

The background features a white central area with rounded corners, surrounded by abstract, overlapping shapes in shades of orange, red, and teal. The shapes are semi-circular and rectangular, creating a modern, geometric aesthetic.

HubSpot Email Marketing Toolkit for the AI Era

Christine Lee and Stefanie Kinjo | September 2025



Christine
Lee

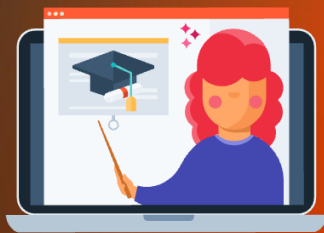
Inbound Professor



Stefanie
Kinjo

Inbound Professor

HubSpot Academy



Our vision is to empower a global learning community through content, experiences, and credentials, so that we drive adoption, maximize career potential, and scale HubSpot capabilities upmarket.

Agenda

- **The Value of Email in an AI Age**
- **Creating Impactful Emails With AI**
- **Deliverability Deep Dive**
- **Deliverability Scavenger Hunt**



Share with the people at your table:

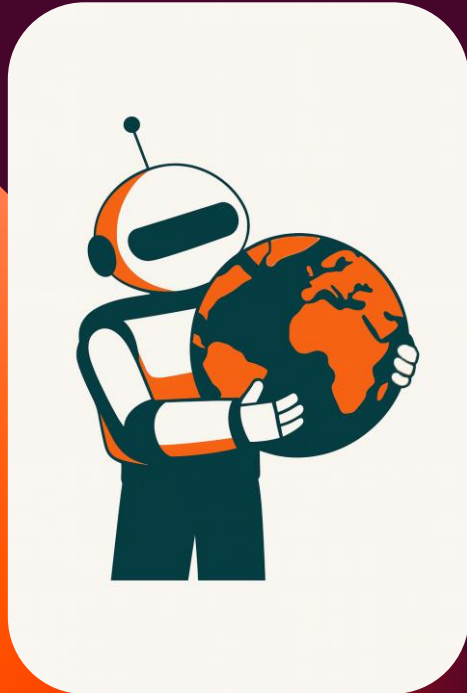
- Your name
- Where you're from
- Your favorite part of San Francisco so far
- Your favorite brand to receive emails from and why

The Value of Email in an AI Age

AI is changing the marketing landscape.



AI is changing the marketing landscape.



01

People expect hyper-personalized and seamless digital experiences.

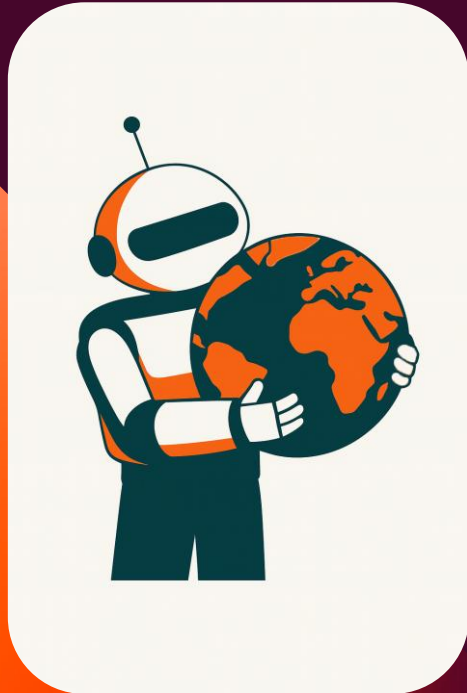
Personalization Stats

- Personalized emails have a 29% higher open rate and a 41% higher CTR compared to non-personalized emails.
- 38% of consumers say they will shop with a brand they had a good experience with again, even if there are cheaper or more convenient options available.
- 37% of customers had recommended a brand to a friend or family member due to personalization.

Omnichannel Stats

- Marketers operating three+ channels have a 494% higher order rate than single-channel campaigns.
- Marketers using an omnichannel strategy retain 89% of their customers, while those without omnichannel strategies only retain about 33% of their customers.
- The average retail consumer in 2025 wants nearly six touch points when making a purchase.

AI is changing the marketing landscape.



01

People expect hyper-personalized and seamless digital experiences.

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02 Discoveries might not include clicks.

AI is changing the marketing landscape.



