

ESPC 

Email Sender & Provider Coalition

Fall Meeting 2023



**AI:
Now The Hard,
Messy Work Starts**

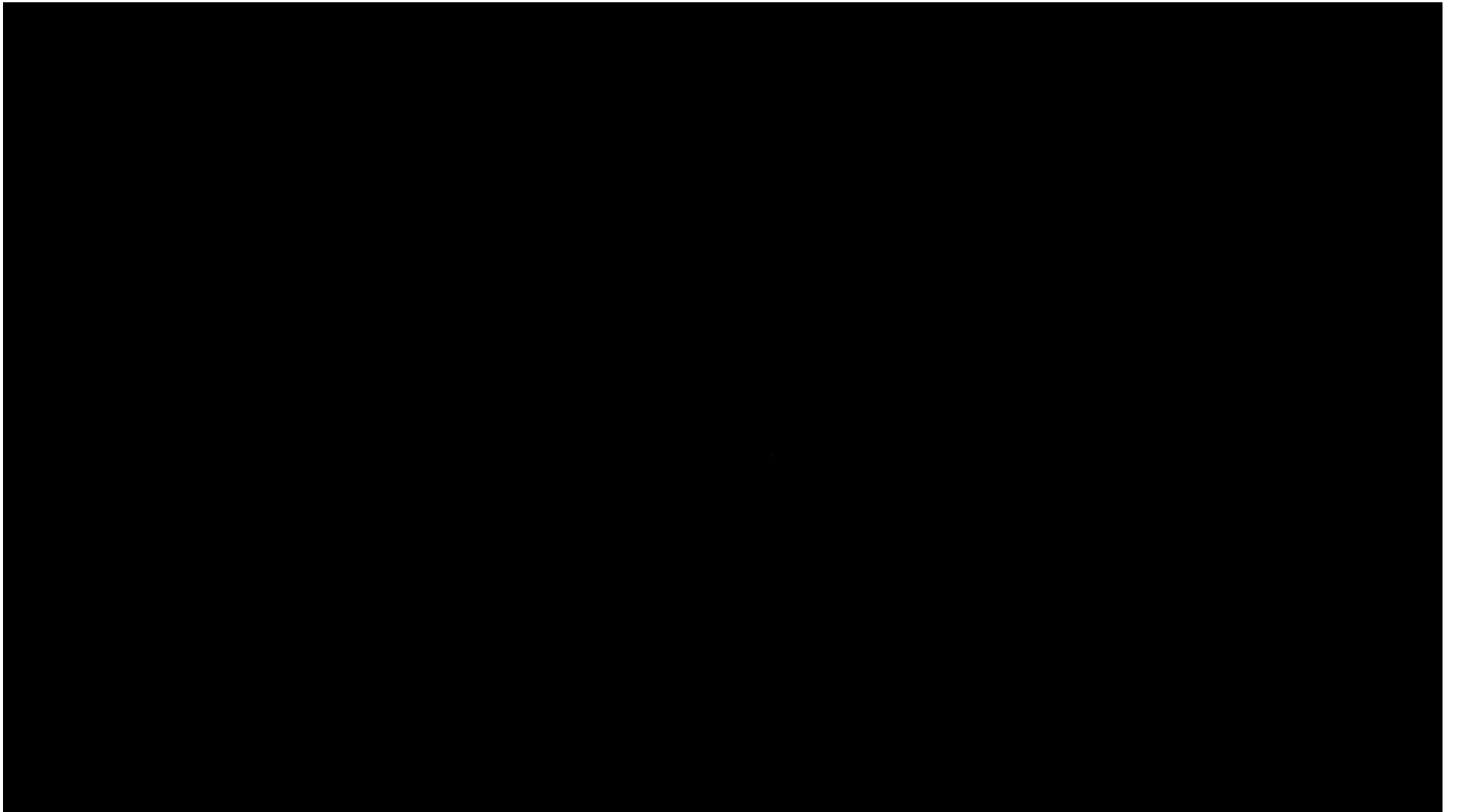
Matthew Dunn



A vintage sheet music cover for "The Favorite" Ragtime Two Step by Scott Joplin. The cover has a yellow background with purple and black text and illustrations. The title "The FAVORITE" is written in a large, ornate, purple font. Below it, "Ragtime TWO STEP." is written in a smaller, black font. The composer's name "SCOTT JOPLIN." is printed in a bold, black font. To the right of the text is a black and white illustration of a woman in a long, flowing dress and a large, ornate hat. At the bottom, the number "5" is printed, and the publisher's information "Published by A.W. PERRY & SONS' MUSIC CO. SEOALIA, MO." is printed in a small font. There are also some small, illegible markings in the top left and bottom left corners of the cover.



