

MACHINE LEARNING

The Future of Email Personalization



Email Monks



TABLE OF CONTENT

• Preface	1
• Scope of Machine Learning in Email Marketing	2
• Machine Learning in Email Marketing	4
• Role of Machine Learning in Email Personalization	6
• Brands using Machine Learning in their Email Campaigns	8
• Machine Learning Tools and APIs	13
• Key Takeaways	15
• About EmailMonks	16

PREFACE

With the advent of technology, the use of Machine Learning is growing, and it is reshaping how we live. Machine learning is considered to be 'the future', and email marketing is nowhere behind in adopting this technology to make emails better.

Email today is more about giving the subscribers a personalized user experience. Machine learning aids in creating that personalized email experience and makes the email marketers' job easy. Let us dive deeper into the opportunities of this technology in email marketing and personalization.

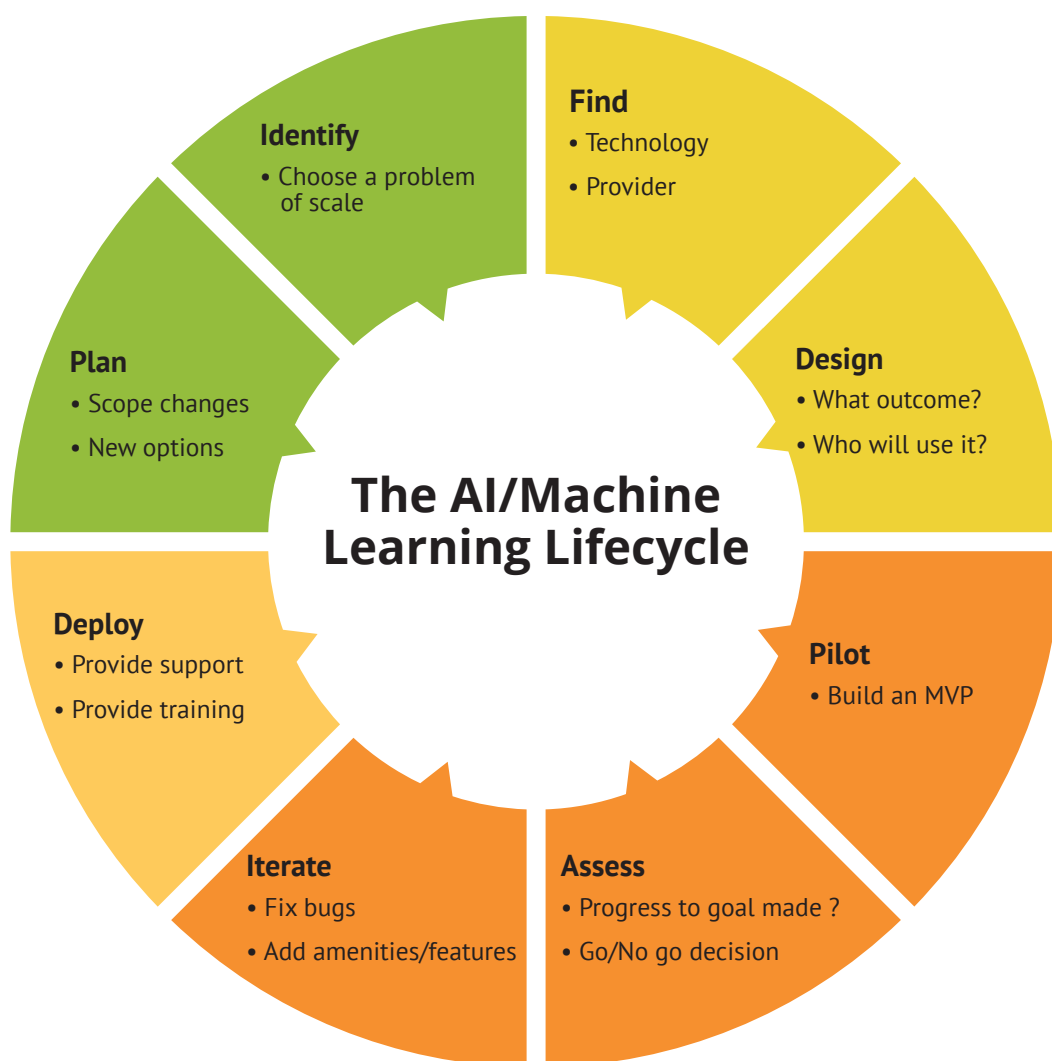
A person is hiking on a rocky trail, silhouetted against a bright background. A waterfall is visible in the background, cascading over rocks. The scene is set in a rugged, mountainous area with steep cliffs and a clear sky.

