

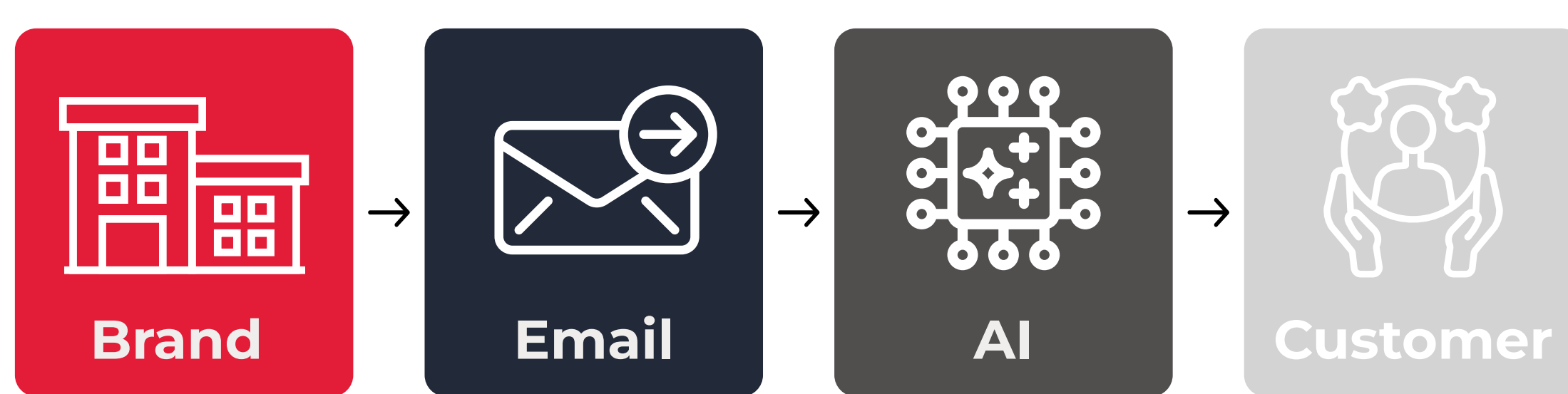


01 THE INBOX HAS CHANGED

Then

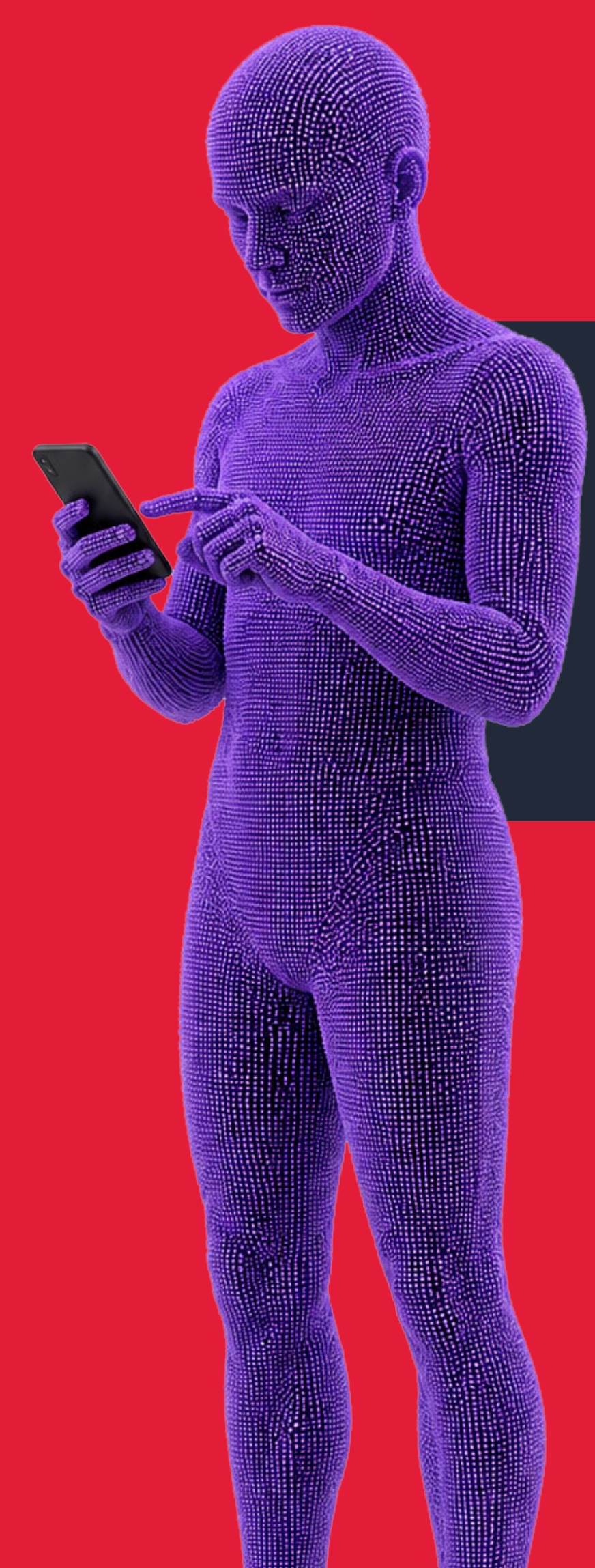


Now



AI is increasingly summarising our emails

02 MEET YOUR TWO READERS



