

A woman with long brown hair, wearing a blue denim shirt, is sitting at a desk in a bright office. She is looking at two computer monitors. The monitor on the left shows a collage of images, and the monitor on the right shows a document with green text. Her hands are on a keyboard. The background is a large window with a view of a city.

stensul

How to **leverage Gen AI** in email creation for greater efficiency and effectiveness **now**

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Introduction

Generative Artificial Intelligence (**Gen AI**) feels like it's burst onto the scene. It **promises to change how you and your team do just about everything**. It's abundantly clear you need to leverage it.

Before going any further, a little bit of background.

Development of Gen AI began in the 1950s and 1960s, with the creation of early computer programs that could generate basic language and music. However, advances in computing power, machine learning algorithms, and data availability have allowed the development of more sophisticated Gen AI models in just the last few years.

Not surprisingly, Gen AI gives you the power to create personalized and highly targeted content in less time than it takes now. Beyond creating content for marketing assets, Gen AI lets you automate many tasks, freeing up time and resources to focus on more strategic initiatives.

It can be a little overwhelming. That's where **this eBook** comes in. It **is to help you make sense of Gen AI in a way that lets you use it to make your email creation and marketing efforts more efficient and effective...right now**.



Chatbots and LLMs in brief

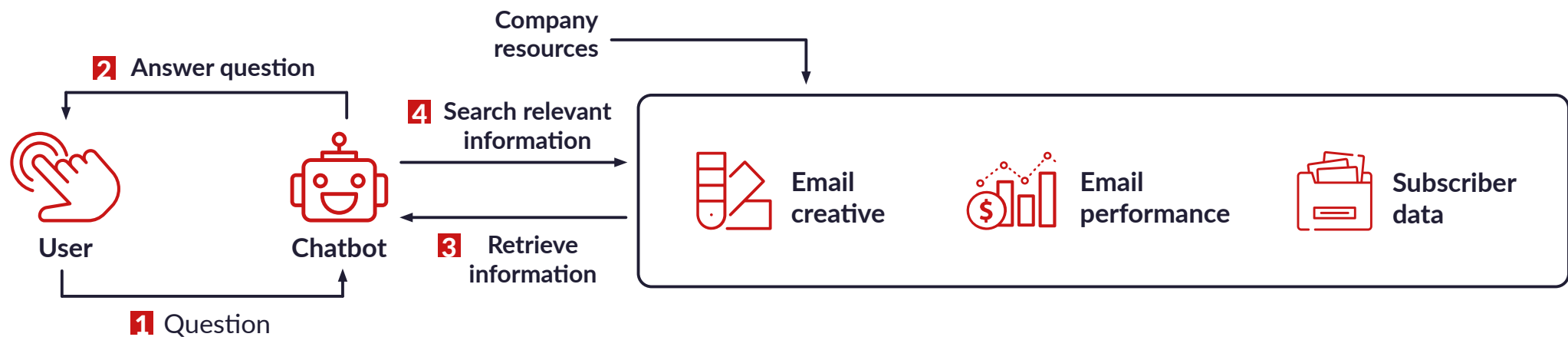
While it seems magical, **Gen AI is a process chiefly revolving around chatbots and large language models (LLM).**

You can't use a chatbot without an LLM, so let's explain that first.

An LLM is a type of AI model that can understand, generate, and manipulate human language. It's created by training algorithms on vast amounts of data, allowing it to learn patterns and language structure. As a result, an LLM **can generate text, answer questions in complete sentences, and more.** In email marketing, an LLM can be used to generate practically all the content of an email - from the subject line to the CTA - in a way that will resonate with your subscribers. It can also provide insight beyond the content of emails, but more on that later.

A chatbot is a computer program designed to simulate human conversation. You interact with the chatbot by typing (or speaking) a message or command through an interface, like a chat window. It then sends that input to the LLM, which responds based on the data it's learned in the training process. The chatbot picks that up, so to speak, and presents it to you.

If you've experienced this process, it's likely involved a query that's had the chatbot scurrying around the web seeking an appropriate response. Remember, everything on the web isn't contained in properly trained models, so the information provided may disappoint. The real power of chatbots and LLMs will come when you've trained an LLM on what sits in your organization's data stores.



