

The Consumer Email Revolution

Transforming User Experiences and Marketing Strategies



yahoo!

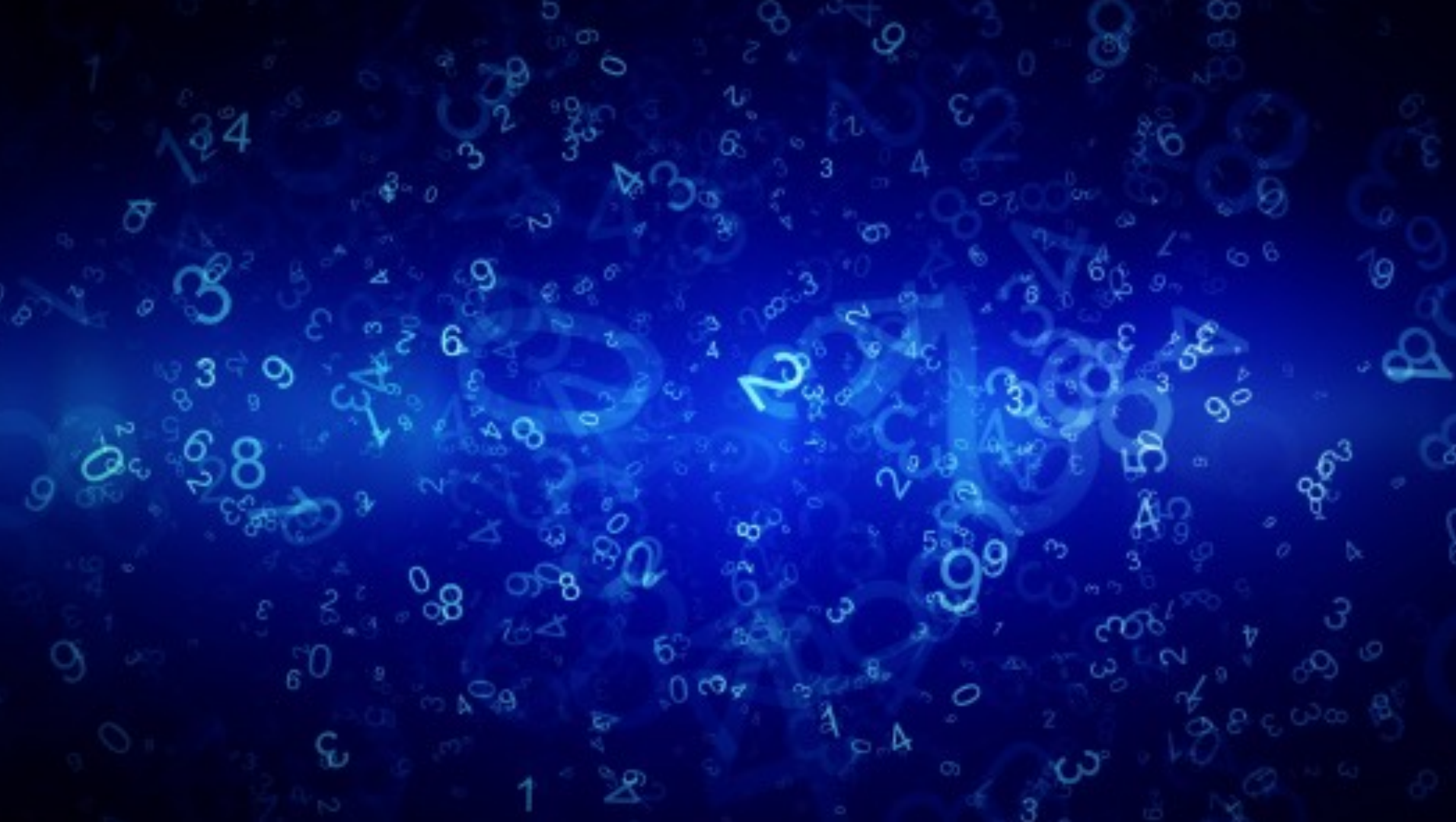


MARCEL BECKER

A scenic view of a canal in Amsterdam, featuring colorful brick buildings, a bridge, and a boat. The text "STATE OF EMAIL" is overlaid in white.

