

INBOUND

NEW: Email Marketing: Test This, Not That - What's Working Now

Jay Schwedelson | September 4, 2025

WHERE DO MY TRENDS COME FROM?



OUTCOMEMEDIA
a Worldata company

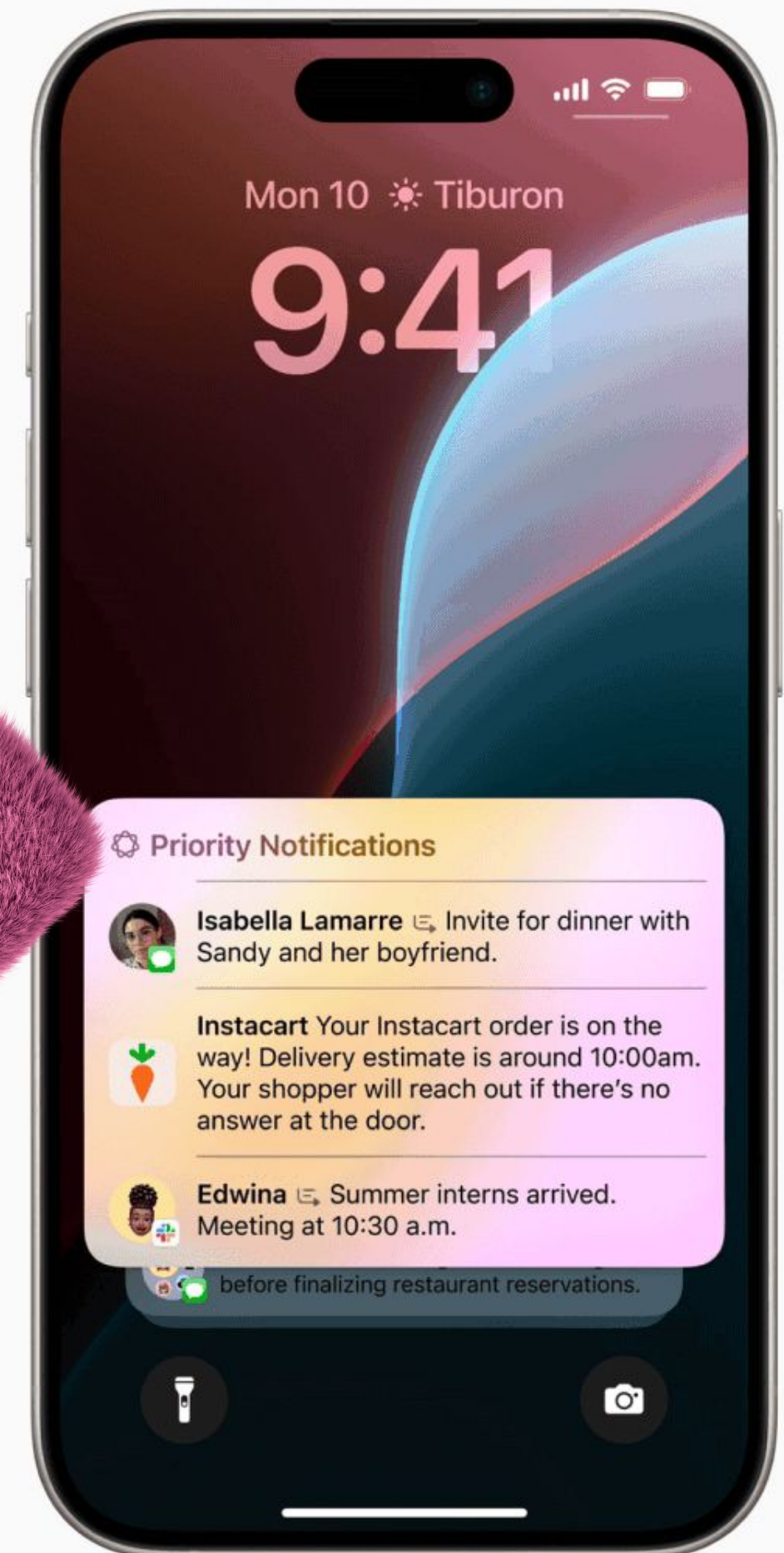
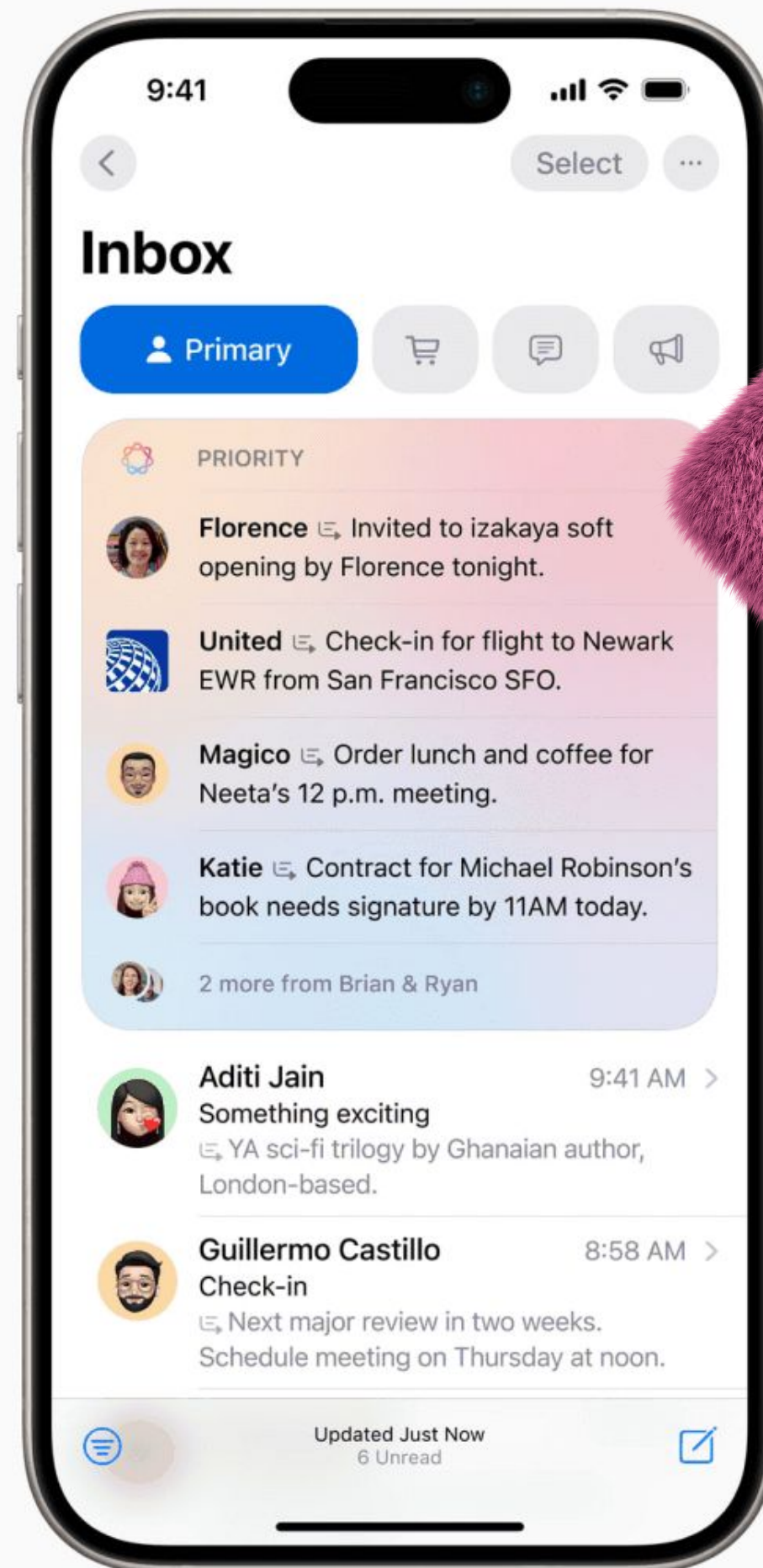
SubjectLine.com

JaySchwedelson.com

**GURU
MEDIA
HUB** ⚡

SHHH...

HOW TO MAKE YOUR EMAIL A 'PRIORITY'



“BUT I DON’T USE IT”