01 People expect hyper-personalized and seamless digital experiences.

02 Discoveries might not include clicks.

03 Marketers must be proficient at strategy, not only execution.

Why Email Still Matters

- 01** Email is a direct and substantive channel.

Why Email Still Matters

01 Email is a direct and substantive channel.

02 Email marketing drives compelling ROI.

**This year, email marketing
is generating \$36-44 per
\$1 spent.**

Why Email Still Matters

- 01** Email is a direct and substantive channel.
- 02** Email marketing drives compelling ROI.
- 03** Email is a channel that has many personalization levers.

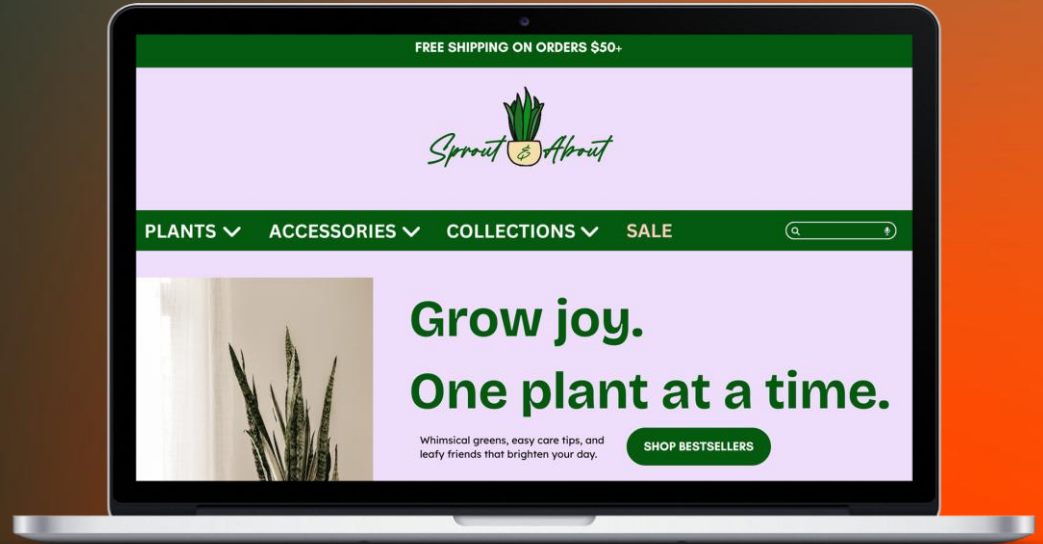
Creating Impactful Emails With AI

Thinking Strategically About Your Email Marketing Channel

To go beyond basic sends, you need to embrace a strategic approach fueled by data. This includes segmentation and personalization, which is built on the behavioral data of your leads and customers.

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Behaviorally Driven Email Marketing

BEHAVIOR	Browsing specific plant care guides multiple times
INFERENCE	
TRIGGER-BASED EMAIL	

Behaviorally Driven Email Marketing

BEHAVIOR	Browsing specific plant care guides multiple times
INFERENCE	The customer is likely a new plant parent or struggling with a particular plant type.
TRIGGER-BASED EMAIL	An immediate follow-up email titled "Your [Plant Type] Thriving Guide!" offering additional in-depth resources, a link to related care products (e.g., specific soil, fertilizer, or humidity trays), and an invitation to a live Q&A session with a plant expert. This provides information when they need it most.

Behaviorally Driven Email Marketing

BEHAVIOR	Adding a specific high-value plant to the cart but abandoning it
INFERENCE	
TRIGGER-BASED EMAIL	

Behaviorally Driven Email Marketing

BEHAVIOR	Adding a specific high-value plant to the cart but abandoning it
INFERENCE	The customer is highly interested but might be hesitant about the price, care, or shipping.
TRIGGER-BASED EMAIL	An abandoned cart reminder email sent within an hour featuring an image of the specific plant, a testimonial about its beauty or ease of care, and a gentle nudge, such as "Still thinking about your Monstera? Here's why it's a perfect fit!" or a limited-time free shipping offer for that item.