STATE OF EMAIL



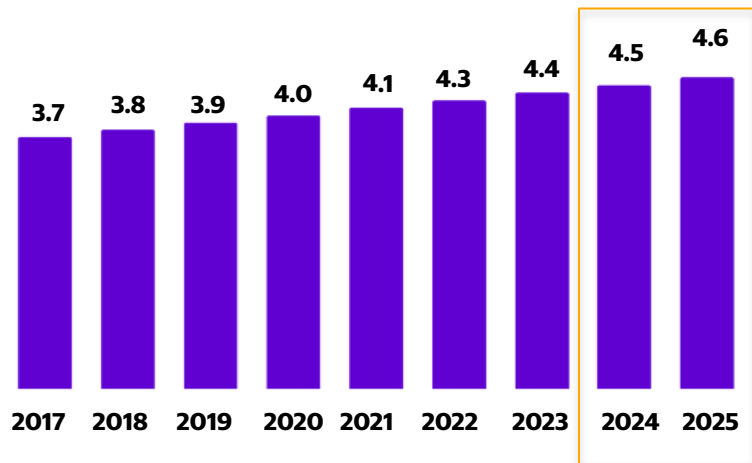


Email Users grow at 3% while volume is up by 14%

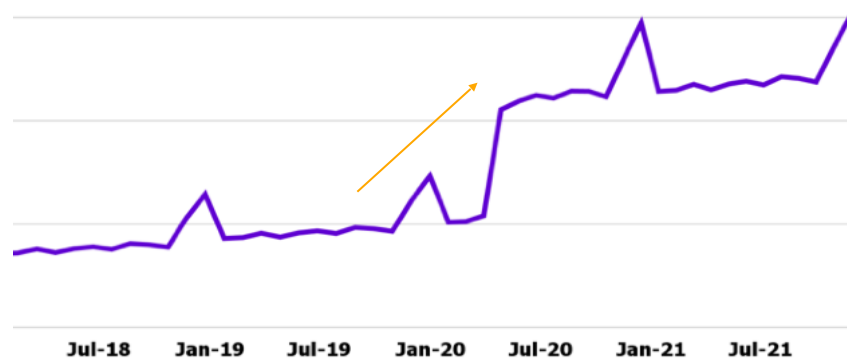
Email users **will continue growing at 3% YoY**, reaching ~4.6Bn by 2025

Global Email Volume **increased by 14%** from 2020 to 2021, **with continued increase in 2022**