**YOU ALSO DON’T ORDER
MATCHA LATTES BUT APPARENTLY
EVERYONE ELSE DOES**



47% OF ALL EMAIL IS READ

USING APPLE MAIL APP

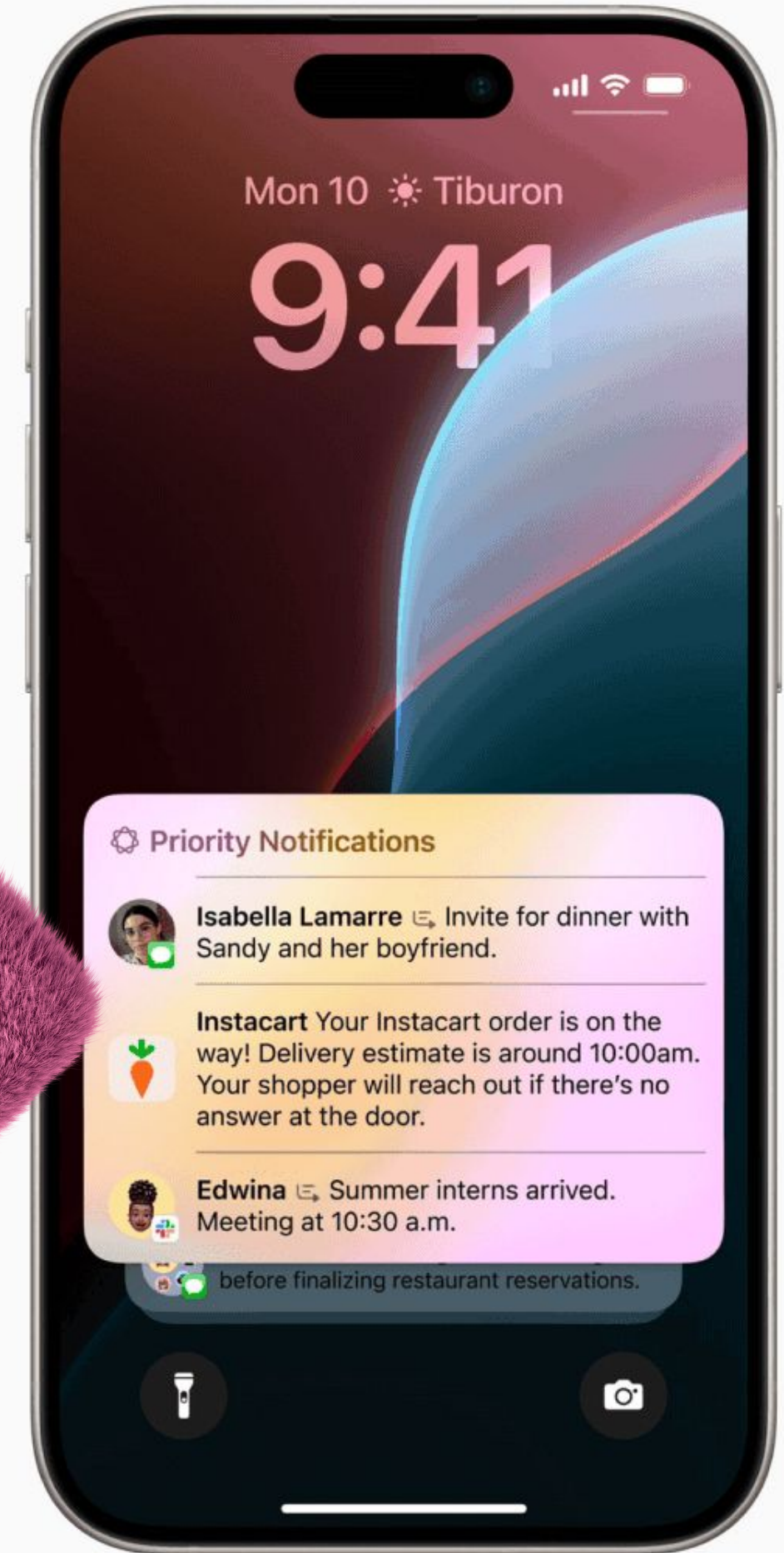
[39% OF BUSINESS EMAIL AND 54% OF CONSUMER EMAIL]

**82% OF ALL ACTIVE IPHONES
ARE RUNNING IOS 18**

SHOWING UP IN PRIORITY:

INCREASES EMAIL OPEN RATES BY 28%

HERE IS HOW TO DO IT...



‘CONFIRMATION-TYPE’ TERMS

**APPLE ‘PRIORITY’ IS USED FOR ‘TIME SENSITIVE’
(LIKE RECEIPTS, SHIPPING, EVENT UPDATES, APPOINTMENTS)**

**‘CONFIRMATION-TYPE’ TERMS IN SUBJECT
LINE INCREASE PRIORITY PLACEMENT BY
OVER 50%!**

GET CREATIVE!

EXAMPLE SUBJECT LINES:

WEBINAR CONFIRMATION: YOUR ACCESS LINK FOR SEPT 14

ACCESS APPROVED: AI MARKETING LIVE EVENT

SUBSCRIPTION: VIP NEWSLETTER ACCESS HERE...

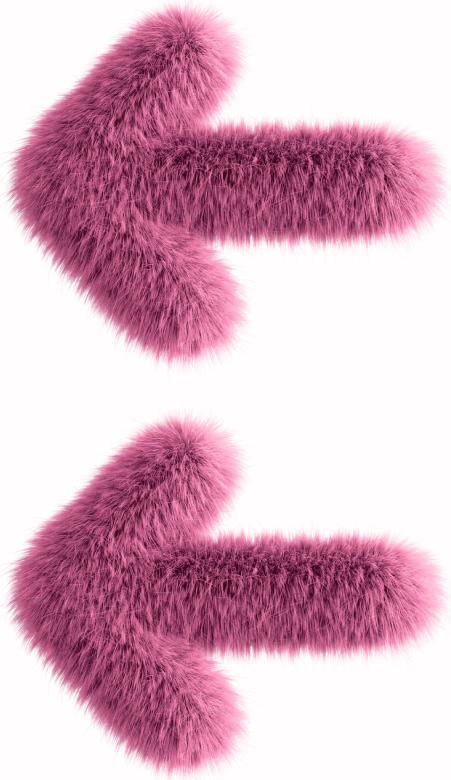
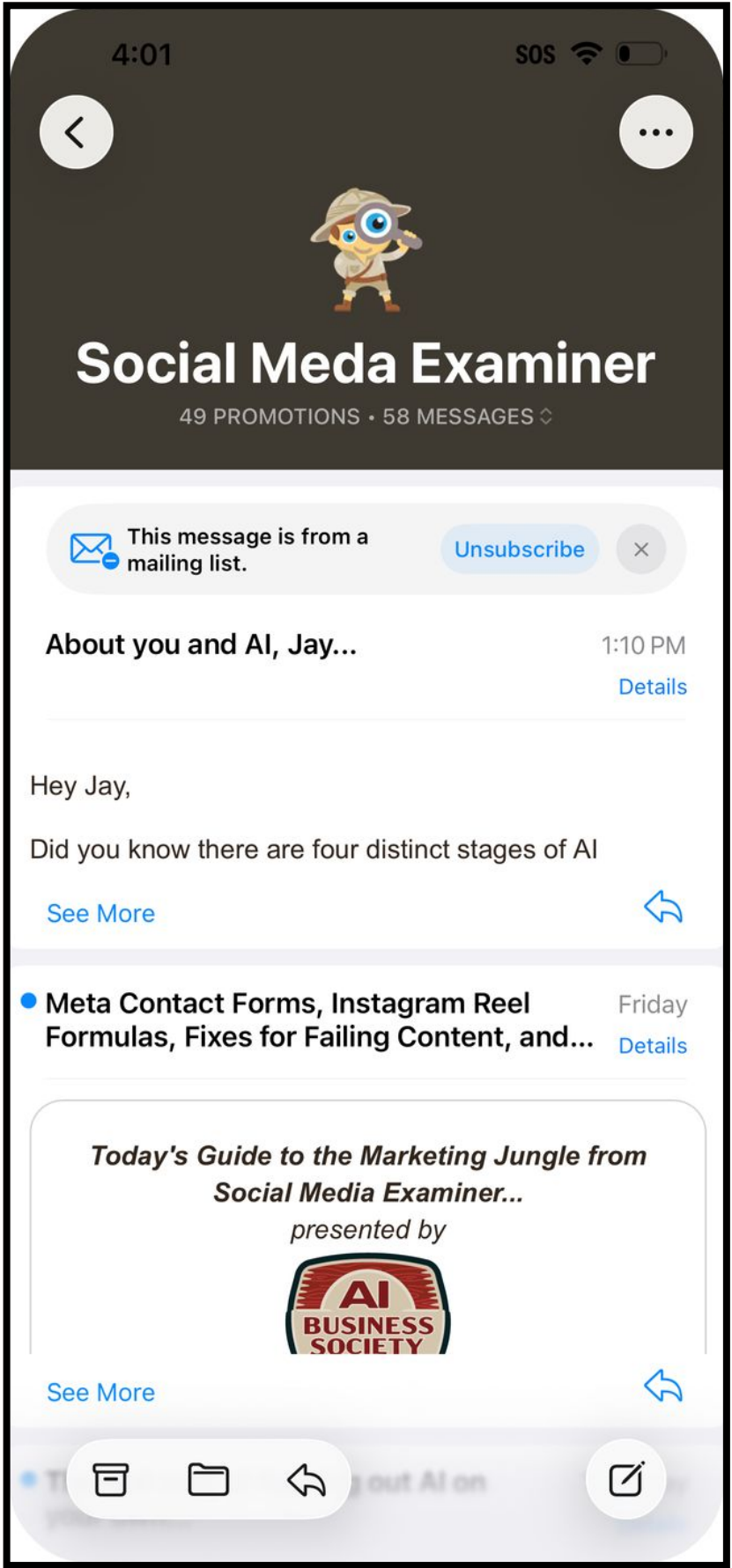
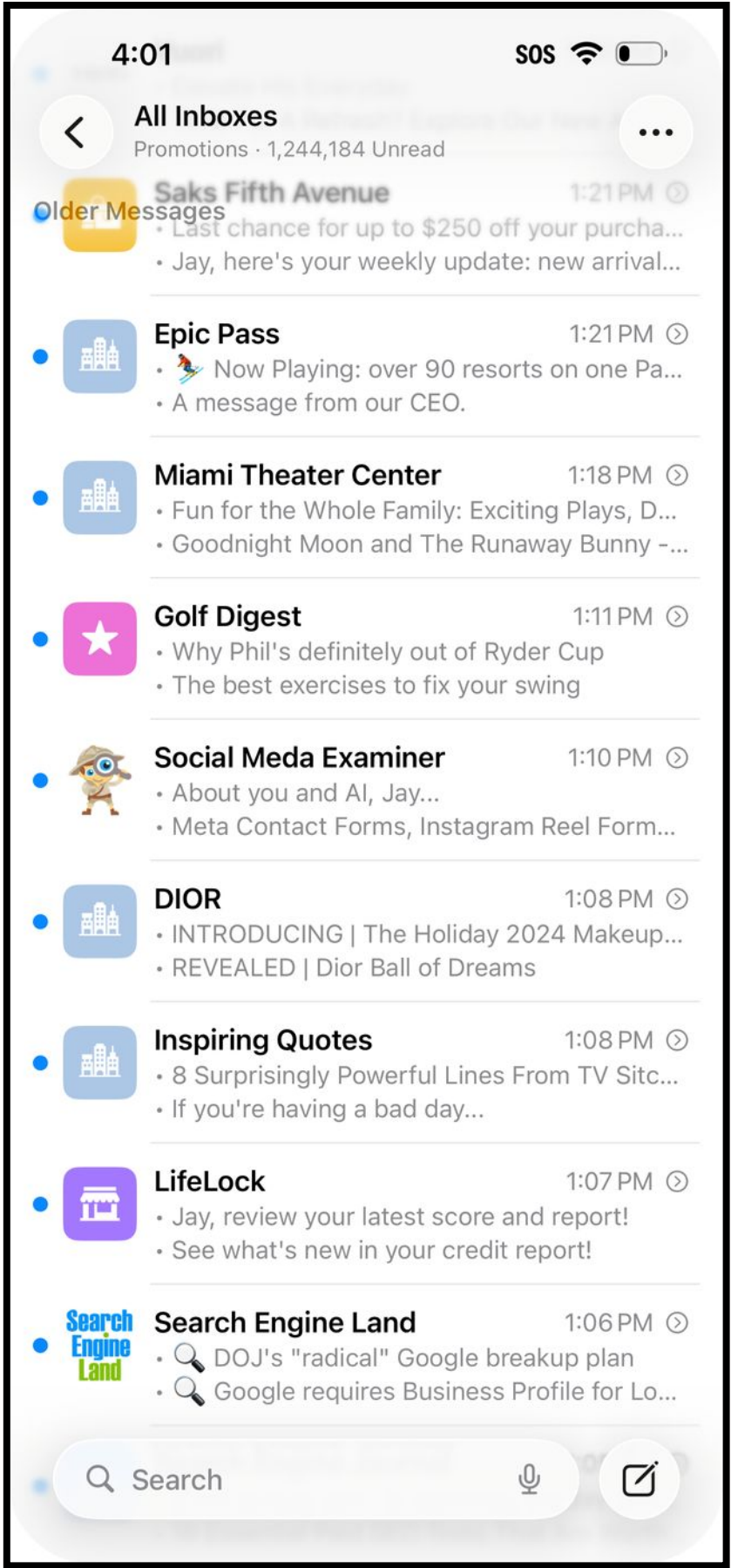
DOWNLOAD IS READY: GET 2026 SOCIAL MEDIA GUIDE