Behaviorally Driven Email Marketing

BEHAVIOR	Signing up for the newsletter from a blog post specifically about pet-friendly plants
INFERENCE	
TRIGGER-BASED EMAIL	

Behaviorally Driven Email Marketing

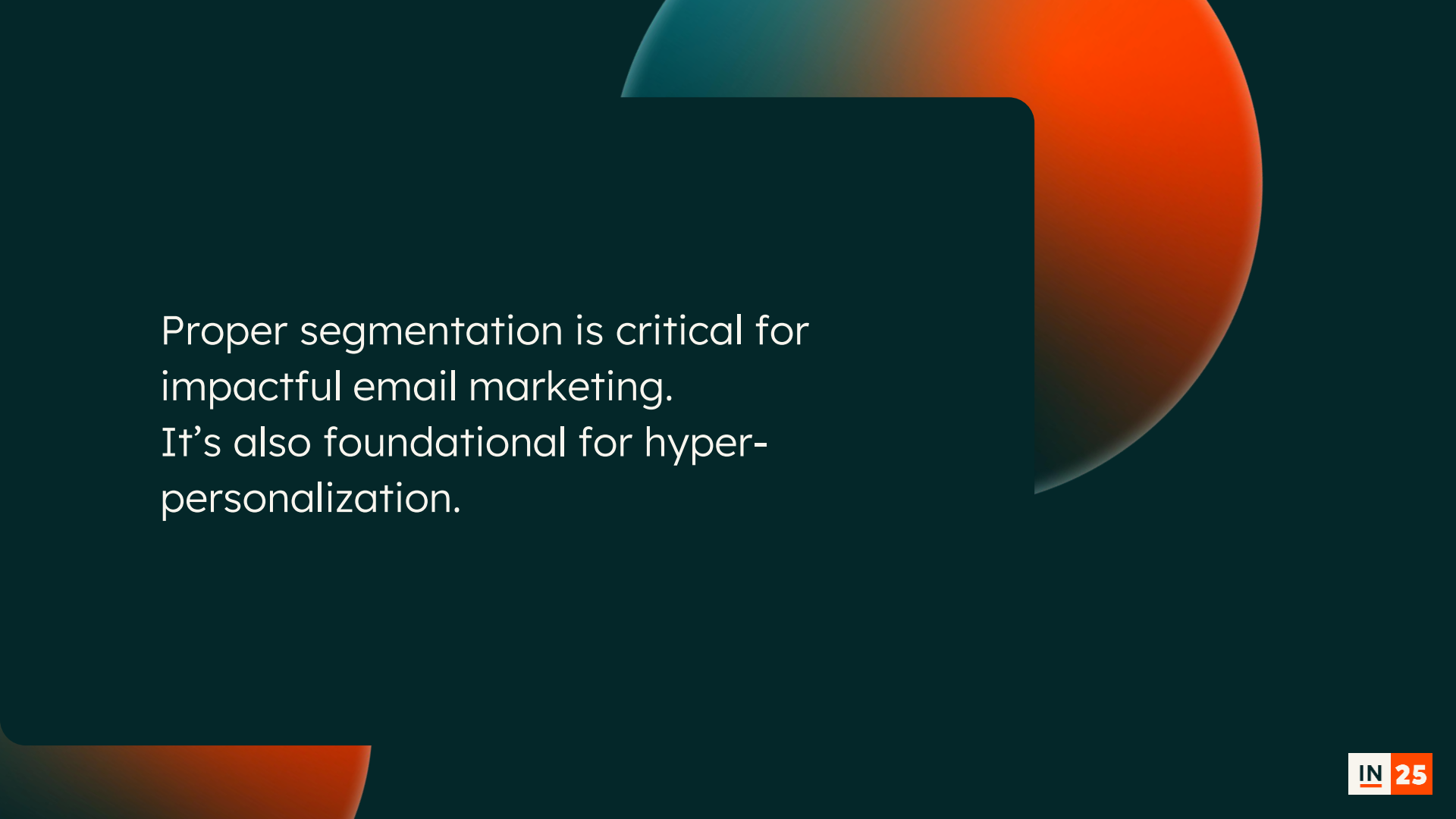
BEHAVIOR	Signing up for the newsletter from a blog post specifically about pet-friendly plants
INFERENCE	The customer is a pet owner seeking safe plant options.
TRIGGER-BASED EMAIL	<p>A welcome newsletter that highlights Sprout & About's top five pet-friendly plants, links to the full pet-friendly plant collection, and a discount on their first pet-friendly plant purchase.</p> <p>This personalizes the welcome experience based on their initial interest.</p>