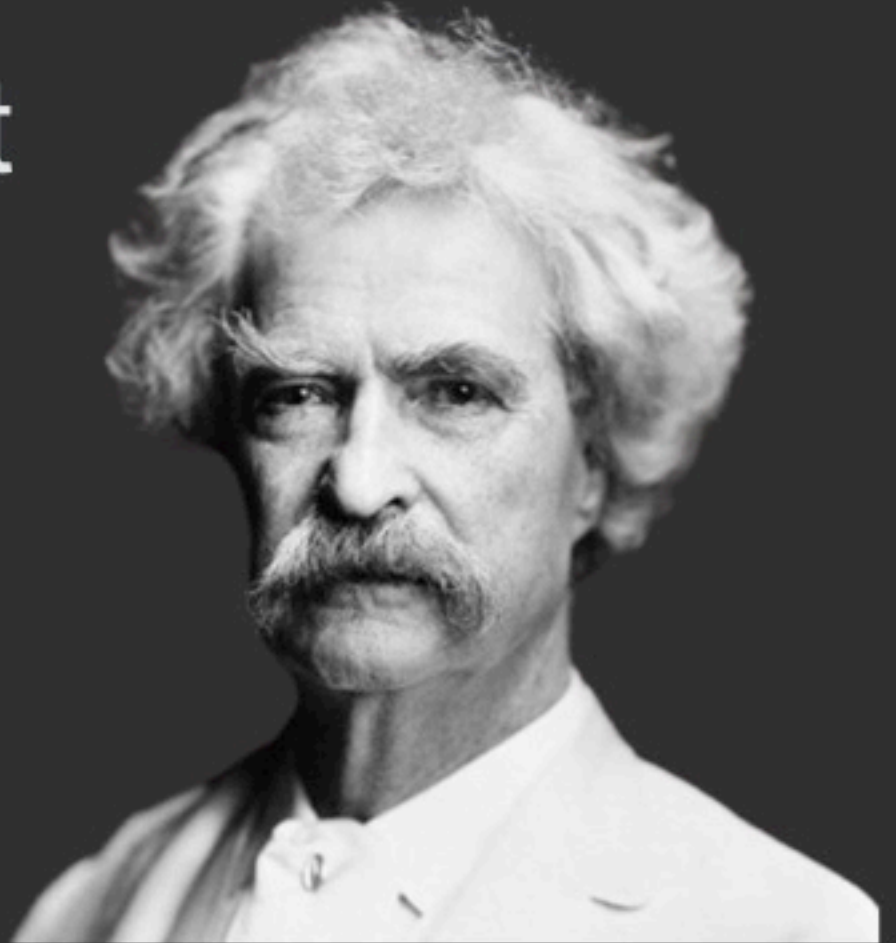






Soundtrack composed by AIVA (Artificial Intelligence Virtual Artist):
<https://www.aiva.ai>

“History doesn't
repeat itself,
but it often
rhymes.”