ACTIVATED...VIP EARLY ACCESS

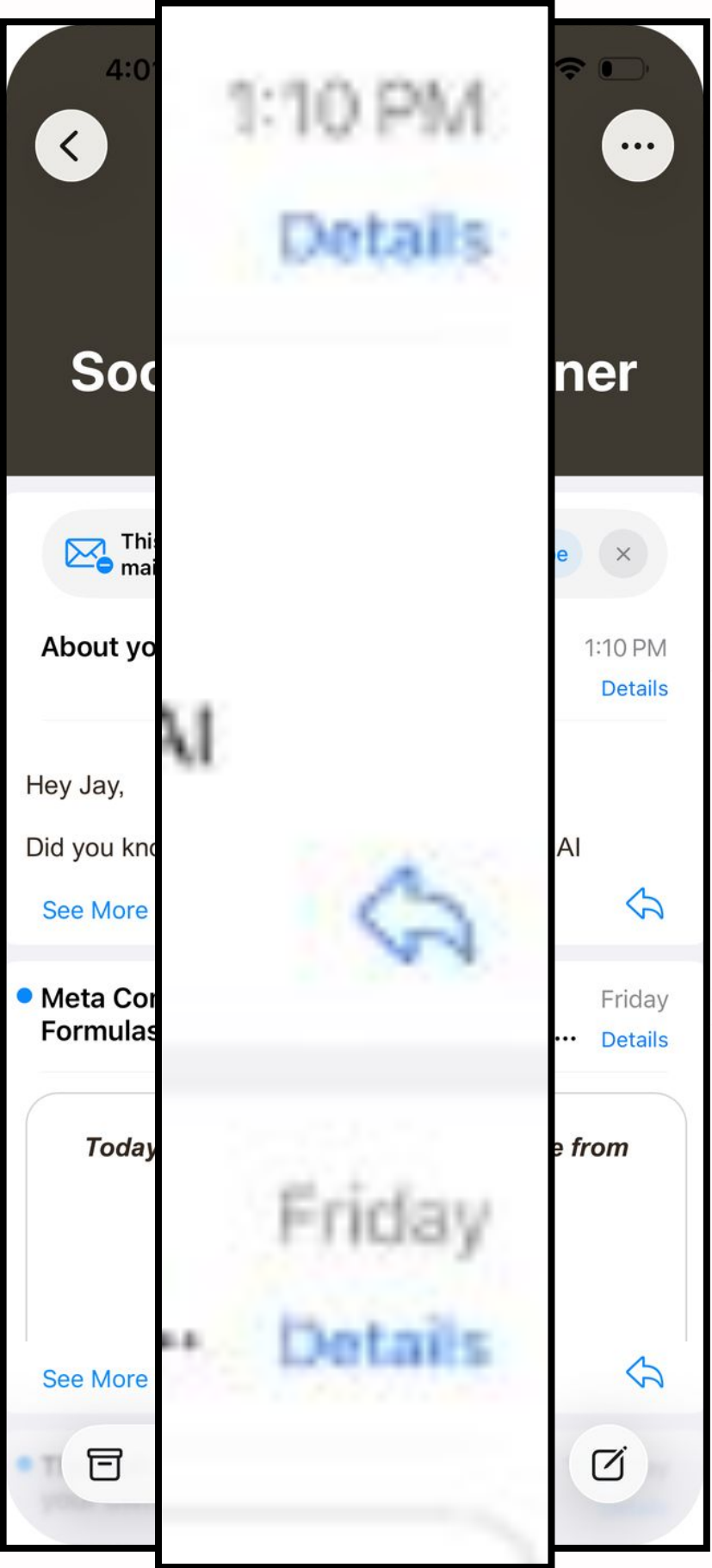
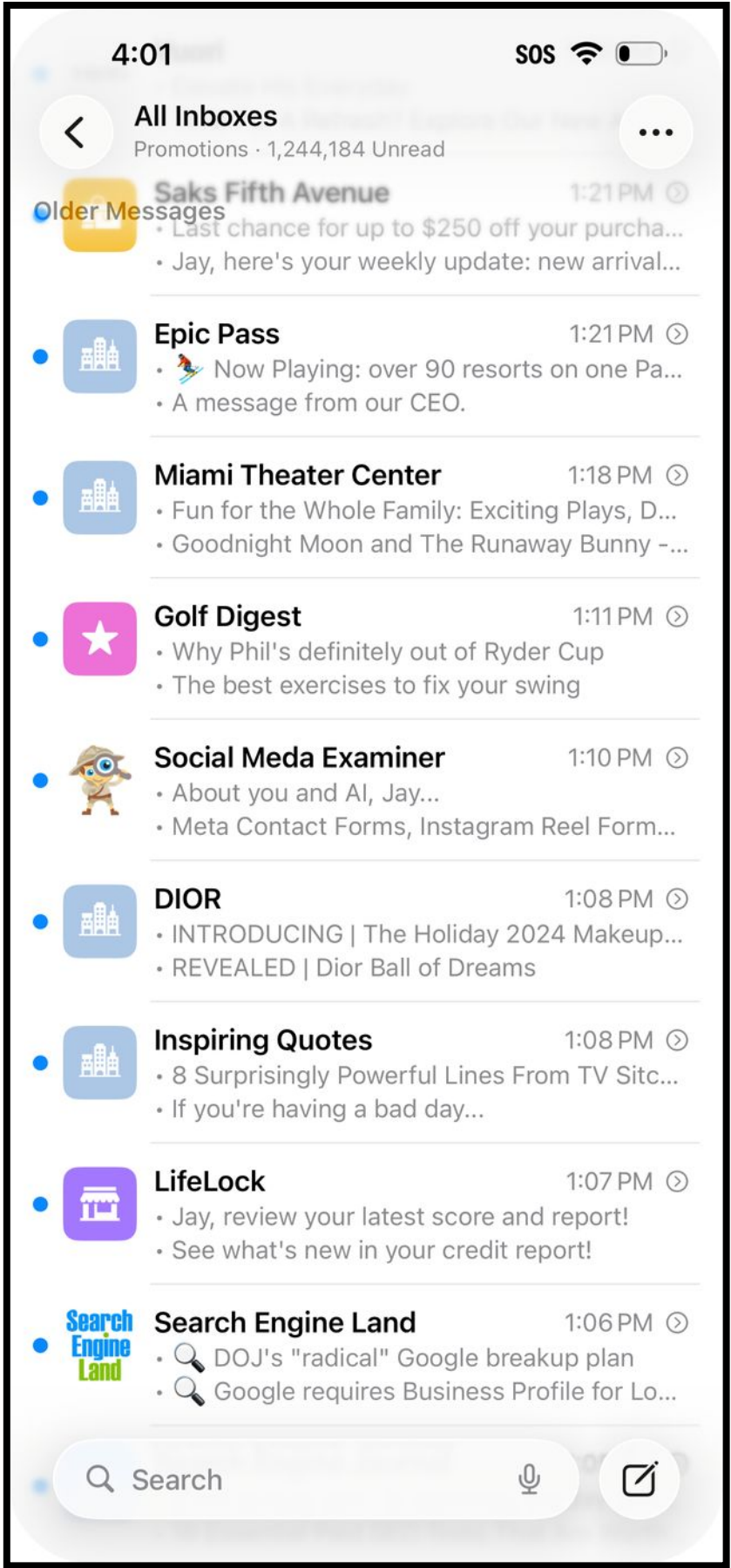
TOP 'CONFIRMATION-TYPE' TERMS FOR MARKETING EMAILS