Behaviorally Driven Email Marketing

BEHAVIOR	Repeatedly viewing the "About Us" page or "Our Story" section
INFERENCE	
TRIGGER-BASED EMAIL	

Behaviorally Driven Email Marketing

BEHAVIOR	Repeatedly viewing the "About Us" page or "Our Story" section
INFERENCE	The customer is researching the brand's values and authenticity.
TRIGGER-BASED EMAIL	<p>An email showcasing Sprout & About's commitment to sustainable sourcing, ethical practices, or community involvement, with a short video message from the founder.</p> <p>This builds trust by addressing their curiosity about the brand's ethos.</p>



Proper segmentation is critical for impactful email marketing. It's also foundational for hyper-personalization.



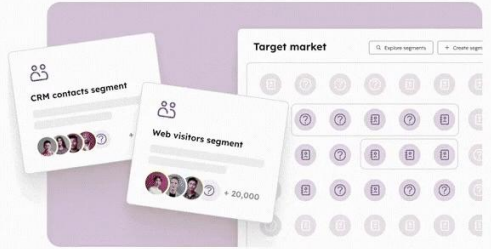
**Let's explore how
HubSpot can help.**

Legacy score properties in your lists will be phased out. Starting August 31, 2025, legacy scoring properties will no longer update in **5** contact and **1** company properties.

Overview | Manage | Analyze | Explore

Connect with the right audience with segments

Understand your audience and tailor your marketing efforts more precisely, improving customer brand awareness, engagement and ROI.



What would you like to segment?

Create a segment of **contacts** ▾

Your segment insights

Contact Segments

1900 segments
88% of all segments

Company Segments

90 segments
4% of all segments

Deal Segments

30 segments
1% of all segments

Web Visitor Segments

51 segments
2% of all segments

Segments

2,154 segments

What's new?

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Contents > Text

Edit Text

Dynamic text token Beta

AI will create personalised text for each recipient at the time of send.

[Add dynamic text](#)

Visibility

All devices

Show or hide

Show Hide

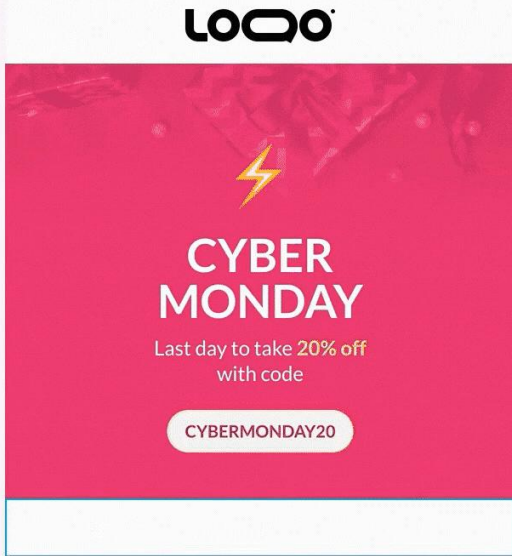
Padding

Apply to all sides

Top	<input type="text" value="28px"/>	Bottom	<input type="text" value="8px"/>
Left	<input type="text" value="32px"/>	Right	<input type="text" value="32px"/>

Send: Through an automation
From: Micheal Markey (mmarkey@hubspot.com)
Subject line:
Preview text:

Heading 2 Lato 22px Bold Italic Underline Link List Bulleted List Table More Personalize



Tell The Reader More
The headline and subheader tells us what you're offering, and the form header closes the deal. Over here you can explain why your offer is so

- ⋮
- ✦
- 🗨
- ☰
- 🗑
- 🕒

Help

Add

Modules Sections

Search

Recently used modules

- Text
- Button
- Image

All default modules (11)

Base

- Text
- Button
- Social
- HTML

Media

- Image
- Video

Structure

- Divider
- Footer

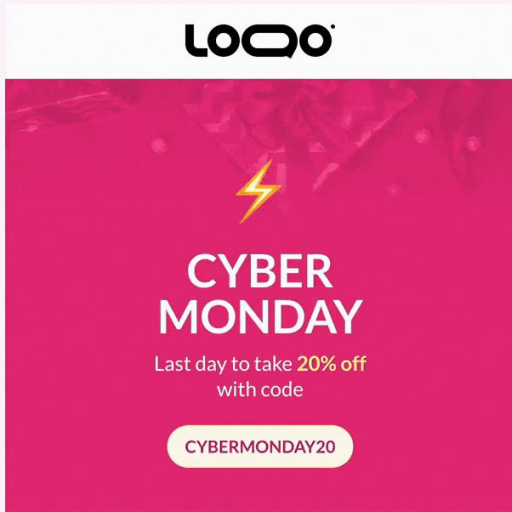
Ecommerce

- Products
- Cart **BETA**
- Payments

Custom modules (0) [Edit](#)

