Outsmart the Inbox:
Why 80% of Ecommerce
Emails Fail and How to Fix It

We'll Start Shortly

The Speakers

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What you'll learn

In this session, we'll show you the value of:

Navigate ISP changes that impact your deliverability

Segment smarter to boost clicks and conversions

Improve mobile design for better engagement

Avoid common mistakes that kill email ROI

Use automation and AI to drive hands-free sales

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Setting the Stage:
The Current Email Marketing Climate

Consumers are overwhelmed — everyone's inbox is packed

Standing out is harder than ever

Open rates are no longer the gold standard — marketers need to dig deeper

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The Deliverability Shift

- Major changes from ISPs in the past year have forced evolution

- Deliverability issues are limiting visibility — poor list hygiene and low engagement are the culprits

If emails don't even reach the inbox, nothing else matters

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Poll

What's your biggest email challenge right now?

- Low open rates

- Emails going to spam

- Click-throughs are low
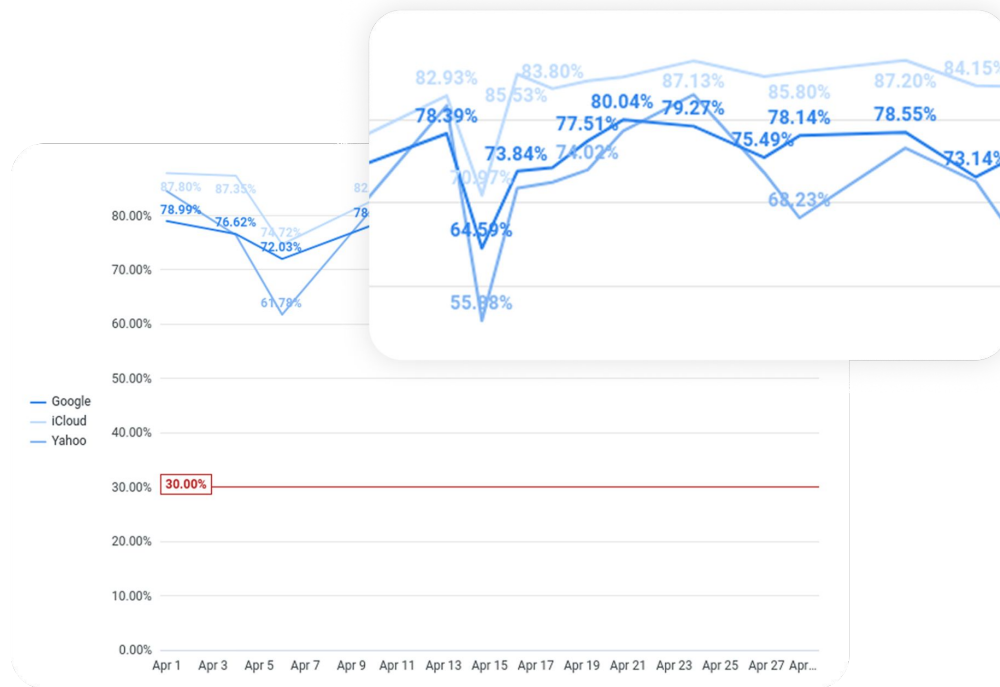
- No time to optimize