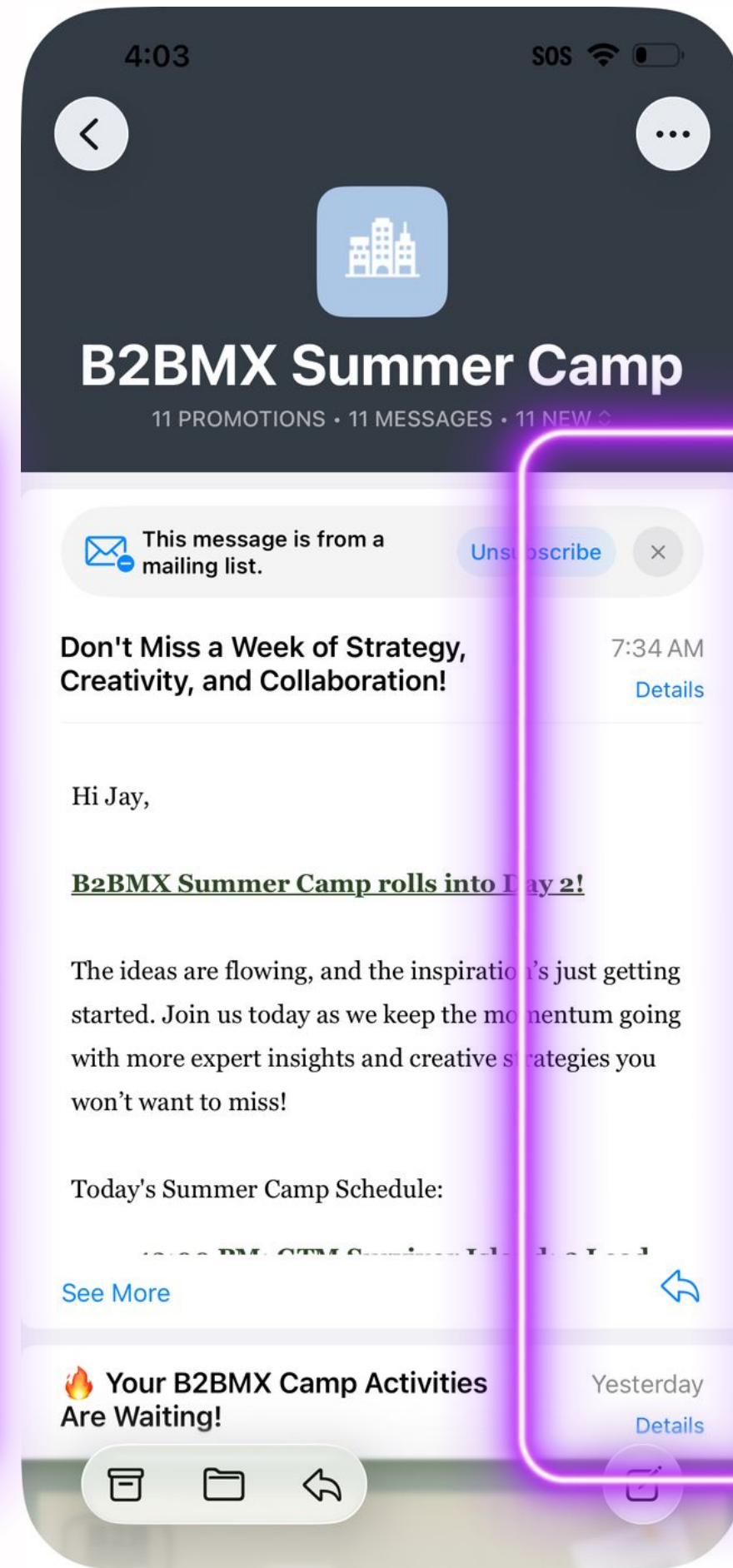
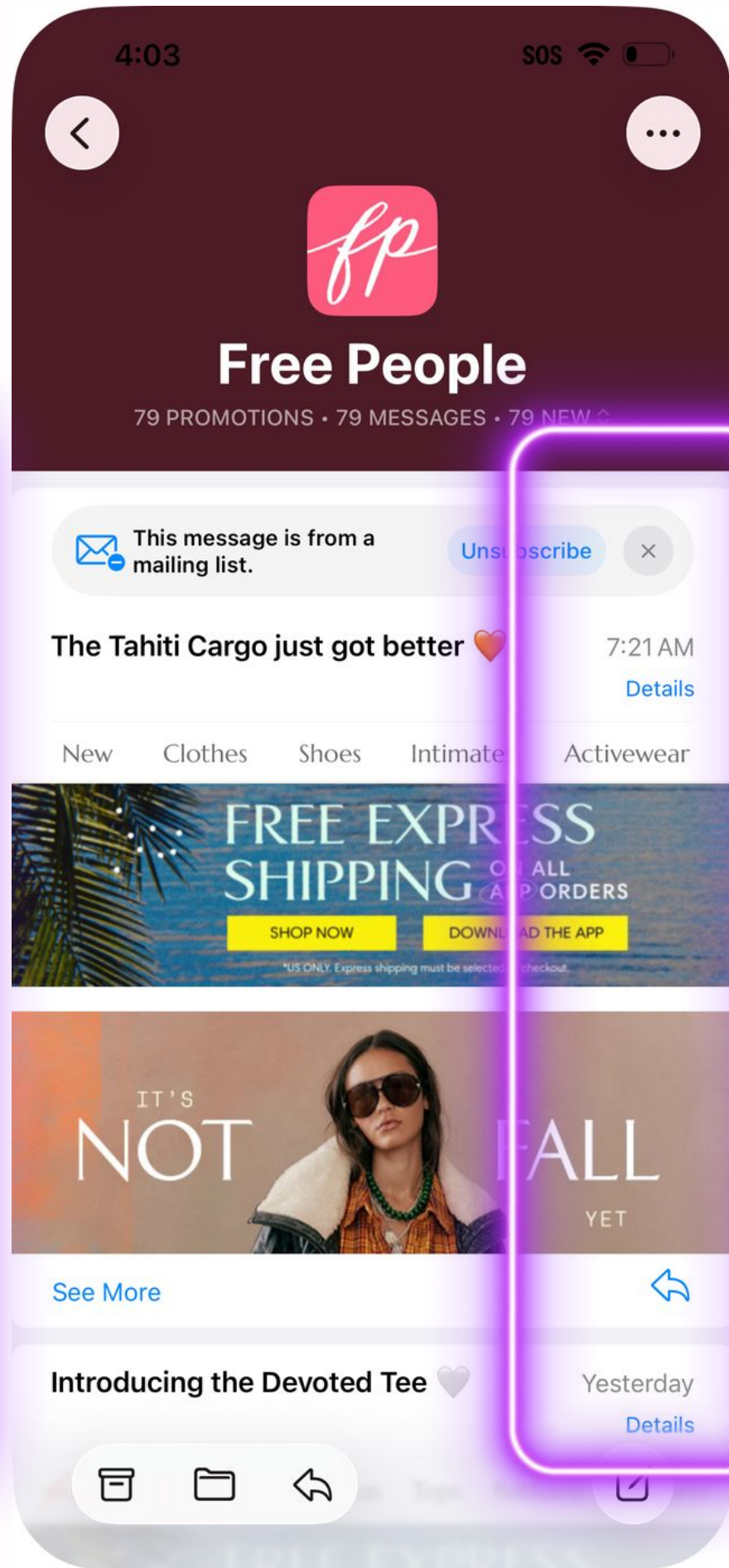
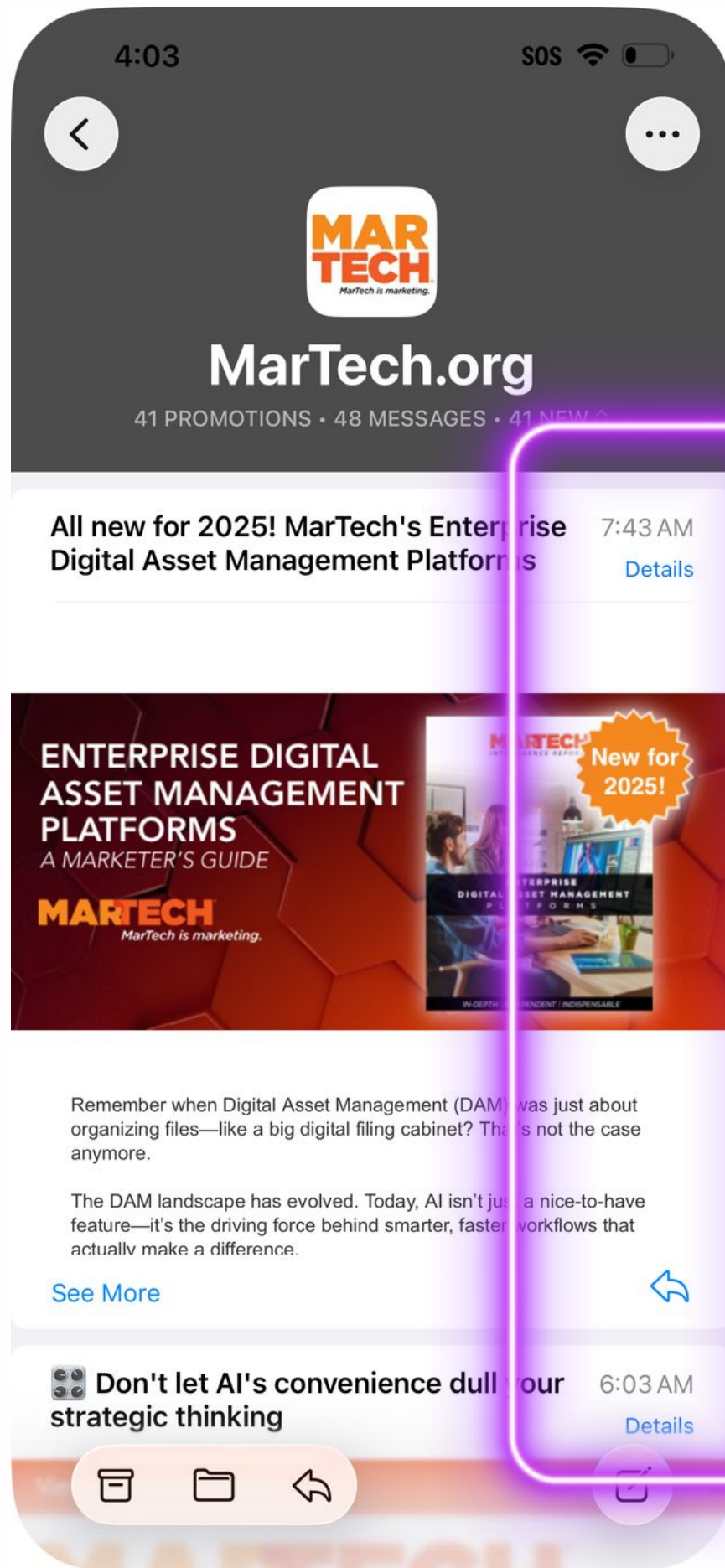
- **CONFIRMATION**
- **RECEIPT**
- **ORDER**
- **ACCESS**
- **DOWNLOAD**
- **RESOURCE**
- **REPORT**
- **ACTION REQUIRED**
- **IMPORTANT**
- **TIME-SENSITIVE**
- **RESPONSE NEEDED**
- **RENEWAL**
- **DELIVERED**
- **UPDATE**