Send to:
 Don't send to:

From: Micheál Markey (mmarkey@hubspot.com)
 Subject line:
 Preview text:



Featured products (dynamic)

Tell The Reader More

The headline and subheader tells us what you're offering, and the form



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Send to: [Email] - Mon Aug 04 2025 17:55:46 GMT-0500
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 Subject line:
 Preview text:




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- ⋮
- ✦
- 🗉
- ☰
- 🗑️
- 🕒

Help

The slide features three large, overlapping circles with a radial gradient from red to teal. One circle is on the left, one is on the right, and a third is partially visible at the top right.

Deliverability Deep Dive



Delivery vs. Deliverability

What's the difference?



Delivery vs. Deliverability

Delivery

The rate in which an email is delivered to an individual's email address, so long as it isn't rejected by the recipient's mail server



Delivery vs. Deliverability

Delivery

The rate in which an email is delivered to an individual's email address, so long as it isn't rejected by the recipient's mail server

Deliverability

The likelihood an email is going to be delivered to a primary inbox

Factors That Influence Deliverability



**But first, we have
to talk about
ISPs.**

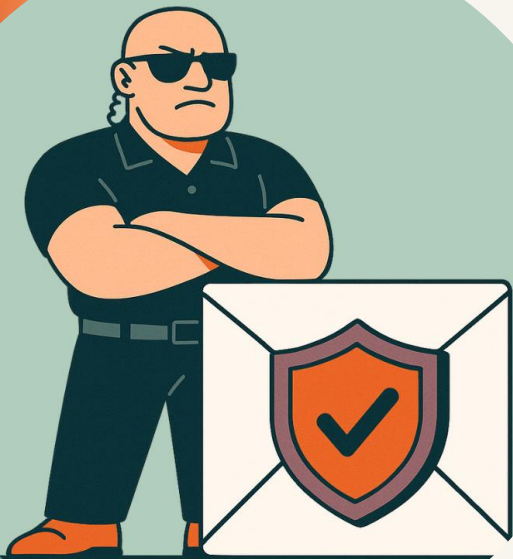
ISPs are the bouncers of your inbox.



ISPs are the bouncers of your inbox.

ISPs filter against:

- Spam and unwanted emails.
- Suspicious sender behavior.
- High bounce rates.
- Low engagement signals.



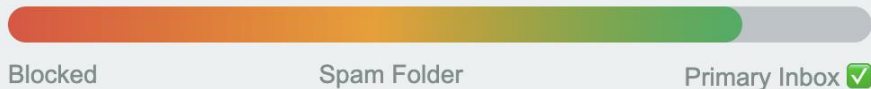
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🎯 Building Trust with ISPs



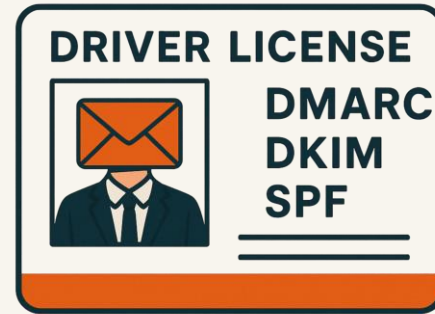
Higher sender reputation = Better ISP filtering bypass