DISCOVER

The Scope of Machine Learning in Email Marketing

Whether it is e-commerce, retail, media or B2B services, email has consistently proven to be the most preferred and successful channel for marketing. Technologies like Artificial Intelligence and Machine Learning have transformed email marketing to such an extent that we can now send relevant and engaging content to every individual email subscriber, which is equivalent to a million email marketers creating and sending individual emails for their subscribers.

Machine learning is made up of algorithms that prompt computers to perform certain tasks and makes decisions.



■ Planning Phases ■ Design Phases ■ Development Phases ■ Support Phase

The computers are programmed in a way that they can analyze big data, study the information and learn from it. This makes the job of email marketers easier in analyzing customer data and creating actionable content for emails.

Here's what machine learning means in email marketing and the role it plays in making personalization of emails easier.



Machine Learning in Email Marketing

Know the Benefits

Segmenting user base

Machine learning algorithms help marketers to segment their user base. By studying each user's individual preferences, demographic and geographic data and unique journey, the systems can efficiently identify similar users and divide them into various customer segments.

Email subject line optimization

Crafting the perfect subject line that triggers subscribers to open the email is a real struggle for marketers, considering the difficulties in generating significant subject lines and testing them across multiple options to determine what works. But, with the help of machine learning platforms, email marketers can let machines do this task. ML powered platforms have the ability to work out subject lines that would be most suitable for specific target audiences.

Delivery time optimization

Email sending time is a crucial factor, as sending emails at the wrong time can leave your emails go unnoticed and unread. Manually scheduling emails according to the time zones of each set of subscribers can be a tedious task for marketers. Thanks to ML, it analyses when a subscriber is most likely to see and open messages and optimizes send times based on that for specific individual subscribers.

Content and copy optimization

A good copy and relevant content are the most important in an email. Getting it wrong will end your emails in the trash. Machine learning technology can help to create a relevant and humanly copy with apt calls-to-action, images, and content by analyzing what resonates best with a specific audience. It uses a natural language that seems to be written by a human and is consistent with the brand's tone.

Efficient testing

Email marketers use A/B and multivariate testing to see what works best for their target audience. With machine learning powered platforms, it is now possible to create robust tests, identify trends and make necessary changes way more efficiently.



