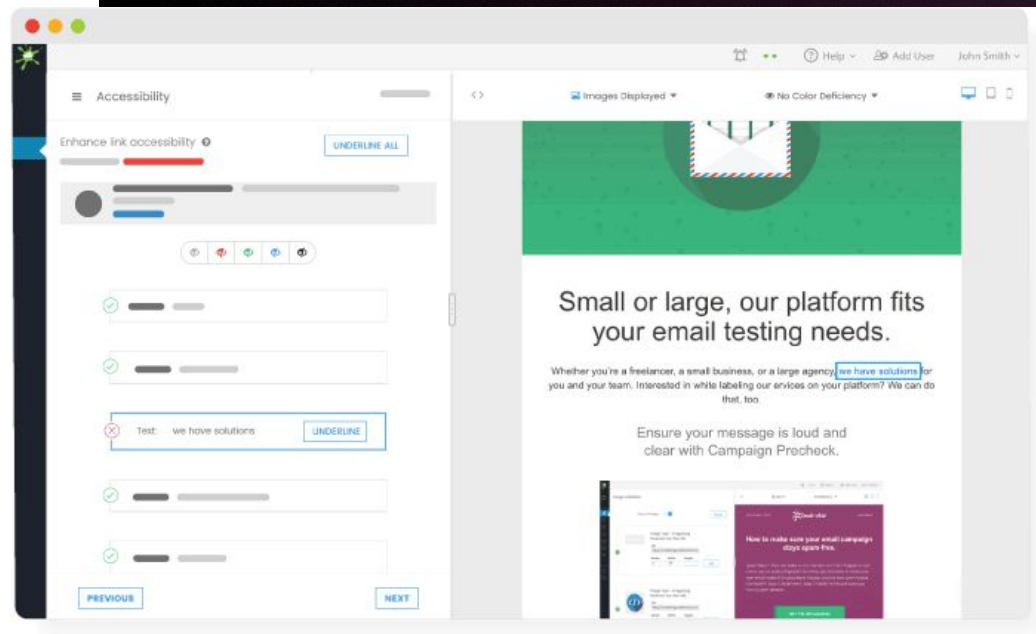
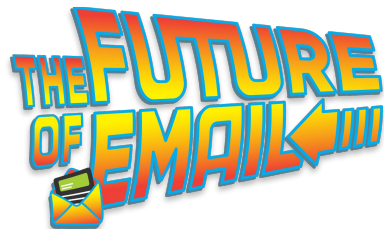
Contrast Ratio: 15.04 : 1



# BETSY PREDICTS: EMPHASIS ON ACCESSIBILITY

## We Got You

Our Accessibility tool automatically updates your email to better communicate with each and every one of your subscribers. We also validate your email against some of the most important accessibility guidelines, allowing you to fix any issues with just a few clicks.



# JEN PREDICTS: MORE CAUSE MARKETING



Voice of Cooking

*As Promised Now for Everyone!*  
**Every 5th Item Free!**



**You  
Choose!**

**Buy 1 + 1 + 1 + 1 = 5**

Buy 5 or more items over \$1  
and the lowest-priced will be free!  
10 or more 2 lowest-priced will be free...

*Ends Sunday, January 10, 2021*

\* See offer details below

Now get

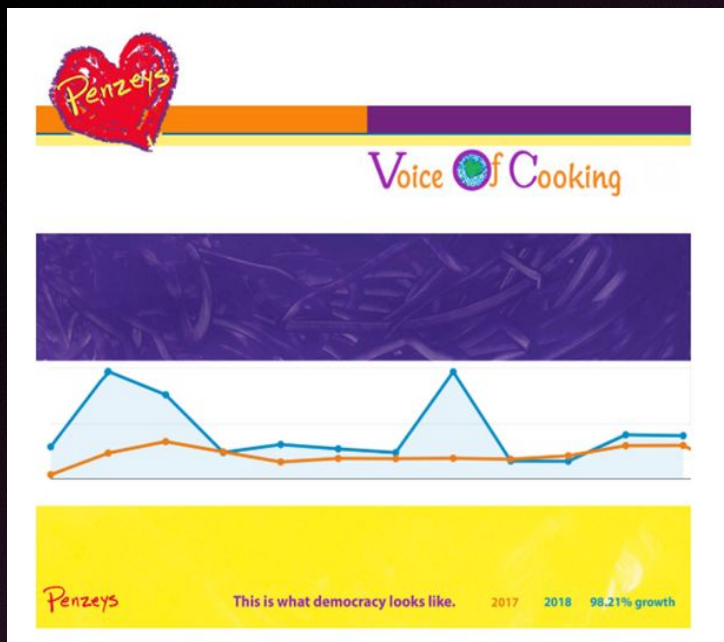
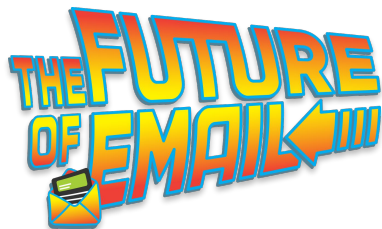
**Free Shipping**