A simplified diagram Gen AI of a chatbot-LLM arrangement

Save time with Gen AI

While it would be nice if it could extend deadlines, Gen AI doesn't. What it does is help you meet them more consistently and with considerably less aggravation. Here's a sampling of ways Gen AI saves time.



Draft subject lines and preheader text in seconds

It starts with the fact that Gen AI can rapidly analyze vast amounts of data to identify patterns and trends likely to resonate with your target audience. For example, once done looking at your past email campaigns, **Gen AI can recommend subject lines and preheader texts that have performed well and suggest variations that might work better based** on the current market trends.

If you've not yet trained your email campaign data, consider using an easy-to-use subject line and preheader text generator. It typically works by pasting email copy in a window, then indicating your type of company, the industry in which you compete, your preferred tone of voice, and your desired word limit. And moments after a mouse click, you have a choice of five lines to choose from.

You can also use Gen AI to help personalize subject lines and preheader texts based on the recipient's interests and browsing history. By analyzing the recipient's behavior on your website, for example, Gen AI can suggest subject lines and preheader texts that are more likely to grab their attention and make them open your emails. Again, that calls for setting up and training your LLM.



Compose can't-miss CTAs

In more ways than not, email marketing involves three critical steps. First, get subscribers to open the email. Second, get them to click on the CTA. And third, once at the landing page, have them take the desired action to register, download, or buy. Step #2 can be very tricky, but Gen AI can help. Just as it can quickly produce options to the subject line you've created, **Gen AI can produce a set of alternative CTAs, even suggest where it's best to place them within your email, and even what color to use for the CTA buttons.**



Get the proper writing style

Ideally, an email should be a digital 1:1 conversation, an opportunity for you, as a marketer, to connect with a prospect or deepen a relationship with a customer. The way to foster a bond with that subscriber is to “speak” so that they’ll respond best. The trick is to find the style of writing that will engage them. Here, **Gen AI can also assess what’s worked best and adjust your copy accordingly or rework the style based on your direction** - whether you want it to be casual or professional, informative, or persuasive.



Check spelling and grammar fast

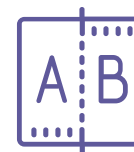
You might remember your 7th-grade English teacher’s name, but there’s a decent chance you don’t recall their lessons on grammar and spelling. **Gen AI** eliminates the need to find that well-worn textbook from junior high. It **checks and suggests corrections to all text elements of your email**. And, like most everything else it does, Gen AI handles this task quicker than you can remember “i before e, except after c.”



Conceive a visual concept easily

Along with words, Gen AI helps you with pictures. You may have an idea for the image when developing an email, but can’t find it quickly in your DAM or library. **With a Gen AI-enabled image generator, you type in a**

window what you envision, then based on that input, it forms that image for you to round out the concept you have for an email. It’s not the sort of retina-ready image that sits in your DAM, but, as is often said, a picture is worth a thousand words. And that means you save time and reduce the chance of misinterpretation.



Have time to test

By saving time, **Gen AI gives you time to conduct A/B testing.** You get the time you’ve wished you had to evaluate different subject lines, preheader texts, and CTAs to see which drives the highest open and click-through rates. **Gen AI can even help determine what to examine and how to test it.**

These are the essential ways to save time using **Gen AI** in your email efforts. It **provides time savings for practically every aspect of email creation and marketing** - from identifying the need for an email to devising the marketing and creative strategies to creating, sending, and evaluating its performance, as well as what the next one should be. Essentially, Gen AI helps to simplify and speed up a complicated process. **Gen AI’s impact on creating and inserting Dynamic Content in emails is an excellent example** of where else it saves time.