UGH...
ONE MORE
APPLE THING



UGH...
ONE MORE
APPLE THING

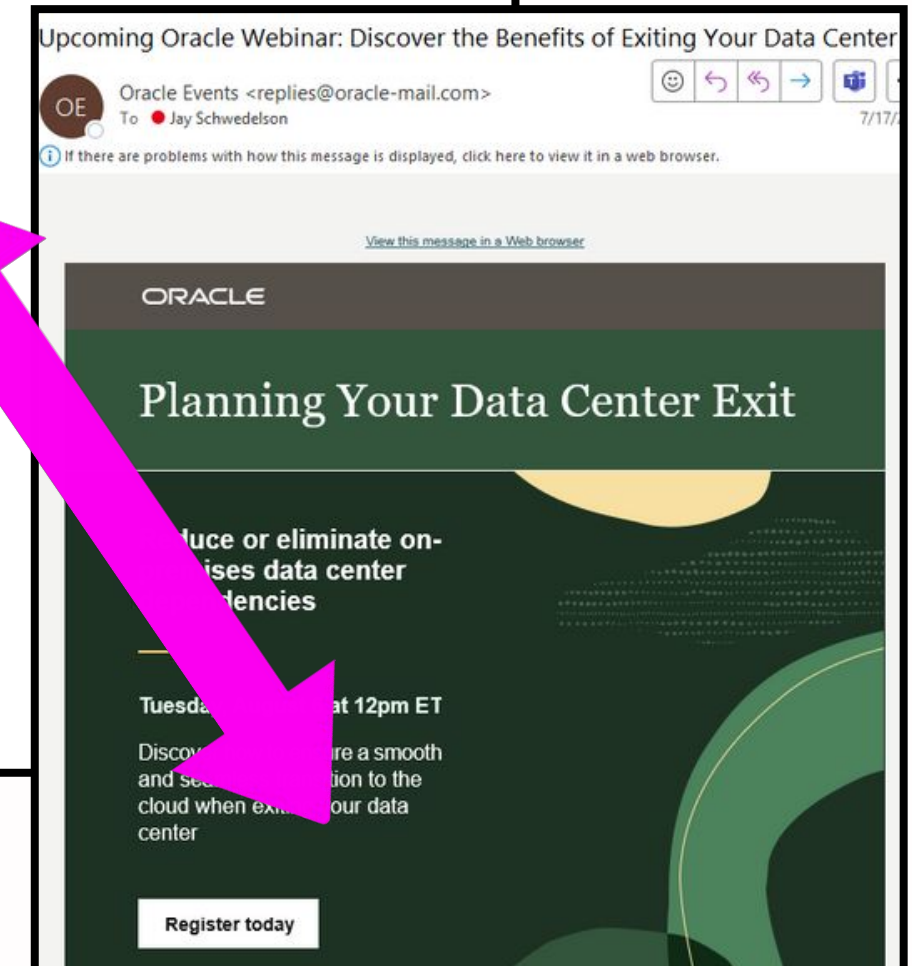




EMAILS HAVE LONGER LIFE NOW

LAST 12 MONTHS:

CLICK-THROUGHS ON EMAILS OLDER THAN 90 DAYS UP 49%



WORK EMAIL

impraise

The Guide to People Enablement Programs

People Enablement is the technology, processes, and resources you can leverage to empower individuals and teams to develop and improve — faster. Configuring the ideal People Enablement Program means understanding the change you're driving and setting the pace in a way that minimizes friction and maximizes adoption.

Discover three typical processes customers use to:

- Drive deeper alignment
- Accelerate growth
- Increase recognition

First Name *

Last Name *

Work Email *

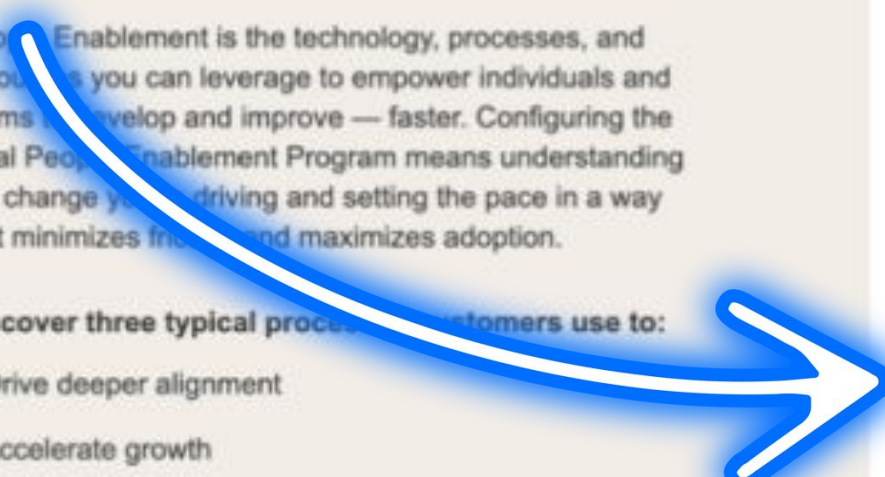
Sign up for a bi-weekly roundup of the best insights on People Enablement *

☐ Yes, sign me up!

☐ No, I'm fine thank you

[Download guide](#)

Check out our [privacy policy](#)



20% DROP IN 'WORK EMAIL' ASK...

LAST 12 MONTHS

**FOR NON-DEMO OFFERS
[ONLY CONTENT DOWNLOAD OR WEBINAR
REGISTRATION] 'WORK EMAIL' ONLY OPTION
BEING REQUIRED HAS DROPPED BY 22%**

WHY???

- **LINKEDIN, META, AND GOOGLE MATCH USERS FOR ADS USING PERSONAL EMAILS BY 3 TO 1 VS. CORPORATE ONES. CONGRATS, YOU JUST MADE IT HARDER TO STAY IN FRONT OF YOUR TARGET AUDIENCE.**
- **C-LEVEL EXECS AREN'T USING THEIR WORK EMAIL.**
 - **WHEN GIVEN THE OPTION C-LEVEL EXECS PROVIDE PERSONAL EMAIL ADDRESS 2 TO 1 VS CORPORATE ADDRESS**
- **THROWAWAY EMAILS? WHO CARES. IF SOMEONE USES A BURNER EMAIL, THEY WERE NEVER GOING TO BUY ANYWAY. MOVE ON.**

WHY **INSTAGRAM REELS** ADS IS SECRET SAUCE STUFF FOR **WEBINARS AND DATABASE BUILDING!**

5:02



JANE STECYK JUSTIN MOORE LAYLA POMPER TOPPER RAVADILLA

The Creator Summit
BUILD A BUSINESS YOU LOVE

JUNE 24-26, 2025

- ✓ 12 Expert Speakers
- ✓ 3 Magic-Packed Days
- ✓ 1 Unforgettable Experience

It's free. It's live. And it's going to change the... more

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Swipe up to view mightynetworks.com

5:00

Kit

Creating tomorrow's email strategy today

See how Pat built an email strategy that thrives through every algorithm change and platform shift.