Factors That Influence Deliverability

- Domain set up
- Authentication

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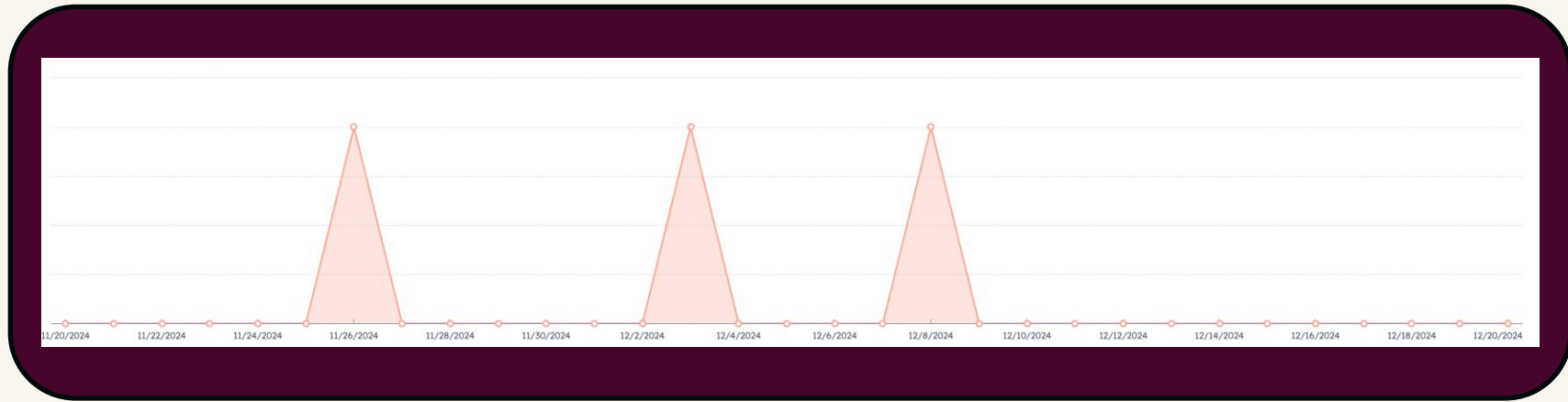
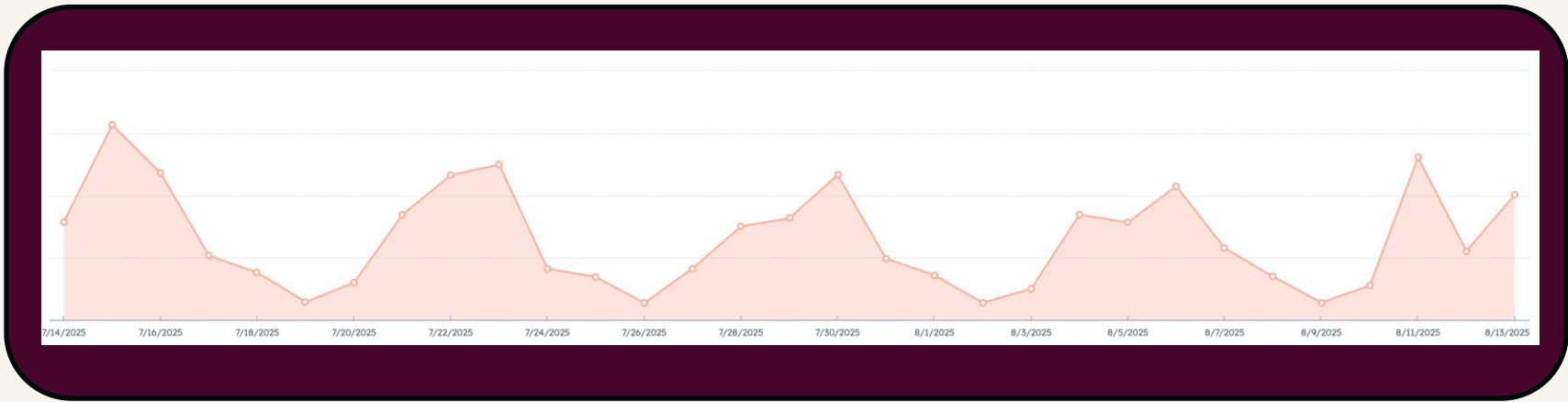


