

Hello and welcome!

While we wait for everyone to join, tell us in the chat:

How many of you have unsubscribed from an email list in the last months? And Why?



A few things before we start:

● This session will be recorded

Chat



Bloomreach

I'm calling from NYC!

11.28AM

Q&A



Bloomreach

Does this apply to only promotional emails or to transactional emails as well?

11.28AM



Docs



Navigating Gmail and Yahoo's Deliver...

Click to open



Gmail and Yahoo's New Email Sender...

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Email Deliverability Tips

Click to open



The Ultimate Guide to Mastering Email...

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Nurturing the Customer Connection With AI-Powered Email

Meet Today's Experts:



Michal Blasko

Manager,
Business Consultancy

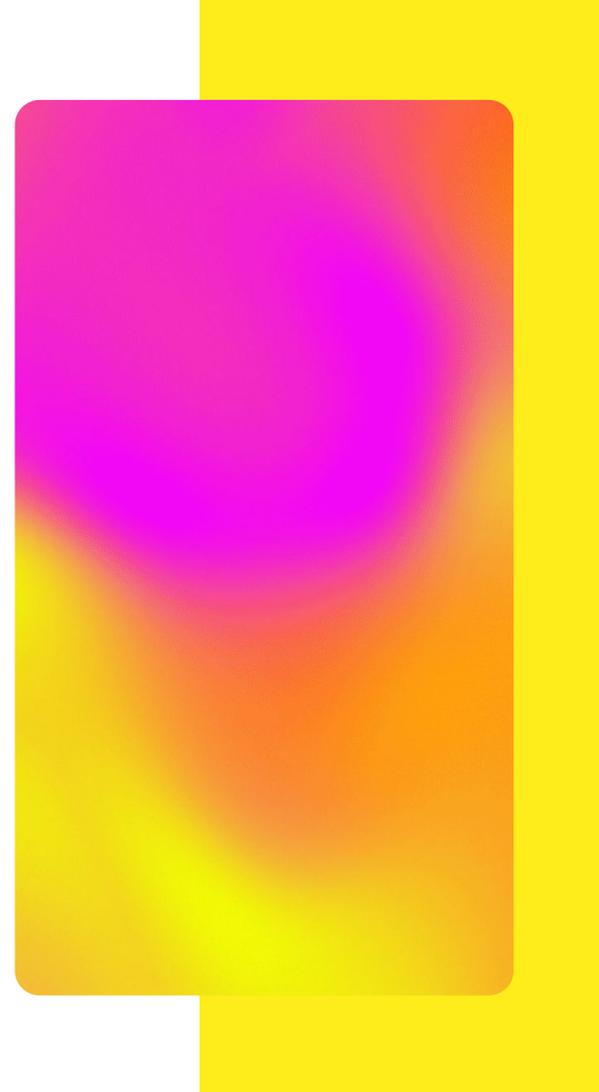


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AGENDA

1. AI and Its Impact on Emailing Stats
2. AI Evolution in Emailing
3. Multi-Language Email Campaigns
4. Bonus Content
5. Q&A



POLL

How are you feeling about
AI in email marketing
right now?



AI and Its Impact on Emailing Stats

AI and the Changes in Emailing Stats

AI Summaries May Inflate Opens But Suppress Clicks

AI-generated summaries (like Gmail's AI preview/summary UI) has been linked to:

- Higher open rates (45.61% vs. 43% QoQ)
- Lower click-through rates (1.74% vs. 1.8% QoQ)

AI-Written Emails Can Lift Click Performance and Unsubscribes at the Same Time

Experiment AI-generated emails vs. human written emails:

- CTR was 9.44% (AI) vs 8.46% (human)
- Click-to-open rate was 25.25% (AI) vs 20.62% (human).
- However, the unsubscribe rate was slightly higher too: 0.16% (AI) vs 0.14% (human)