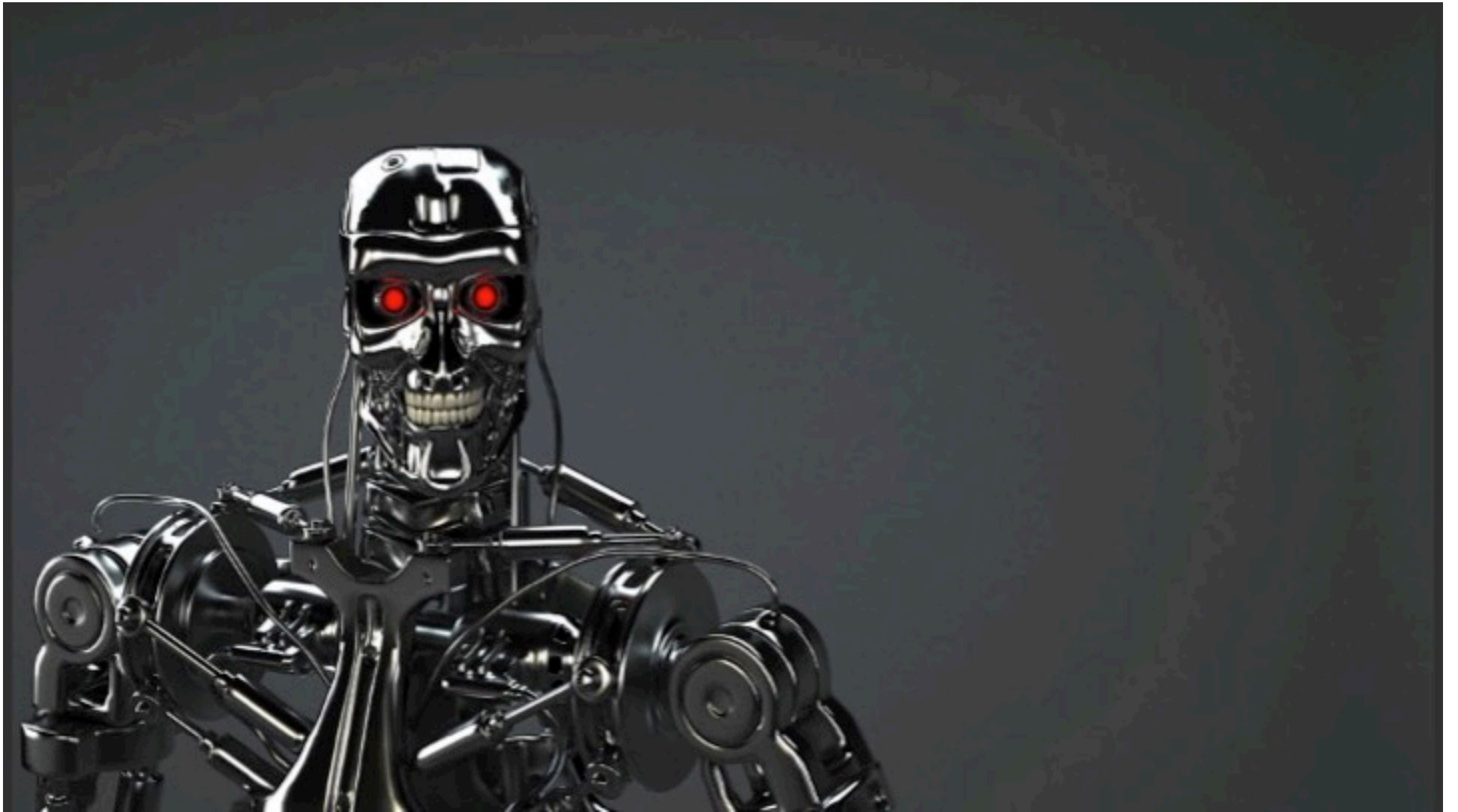




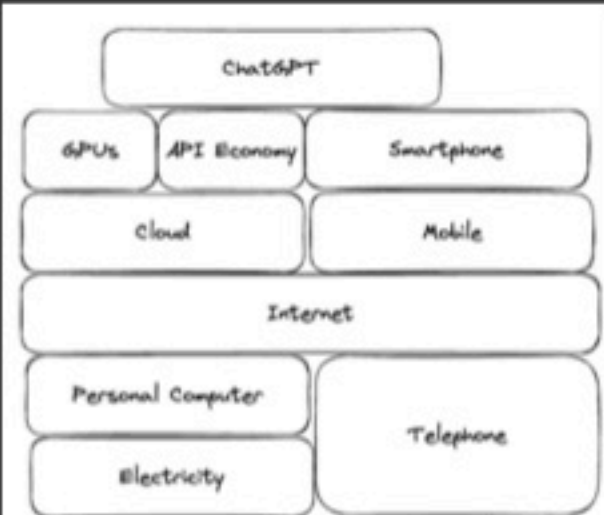


"computerphobia" in books

Now, AI

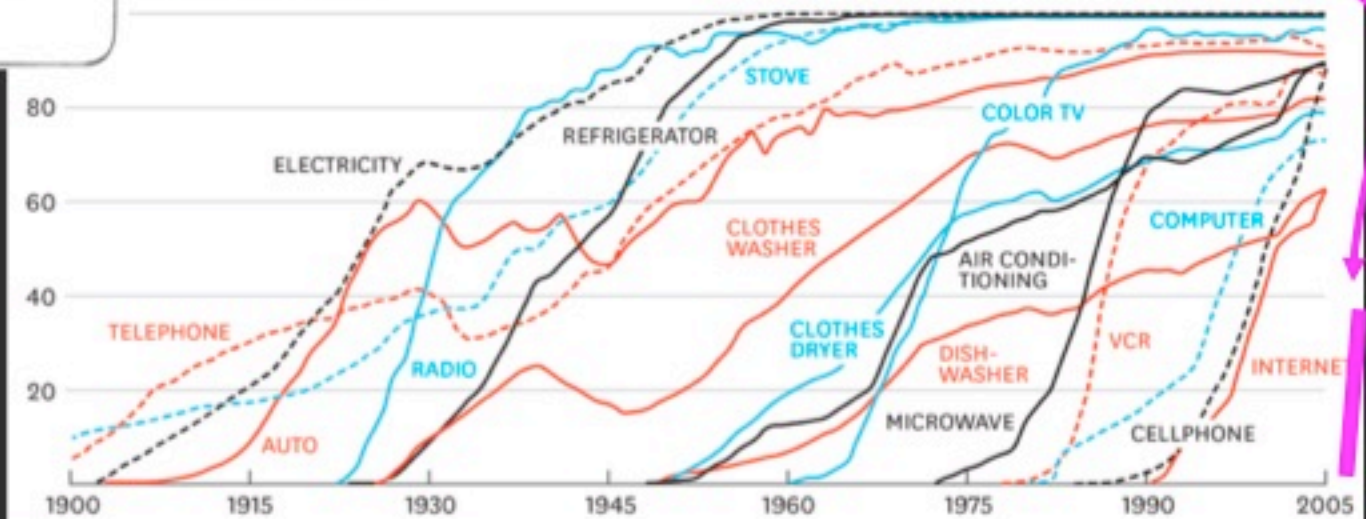






ADOPTION SPREADS FASTER TODAY

OF U.S. HOUSEHOLDS