Pat Flynn
June 18, 2025 at 2PM EDT

Register now:
kit.com/summit

[LEARN MORE](#)

Swipe up to view kit.com

5:04

spotifyads

Spotify Sessions

New Ways to Buy, Create and Measure



Meena Neti Amin
Senior Marketing Manager, Spotify Advertising



Jenny Haggard
Global Thought Leadership Lead, Spotify Advertising



Sarah Isle
Business Marketing Manager, Spotify Advertising

Watch the virtual event recording on demand [VIEW ON DEMAND](#)

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INBOUND

SEPTEMBER 3-5
SAN FRANCISCO, CA



AMY POEHLER



DARIO AMODEI



MARQUES BROWNLEE



SEAN EVANS

DOMINIQUE CRENN, ATELIER CRENN // DWARKESH PATEL, DWARKESH PODCAST
GLENNON DOYLE, TREAT MEDIA // MIKE BENSON, CBS // VICTOR RIPARABELLE, SYNTHESIA
YAMINI RANGAN, HUBSPOT // DHARMESH SHAH, HUBSPOT // ANDY PETRE, HUBSPOT
VARUN ANAND, CLAY // SUZANNE KOUNKEL, DELOITTE // JAY SCHWEDLSON, GURU MEDIA HUB
SYDNEY SLOAN, G2 // STEPHEN CLUSKEY, MOBILITY MOJO // LENA WATERS, NOTION

HubSpot GET TICKETS AT inbound.com

[LEARN MORE](#)

Sponsored

5:05

aspiretour

FREE VIRTUAL EVENT

FREE LAST CHANCE: UNLOCK YOUR BUSINESS BREAKTHROUGH



KEVIN COSTNER



DAVID GOGGINS



BETHENNY FRANKEL



EDDIE WILSON



ANDREW CORIOLE

BUSINESS GROWTH '25



JESSE ITZLER



TIM STOREY



GARY VAYNERCHUK



RAYMOND JOHN



LANCE ARMSTRONG

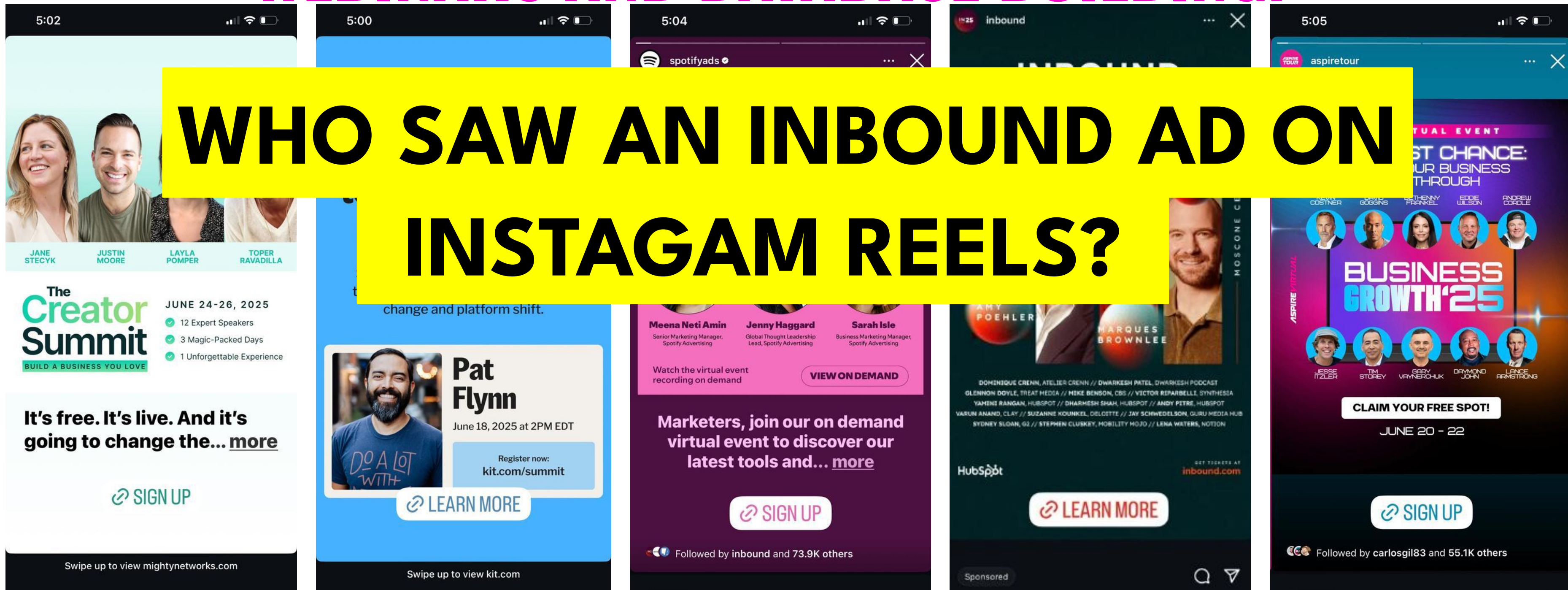
CLAIM YOUR FREE SPOT!
JUNE 20 - 22

[SIGN UP](#)

Followed by carlosgil83 and 55.1K others

WHY **INSTAGRAM REELS** ADS IS SECRET SAUCE STUFF FOR **WEBINARS AND DATABASE BUILDING!**

**WHO SAW AN INBOUND AD ON
INSTAGAM REELS?**



COST PER

LAST 90 DAYS: ACROSS 200 WEBINARS AND 50 NEWSLETTERS

WEBINAR PAID ADS

COST PER REGISTRATION: INSTAGRAM REELS = \$4 - \$7

COST PER REGISTRATION: LINKEDIN ADS = \$11 - \$24

NEWSLETTER SIGN UP PAID ADS

COST PER 'SUBSCRIBE': INSTAGRAM REELS = \$2 - \$4

COST PER 'SUBSCRIBE': LINKEDIN ADS = \$12 - \$18

THE DETAILS...

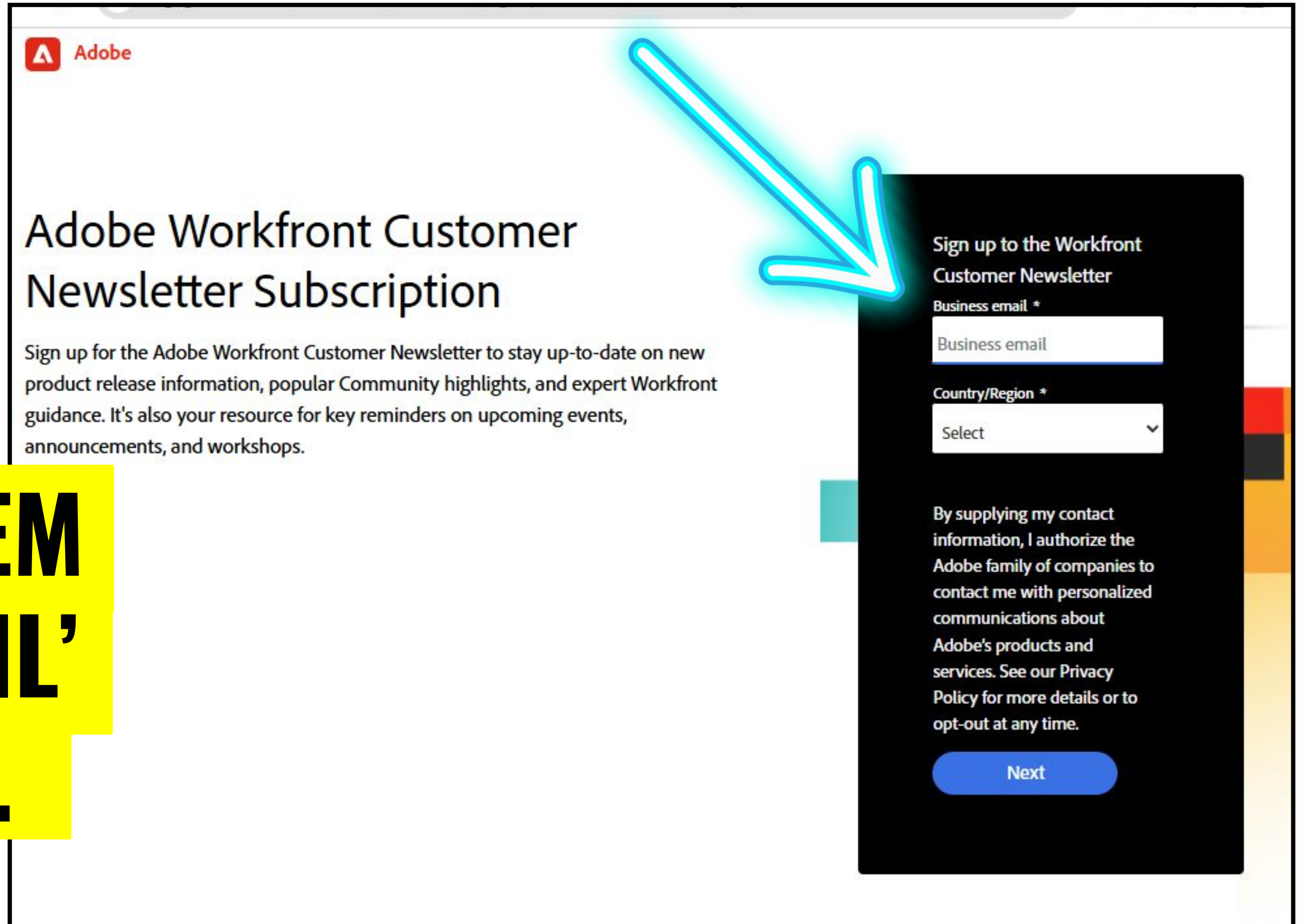
INSTAGRAM:
UPLOAD CONTACTS FOR TARGETING?
YES

TIP!:
UPLOAD ZIP FOR BEST MATCH RATE

LINKEDIN:
UPLOAD CONTACTS AND COMPANY
NAMES FOR TARGETING?
YES

THE NEW 'HACK'...