AI Evolution in Emailing

AI Categorized Inboxes

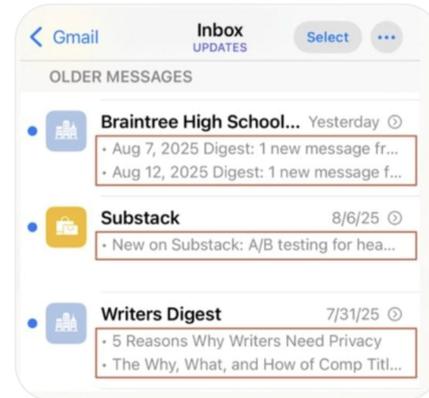
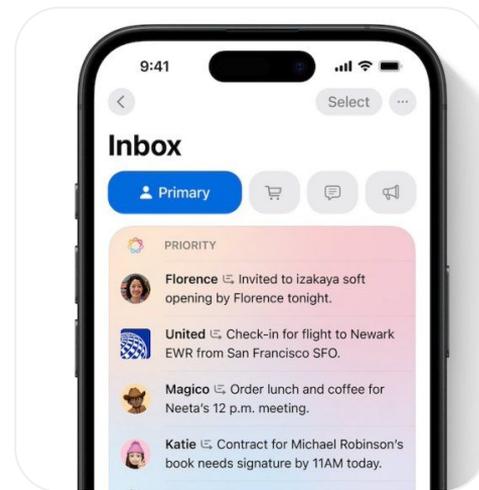
To help users prioritize messages, email providers now use AI to automatically **sort incoming emails into tabs based on sender, subject, body, formatting, links, images, user engagement:**

Gmail	Apple Mail	Yahoo Mail
<ul style="list-style-type: none">• Primary: Personal and important emails• Promotions: Promotional offers and deals• Social: Social network updates• Updates: Bills, receipts, and confirmations• Forums: Messages from online groups and forums	<ul style="list-style-type: none">• Primary: Contains personal messages and other time-sensitive emails. Only messages in this category are included in the unread count for the inbox.• Transactions: Includes confirmations, receipts, and shipping notices.• Updates: Holds newsletters, social media updates, and other news.• Promotions: Contains marketing emails, sales information, and coupons. <p>Digest View: Except Primary, Apple groups all messages from a sender into a unified view, displaying a preview of the clicked-on email, and a snippet of previous emails.</p>	<ul style="list-style-type: none">• Primary: Contains personal messages, bills, and orders.• Offers: Includes deals, promotions, and shopping-related emails.• Social: Social network updates• Newsletters: Collects newsletters customer has subscribed to. <p>Views as an extra logic for filters:</p> <ul style="list-style-type: none">• Receipts: Lets user manage and track his purchases in one place.• Travel: Helps keep track of upcoming travel information.• Photos: Filters for emails containing photos.• Documents: Filters for emails that contain documents.
Users can move emails between tabs	Users can manually re-assign category per sender (device-specific); can turn off categories	Users set custom filters; can train Yahoo for "Views" (by moving emails)

AI-Generated Email Previews

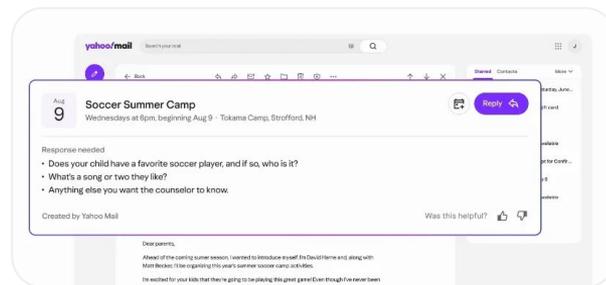
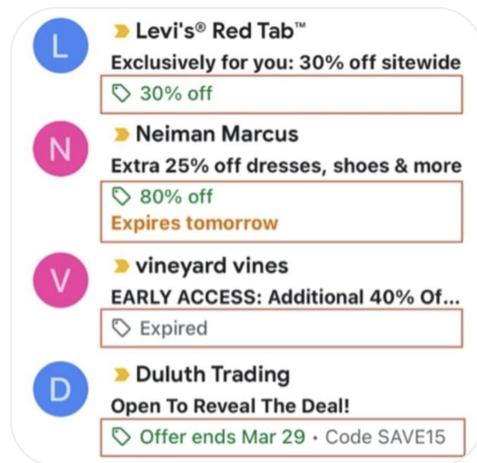
Email providers **automatically create concise summaries of email content displayed to users** before they open a message, using machine learning to extract key information like dates, amounts, and action items.