on all orders of  
~~\$40~~ or more!

# JEN PREDICTS: MORE CAUSE MARKETING

## Divisive Marketing Pays

Penzeys realized 98% YOY growth, including an 18-hour flash offer produced an 80x lift in sales compared to the same period the previous year.

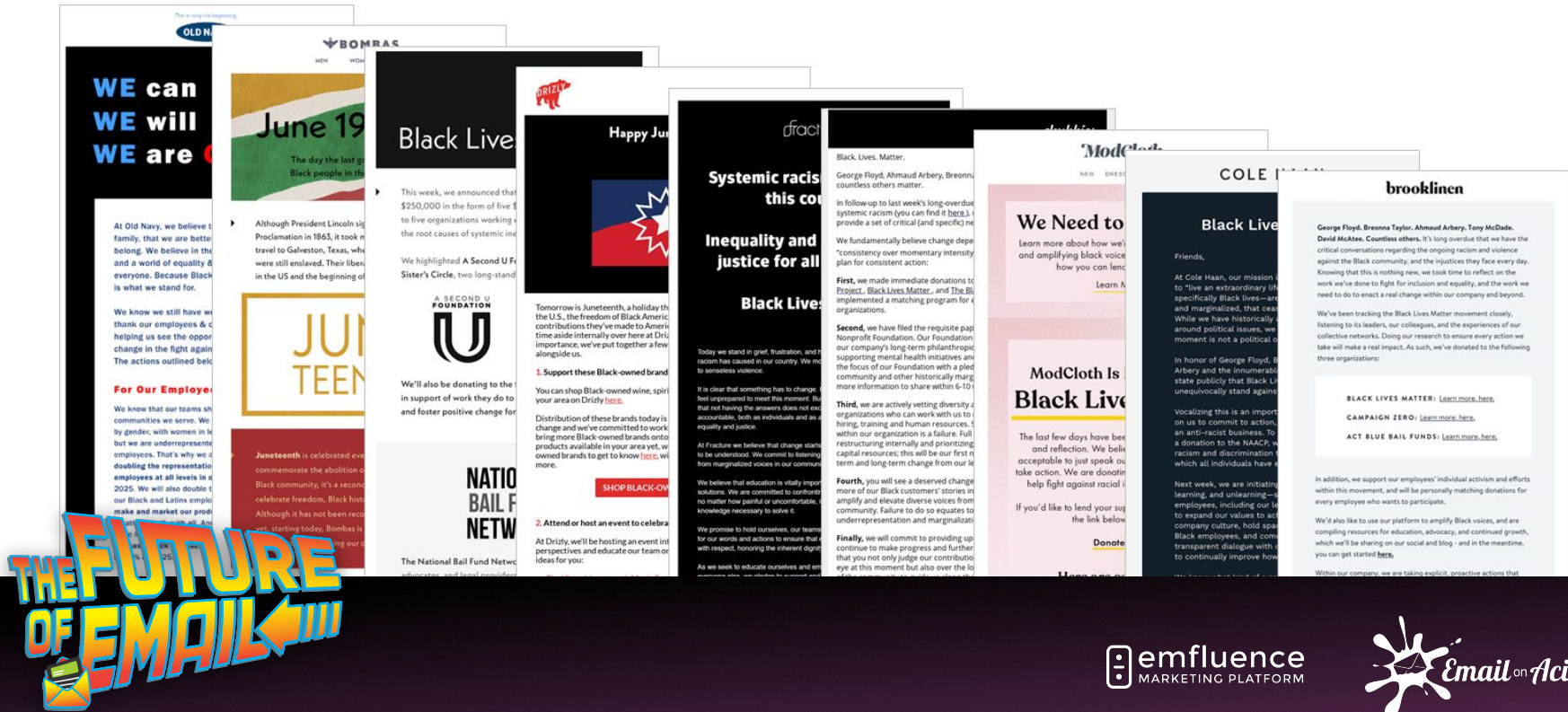


So we think we've discovered something. Sometimes when a business discovers something, the smartest thing a business can do is keep it a secret. Then while it's a secret, get the patents, trade marks, copyrights or whatever else it takes to own your discovery. We think this is not that kind of discovery, we think this is one of those discoveries that you are obliged to share. The discovery is that standing up against everything the Republican Party has come to stand for is really, really, really (+76 more reallys), really good for business.