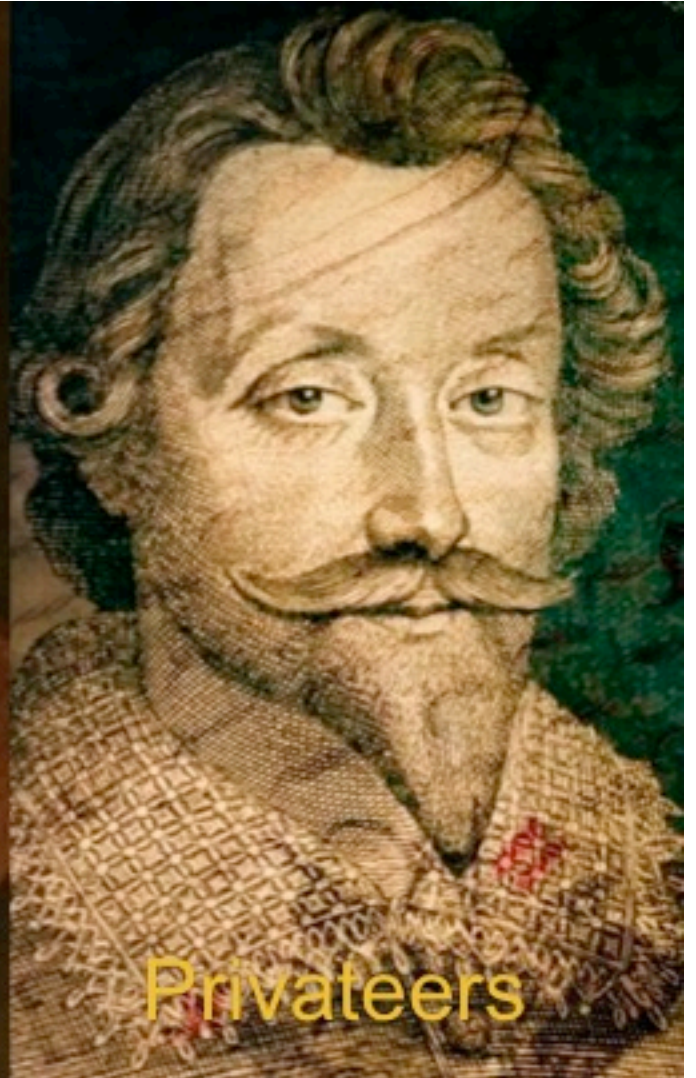


SOURCE NICHOLAS FELTON, THE NEW YORK TIMES

HBR.ORG

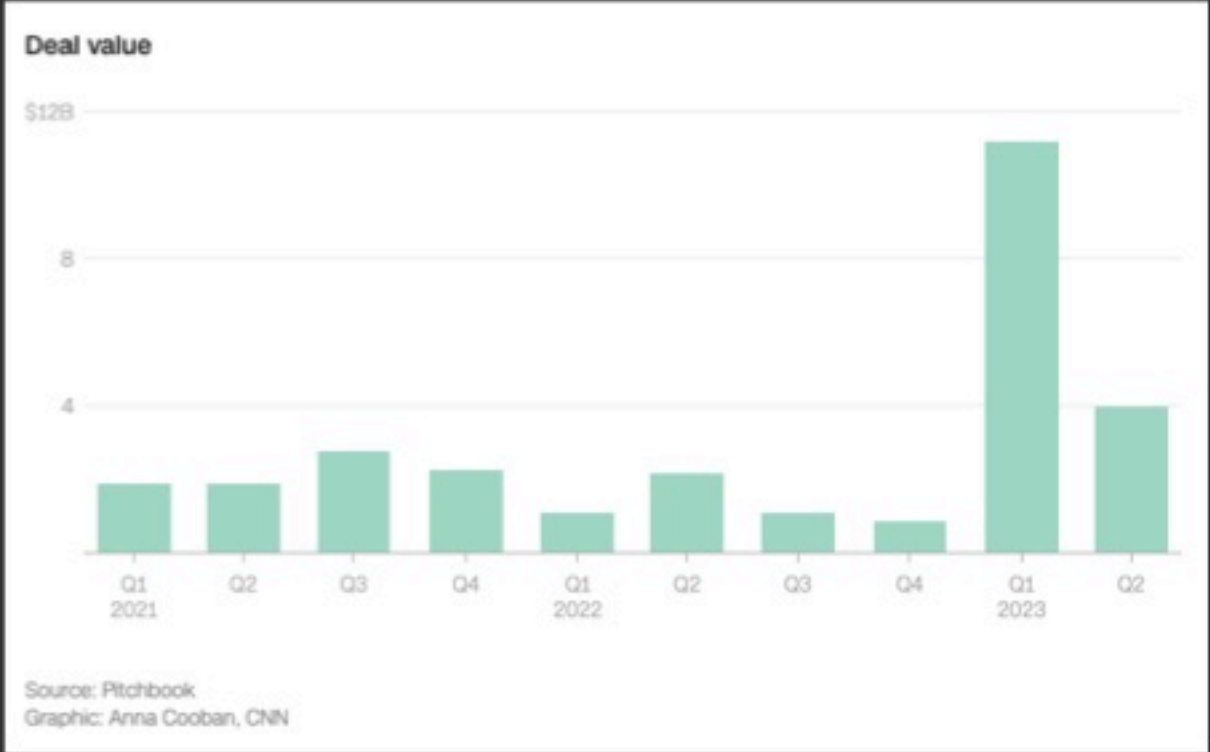
How This AI Thing Is Going To Go*

* one person's opinion





Pilgrims



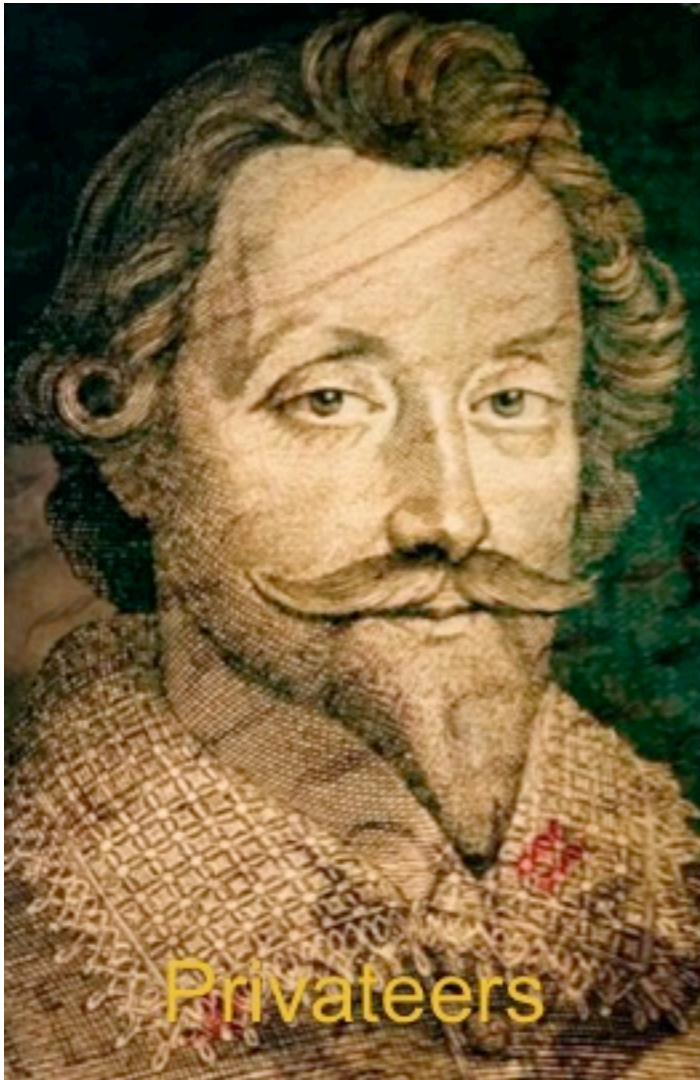