- Unsure what's not working

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Rethinking Open Rates

Beyond Open Rates: **What Really Matters**

High Open Rates Mean Nothing without Revenue

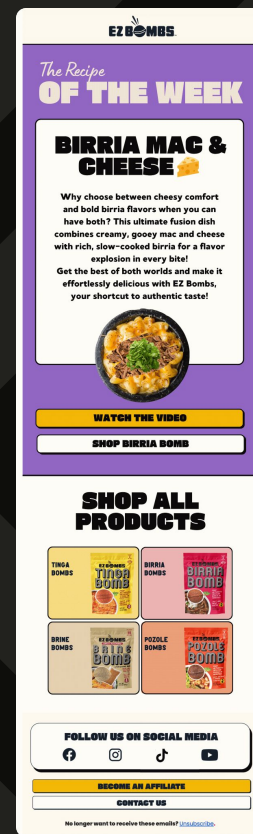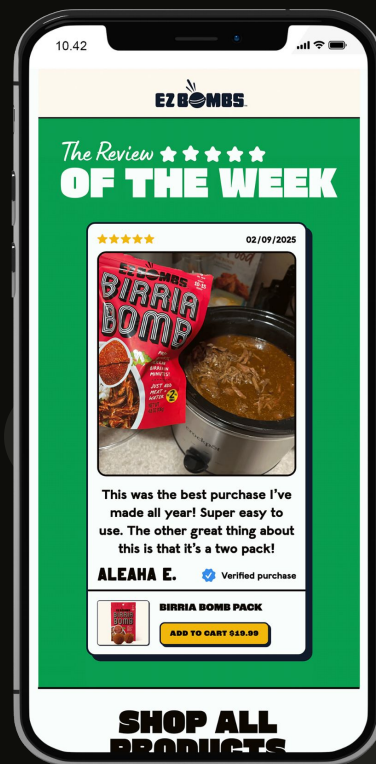Clicks = a More Reliable, Performance-Driven Metric

Metrics That Move the Business: **Better Content and Calls-to-Action**
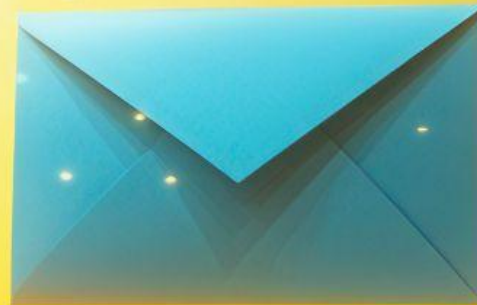
Poll

What metric do you use to measure email success?

- Open rate
- Click-through rate
- Conversion rate / revenue
- List growth
- Not sure

# Why Most Ecommerce Email Programs Fail

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No Segmentation or Personalization

Everyone gets the same generic emails

- One-size-fits-all messaging leads to low engagement and high unsubscribe rates.

- Consumers expect personalized content—lack of it signals you're not paying attention.

- Missed opportunities to tailor emails based on behavior, preferences, or purchase history.
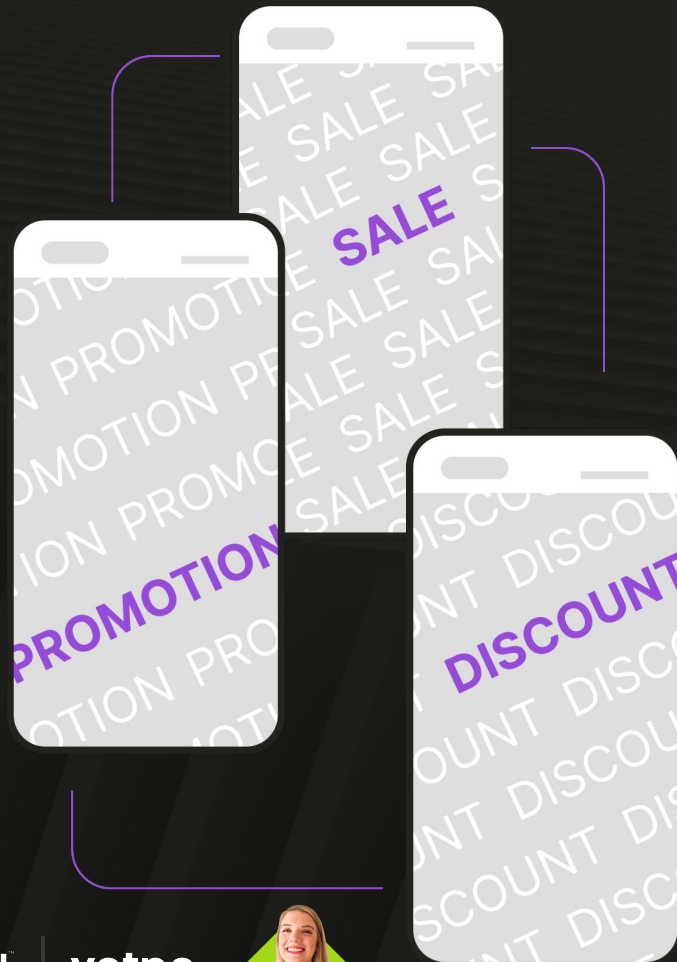
Overly Promotional