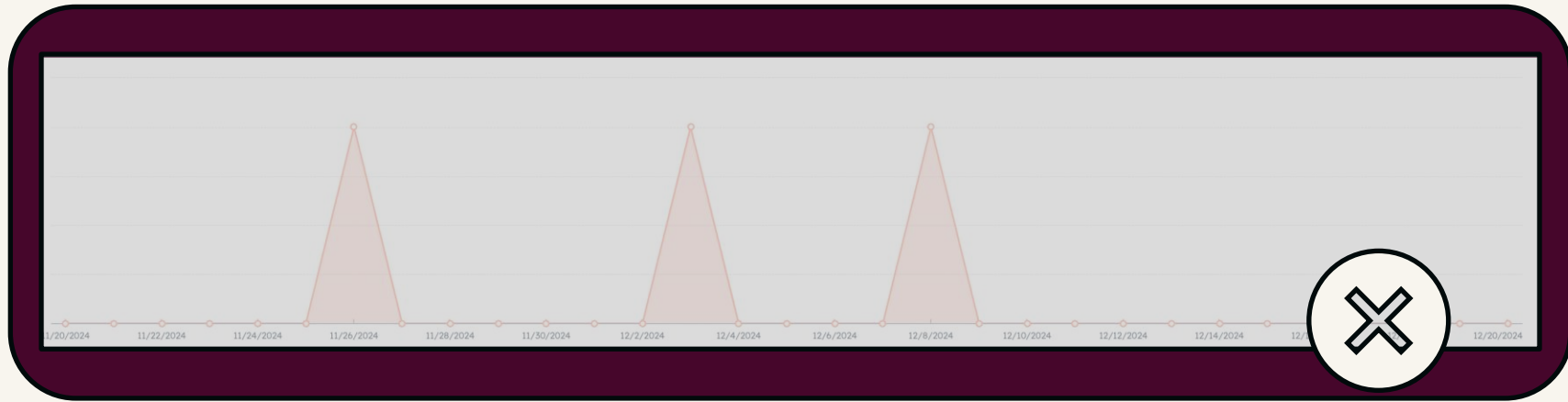
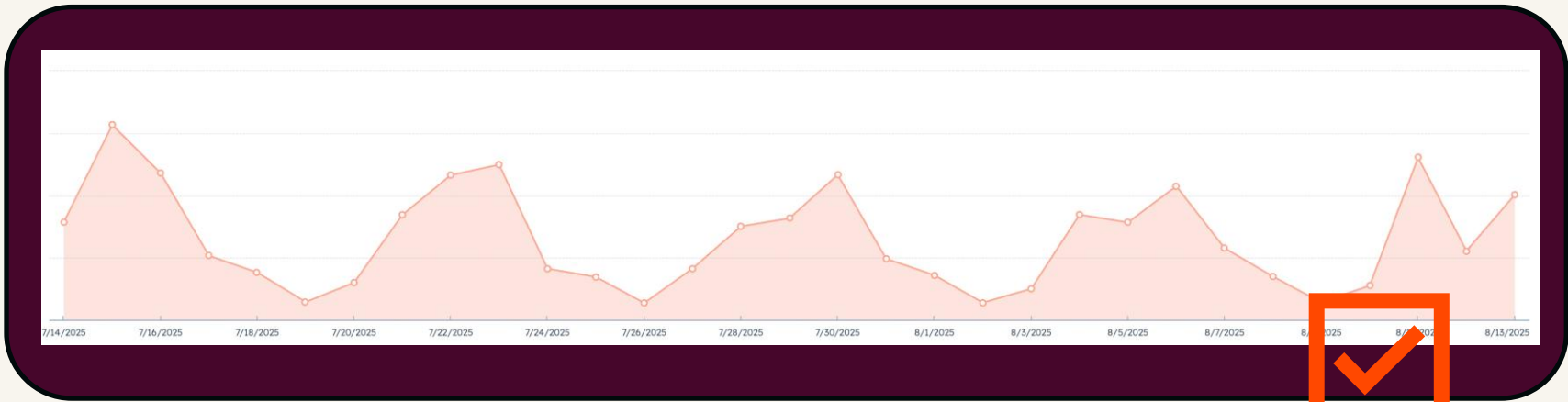
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 - Opens, clicks, replies
 - Negative contact interaction
 - Unsubscribes, marked as spam
 - Sending volume
 - Bounce rate





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Deliverability Pro Tips

01 Utilize explicit consent.

Consumers are
compelled by
what's real.



Deliverability Pro Tips

01 Utilize explicit consent.

02 Have a graymail strategy and sunset policy.

Deliverability Pro Tips

- 01** Utilize explicit consent.
- 02** Have a graymail strategy and sunset policy.
- 03** Maintain your data hygiene.

Deliverability Scavenger Hunt





Questions?

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to provide your feedback.
Thank you!**

INBOUND

Thank You!