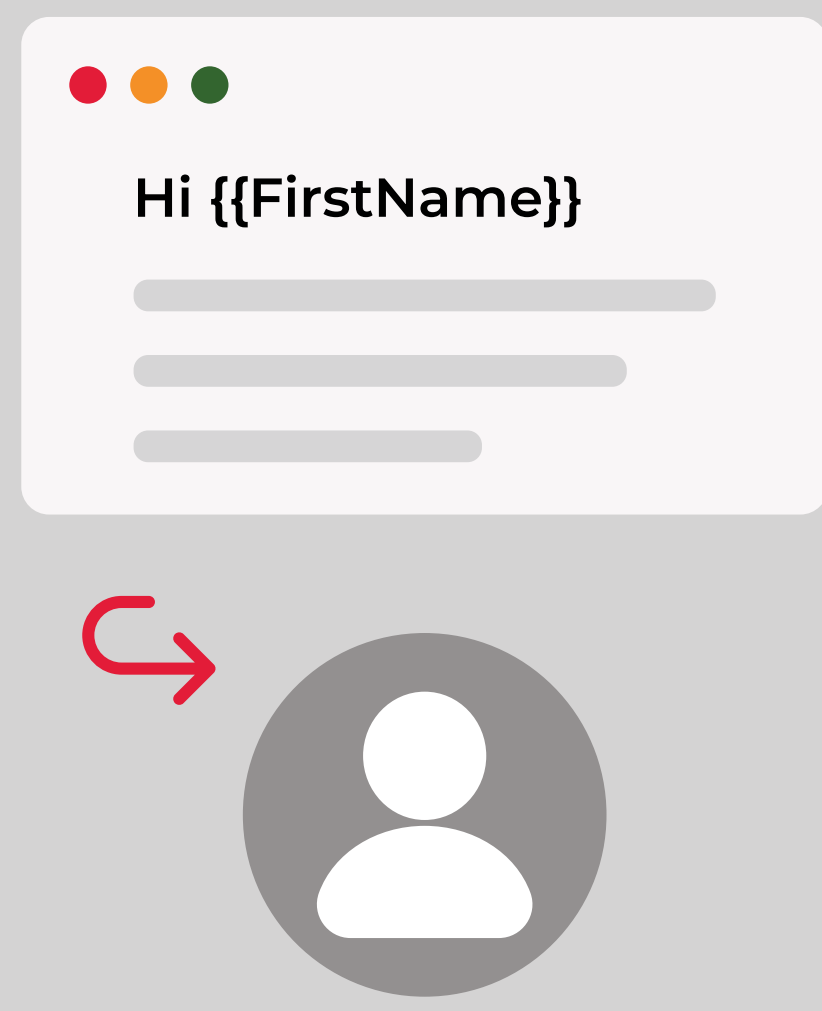
I care about clear structure and intent, strong subject lines, and meaningful preview text to make scannable content.



I care about emotion, trust, personal context and a clear benefit.

