Description:

AI and machine learning is a viable way to improve and optimize email campaigns. Learn about the key benefits of AI for email marketing to navigate this field.

AI Powered Email Marketing: Does It Work for Your Brand?

As the technologies advance, robots are increasingly penetrating various areas of our lives. They are already helping people in engineering, building, education, medicine, agriculture, etc. And now brands can benefit from AI email marketing to better communicate with their prospects.

Artificial Intelligence (AI) refers to the simulation of human intelligence in machines that are programmed to think and learn like humans. The goal of AI is to develop systems that can perform tasks that would typically require human intelligence, such as visual perception, speech recognition, decision-making, and language translation.

AI encompasses a wide range of techniques and approaches, including machine learning, natural language processing, computer vision, and expert systems. Machine learning, a subset of AI, involves training algorithms with large datasets to enable them to recognize patterns, make predictions, and improve their performance over time. Machine learning is already utilized by a number of email spam filters to recognize junk messages.

Why Use AI for Email Marketing

These days, the standards of email marketing have changed. Marketing email messages need to be visually appealing and engaging in both text and visuals. They also need to have personalized content and need to be sent at the right moment based on the subscribers' preferences.

It can be a challenge for marketing teams to handle all of these aspects. But as technology has developed, integrating AI tools has become a viable way to improve and optimize email marketing campaigns.

For brands relying in their business on email communications and looking to keep up with the always changing digital marketing scene, understanding the potential of AI for email marketing is essential as it continues to make an impact on the field.

How You Can Use AI in Email

Even still, not many email marketers fully understand how machine learning email marketing works and how they may use AI for email management to improve their efforts.

The objective of an email marketer is to determine the best ways to engage your target audience. Comprehending the possibilities of AI email marketing may assist senders in making knowledgeable choices about the integration of AI into their routine business process.

Let’s examine the key benefits of AI for emails to help you navigate this field:

1. AI Email Marketing: Get Ideas for Content.

AI is able to evaluate the efficacy of email content and provide recommendations for improving open rates. This entails offering suggestions for creating headlines, calls to action, and narrative components that are more compelling.

By detecting words and phrases that frequently have higher open rates, AI may produce lists of keywords. Email subject lines will become more impactful as a consequence. AI is also capable of emphasizing emails or subjects that are relevant for outreach and are likely to elicit customer engagement. For instance, machine learning can determine which affiliate links or email offers are more likely to be taken by prospective clients. Another excellent technique to guarantee that your emails remain highly accurate is to use AI grammar tools.

2. AI Email Marketing: Create Highly Engaging Emails.

Adding AI-powered components such as games, videos, quizzes, and polls to marketing emails is a great way to engage readers and build relationships with prospective clients.

These interactive components provide your emails with a competitive edge and successfully grab readers' attention. Moreover, they give insightful data that can form the basis of more focused and effective marketing initiatives.

With AI powered emails, you may strengthen subscriber engagement, enhance email deliverability, and establish a connection with your audience by putting a content marketing plan into practice.

3. AI Email Marketing: Test and Optimize.

Sophisticated A/B testing is a technique that may be used by businesses within artificial intelligence email marketing. This involves choosing email subject lines and other elements automatically that have the best chance of producing positive results.

You might have not known it but if you have ever used a program that allowed you to compare a response rate for different email copies and then choose and send the best performing one to the rest of your mailing list, you've been already using AI email marketing. This method works

well for choosing an offer that converts at the highest rate, a headline that grabs better attention, or an efficient call-to-action. Examining initial results, the AI helps improve total email engagement.

4. AI Email Marketing: Find the Best Sending Time.

Predictive analytics is a technique that makes use of machine learning. Artificial intelligence analyzes past performance data - when your audience has opened and interacted with your emails the most - to plan ahead and select the best times for each subscriber to receive your emails.

This allows email marketers to send the most important email campaigns at the most advantageous times, as opposed to sending out a bulk email to every member of their list at once.

5. AI Email Marketing: Send Highly Personalized Email Campaigns.

We stress the value of personalization a lot, and here's an interesting thing: AI can greatly improve the way you tailor your email marketing campaigns to your audience. How does it do this?

AI has the ability to read and evaluate how subscribers interact with your website and emails. It can then provide recommendations or even create email content that is customized for individual subscribers based on their activity and degree of engagement.

6. AI Email Marketing: Automate Transactional Emails.

Through the utilization of machine learning, artificial intelligence may help you automate the sending of transactional emails and customer reminders.

Thus, it’s possible to automate emails reminding customers to renew their subscriptions to a product or service prior to its expiration. Artificial intelligence may also determine when a subscriber is losing interest in a brand and send a re-engagement email automatically. AI is also capable of recognizing and analyzing certain behaviors that indicate a consumer is ready for an upsell offer.

AI is also able to understand and respond to customer behaviors and habits. For instance, AI may help identify whether a customer is having problems using your program and is needing support.

7. AI Email Marketing: Filter out Spam Effectively.

Email receivers can also feel the impact of AI when they find their inboxes clean of spam as AI can identify and filter spam emails. Artificial intelligence can efficiently determine which communications are spam by evaluating data and seeing patterns, identifying possible dangers, such as phony email addresses or misleading websites, and especially artificial intelligence is skilled at detecting fraudulent communications, such as phishing scams.

AI is already utilized by some email providers to filter out spam emails. For instance, Google has recently advertised about the biggest update of their spam filtering system - AI powered spam filter - which they called “one of the largest defense upgrades in recent years.”

Essentially, using AI for spam detection and filtering helps email users to keep their inboxes safer and more organized. For senders, it means that their subscription emails have more chances to land in the Inbox and be noticed by the intended recipients.

8. AI Email Marketing: Receive Advanced Analytics and Reporting.

Email marketers can benefit from advanced analytics and reporting features provided by AI and machine learning. The important metrics such as open rates, click-through rates, conversions, and customer engagement become available to marketers thanks to AI. By analyzing this information, marketers may measure the success of their past campaigns and refine their email tactics for a higher effectiveness of the upcoming communications.

Transforming Email Marketing with AI Powered Emails

It is fair to say that email marketing has undergone a revolution thanks to the combination of AI and machine learning, which has improved email personalization, contact segmentation, recipient engagement, efficiency, and deliverability.

Not only does AI improve performance but also speeds up the launch of campaigns, allowing marketers to quickly put optimized strategies into action by automating tedious, time-consuming everyday tasks.

However, with all the benefits AI brings to email marketers, it is to note some limitations in using AI in email marketing. In order to not deprive your email communications of a personality and human feel, it's imperative to keep a balance between automated AI powered email campaigns and human approach.

And it’s important to test deliverability of AI based emails to ensure a high Inbox placement rate. GlockApps Inbox Insight tests will quickly show you which ISPs deliver your messages created with the utilization of machine learning in Inbox and where your emails were filtered out to Spam.