No real community-building or subscriber value

- Constant discounts train your audience to wait for the next deal.

- No storytelling, education, or emotional connection = weak brand loyalty.

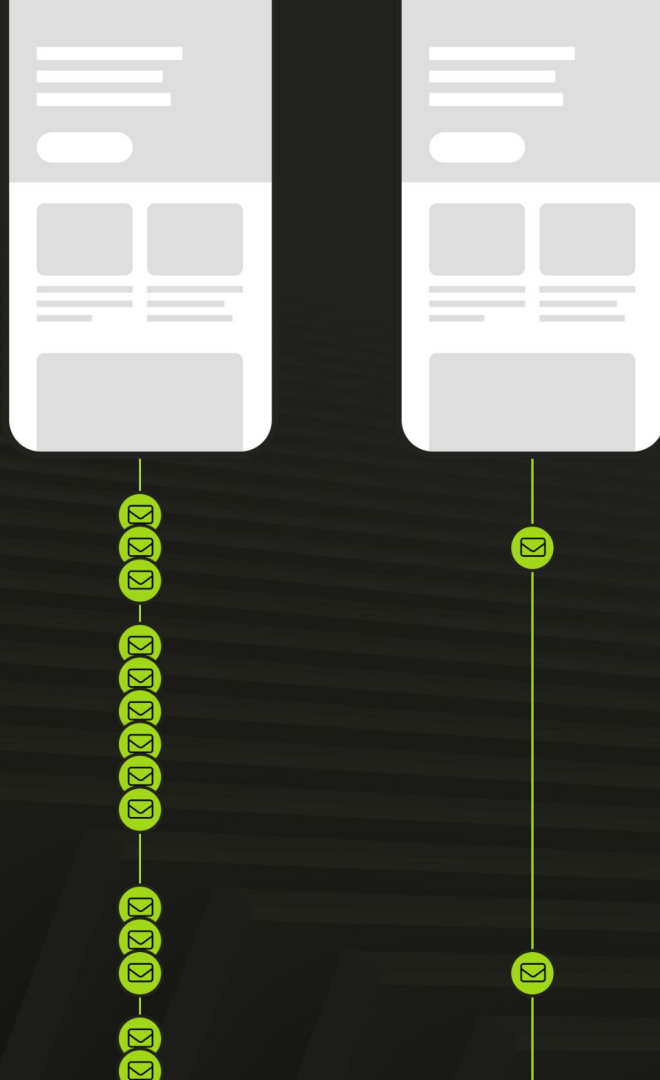- Emails should provide value beyond just a sale—think tips, inspiration, or behind-the-scenes content.

Inconsistent Frequency

Either ghosting or spamming

- Irregular sends can confuse subscribers or reduce brand recall.

- Spamming damages deliverability and erodes trust.