**MAKE IT SEEM
'WORK EMAIL'
REQUIRED...**



The screenshot shows the Adobe Workfront Customer Newsletter Subscription page. The Adobe logo is in the top left. The title is "Adobe Workfront Customer Newsletter Subscription". Below the title is a paragraph: "Sign up for the Adobe Workfront Customer Newsletter to stay up-to-date on new product release information, popular Community highlights, and expert Workfront guidance. It's also your resource for key reminders on upcoming events, announcements, and workshops." On the right side, there is a dark gray sidebar containing the sign-up form. A red arrow points from the top right of the main content area to the "Business email" input field in the sidebar. The sidebar form includes the title "Sign up to the Workfront Customer Newsletter", a "Business email *" field with a placeholder "Business email", a "Country/Region *" dropdown menu with "Select" and a downward arrow, a paragraph of terms and conditions, and a blue "Next" button.

Adobe

Adobe Workfront Customer Newsletter Subscription

Sign up for the Adobe Workfront Customer Newsletter to stay up-to-date on new product release information, popular Community highlights, and expert Workfront guidance. It's also your resource for key reminders on upcoming events, announcements, and workshops.

Sign up to the Workfront Customer Newsletter

Business email *

Business email

Country/Region *

Select

By supplying my contact information, I authorize the Adobe family of companies to contact me with personalized communications about Adobe's products and services. See our [Privacy Policy](#) for more details or to opt-out at any time.

Next

THE NEW 'HACK'...



Adobe Workfront Customer Newsletter Subscription

Sign up for the Adobe Workfront Customer Newsletter to stay up-to-date on new product release information, popular Community highlights, and expert Workfront guidance. It's also your resource for key reminders on upcoming events, announcements, and workshops.



Sign up to the Workfront Customer Newsletter

Business email *

jschwedelson@gmail.com

Country/Region *

United States

State/province *

Florida

By supplying my contact information, I authorize the Adobe family of companies to contact me with personalized communications about Adobe's products and services. See our [Privacy Policy](#) for more details or to opt-out at any time.

Next

**BUT THEY WILL
TAKE ANYTHING!**

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‘UN-AI’ MARKETING

When I Use “In addition” in an Email



Pic: FB @bollygori

what percentage of social media posts that you (chatgpt) creates for people asking for content posts include an em dash?

Roughly **40–60%** of social media posts that ChatGPT creates include at least **one em dash (—)** — especially when users ask for content that sounds:

Roughly **40–60%** of social media posts that ChatGPT creates include at least **one em dash (—)** — especially when users ask for content that sounds:

- Thoughtful or “smart”
- Motivational or dramatic
- LinkedIn-style or storytelling-heavy

That number can spike even higher when the prompt asks for a “personal,” “relatable,” or “engaging” tone — because the em dash is a favorite tool for pacing, punchlines, and flair.

For comparison, most human-written casual posts use em dashes in **less than 10%** of cases.

For comparison, most human-written casual posts use em dashes in **less than 10%** of cases.

So yeah — the em dash is basically ChatGPT’s signature move.



Ask anything

So yeah — the em dash is basically ChatGPT’s signature move.

SORRY COMMA...
EM DASH GETS ME.



PIC INSPO: @GOLDENGATEBLOND

CTRL C + CTRL V = FAIL

'EM DASH' IN FIRST SENTENCE OF SOCIAL POST

=

17% LOWER ENGAGEMENT



SO CHATGPT IS A 'BOT'?

ChatGPT 5 ▾

↑ Share ..

The below are the most common words and phrases that ChatGPT and other LLMs give back when asked for copy for email marketing campaigns.

Overuse of these "AI wallpaper" terms has been shown to *depress performance* in subject lines, CTAs, and headlines:

🚫 Subject Line Words That Depress Opens

WHEN USED AS **FIRST WORD** IN SUBJECT LINE :

UNLOCK → OPEN RATES ↓ 14%

DISCOVER → OPEN RATES ↓ 12%

BOOST → OPEN RATES ↓ 10%

GROW → OPEN RATES ↓ 9%

OPTIMIZE → OPEN RATES ↓ 8%

DON'T MISS → OPEN RATES ↓ 11%

WEBINAR → OPEN RATES ↓ 16%

ACT NOW → OPEN RATES ↓ 13%

EXCLUSIVE OFFER → OPEN RATES ↓ 15%

» The Real Deal	Inbox 🔓 Unlock \$100 Off Annual Subscriptions! - Claim premium access
» Franchise Times	Inbox Unlock ing Profitability - Get this must-read White Paper. WHITE P
» EMARKETER FYI	Inbox Unlock AI-driven marketing efficiency - One product. Full camp
» Florida Football	Inbox Unlock Early Access to Gator Tickets - Get Swamp Certified Nov
» Lands' End	Inbox Unlock your Mystery Savings – only hours left! - Click to reveal
» CRM Bulletin	Inbox Unlock AI & KM: Faster Answers, Happier Customers! - Click he
» The Automated	Inbox Unlock the Power of Claude Models 🤖 - Plus, create an AI-powe
» Walgreens	Inbox Unlock 15%–20% Off This Memorial Day Weekend! - Use code
» Expedia.com	Inbox Unlock more benefits with One Key - Easily progress through tie
» Google Cloud	Inbox Learn How to Unlock AI Innovation for Your Lean Team with Big
» AutoNation	Inbox Unlock Exclusive Savings—Sign Up for Service Reminders & M

»» Jonathan Tam	Inbox	[Webinar] Commerce Media's Next Big Play - exclusiv
»» Loren Baker, SEJ	Inbox	[Webinar] 6 AI Marketing Myths That Are Draining Yo
»» Eric Siu	Inbox	WEBINAR: The LinkedIn Ads Loophole to Reach the C
»» Tealium	Inbox	[Webinar] Turn Your Contact Center into a Revenue P
»» Google Cloud	Inbox	Webinar: GenMedia and the new AI creative era - this
»» Geoff Chaney	Inbox	Webinar: Unlocking The Power of LinkedIn - a live web
»» Beth from Octane AI	Inbox	Webinar Alert: Klaviyo Hyper-personalization + This
»» Klaviyo	Inbox	[Webinar] Overcoming B2C marketing challenges - -
»» EMARKETER Webinars	Inbox	[Webinar] Powering Audience-Centric Marketing Wit
»» NRF SmartBrief	Inbox	Webinar: AI-powered insights with AWS + Salesforce
»» The NonProfit Times	Inbox	*WEBINAR LAST CALL* Using data to drive communit
»» Progress Sitefinity	Inbox	[Webinar] Unlock AI-Powered Features in Sitefinity 1
»» EMARKETER Webinars	Inbox	[Webinar] Scalable Strategies to Create Customer Er



CTA BUTTON WORDS THAT DESTROY CLICKS

- **UNLOCK → CLICKS ↓ 11%**
- **SUBMIT → CLICKS ↓ 14%**
- **LEARN MORE → CLICKS ↓ 9%**
- **BUY NOW → CLICKS ↓ 12%**
- **REGISTER HERE → CLICKS ↓ 10%**
- **DOWNLOAD NOW → CLICKS ↓ 8%**
- **TRY FOR FREE → CLICKS ↓ 9%**
- **CONTINUE → CLICKS ↓ 6%**
- **SHOP NOW → CLICKS ↓ 13%**

NO MORE GREEN CHECK?



GREEN CHECKMARK



PARTY POPPER

**START OF SUBJECT LINES =
OPEN RATE LOWER BY 12%**



**THAT 'W' WORD:
(UPDATED STATS)**

INCREASE IN **REGISTRATION RATE** IN HEAD-TO-HEAD TEST OF 'WEBINAR' VS. 'ALTERNATE NAME'

WEBINAR **VS** **LIVE EVENT**

WINNER: LIVE EVENT UP 22%

WEBINAR **VS** **WEBCAST**

LOSER: WEBCAST DOWN 8%

WEBINAR **VS** **VIRTUAL EVENT**

WINNER: VIRTUAL EVENT UP 19%

WEBINAR **VS** **DIGITAL WORKSHOP**

WINNER: DIGITAL WORKSHOP 3%

WEBINAR **VS** **LIVE PANEL**

WINNER: LIVE PANEL UP 14%

WEBINAR **VS** **INSIDER SESSION**

WINNER: INSIDER SESSION UP 25%

SUBJECT LINE TESTS
YOU HAVEN'T TRIED...

IGNORE THIS SLIDE...

WHAT YOU'VE BEEN LOOKING FOR

VS

HONESTLY, THIS MIGHT NOT APPLY TO YOU

MUST-READ ANNOUNCEMENT

VS

KEEP SCROLLING...

STILL TIME TO JUMP IN!

VS

MIGHT BE TOO LATE...

DON'T MISS THIS!

VS

NOTHING IMPORTANT HERE...

IGNORE THIS SLIDE...

**STOP DOING WHAT
EVERY OTHER
MARKETER IS DOING!**

WHAT YOU

Y TO YOU

MUST-

STI

DON'T MISS THIS!

VS

NOTHING IMPORTANT HERE...

REVERSE PSYCHOLOGY

**SUBJECT LINES THAT
DOWNPLAY URGENCY
OR IMPORTANCE
TRIGGER CURIOSITY
AND BOOST OPENS.**

**“YOU DON’T NEED THIS EMAIL”
INSTEAD OF
“YOU NEED THIS EMAIL”**

**RESULTS: OVER 20% LIFT IN OPEN
RATES WHEN TESTED AGAINST
TRADITIONAL LINES.**

‘WAY TO’ = OPENS!