FIGURE 5

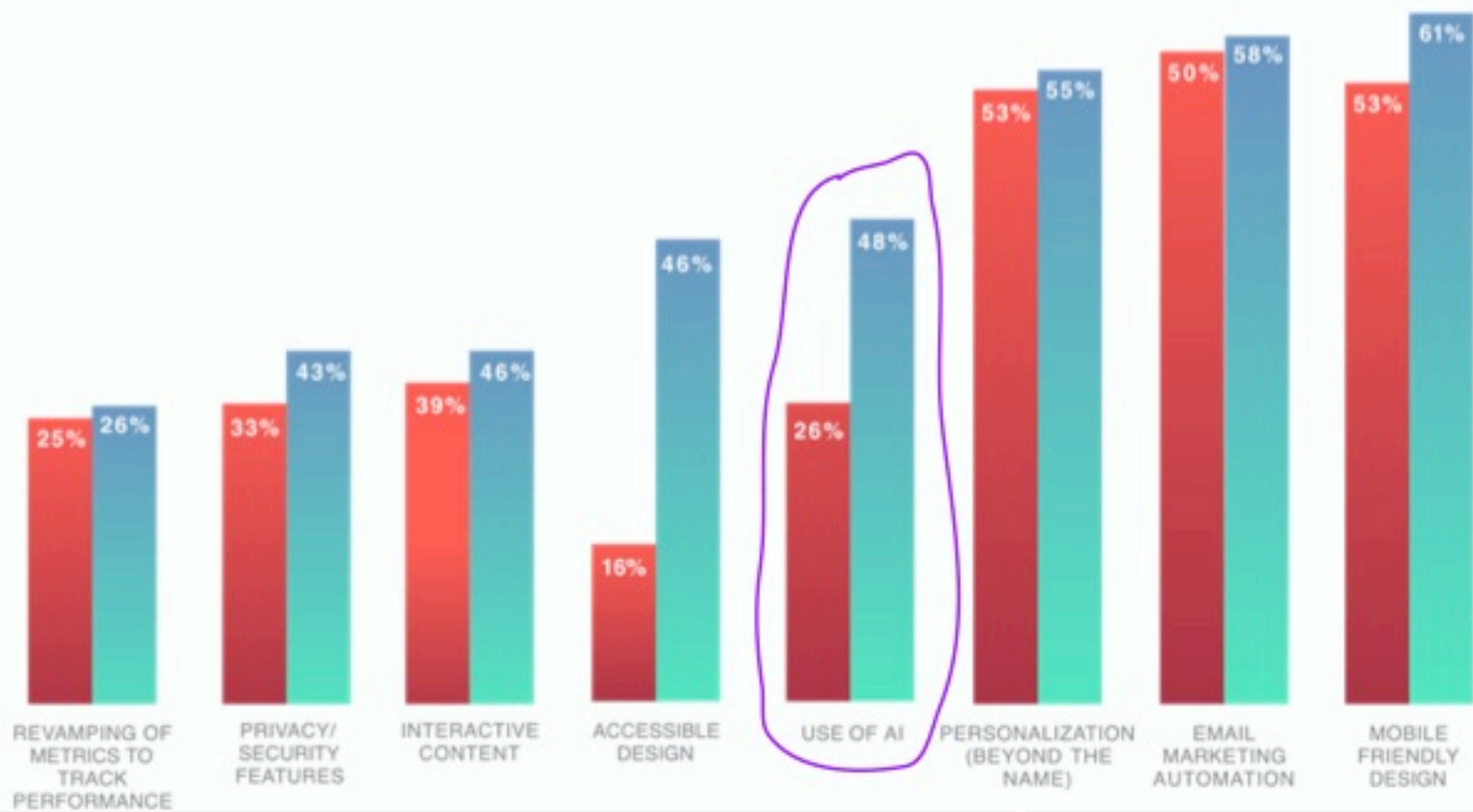
AI early adopters in some countries are more likely to use AI to create a strong competitive advantage



Note: Not shown—respondents who take the more neutral stance that they're "edging slightly ahead."
Source: Deloitte State of AI in the Enterprise survey, 2nd Edition, 2018.

OK, What About Email

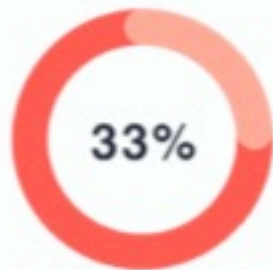
2023 2022



ARE YOU CURRENTLY UTILIZING AI IN YOUR EMAIL MARKETING CAMPAIGNS?