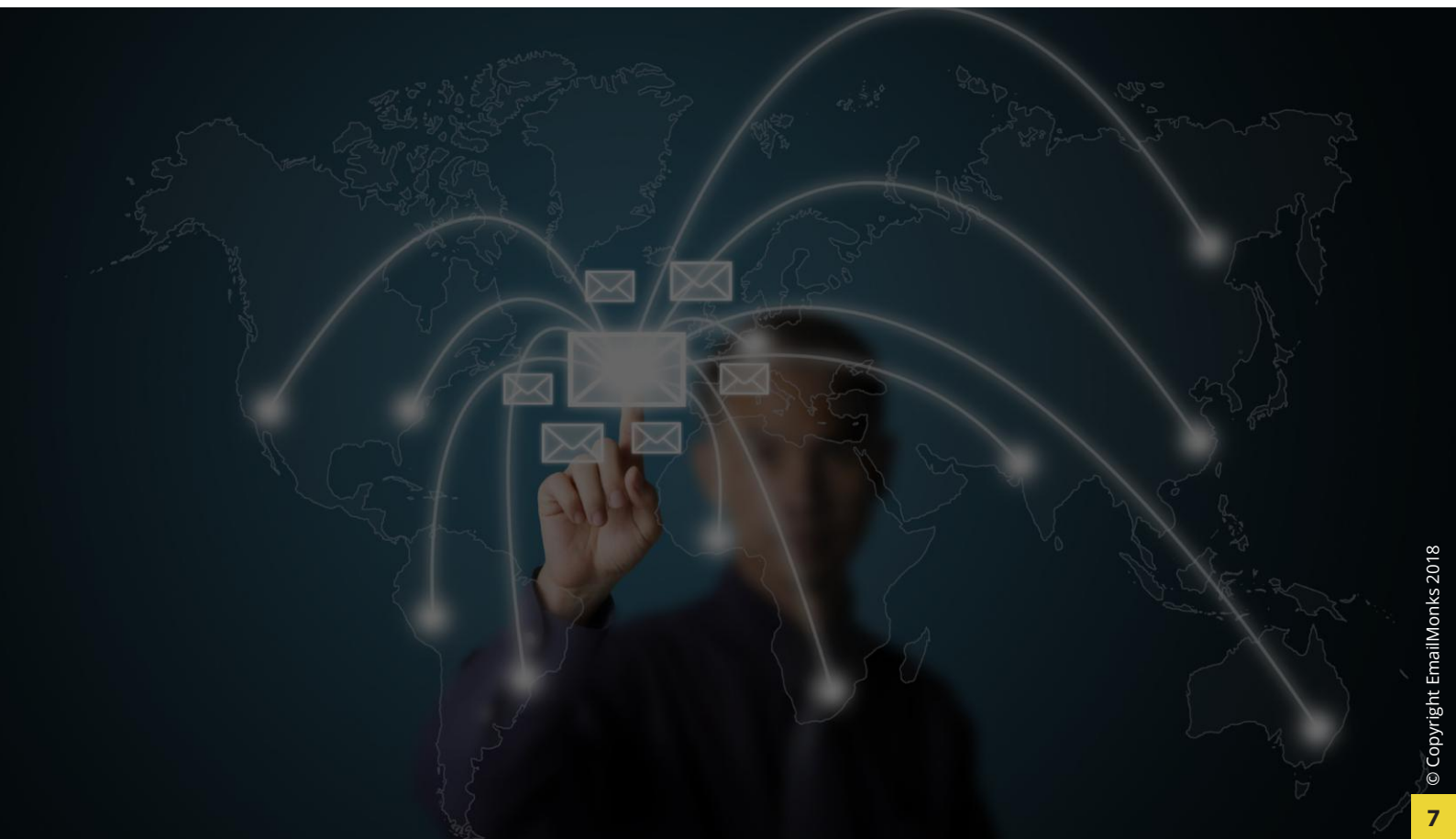
Role of Machine Learning in Email Personalization

Machine learning helps boost engagement easily by creating relevant and personalized emails.

With machine learning platforms, marketers are able to create more persuasive and personalized content for each individual subscriber. The technology not only has the ability to leverage vast amounts of data from multiple sources, it also facilitates the study of customer behavior besides helping create optimized content for each subscriber/customer.

Machine learning aids in creating personalized emails in the following ways:

- Segments email lists by studying each set of data and slicing and re-slicing it in real time.
- Determines how the messages delivered should be tailored to produce the desired results by studying what's likely to engage each individual recipient.
- Dynamically shows recommendations and experiences at the individual one-to-one level using algorithms and statistics from predictive analytics.
- Creates dynamic subject lines, email copies and CTAs that sound consistent with the language that a typical brand uses.
- Learns when each individual subscriber is most likely to open an email to optimize email send times.





Implementing Machine Learning in Email Campaigns

How 4 Popular Brands are Nailing it

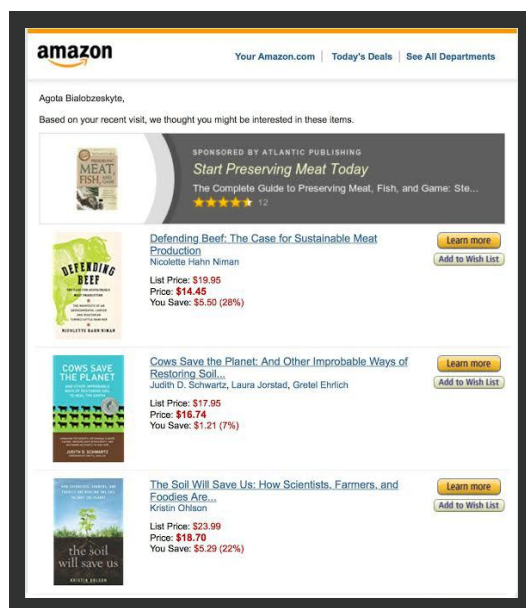


Amazon

Machine learning allows e-commerce businesses to provide their customers a personalized shopping experience similar to the one they receive in a brick-and-mortar store.