- **Apple Mail:** By default, Apple's latest operating systems **no longer display the preview text** set by the sender. Instead, Apple Mail **generates its own AI-powered snippet based on the email's content**. It's worth noting that this feature is not yet available on all Apple Mail clients, so **the experience may vary depending on the user's device and settings**.
- **Apple Mail** also uses **Brand Message Grouping** for "older messages," where they roll up all of a brand's emails under one item in the inbox. **Brands can't opt out of having Brand Message Grouping** applied to their emails, **but users can** opt out by selecting "List View" (rather than "Categories"), which also turns off tabs.



AI-Generated Email Previews

- **Gmail:** Doesn't replace the sender's preview text with AI-generated previews by default – yet. Instead, continue to **display the preview text** as provided by the sender **or the first few lines of the email**.
- **Google** uses Automatic Extraction to automatically apply **Annotations code** to promotional emails that **replace preview text** with deal summaries, product carousels and single image previews. While brands can add Annotations to their emails, they're not always honored. Neither brands nor users can opt out of Google using Automatic Extraction.
- **Yahoo:** **replaces** the traditional **subject line** by longer AI-generated description of the email's contents. Once you open an email, the top of the message will include a bulleted list summarizing the main points of the email.
- **Yahoo** uses its own form of Automatic Extraction to apply **schema code** that's nearly identical to Google's Annotations. While brands can add schema to their emails, they're not always honored. And as with Google, neither brands nor users can't opt out of Yahoo using Automatic Extraction.

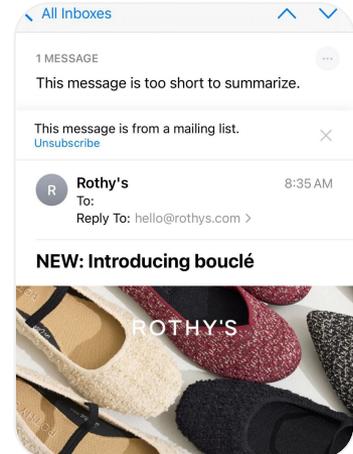
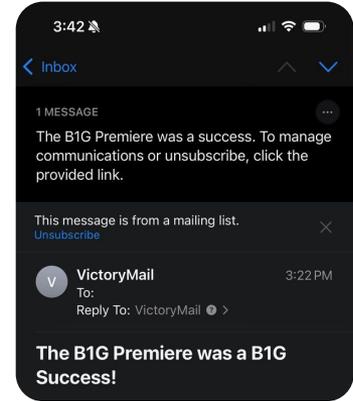


AI Summaries: Providers Comparison

Feature/Provider	Gmail	Yahoo Mail	Apple Mail
Summary Type	✔ Post-open	! Both	! Pre-open
Affects Open Rate	✔ No	! Yes* (can reduce opens * when enabled)	! Yes (can reduce opens)
Manual Trigger	✔ Yes (user can affect visibility; for workspace users only)	● Yes (user can affect visibility - <u>enabled by default</u>)	✘ No (<u>always automatic</u> , not user controlled)

Optimizing Emails for AI Summaries

- **Front-load key information** – lead with your main value proposition in the **first 100–200 characters**
- **Use clear structure** – employ headings, subheadings, bullet points, and bold text to streamline the content; avoid large image blocks at the top
- **Master subject lines** – keep to **40–50 characters**, personalize, and use actionable language (preview text is no longer guaranteed)
- **Stay user-centric** – increase engagement via personalized content to stand out from AI-driven filtering
- **Use mobile-responsive formatting**
- **Ensure good deliverability** – maintain sender reputation and authentication standards (SPF, DKIM, DMARC)



AI-Powered Inbox Management: Summary

Provider	AI Feature	Impact on Marketers
Google	Automatic Extraction	Replaces preview text with deal snippets, product carousels or single images - often redundant or inaccurate.
Google	Deal Cards	Pushes down email content with AI-generated offer blocks, sometimes misrepresenting discounts or expirations.
Apple	AI Summaries	Substitutes preview text with machine-written summaries, risking loss of nuance and brand personality.
Apple	Brand Message Groupings	Collapses multiple emails into one item, replacing preview text with bulleted subject lines that reduce visibility.
Yahoo	Automatic Extraction	Similar to Google, replaces preview text with schema-driven summaries brands can't reliably control.
Yahoo	AI Summaries in Subject Lines	Replaces both subject lines and preview text with AI-generated text, limiting brand influence to sender name only.