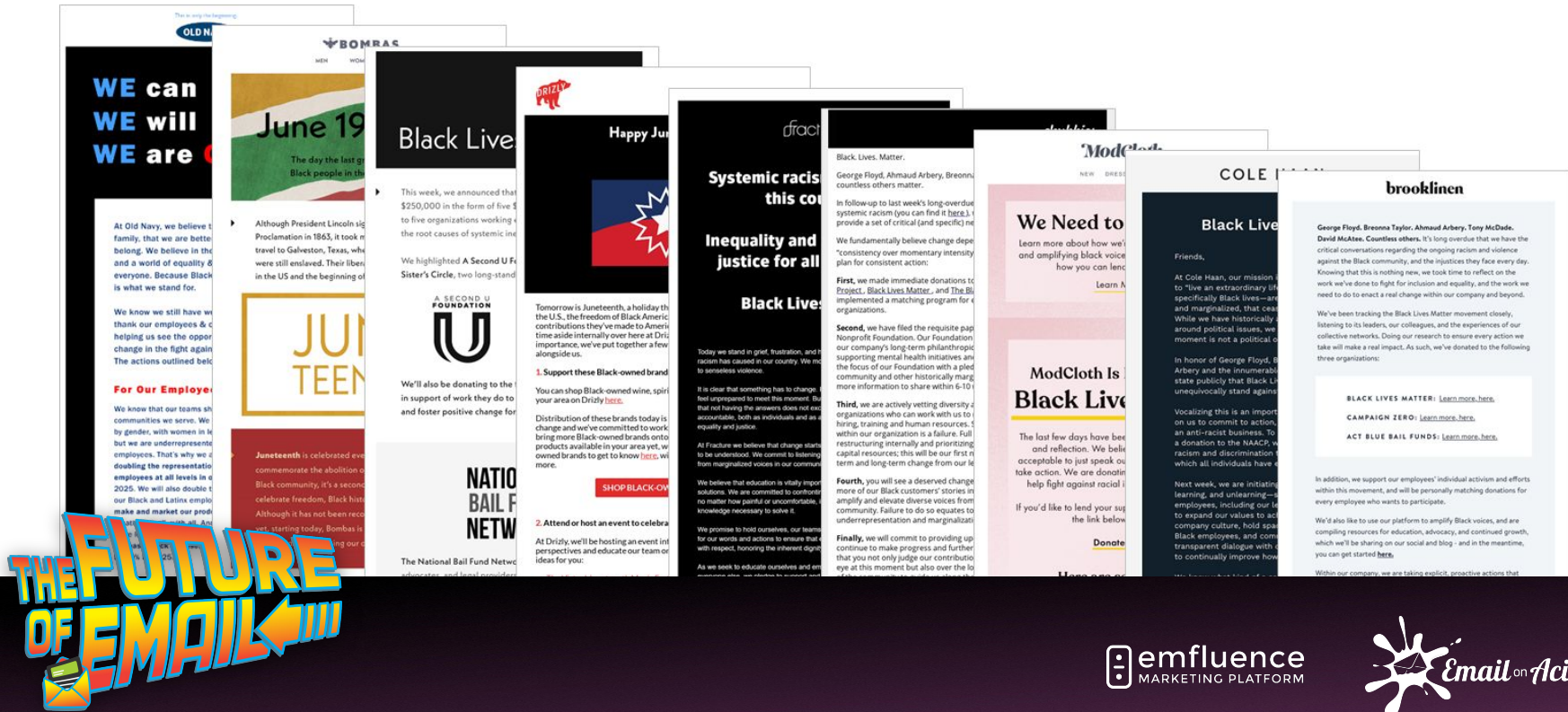
I get that for so many this can seem at odds with the feeling being presented right now that this is an evenly split nation, but it really isn't. As much as it seems that the big issue right now is an out of control, possibly worse than racist presidency,



# JEN PREDICTS: MORE CAUSE MARKETING



# JEN PREDICTS: MORE CAUSE MARKETING



# JEN PREDICTS: MORE CAUSE MARKETING

May 30, 2020

The NFL family is greatly saddened by the tragic events across our country. The protesters' reactions to these incidents reflect the pain, anger and frustration that so many of us feel.