Amazon is the king of the online shopping world in creating a personal, 1:1 shopping experience for their customers. This e-commerce business has set up systems with algorithms that analyze the online behavior of their users, such as the products that they search for, click on, add to their carts, make a purchase and so on and so forth.

After analyzing the behavior, the system automatically delivers highly relevant and personalized emails with offers and product recommendations that the users are most likely to engage with. This process is called behavioral target marketing, and with the help of machine learning, Amazon has been efficiently doing this in their email marketing campaigns.

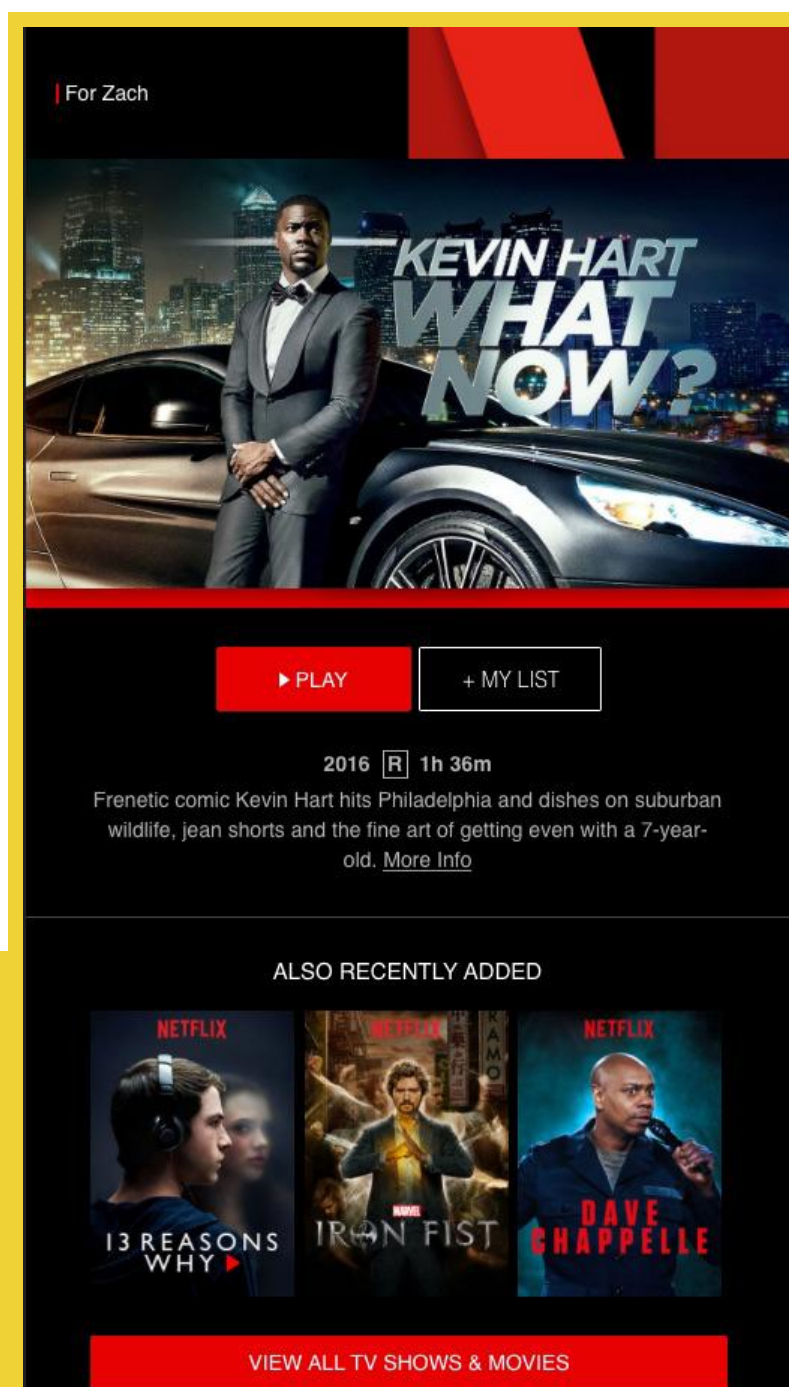


These are product recommendation emails from Amazon that are sent based on the subscriber's recent search, interest or purchase. Up-selling and showing products of the same kind that others have purchased or liked is a strategy that Amazon and most e-commerce businesses use to boost engagement and sales. This has been made easier with AI and ML enabled platforms.

Netflix


Netflix uses machine learning algorithms to send behavioral emails to their viewers. The systems analyze data generated by sources like what the viewer has been watching or is interested in watching, what's trending or what others are watching, and what are the preferences set by the user. The recommendation engine analyses this data and creates most relevant recommendations for each individual user, significantly increasing engagement.

Machine learning algorithms perform several tests to determine the images and content most likely to catch people's attention. Sending highly relevant and personalized emails helps to keep your subscribers active, thereby reducing subscriber churn.



Airbnb


Airbnb uses machine learning to send emails to customers who viewed a listing but did not complete the booking. Similar to a cart abandonment email in e-commerce, the system immediately sends a reminder email for the incomplete booking along with suggestions for relevant listings in the same price range and location. Such emails are also retargeting emails that track the users' behavior and sends emails that are most likely to engage the users and entice them to complete the booking.




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Twitter


Twitter as a brand uses machine learning to determine the most trending #hashtag or news on the feeds and update them in real-time. Similar to Amazon, when a user follows a particular account, Twitter sends the users suggestions for similar accounts to follow. It also sends their users recommendations based on the things they post, the people they follow, their followers and people whose post they engage with the most.