- Build a cadence you can maintain—consistency builds reliability.
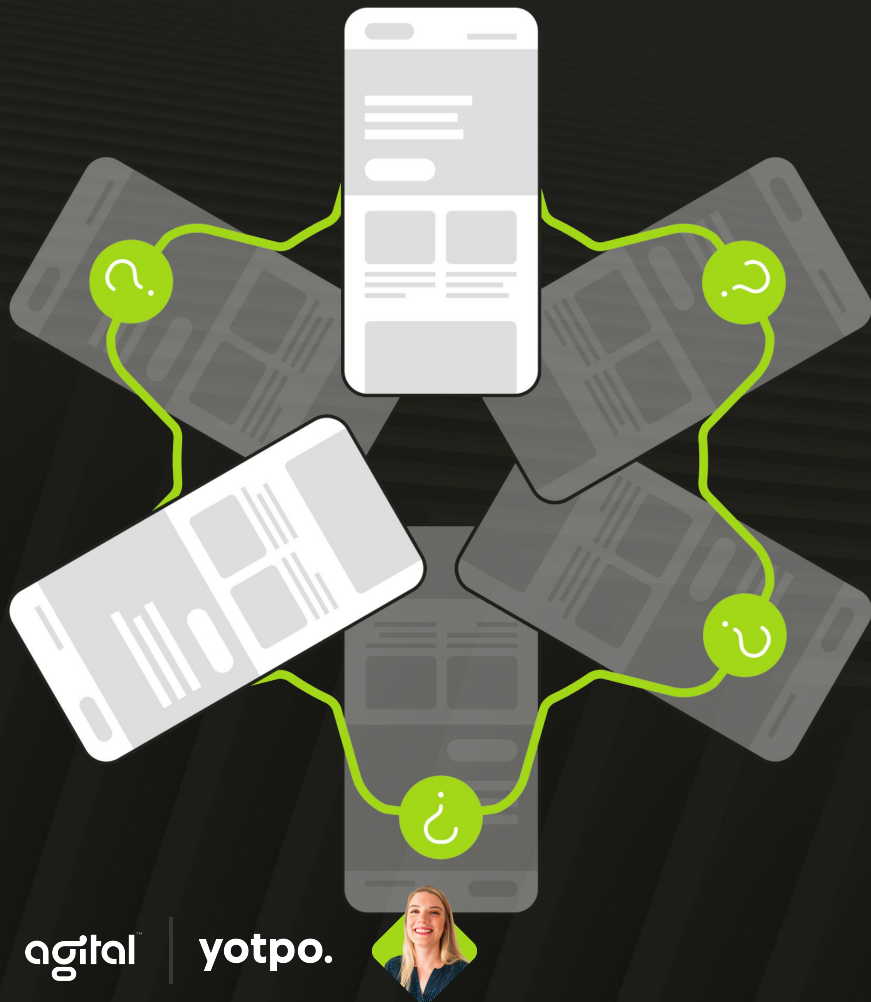
Bad Mobile Experience

Equals lost opportunity

- Poor formatting, long load times, or unreadable text drive users to delete or unsubscribe.

- Mobile-first design isn't optional—most emails are opened on phones.

- Frustration = friction = abandoned carts and lost revenue.
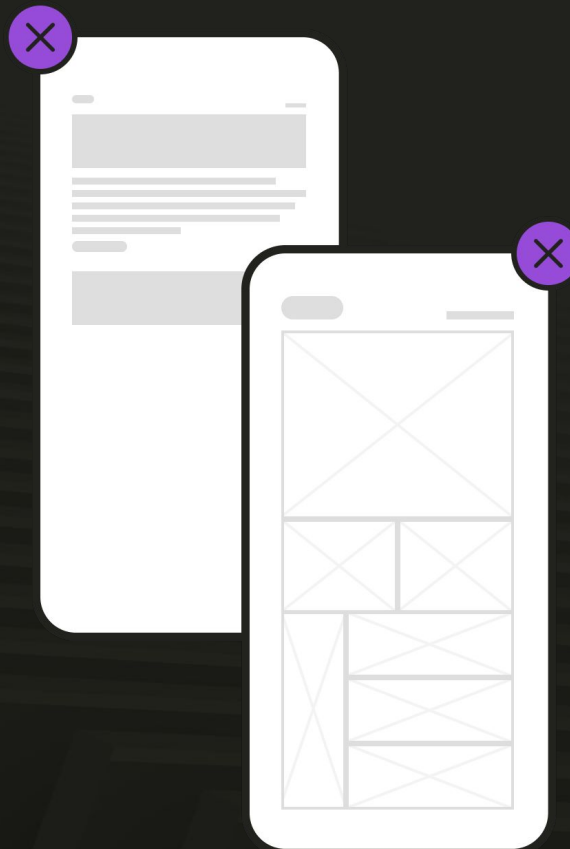
Neglected Automations