Number of Email Users Worldwide from 2017 - 2025



Email Volume from 2018 to 2022



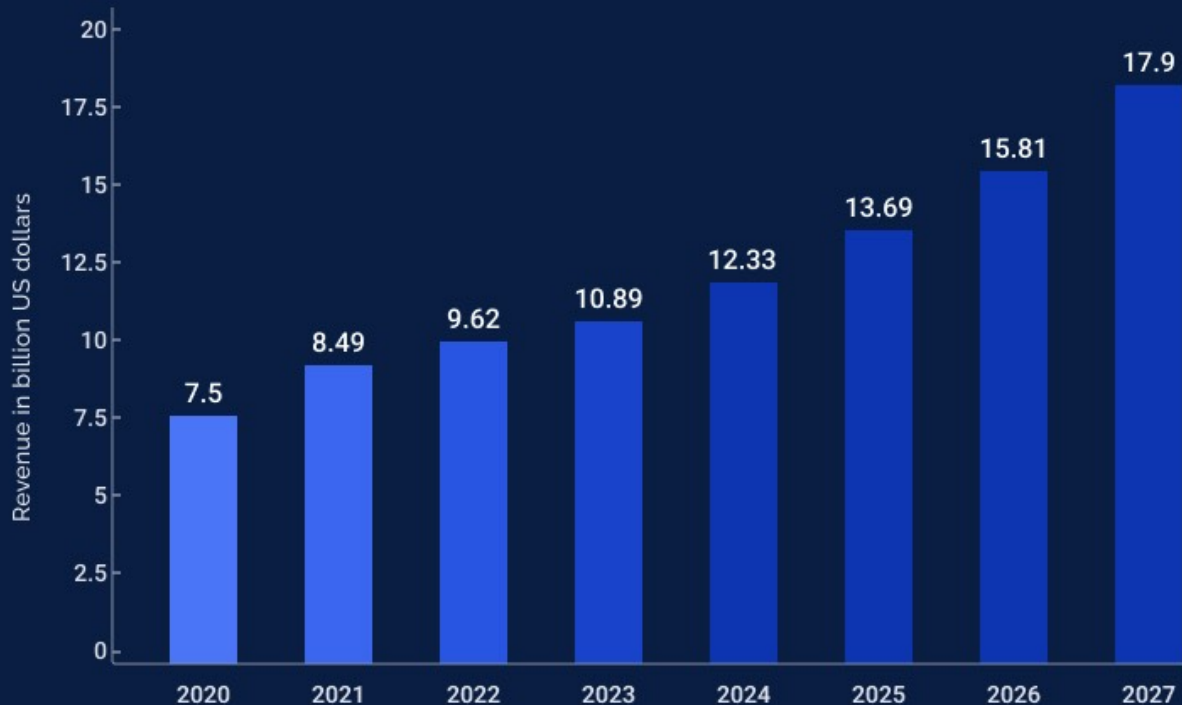
Email Marketing is king on ROI

4200%

**Consumer e-mail is
non-conversational**

96%

Email marketing revenue worldwide from 2020 to 2027



A scenic view of a canal in Amsterdam, featuring colorful brick buildings, a bridge, and a boat. The word "BASICS" is overlaid in white text. The scene is captured from a low angle, looking down the canal. On the left, a blue boat is docked. A bridge with many bicycles parked on it spans the canal. The buildings are multi-story, with various window colors and architectural details. The sky is overcast with grey clouds. The water reflects the buildings and the sky. The overall atmosphere is calm and urban.

BASICS





HAWAII DRIVER LICENSE

NUMBER 01-47-87441

DOB 06/03/1981 EXP 06/03/2008

HT	WT	HAIR	EYES	SEX	CTY
5-10	150	BRO	BRO	M	0

ISSUE DATE 06/18/1998 CLASS 2 ENDORSE

McLovin

McLOVIN
892 MOMONA ST
HONOLULU, HI 96820

**Of global mailboxes
support DMARC**

90%

**Of all mail is sent with
a valid DMARC record**

75%

Of all brands use DMARC

25%

**Of senders are using DMARC
at Enforcement**

6%



OUR PERSPECTIVE











NEW
COLLECTION

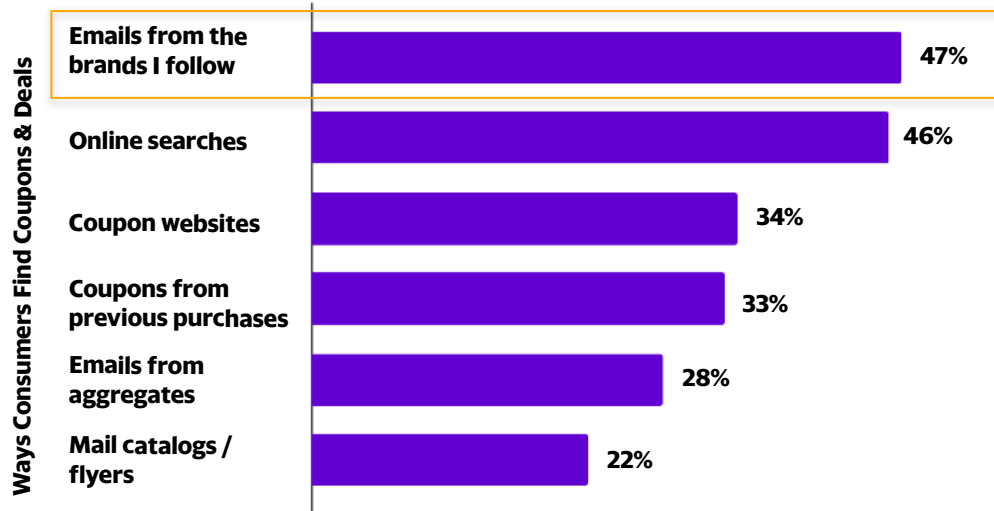
UP TO 50% OFF
DESIGNER'S CHOICE COLLECTION
SHOP NOW

BRANDS

PREMIUM Credit
1234 5678 9012 3
07/20

Your Basket
White dress shirt \$120
White collared shirt \$80
Black and Gold Glasses \$40
Black Leather Shoes \$120