Fake Opened Reasons

The "opened" status is triggered when **the tracking pixel in the email is loaded**.

"Fake opens" can be tracked due to:

- **Email security and filtering tools:** Many email clients and security systems (such as those from Microsoft, Google, or third-party spam filters) will pre-load emails in a secure environment for scanning before delivering them to the recipient's inbox. This automated scan loads the tracking pixel, triggering an "opened" event even without user interaction.
- **Image proxying and caching:** Some email providers (notably Gmail and Apple Mail Privacy Protection) use proxy servers to load and cache images, including tracking pixels. These proxy servers fetch the tracking pixel as soon as the message is received, which immediately triggers the open event, regardless of whether the recipient views the email.
- **Automated inbox organization:** Previewing an email or automatically showing its content can thus trigger false open events.

Fake Clicked Reasons

The "**clicked**"_status is tracked when the **customer clicks on the link inside the email, including the unsubscribe link.**

"Fake clicks" may be tracked due to:

- **Security system link scans** (Microsoft Defender, Proofpoint, etc.);
- **Pre-delivery threat analysis** (Mimecast, Barracuda, etc.);
- **Sandbox environment behavior analysis** - some email providers or large organizations open links in a safe, isolated virtual environment ("sandboxing") to detect potentially harmful behavior. When the sandbox requests a tracked URL, a click event is recorded, regardless of user intent
- **Automated link crawlers** - occasionally, generic website-crawling bots, or privacy/anonymity tools that prefetch links to enhance user experience, can trigger click events by following email links sent to the user.

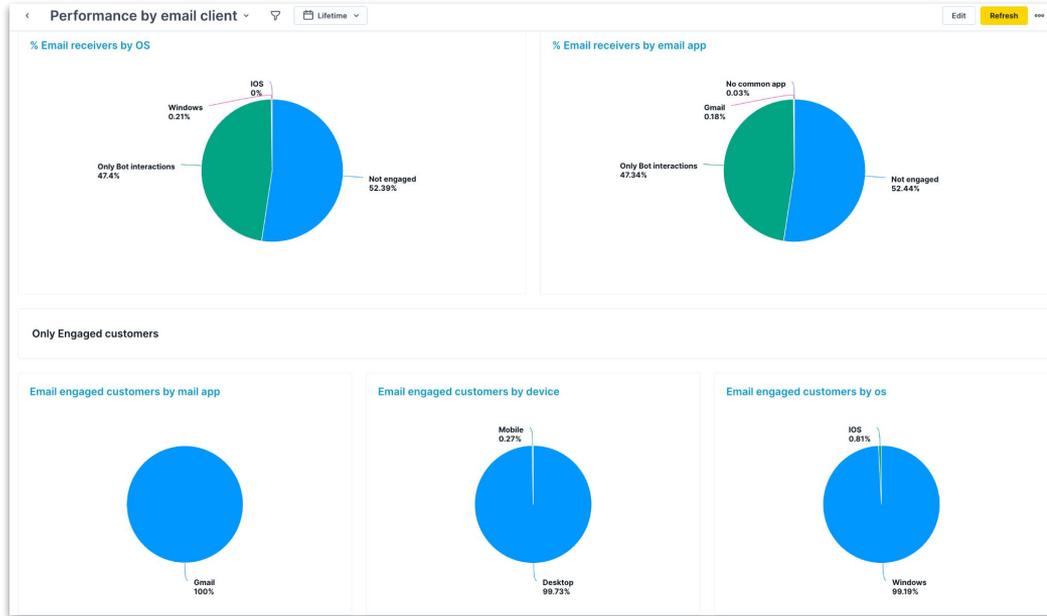
To help mitigate these fake clicks, Bloomreach has several features:

1. **Automatic bot detection:** This feature identifies bots by using a honeypot link, which is an invisible link that bots are likely to click but humans are not. When a bot clicks this link, it is flagged with a special status (**clicked_honeypot**). This helps in identifying bot activity without suppressing any events.
2. **Reliable email clicks:** This feature filters out bot-generated clicks based on honeypot clicks, the speed of consecutive clicks, and recognized bot user agents. It ensures that your metrics are free from bot activity, providing a more accurate reflection of user engagement. You can enable or disable this filter as needed.