Our deepest condolences go out to the family of Mr. George Floyd and to those who have lost loved ones, including the families of Ms. Breonna Taylor in Louisville, and Mr. Ahmaud Arbery, the cousin of Tracy Walker of the Detroit Lions.

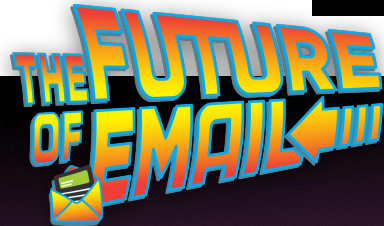
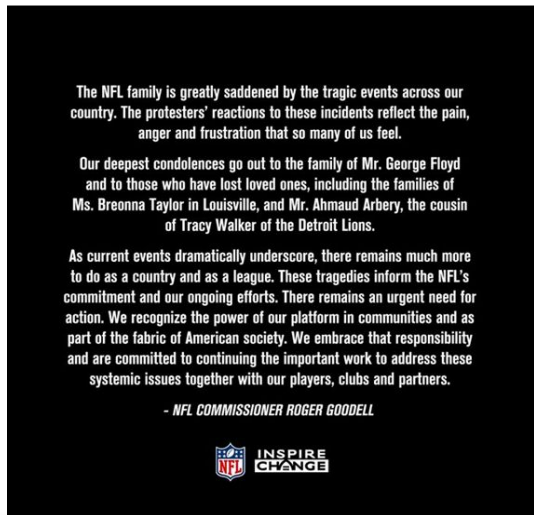
As current events dramatically underscore, there remains much more to do as a country and as a league. These tragedies inform the NFL's commitment and our ongoing efforts. There remains an urgent need for action. We recognize the power of our platform in communities and as part of the fabric of American society. We embrace that responsibility and are committed to continuing the important work to address these systemic issues together with our players, clubs and partners.

- NFL COMMISSIONER ROGER GOODELL



# JEN PREDICTS: MORE CAUSE MARKETING

May 30, 2020



June 5, 2020



NFL @NFL · Jun 5

We, the NFL, condemn racism and the systematic oppression of Black People. We, the NFL, admit we were wrong for not listening to NFL players earlier and encourage all to speak out and peacefully protest. We, the NFL, believe Black Lives Matter. [#InspireChange](#)



22.8K

38.6K

51.6K

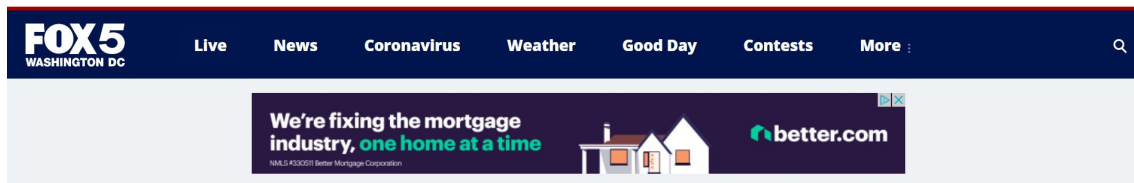


 **emfluence**  
MARKETING PLATFORM



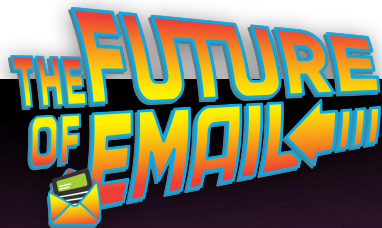


# JEN PREDICTS: MORE CAUSE MARKETING



## AT&T, Hallmark, American Express among companies pulling political contributions after pro-Trump Capitol riot

By Austin Williams and Megan Ziegler | Published 16 hours ago | Updated 12 hours ago | Business | FOX TV Digital Team