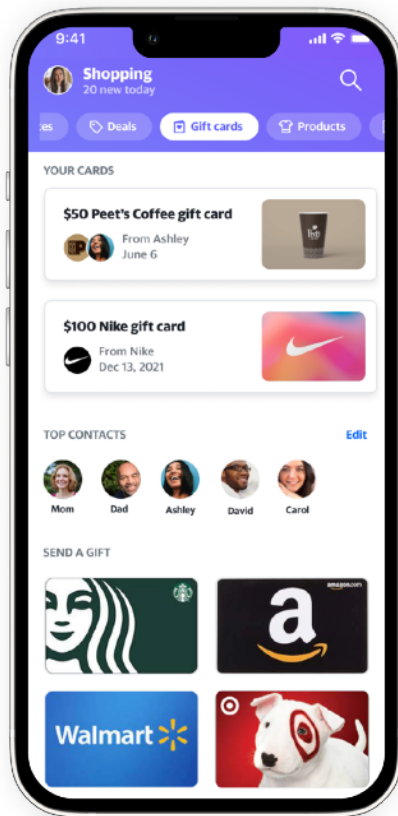
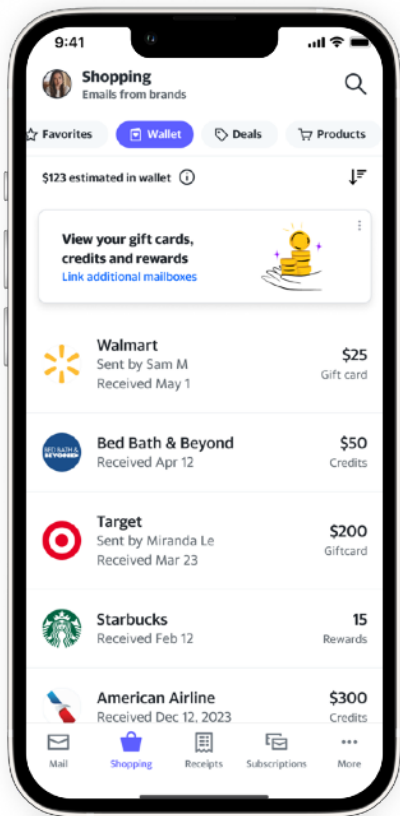
Email is the no 1. way, consumers find coupons & deals





yahoo!mail

Shopping Utilities





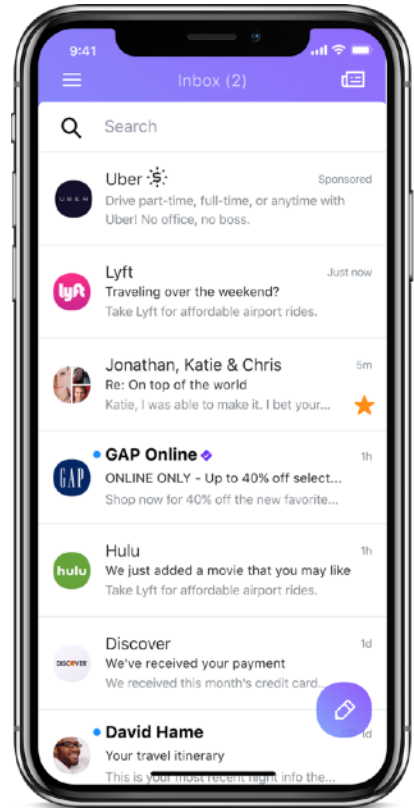
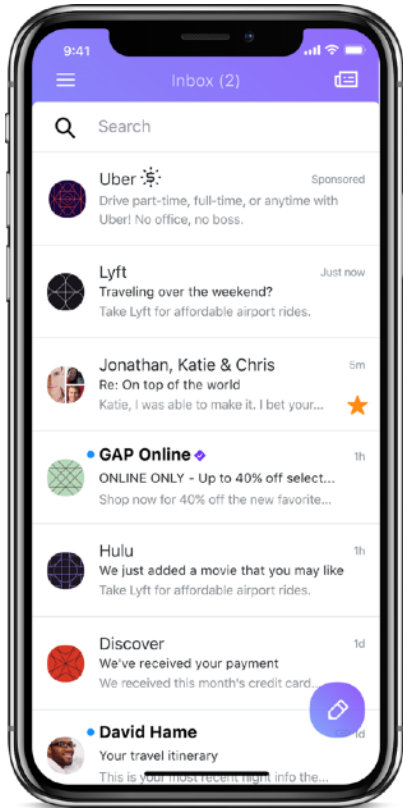
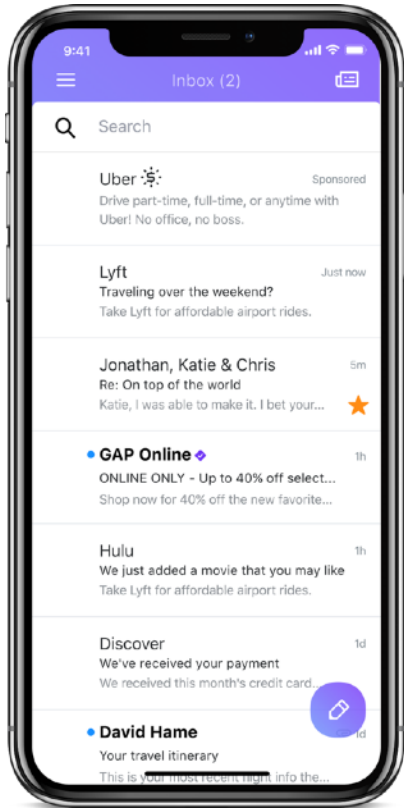
START