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The background of the slide features a hand holding a white tablet. Numerous white and blue outline icons of envelopes are floating in the air around the tablet, suggesting email or digital communication. A large yellow rectangle is positioned on the left side of the image, containing the title text.

Machine Learning Tools and APIs for Email Marketing

MailChimp

MailChimp features personalization tools, send time optimization systems and A/B testing tools that optimize your email marketing processes and help in making your campaigns successful.

Seg

Seg is an extension of MailChimp that has the ability to segment users and target them based on their browsing history and past purchases.

Automizy

Automizy automates your workflows with features that help in creating personalized and dynamic user experiences, split testing and tracking metrics to continuously improve your campaigns.

Drip

Drip is an automation tool that has features that identify which users are most engaged with your content and monitors the actions of your subscribers on your website.

Google's Cloud Prediction API

This API lets you analyze your data and make accurate predictions. It lets you analyze the customers' sentiments, build recommendations, and track the users' behavior.

Amazon's Machine Learning API

This cloud-based API lets you build robust and scalable applications for content personalization, customer churn prediction, and list segmentation.

Microsoft's Azure Machine Learning API

Microsoft's Machine Learning API lets you build and train machine learning models and choose the best algorithms based on your campaign requirements.

Key Takeaways

- Technologies like Artificial Intelligence, Machine Learning, Business Intelligence and Predictive Analytics have made the tasks of email marketers easy by creating highly relevant and personalized experiences in the subscribers' inbox.
- Machine learning technologies can sift through massive data sets, apply insights and see patterns that we as humans can't identify.
- With the help of machine learning, your creative teams can make emails more personalized, persuasive and relevant.



About EmailMonks

EmailMonks are experts at designing and coding beautiful Emails, Newsletters and Landing pages with responsive layout Catering to **5000+ clients** worldwide, having coded **65,000+ templates** till date; offering 24/5 support, fastest-in-the-industry TAT of 8 hours & 100% money back guarantee to name a few. EmailMonks work with Direct Brands, ESPs and Agencies. Our clientele include *Disney, National Geographic, 21st Century Fox, Ogilvy, Oracle*, and more...

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