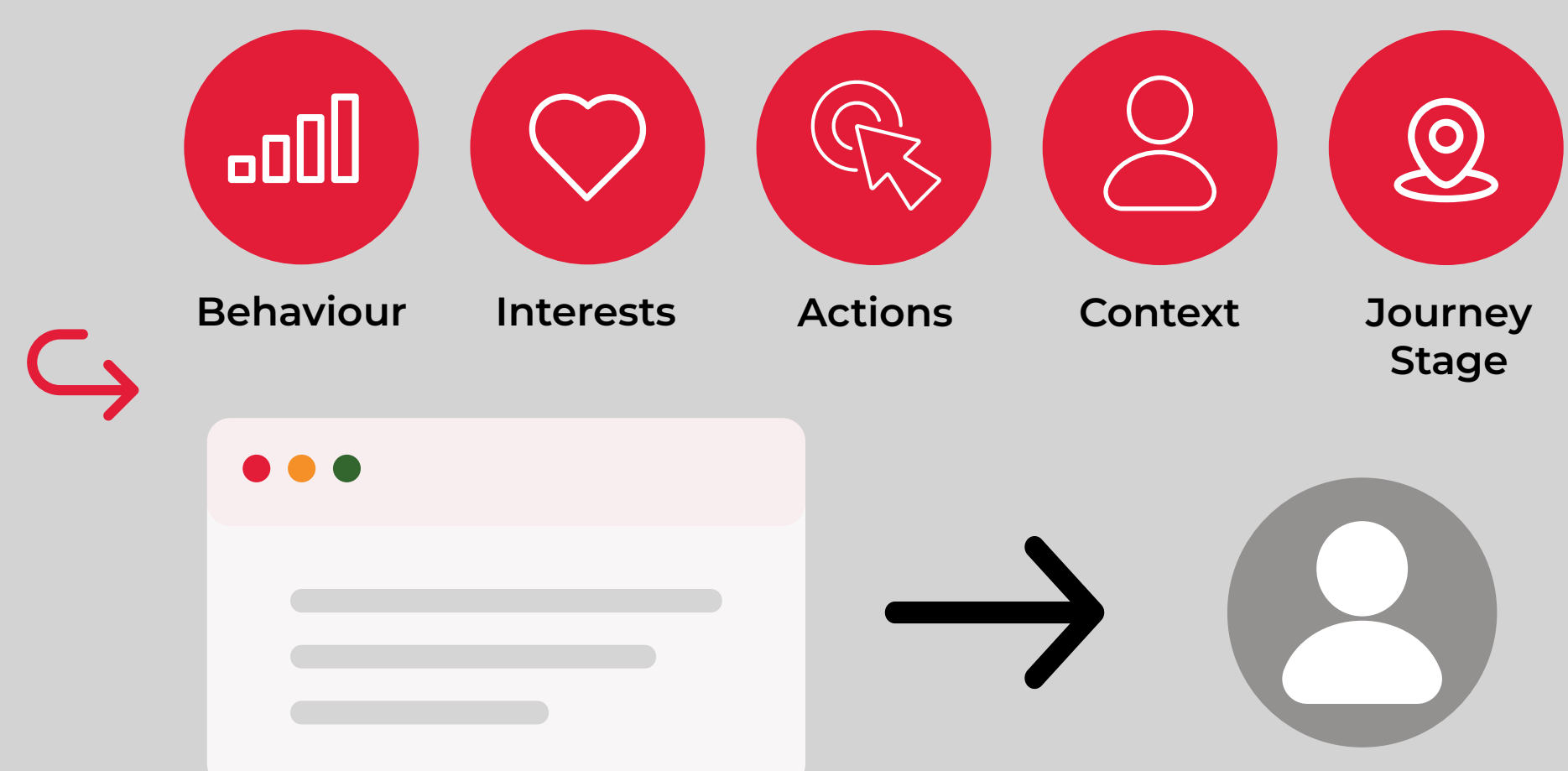
03 PERSONALISATION HAS ADVANCED

Old Personalisation



Smart Personalisation

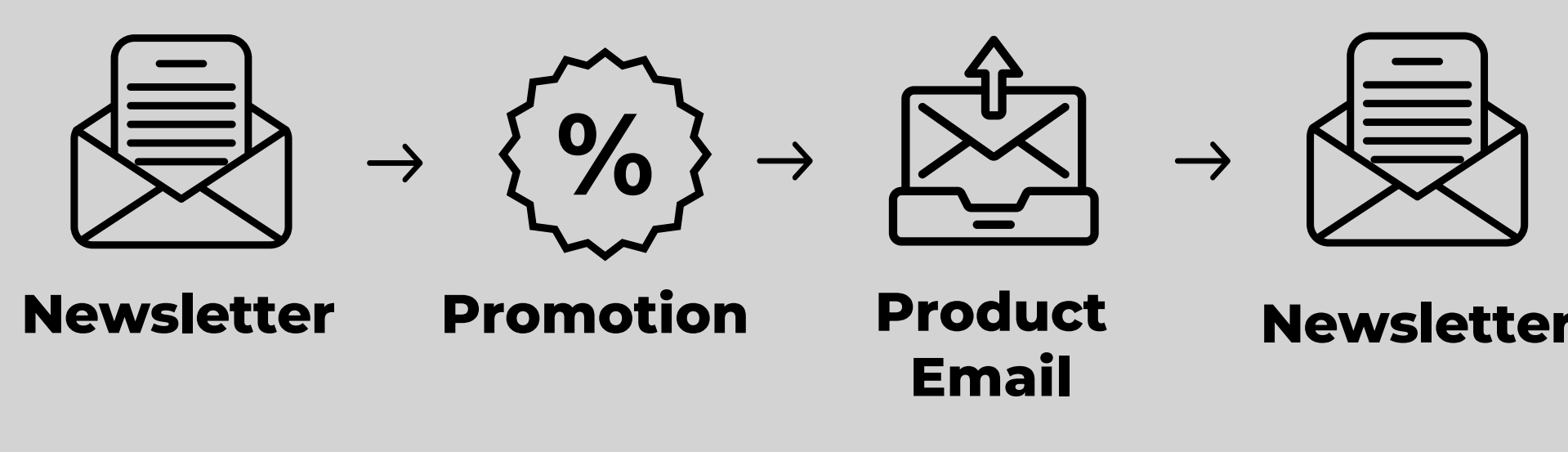
Build communication around:



04 HOW TO MAKE JOURNEYS VALUABLE TO CUSTOMERS

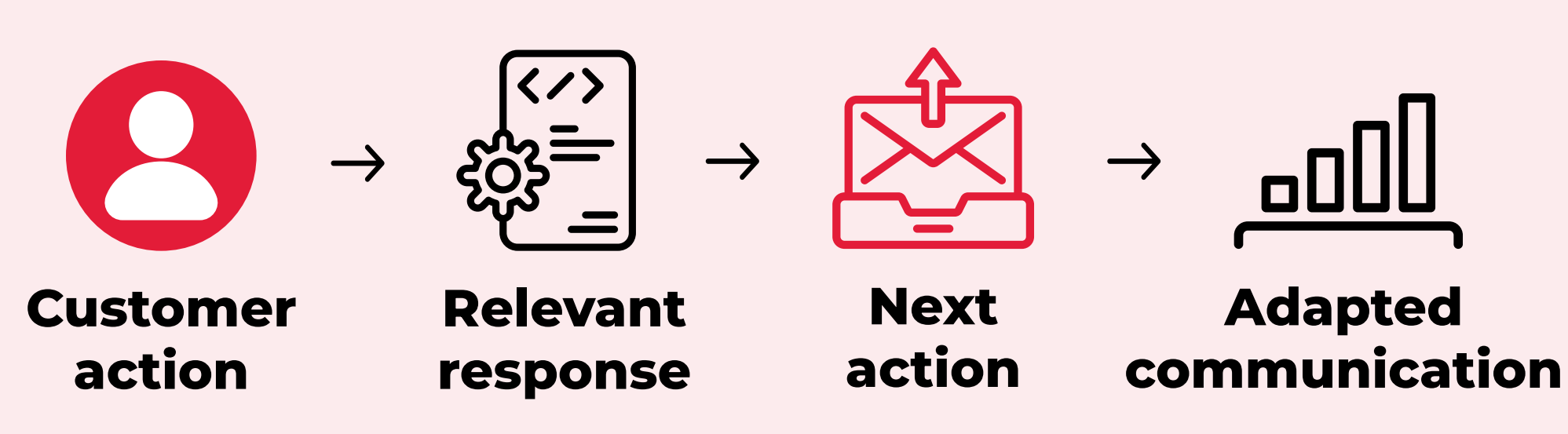
Old Way

“What do we need to send this month?”



Smart Way

“What does this customer need next?”



05 SOME OLD EMAIL RULES ARE CHANGING

More emails ≠ more visibility

Quality and relevance matter more than simply increasing volume.

First-name personalisation ≠ personalised marketing

Customers expect communication informed by their interests, behaviour and context.

Open rate ≠ success

The way inboxes process and present email is changing, so marketers need a broader view of performance.

Automation ≠ efficiency

Automation should improve the customer experience, not make communication feel robotic.

06 METRICS TO LOOK OUT FOR

- Meaningful clicks
- Enquiries
- Journey progression
- Conversions
- Customer actions
- Unsubscribes
- Revenue/value generated

One Email. Two Readers. One Chance.

AI may be changing how the inbox works, but the goal of great email marketing hasn't changed: Send something worth receiving.

Let's talk →

www.stratitute.co.za