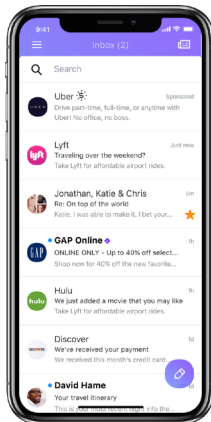
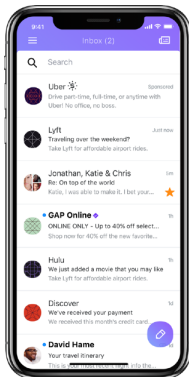
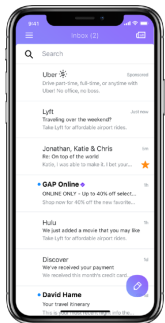
A scenic view of a canal in Amsterdam, featuring colorful brick buildings, a bridge, and a boat. The word "BIMI" is overlaid in white text. The scene is captured in a slightly desaturated, artistic style with a dark overlay. The canal is in the foreground, reflecting the buildings and sky. A bridge with many bicycles parked on it spans the canal. The buildings are multi-story, with various window colors and architectural details. A blue boat is docked on the left side of the canal. The sky is overcast with grey clouds. The overall mood is calm and urban.

BIMI

**Citing brand recognition
as #1 criteria before opening
an email.**

49%





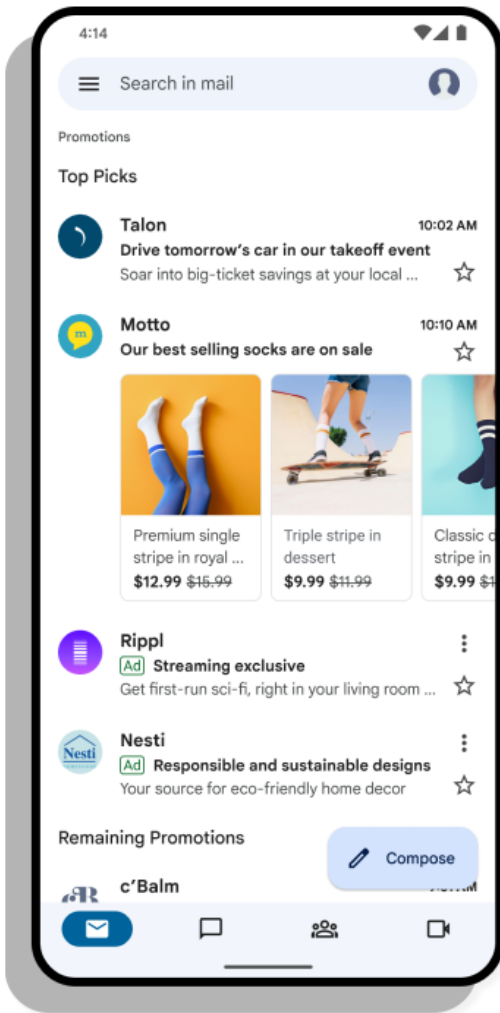
↑ 10%



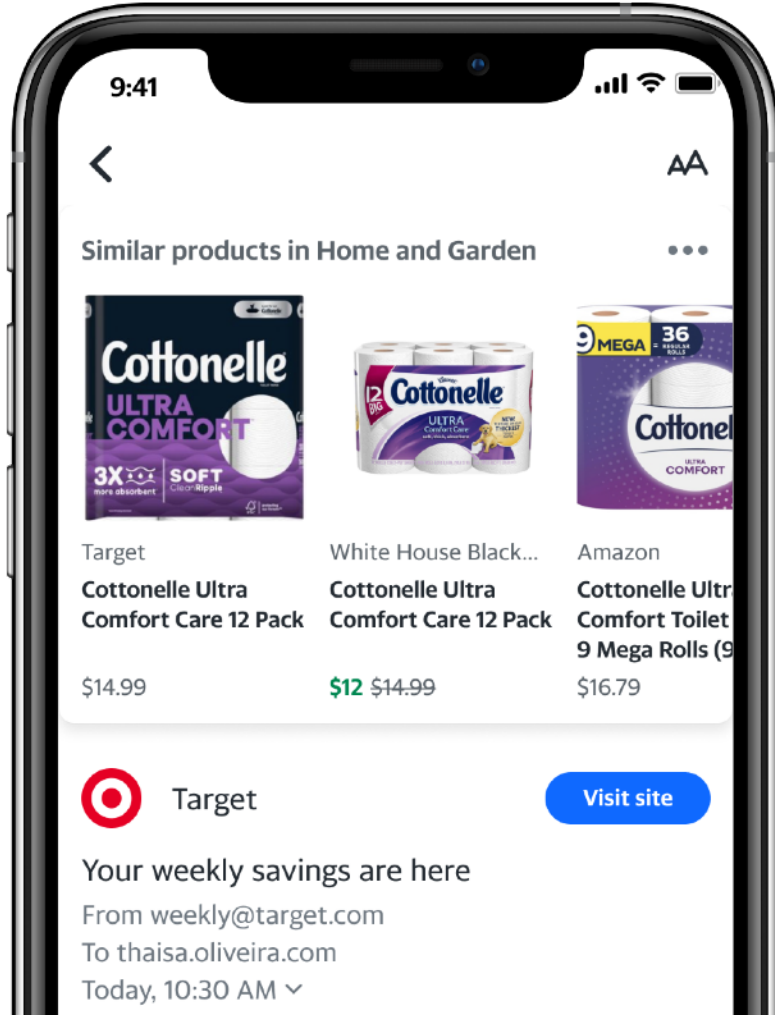
A scenic view of a canal in Amsterdam, Netherlands. The canal is filled with water, reflecting the surrounding buildings and trees. On the left, a blue boat is docked. A bridge spans the canal, with several bicycles parked on it. The buildings are colorful, with red, yellow, and blue facades. The sky is overcast with grey clouds. The word "SCHEMA" is overlaid in white, bold, sans-serif font in the center of the image.