Equals missed revenue

- Abandoned cart, welcome, and post-purchase flows drive a huge share of revenue—but only if they're active and optimized.

- Set-it-and-forget-it automations quickly become outdated.

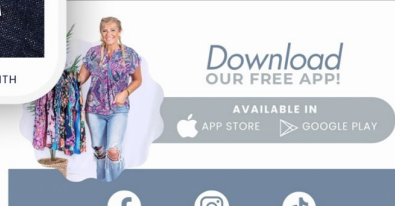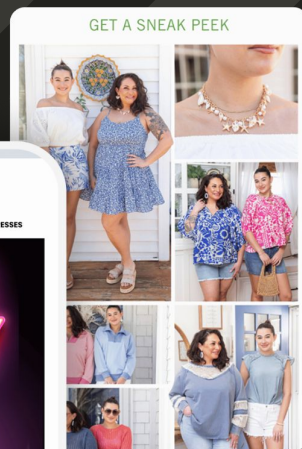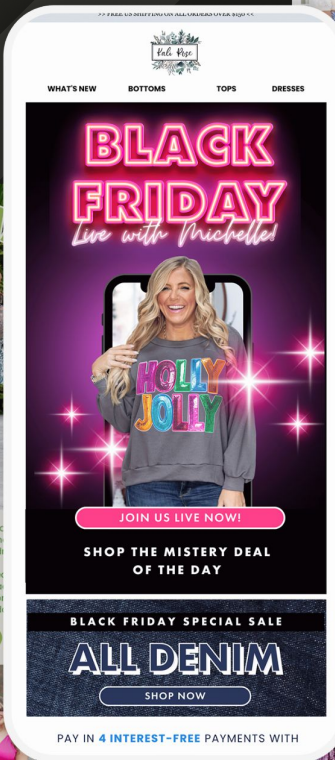- Unused or poorly executed automation means you're leaving money on the table.

Proven Strategies for Better Results

SEGMENTATION & PERSONALIZATION:

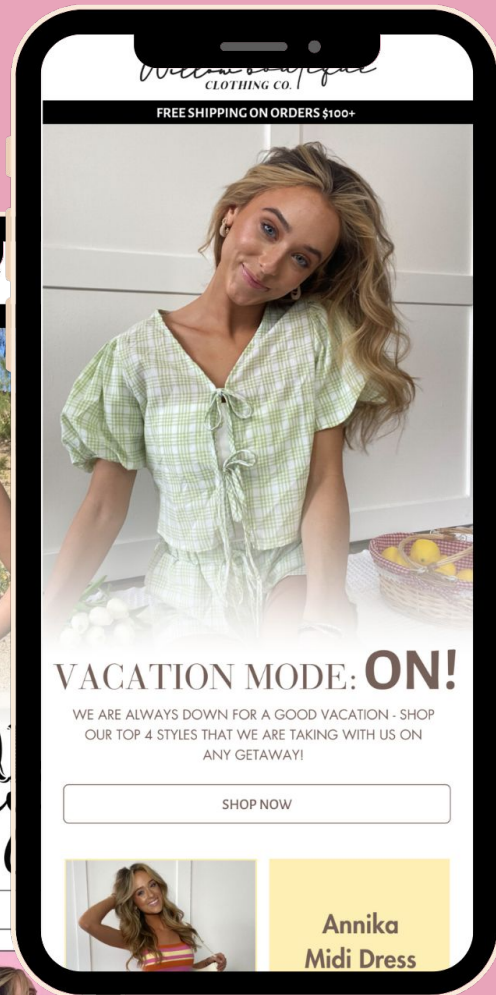# Use Behavioral and Purchase Data

To send the right message to the right person

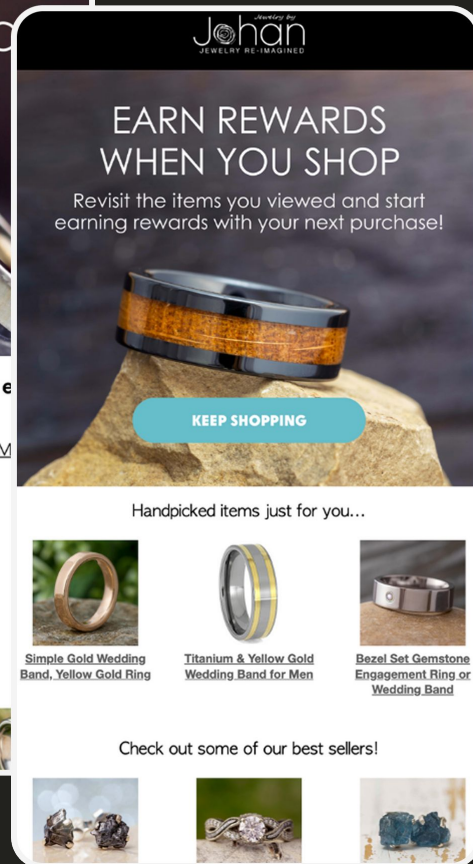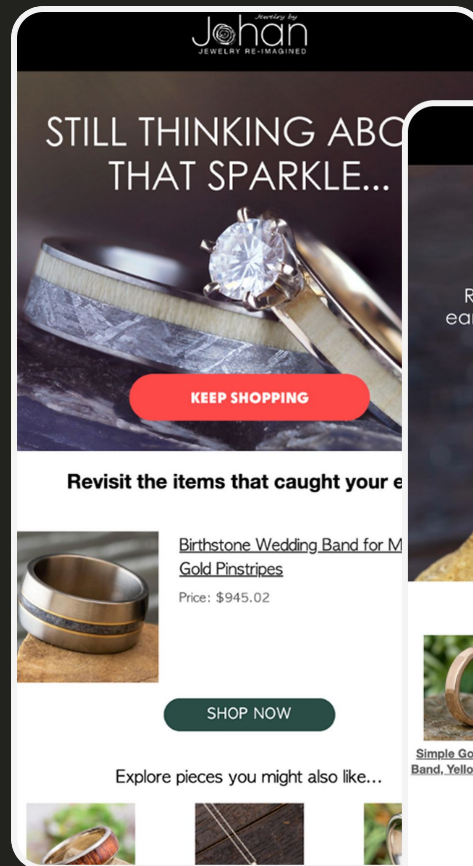# Design for Mobile-First

With responsive templates, bold CTAs, and short copy

AUTOMATION:

Make These Emails Work Harder for You.
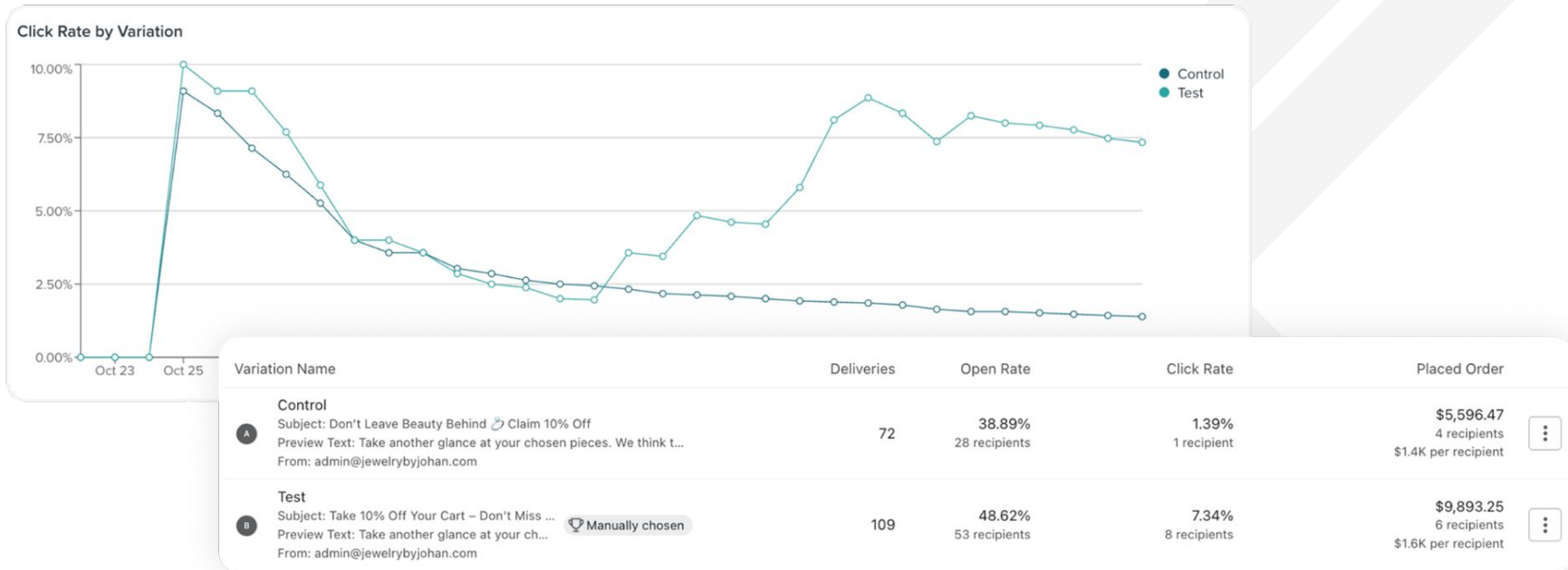
- Welcome series
- Abandon cart
- Post-purchase
- Win-back

From subject lines to send times, test everything

Click Rate by Variation

| Variation Name		Deliveries	Open Rate	Click Rate	Placed Order	
A	**Control** Subject: Don't Leave Beauty Behind 🖐 Claim 10% Off Preview Text: Take another glance at your chosen pieces. We think t... From: admin@jewelrybyjohan.com	72	38.89% 28 recipients	1.39% 1 recipient	$5,596.47 4 recipients $1.4K per recipient	⋮
B	**Test** Subject: Take 10% Off Your Cart – Don't Miss ... 🏆 Manually chosen Preview Text: Take another glance at your ch... From: admin@jewelrybyjohan.com	109	48.62% 53 recipients	7.34% 8 recipients	$9,893.25 6 recipients $1.6K per recipient	⋮

DELIVERABILITY:

Deliverability is Visibility

- Monitor performance closely
- Regular list hygiene
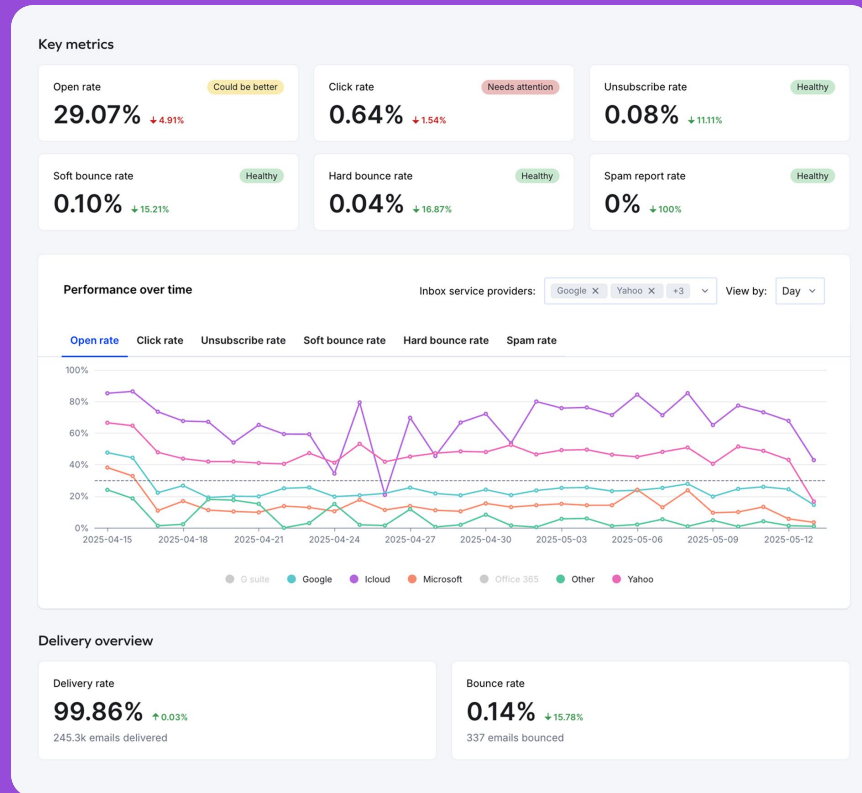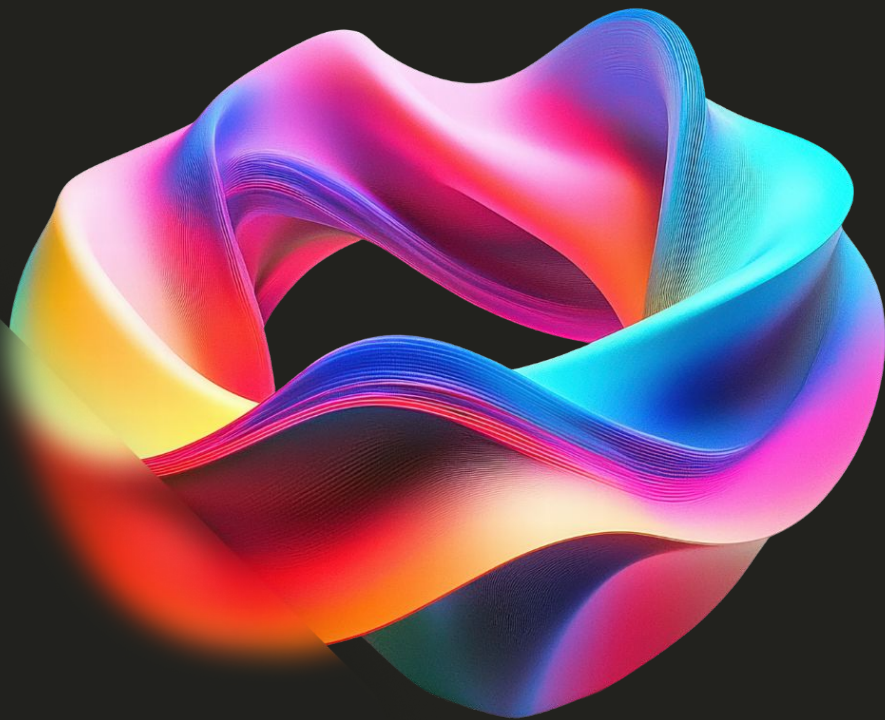
LEVERAGE AI:

Harness the power of AI to work smarter, not harder

- Use AI-driven tools for predictive segmentation (e.g., likelihood to purchase or churn).

- Generate product recommendations based on subscriber data.

- Optimize send times with AI to reach users when they're most likely to engage.

Poll

Are you interested in a personalized email audit?

- Yes, I'm interested
- I need more information
- Not right now

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Q&A

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Recap key insights

Upcoming webinar

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