# JEN PREDICTS: MORE CAUSE MARKETING

**HOBBY  
LOBBY**

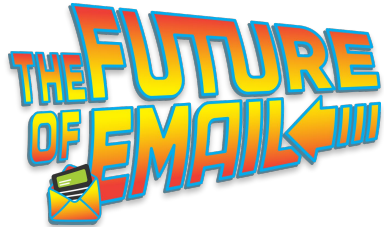
*Chick-fil-A*



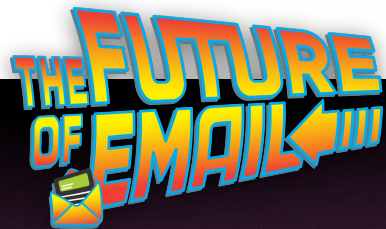
 **emfluence**  
MARKETING PLATFORM



# JEN PREDICTS: MORE DOG MARKETING

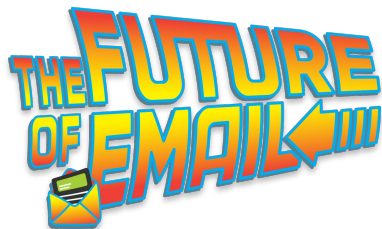


# JEN PREDICTS: MORE DOG MARKETING





# JEN PREDICTS: MORE DOG MARKETING



TE CONTEST UPDATE CONTEST UPDA

# WIN A CHANCE

## TO HAVE A BEER

(OR TEA, COFFEE, OR WHATEVER)

WITH

## ELIZABETH

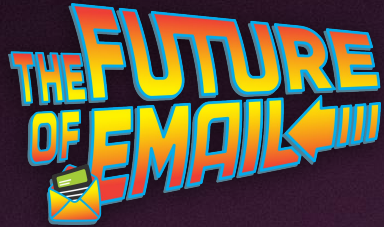
AND HER HUSBAND

## BRUCE

AND NOW...

# BAILEY!

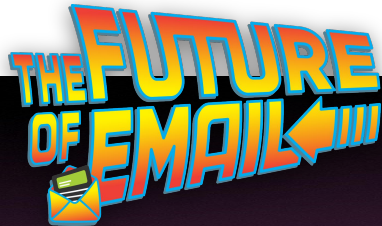
# IS EMAIL A FUTURE-PROOF CHANNEL?



# A LOOK INTO THE CRYSTAL BALL

## Takeaways for 2021 and Beyond...

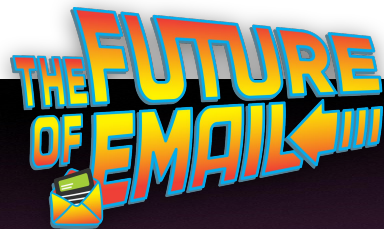
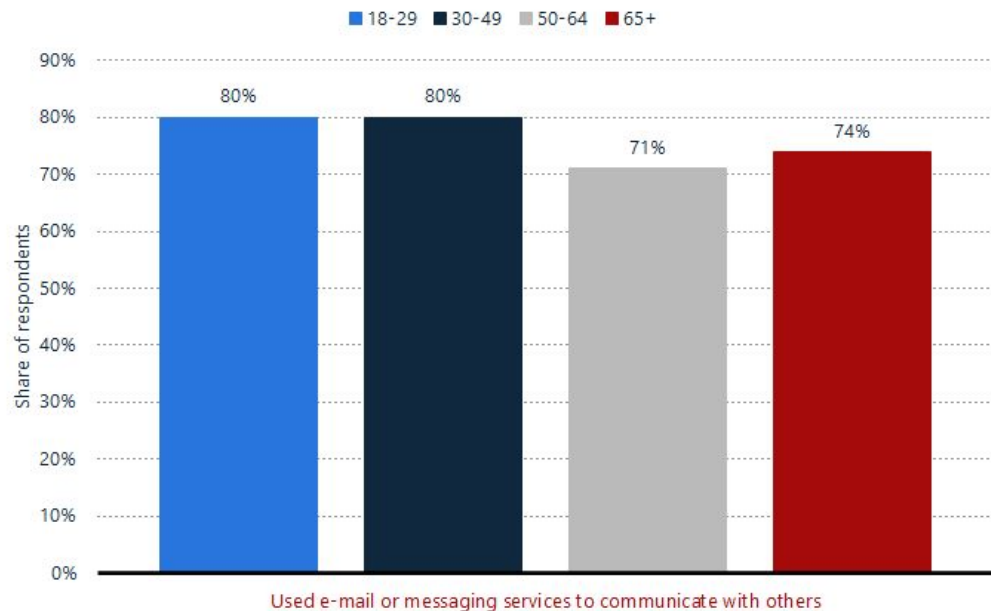
- Send volume in 2020 increased by anywhere from 177% to nearly 250%
- ◆ No measurable changes in unsubscribes or complaints across many email vendor benchmark reports