SCHEMA

Google Annotations



Yahoo Promotions



A scenic view of a canal in Amsterdam. The canal is filled with water, reflecting the colorful buildings and trees. On the left, a blue boat is docked. A bridge with many bicycles parked on it spans the canal. The buildings are multi-story, with various window colors and architectural styles. The sky is overcast with grey clouds. The overall scene is a classic Amsterdam canal view.

AMP



Compose

← Back ↶ ↷ →

Archive

Move

Delete

Spam



μ.2 | Flight Search

Yahoo/Inbox



NetcoreCloud <micron@mytoday.com> [Unsubscribe](#)
Tel: nodecanada@yahoo.com

Wed, Jul 20 at 3:29 p.m.

21 Jul 2022

From

To

yyyy-mm-dd



SEARCH

Best Departing Flights

Netcore Cloud Pvt. Ltd.

8th Floor, Peninsula Towers, Peninsula, Corporate Park, G. K. Marg, Lower Panel (W), Mumbai - 400015.
netcorecloud.com | +91 22 6662 8000



Rate this Email (+3)



3 p

[Unsubscribe](#)



Compose

← Back ↶ ↷ →

Archive

Move

Delete

Spam



μ2 | Survey

NetcoreCloud <microns@mytoday.com> [Unsubscribe](#)

To: ncdecana@yahoo.com

21 Jul 2022



Lets start the survey

Yes


No


Type a message








 Yahoo Finance

 CustomerThink

Appier integ
marketing a

Factoreal Announces New Generative AI Features for Email
Marketing Campaigns

Act-On Software Launches Gen AI Product For Email

 Voicebot.ai

Mailchimp Debuts Generative AI Tools for Email Content


ed by
ze ...