YES, EXTENSIVELY



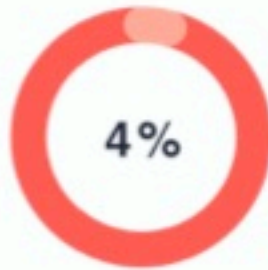
YES, TO SOME EXTENT



NOT YET, BUT HAVE PLANS TO

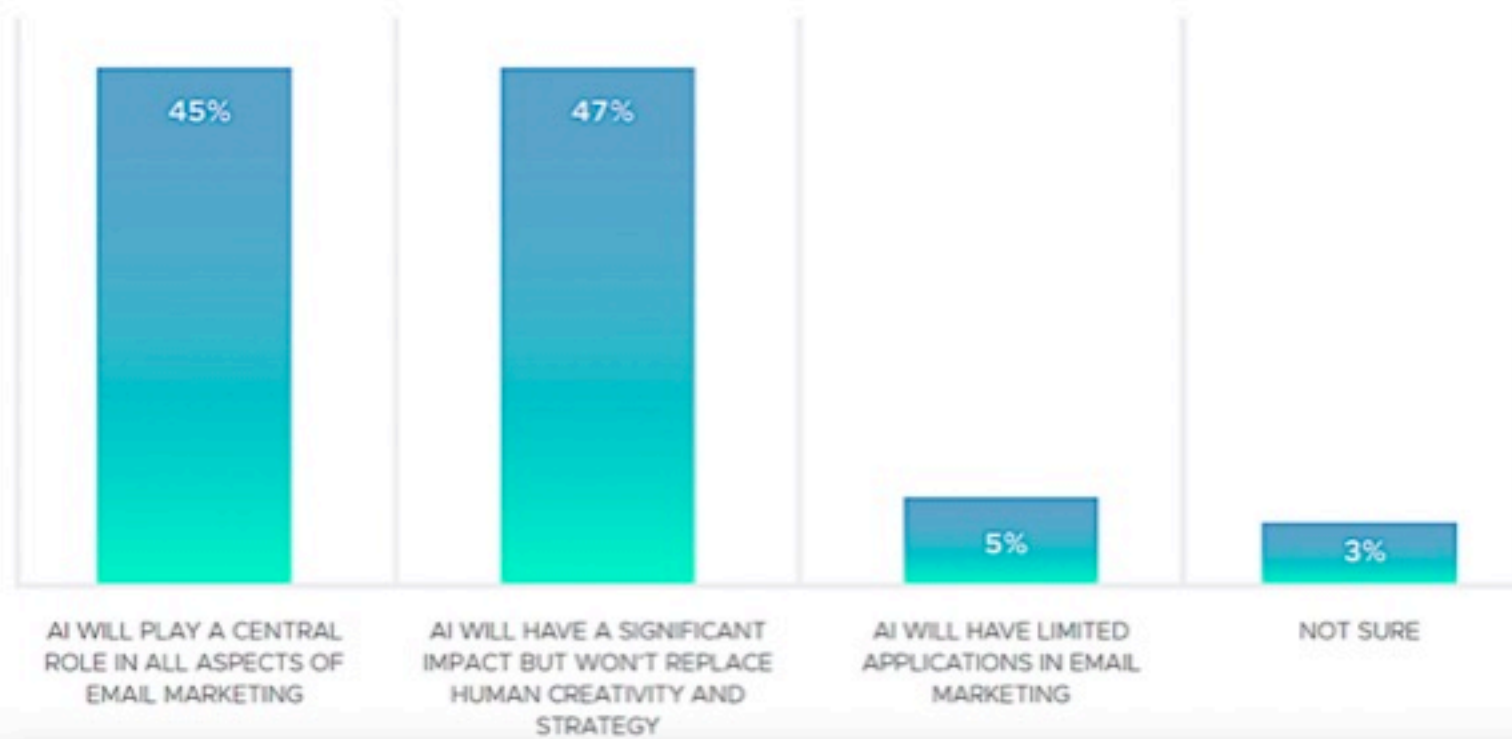


NO, WITH NO PLANS TO



UNSURE

HOW DO YOU ENVISION THE FUTURE ROLE OF AI IN EMAIL MARKETING?



What AI technologies are you using, developing or researching?

Generative AI for Text/Copy: 46.67%
Machine Learning: 40%
Generative AI for Chat: 13.33%
Deep Learning: 13.33%
Natural Language Processing: 13.33%
Generative AI for Imagery: 13.33%
Computer Vision: 6.67%
Expert Systems: 3.33%
Modeling frequency: 1.67%

What AI implementations are you planning to use?

AI from Current Vendors - 28.57%
Proprietary Data or Language Models - 25.71%
Open Source - 22.86%
AI Vendor APIs - 20%
Cloud AI Solutions - 17.14%
AI from New Vendors - 11.43%
Partnering - 11.43%
In-house development - 2.86%
Industry Consortium - 2.86%



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In what areas will your company apply AI?

Content Generation: 31.11%
Predictive Analytics: 44.44%
Integration: 24.44%
Customer Segmentation: 38.89%
Customer Service: 24.44%
Content Personalization: 49.44%
User Interface: 24.44%
Deliverability: 8.89%
Content Analysis: 38.89%
Testing & Optimization: 49.44%
Product Recommendation: 27.78%
Filtering: 4.44%
pre-onboarding vetting: 4.44%



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How useful do you think AI will be for each 'job to be done' listed below?

* 1 star - won't work <--> ***** 5 stars - AI will eventually do the job

	Min	Avg	Median	Max	
Email Template Coding	1	3.21	3	5	
Visual Design & Production	1	2.86	3	5	
Personalization	1	3.66	4	5	
Audience Segmentation	1	3.76	4	5	
Integrations Between Systems	0	2.90	3	5	
Campaign Analysis	1	3.31	3	5	
Email/Martech User Interfaces	1	3.24	3	5	

[PERSADO]



mailchimp



wishpond



ZETA

character.ai

MailBlaze

Social Signal

And Then...



Baptists



Bootleggers



Bureaucrats

S^r HEN: MORGAN

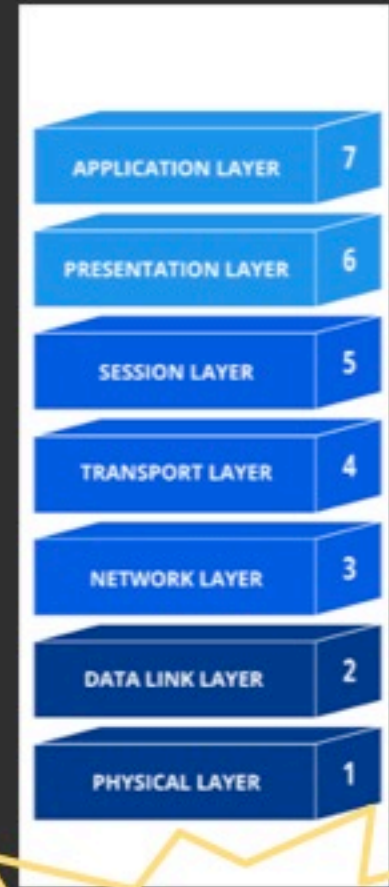
And Then...