Personalize with Gen AI

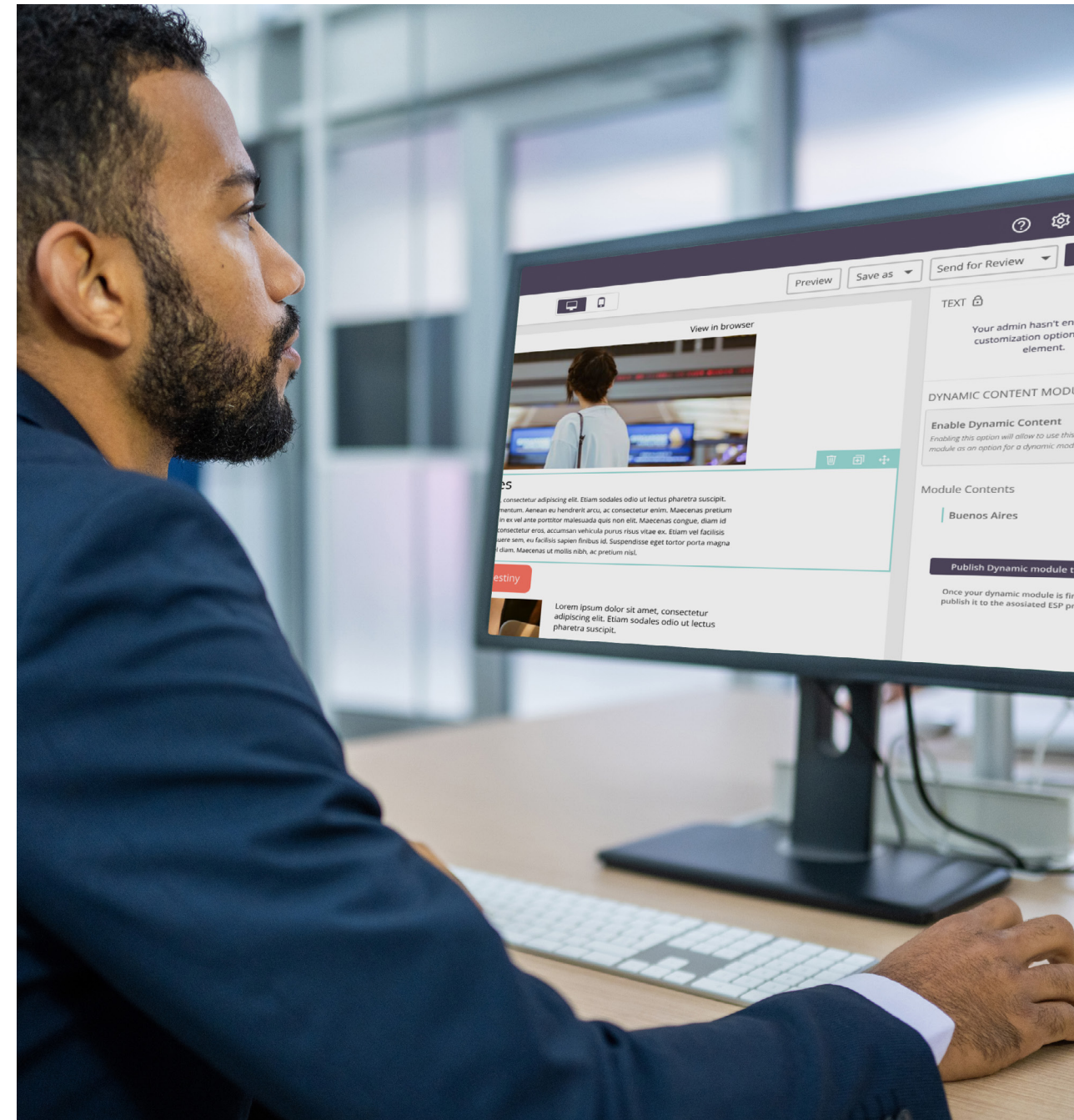
Personalization is a proven performance booster for all types of email marketing. When done well, personalization improves open and click-through rates as well as ROI. Gen AI lets you figure out how to improve results and how best to achieve them.

Of interest is that **Gen AI lets you look at every part of your email to find ways to tailor it to the individual who'll receive it.** That can start with the subject line. When personalized, it grabs attention and entices subscribers to open the email, engage with its content more, and prompt higher conversion rates. In time, that personalized subject line can lead to genuine brand loyalty. Yes, that little subject line can do all that.

Create Dynamic Content with ease

Dynamic Content authoring lets you create tailored content for each subscriber in your database based on their behavior, preferences, and interests. How this impacts email performance has been well-documented. So too has the fact that **Dynamic Content authoring is complicated to set up and have each email contain the correct copy.**

In a word, it's arduous to determine what's conveyed to whom and how. Get through it, and you can present highly relevant content with individualized offers presented at the perfect time in the perfect way. It ratchets up the impact emails have on their targets. But it's hard to do. And that means it's time-consuming.