Reporting Peculiarities

- **Apple, Google, and Yahoo anonymize user agent** and IP address information for email opens to protect user privacy and security. This means senders **cannot reliably determine the specific email client or location of the recipient.**
- **Yahoo Mail and Gmail use proxy servers** for images and other remote content; as a result, the **user agent** visible to senders in server logs will **correspond to the proxy service** (e.g., YahooMailProxy, GoogleImageProxy), not the recipient's individual device or app.
- **User agent** strings may reveal technical details such as **browser, device, or operating system**, but in cases where email is accessed through a proxy or privacy feature, they **may not be accurate or may be fully generic.**
- When **customers open emails in a browser**, and when privacy proxies are in use, there is generally **no way to determine the specific inbox** (Gmail, Yahoo, Outlook, etc.) from the user agent alone.
- **The recipient's domain** (e.g., @icloud.com or @gmail.com) **does not guarantee use of a corresponding app** or service to open the email.
- **User agent detection cannot, by itself, provide reliable identification** of email inbox usage due to proxies, privacy features, and possible spoofing.
- **The user-agent is tracked in "opened" & "clicked" statuses**, so there is no way to compare metrics based on other statuses.
- **Mail App** can be identified **by opens only**

Performance by Email Client



! User-agent anonymization, automatic bot pre-scanning of email content, and the other behaviors outlined on the previous slides are making **email engagement data increasingly fragmented and less reliable**, which significantly complicates accurate email performance analysis.

* Demo data

Multi-Language Email Campaigns and Translations

The Challenge: Managing Multi-Language Emails at Scale



What the usual process looks Like:

- Same campaign, recreated 5, 10, 15 times
- Translations for each version and manual editing

The Result:

- Time consuming process and teams stuck in production mode instead of a strategic focus

“We can manage campaigns at scale based on a customer attribute data”

Prerequisites for customer data:

- **Customer language data:**
 - **Customer attribute “language”**
 - **Aggregates and/or scenarios (purchase data, website data, Zero party data, Mobile app etc.)**
- **Project languages setup**

Result:

- **OOTB Language version in Email, blocks, Snippets (+ any other channels)**
- **Available for other custom solutions**
- Campaign event with language attribute tracked

So What Options Do We Have?



OOTB language variants Email, Blocks, Snippets (+channels)



Loomi AI



Content sources + 3rd party translation services



Automated 3rd party translation process + content sources



Product catalogs*

**Scenario: user with no or limited jinja coding skills*

Demo

Optimizing Multi-Language Content Creation



Email template

Creating an email template with multiple language variants



Content sources

Integration & application of the content sources feature



AI translation

Translation of the content through Loomi AI & 3rd party tools



Email campaign

Finalisation of the content

Limitations of Content Sources

- Maximum of 50 content sources per project.
- Maximum size of one sheet is 1MB with 1,000 lines per sheet
- Maximum limit for connected sheets per node is 10.
- **When the content source is copied to another project, updates of the sheet need to be triggered in every project.**
- Column name must be unique in the sheet and can contain only alphanumeric characters and underscores.

POLL

Where do you think AI can
make the **biggest difference**
in your email program?



Bonus Content

Other Helpful Resources

Exclusive Tools

-  [AI in Email Hub](#)
-  [Put the AI in Email, Featuring Forrester](#)

Case Studies

-  [Iteamsports Owns Multi-Language Markets with Bloomreach Engagement](#)
-  [Benefit Cosmetics Increases Revenue per Email by 40% With Personalized Launch Campaign](#)

Blog

-  [5 Email Campaigns You Can Implement Right Now To Drive Revenue](#)
-  [AI in Email Marketing: 8 Automation Strategies to Boost ROI](#)
-  [How Smaller Teams Can Do More With Less Using Bloomreach](#)
-  [How Dynamic Email Content Drives Real-Time, Revenue-Generating Relevance](#)

Q&A

Survey:

**Did this webinar meet
your expectations?**



Thank you