marketers

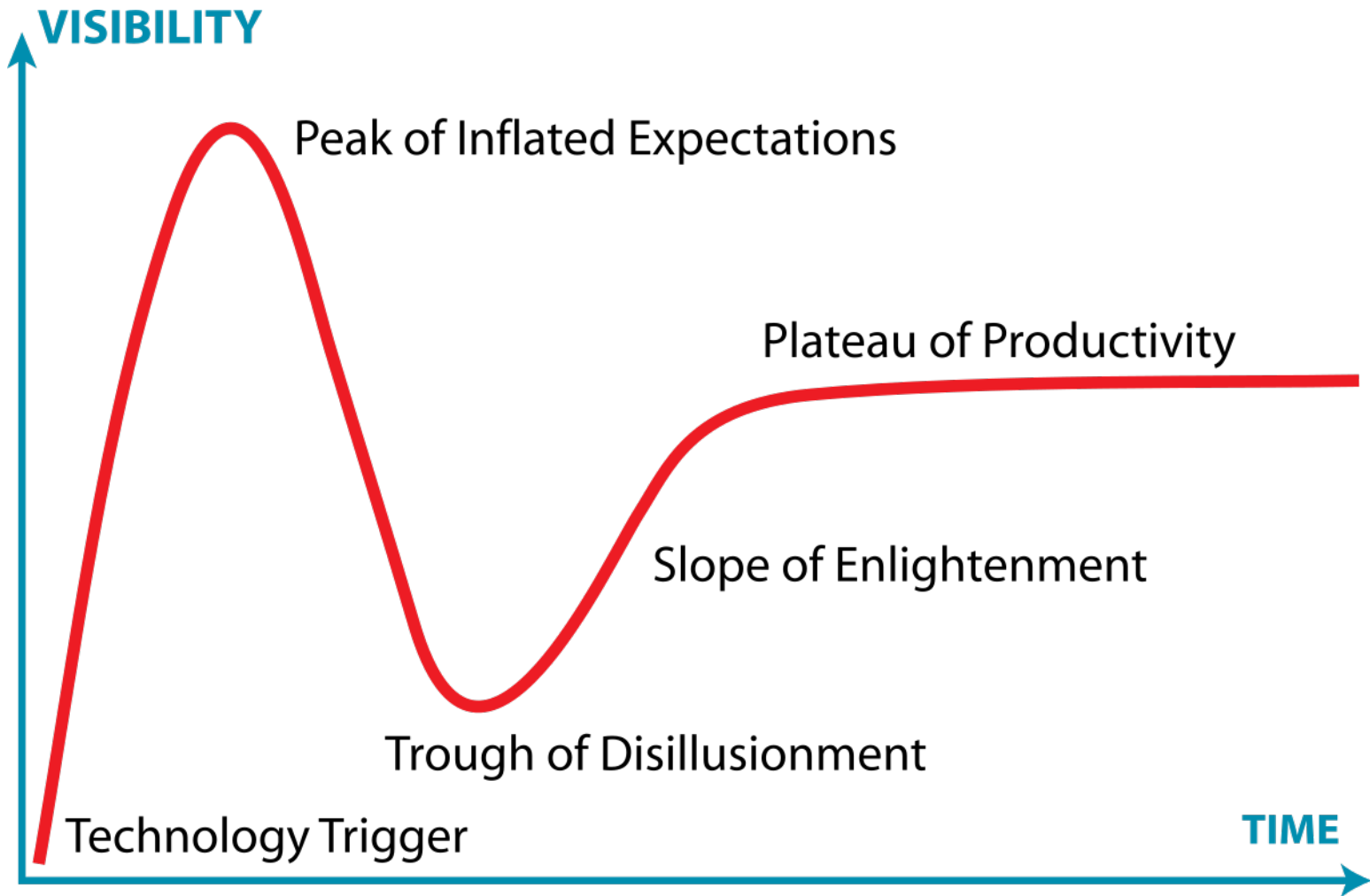
 Marketing Tech News

GetResponse introduces AI Email Generator powered by

Use

 Demand Gen Report

Factoreal Announces New Generative AI Features For Email Campaigns





yahoo!
finance

JIM LANZONE
Yahoo CEO

**Cannes Lions
International
Festival**



Smart Search

**Writing
Assistant**

Contextual Actions

A.I. TURNS THIS SINGLE
BULLET POINT INTO A
LONG EMAIL I CAN
PRETEND I WROTE.



A.I. MAKES A SINGLE
BULLET POINT OUT OF
THIS LONG EMAIL I CAN
PRETEND I READ.