Gen AI can speed up the Dynamic Content authoring process by:

Identifying the target audience

Gen AI can analyze data to identify the target audience down to the individual level in seconds.

Segmenting the audience

Gen AI can use algorithms to easily segment the audience based on their interests and behavior.

Creating content

Gen AI can create personalized content based on interests and behavior for each segment/individual. It can also automatically generate subject lines, headlines, body copy, products to showcase, and calls to action for the specific audience/individual.

Scaling rapidly

Gen AI can quickly create unlimited email content variations, making engaging with a large audience easier.

Saving time

Unlike traditional content authoring, where hours are needed to create versions of email content manually, Gen AI can automate this process, saving time along with effort.

Being consistent

Gen AI can ensure that every email sent to a subscriber is consistent in tone, style, and messaging.

Testing and optimizing quickly

Gen AI can analyze data from previous campaigns to optimize the email for different devices and email clients. It can also determine the best time and day to send the email to improve open rates.

Reallocating resources

Gen AI reduces dependence on copywriters, designers, and developers to create emails and ready them for deployment, allowing you to reassign those talented people to higher-value work that makes better use of their skills and experience.

Attaining better results

Gen AI can parse through data faster and better than even the speediest, most innovative analyst, providing deeper insights that let you find ways to achieve higher performance.

Optimize with Gen AI

Optimization aims to ensure that emails are as effective as possible in achieving their intended objectives, such as generating leads, driving sales, increasing brand awareness, or promoting customer loyalty. One area that underscores how **Gen AI can help to optimize email performance is Send Time.**

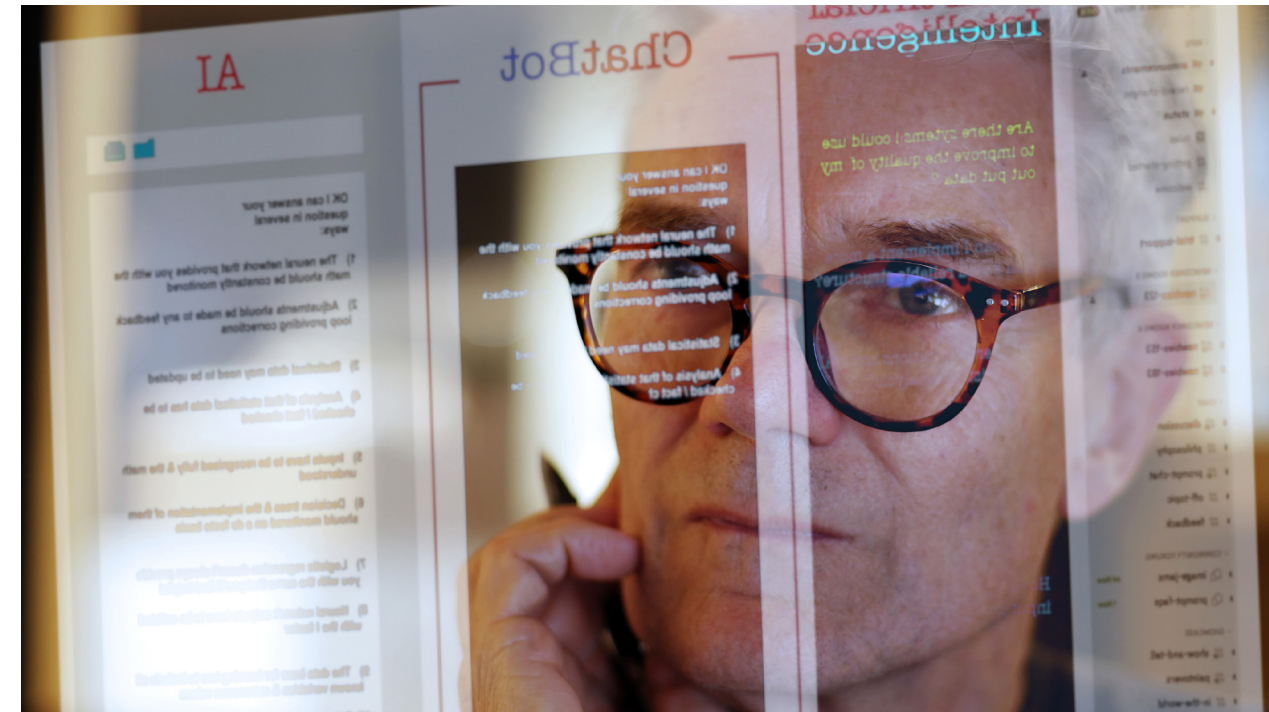
Again, it's about sending that chatbot off to the LLM to find what you need to know, which is the best time to send an email to individual recipients.