Society



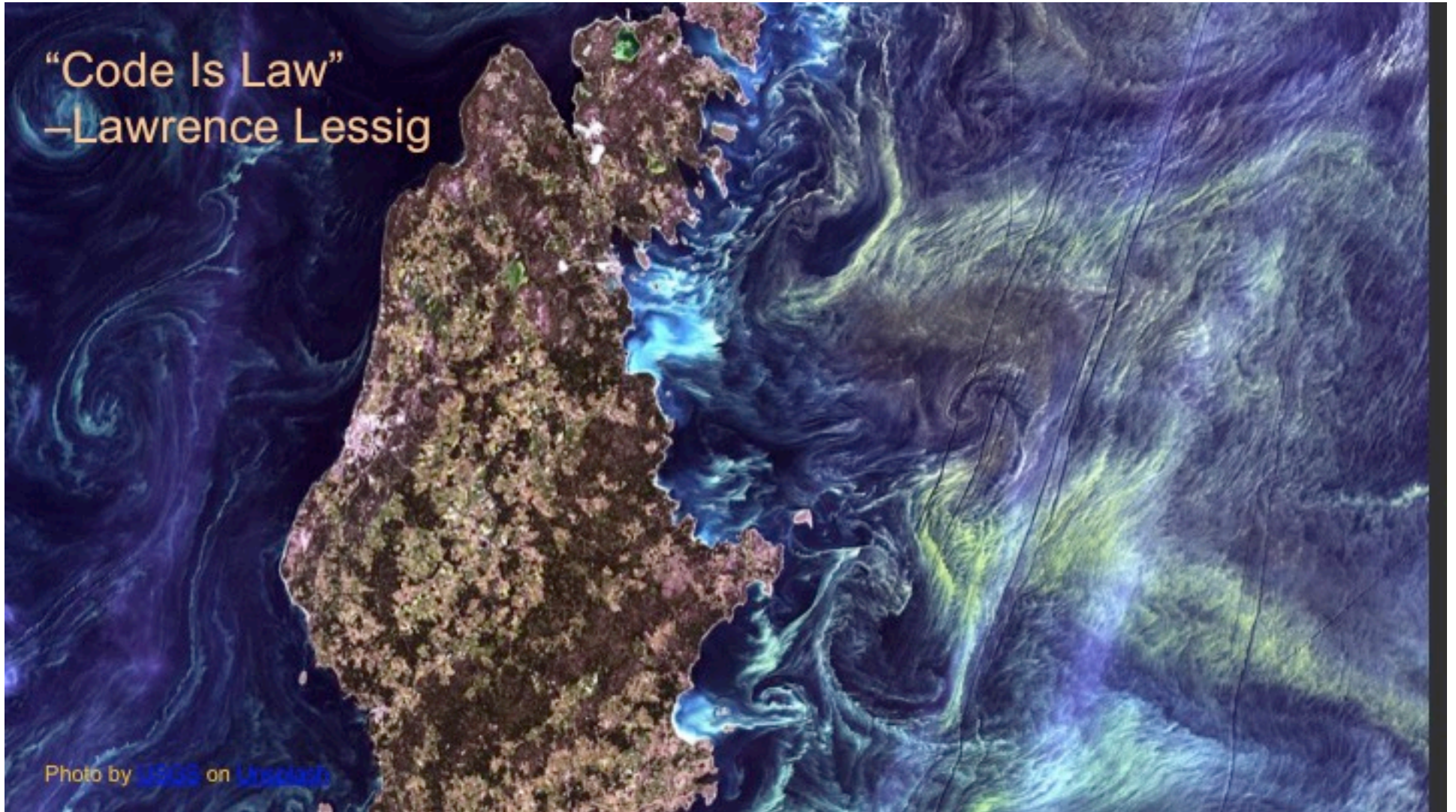
Statutes



Standards

“Code Is Law”
–Lawrence Lessig

Photo by [3935](#) on [Unsplash](#)



What we are doing

Our highest priority is to educate our members on the latest trends, policy developments, and business issues. This year, we will bring in speakers from the FTC, Google, leading international law firms, and practitioners from some of the most innovative global technology companies to ensure our members remain on the forefront of their industries. Some of our activities will include:

Member Education:

- Deliverability best practices and troubleshooting / remediation
- Best practices for managing international digital marketing campaigns
- Mobile messaging best practices

Policy:

- CASL compliance, including developing a Compliance Checklist
- CalOPPA briefing and business impact assessment
- What does the FTC Big Data report really mean?
- Monitoring policy developments in the EU
- Beyond cookies and Do Not Track
- New client on-boarding best practices

Technology:

- Changes in email handling at Google across email, SMS, and social media
- Updates with DMARC
- IPv6 and its effect on email, other digital messaging

ESP
C

2023 AI In Email Survey

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Social Signal

ONLY
INFLUENCERS

The World's Trusted Community for Email Marketers



Discuss







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