SHORTCUT









9:41
Back

 **Your Flight to New York Is Today**
Departs 1:00pm
Terminal T3
[Directions](#)

 **Your Lightning Cable Shipped**
Expected in 2 days

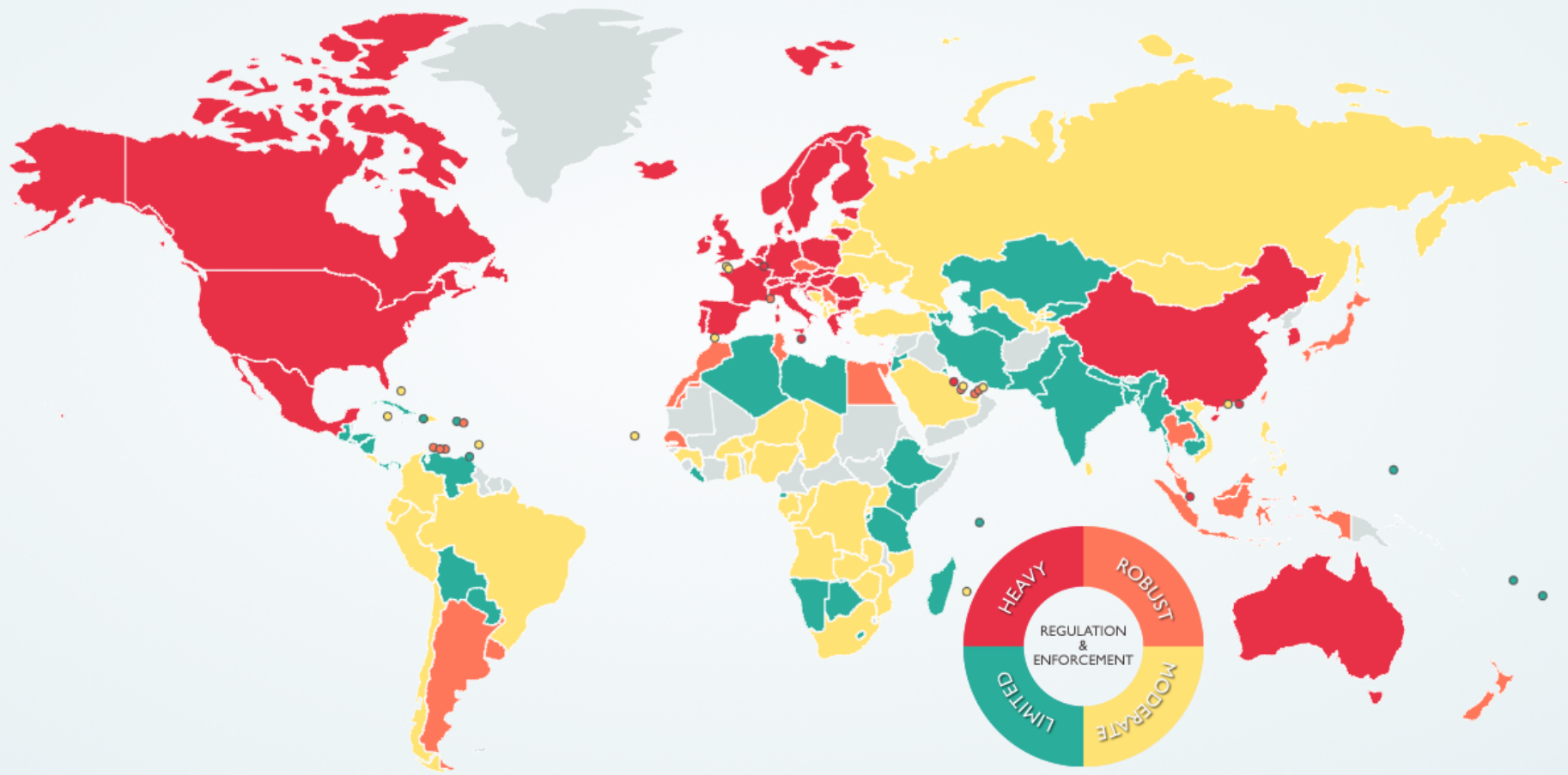
 **Your Nura Headphones Are Out For Delivery**
Expected in 1 hour


In a few days
 **Target Has An Offer For Dove Haircare Products**
\$3.00 off, Expires Friday

 **You've Been Invited to Makerfaire**
January 4th, 3 PM
[Shop now](#)

A scenic view of a canal in Amsterdam, Netherlands. The canal is filled with water, reflecting the surrounding buildings and trees. On the left, a blue boat is docked. In the background, a bridge spans the canal, with many bicycles parked along its edge. The buildings are colorful and have many windows. The sky is blue with some clouds. The text "REMEMBER THE LAW" is overlaid in white, bold, sans-serif font across the center of the image.

REMEMBER THE LAW





A yellow diamond-shaped sign with a black border and two silver bolts at the top and bottom. The sign is overlaid on a blurred background of a desert landscape with brown mountains under a clear blue sky. A road with yellow double lines curves through the foreground, and a small white car is visible on the road.

**REALITY
CHECK
AHEAD**



HTTP Request



HTTP Response





Sign in with Yahoo



Hi, mbeckerhh

By agreeing, you'll allow
Awesome Brand to:

Collect your Email Address ▼

Track your engagement ▼

Send a daily newsletter ▼

Send other emails ▼

I agree to the Yahoo [OpenID](#) and [OAuth](#) terms

Not now

Agree

A scenic view of a canal in Amsterdam, featuring colorful brick buildings, a bridge with bicycles, and a boat in the water. The text "THE FUTURE IS BRIGHT?" is overlaid in white.

THE FUTURE IS BRIGHT?





How about this?

80000%



**“A rising tide lifts
all the boats” - JFK**











9:41
Back

 **Your Flight to New York Is Today**
Departs **1:00pm** Terminal **T3** [Directions](#)

 **Your Lightning Cable Shipped**
Expected in 2 days


 **Your Nura Headphones Are Out For Delivery**
Expected in 1 hour

In a few days
 **Target Has An Offer For Dove Haircare Products**
\$3.00 off, Expires Friday

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January 4th, 3 PM [Shop now](#)









THANK YOU