In response to your query, data is collected on subscribers' habits, including when they're most likely to check their email and engage with content. **Gen AI uses this data to generate predictions about when the recipient is most likely to engage with an email and then adjusts the send time accordingly.**

In addition to analyzing recipient behavior, **Gen AI can also analyze contextual factors** such as the time of day, day of the week, and location to optimize send times further. This can help ensure that emails are delivered at the most appropriate and convenient time for the recipient, **leading to higher open and click-through rates.**

Gen AI can also help to reduce bounce rates. Sending emails at a time when the recipient is more likely to check their inbox can help reduce bounce rates, as the email is less likely to be sent to an inactive or full mailbox. Sending emails at optimal times can improve email deliverability and **reduce the likelihood your email is marked as spam.**

When a subscriber engages with your email content, it's helping to build a relationship with your brand. By sending an email at the optimal time, you can heighten subscribers' affinity for your brand and more.



Predict with Gen AI

In general, predictive analytics is a data-based form of fortune-telling. It uses algorithms and machine learning techniques to identify the likelihood of future outcomes based on historical data. It's used to help marketers make informed decisions and reduce uncertainty in hopes of improving performance.

Specific to email marketing, **predictive analytics can be used for personalization, segmentation, lead scoring, send times/campaign automation, and content recommendations.** Keep in mind **much of the data gathering for predictive analysis is complicated and time-consuming,** which means it takes lots of time, and opportunities can be overlooked.

Here’s how Gen AI helps speed and sharpen your predictive analytics efforts:

Activity	Gen AI-powered predictive analytics can...
Personalization	...analyze data from customers’ past behaviors and then automate the creation of personalized content with predictive text, images, and messaging that are most likely to resonate with each individual.
Segmentation	...analyze data on customer preferences and segment your customer base by interests, behaviors, and buying history. This can help you target campaigns more effectively to increase engagement rates.
Timing	...analyze data on when your customers are most likely to open and engage with your emails so you can optimize email send delivery times accordingly.
A/B Testing	...help test different email subject lines, content, and offers to determine which combination is most effective at driving engagement and conversions.
Predictive modeling	...analyze data on past email campaigns and customer behaviors to create predictive models that can help you identify which customers are most likely to engage with specific emails and which offers are most likely to convert them.
Cost and resource control	...help marketers identify the most effective email campaigns, saving time and resources on ineffective campaigns.
Improve CX	...generate personalized emails that can improve the customer experience (CX), which can lead to higher satisfaction and retention rates.
Grow revenue	...improve targeting to boost conversions and customer loyalty to increase revenue.