# A LOOK INTO THE CRYSTAL BALL

## Utilization isn't slowing

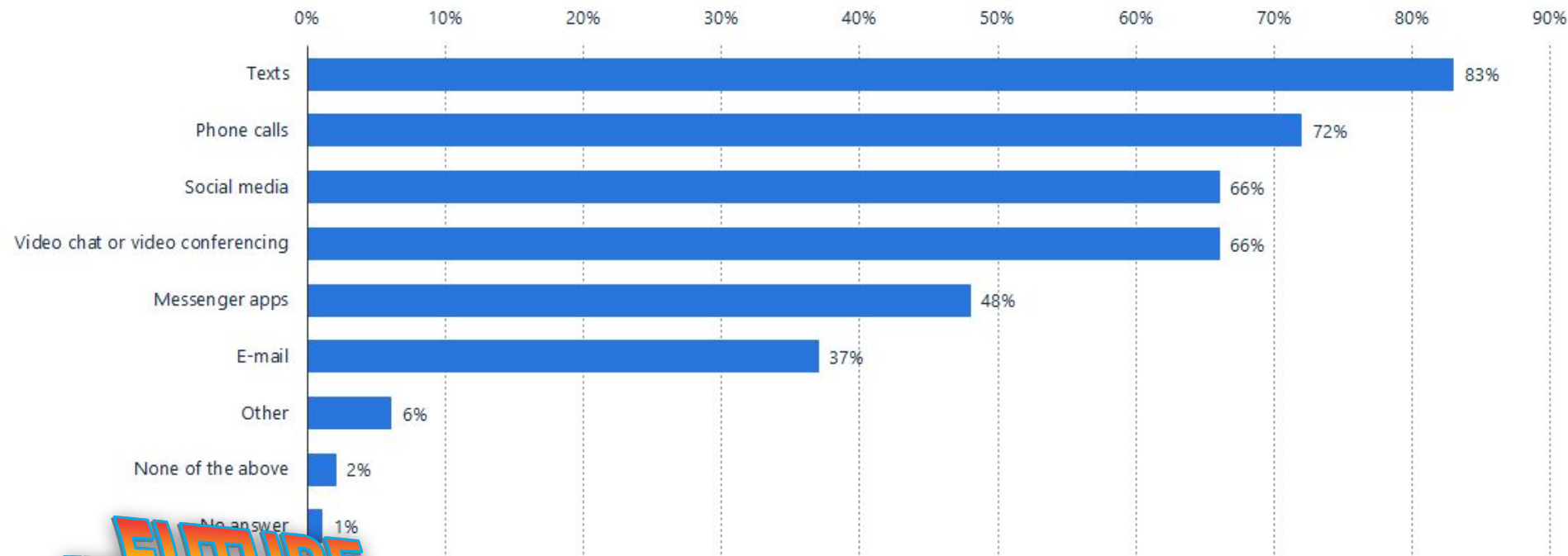
Share of adults in the United States using email to connect with others during the coronavirus outbreak as of March 2020



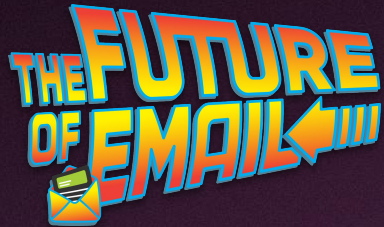


# A LOOK INTO THE CRYSTAL BALL

Even TEENS are using it!



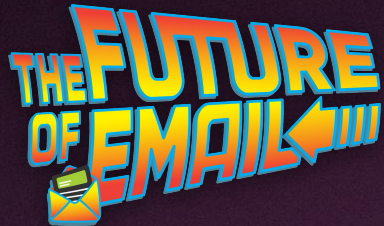
# QUESTIONS



# THANK YOU

BE ON THE LOOKOUT FOR

**PART II**





# HOW TO STOP EMAIL DISASTERS BEFORE THEY STRIKE

February 16th at 11:30 am EST

- A crystal ball for previewing email campaigns before hitting send.
- Optimizing emails for the future.
- Using email data for better insights.