Gen AI-enabled email creation in one place

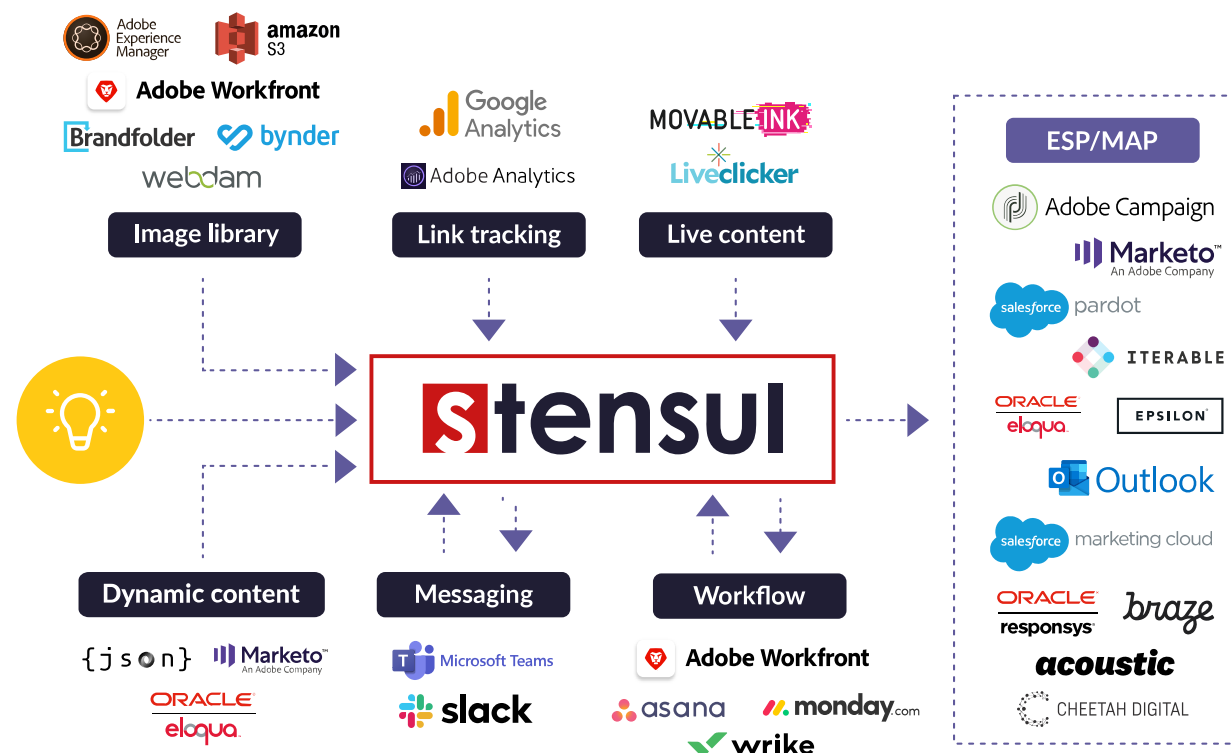
The overwhelming majority of emails are created in a way that diminishes the efficiency and effectiveness that Gen AI can bring to your marketing programs. For 80% of all companies, specialists produce emails using single-purpose tools, operating in silos. The result is an unnecessarily complex, time-consuming, and costly process.

Those challenges don't go away by simply bolting on Gen AI to each part of that complicated process. While a nice idea, it's not practical.

To realize the full benefit of Gen AI to email creation - to deploy campaigns that excel - you need to put an Email and Landing Page Creation Platform at the center of your email process. Specifically, you need Stensul's because it is the first and only platform of its kind to have embedded AI capabilities.

That means as you work to craft a subject line that prompts opens, you can leverage the in-platform AI-enabled Subject Line and Preheader Text generator. Or, if you want to tweak the copy so it reads just so, access the Writing Style Changer. You can develop a CTA that moves subscribers to act with the help of the CTA Text Generator. If you have an idea for a visual to use in the email body but don't have the time to find it in the platform's library or integrated DAM, use the available Image Generator that's combined with an Alt Text Generator, helpful to ensure accessibility.

Stensul plans to add more Gen AI-enabled capabilities to automate performance-enhancing methods like Dynamic Content authoring further. And predictive analytics can come into play beyond its expected applications. You may be able to apply it to further speed the review and approval process conducted in the Stensul platform, which can be as much as 90% faster than what you're experiencing now. For example, predictive analytics can determine who needs to be involved in reviewing a given email, who tends to review promptly, and who isn't so quick to look at a proof.



Non-technical people can leverage all of this. If they're able to drag and drop, each one of them can quickly create a high-quality email. **Today, Stensul users create emails in hours, not the days or weeks it takes 80% of companies** to get a single email out the door.

By making your email creation process efficient, you and your team will have more time to focus on strategy to optimize email performance, the kind that makes a real impact on business performance. **Imagine the efficiency of that process with a growing range of in-platform Gen AI capabilities.**

On top of that, Stensul integrates with all leading ESPs/MAPs and workflow platforms, image DAMs, live content, link tracking, and messaging platforms. From emerging growth companies to global enterprises, organizations like yours, are benefitting from Stensul and its Gen AI-enabled capabilities.





Stensul. The collaborative email and landing page creation platform.

The Stensul Email and Landing Page Creation Platform™ dramatically reduces creation time - up to 90% - so teams can better focus on improving email and landing page performance. Stensul makes this possible by streamlining collaboration and simplifying the creation process for all marketers, so they can create high-performing emails and landing pages that drive stronger results. For more information, visit stensul.com.