- BEST WAY TO
- PROVEN WAY TO
- SMART WAY TO
- NEW WAY TO
- FASTEST WAY TO
- SIMPLE WAY TO
- WINNING WAY TO
- RIGHT WAY TO
- INSIDER WAY TO
- LITTLE-KNOWN WAY TO
- STEP-BY-STEP WAY TO
- DATA-BACKED WAY TO
- METRICS-DRIVEN WAY TO
- COST-EFFECTIVE WAY TO
- SCALABLE WAY TO

» RRD	Inbox	A Better Way to Reach — and Keep — Your A
» Write With AI	Inbox	A simple way to write more relatable and aut
» Martha Stewart - Ma.	Inbox	The Best Way to Clean Blueberries - Because
» Donald Miller from .	Inbox	The fastest way to write a proposal - Staring
» Molekule	Inbox	A new way to bring home Air Pro. - Introducin
» REVOLVE	Inbox	The Easiest Way To Get Dressed - Feel free to
» Creator Hooks	Inbox	The NEW Way To Beat YouTube’s Algorithm i
» Amy Porterfield	Inbox	The simple way to reach your perfect people
» Canva	Inbox	The easiest way to create videos you’ll love -
» Sidebar	Inbox	The best way to start your Sidebar members
» ZoomInfo	Inbox	The Best Way to Respond to a Sales Objectio
» Yelp	Inbox	The best way to beat the heat - Discover delic
» Social Media Examin.	Inbox	The right way to BRING AI into work - Today’s
» Salesblazer from Sa.	Inbox	The best way to 10x your career? Join a sales

‘WAY TO’ = OPENS!

‘WAY TO’ AS PRIMARY
SUBJECT LINE TACTIC:
OPEN RATE INCREASE=

BUSINESS 17%
CONSUMER 19%

» RRD	Inbox	A Better Way to Reach — and Keep — Your A
» Write With AI	Inbox	A simple way to write more relatable and aut
» Martha Stewart - Ma.	Inbox	The Best Way to Clean Blueberries - Because
» Donald Miller from .	Inbox	The fastest way to write a proposal - Staring
» Molekule	Inbox	A new way to bring home Air Pro. - Introducin
» REVOLVE	Inbox	The Easiest Way To Get Dressed - Feel free to
» Creator Hooks	Inbox	The NEW Way To Beat YouTube’s Algorithm i
» Amy Porterfield	Inbox	The simple way to reach your perfect people
» Canva	Inbox	The easiest way to create videos you’ll love -
» Sidebar	Inbox	The best way to start your Sidebar members
» ZoomInfo	Inbox	The Best Way to Respond to a Sales Objectio
» Yelp	Inbox	The best way to beat the heat - Discover delic
» Social Media Examin.	Inbox	The right way to BRING AI into work - Today’s
» Salesblazer from Sa.	Inbox	The best way to 10x your career? Join a sales

NOT WHAT YOU SAY...

WHAT YOU SEE

WHITESPACE

» Social Media Today	Inbox	Aug. 12 - Meta enhances protection for brand IP LinkedIn updates announcements - X Makes Gro
» Walgreens Photo	Inbox	Score BIG with 40% off Everything Photo + 6 FREE Same Day Premium Photo Cards - The possibili
» marlins.com	Inbox	Marlins Women Empowerment Night: Jersey + Panel + Happy Hour Specials - Aug 12, 2025 View Or
» QSR and FSR Webinars	Inbox	How Cheesecake Factory Tackles Labor & Efficiency Challenges - Learn their strategies for faster o
» The Tulane New Stud.	Inbox	Tulane New Student Book Pick-up in the LBC today 10-4 - THE 2025 NEW STUDENT BOOK View this
» GURU Insider	Inbox	JUST Announced... -
» Sun Sentinel	Inbox	South Florida senior living home sanctioned over evictions - When a state inspector asked the admi
» Williams Sonoma	Inbox	Meet the future of cookware: All-Clad G5™ Graphite Core - Plus, more great deals on kitchen must-h
» Andy Crestodina via.	Inbox	Is Your Website AI-Friendly? This 8-Point Checklist Keeps Your AI Visitors Happy - 🌐 Your site isn't
» The NonProfit Times	Inbox	[2025 Salary Report] Nonprofit Positions Paying Over \$100K (details inside) - Get over 700 pages
» MarTech	Inbox	Is Your Marketing Ops Team Ready for AI 2.0? - AI is evolving fast. Your team needs to evolve faster. S
» Men's Journal Gear .	Inbox	Best Machetes of 2025 are Surprisingly Underrated Outdoor Tools - Plus: These Handsome Timex C
» Atlantis Paradise I.	Inbox	Your Spring Adventure Awaits ☀️ Atlantis Newsletter - Get ready for fun in the sun! View in Br
» BrandYourself	Inbox	Your next step this week to improve your reputation (5-15 min) - FREE VERSION Improve Your Reput

» OpenAI	Inbox	[Task Update] Weekend heat and storms forecast - Task update from ChatGPT Weekend heat and storms forecast ...	7:04 AM
» EMARKETER	Inbox	Chart of the Day: The ChatGPTea - ChatGPT's web traffic nearly tripled in a year ...	7:03 AM
» myCME	Inbox	Chronic Spontaneous Urticaria: Diagnosis and Treatment - CSU Diagnosis and Management: Learn Through Interac...	7:03 AM
» STACKED MARKETER	Inbox	🔥 Thought leader.	7:01 AM
» The Medium Newslett.	Inbox	How to stop 'digital sleepwalking' and build a life you love - A GPT-5 review + The Great Gatsby on its 100th annive...	7:00 AM
» Digiday Daily	Inbox	Google AI Overviews linked to 25% drop in publisher referral traffic, new data shows - Organic search referral tra...	6:05 AM
» MarTech	Inbox	🧩 A 3-step copywriting formula that makes buyers take action - Scaling AI starts with people, not technology Vie...	6:03 AM
» TYR Sport	Inbox	FLASH SALE: 30% Off Markdown Footwear & FW25 New Footwear Colorways Are Here! - Stand out from the crow...	6:01 AM
» Sun Sentinel Mornin.	Inbox	Insurer rate decrease; artificial turf; restaurant inspections - Header Logo Morning Update Friday, August 15, 2025 ...	6:01 AM

THE COMBO! =
25%+ HIGHER OPEN RATES

3 WORD OR LESS
SUBJECT LINE

+

NO PRE-HEADER

NOT BAD WITH PRE-HEADER

Marketing Dive: Mob.	
NFL Daily	Inbox Preseason Week 2 Spotlights; Shedeur Potentially Sidelined - Here is the top news from the NFL for T
LinkedIn Ads	Inbox Great post Jay! Take it to the next level with a LinkedIn Thought Leader Ad - Distinguish your brand
NAB SmartBrief	Inbox House support grows for AM Radio for Every Vehicle Act - Xperi exec: Embrace video content in conn
MarTech	Inbox Unlock AI: How Adobe transformed its enterprise content supply chain - Discover how Adobe's Glob
Masters In Marketing	Inbox 🤖 AI secrets - Plus: 16 best practices for email design View in browser In this issue: newsletters AI tools
Social Media Today	Inbox Aug. 12 - Meta enhances protection for brand IP LinkedIn updates announcements - X Makes Grok
Walgreens Photo	Inbox Score BIG with 40% off Everything Photo + 6 FREE Same Day Premium Photo Cards - The possibilit
marlins.com	Inbox Marlins Women Empowerment Night: Jersey + Panel + Happy Hour Specials - Miami Marlins Aug 12, 1
QSR and FSR Webinars	Inbox How Cheesecake Factory Tackles Labor & Efficiency Challenges - Learn their strategies for faster cle
The Tulane New Stud.	Inbox Tulane New Student Book Pick-up in the LBC today 10-4 - THE 2025 NEW STUDENT BOOK View this e

UMMM...DON'T DO THIS

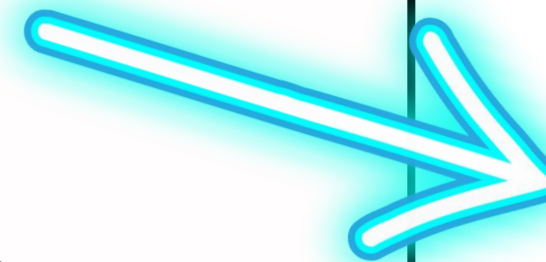
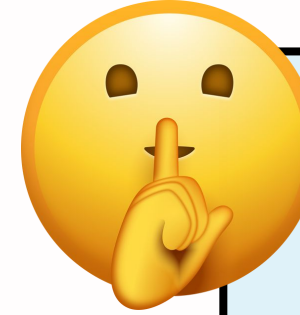
»»	Papa Johns	Inbox	(no subject) -	...	Aug 14
»»	Papa Johns	Inbox	(no subject) -	...	Aug 11


NOBODY CARES...

BODY COPY:

3 LINES VS. 5 LINES:


3 LINES = CLICK-THROUGH INCREASE 21%





LIVE WEDNESDAY, MAY 13, 10:00 A.M. PT
Salesforce to You: Quip

REGISTER



Secure Collaboration for Maintaining Business Continuity





Join us for an all-new event for sales leaders and business execs looking to retain revenue.

Get ready to hear from Trailblazers who are standardizing, automating, and scaling business processes, including Henry Wellbelove, Digital Project Leader at Cytiva (formerly GE Healthcare Life Sciences). You'll meet Quip experts who'll deep dive into different topics, including a special discussion dedicated to healthcare, financial services, and manufacturing.


Register now, then tune in LIVE Wednesday, May 13, 10:00 a.m. PT / 1:00 p.m. ET.

REGISTER

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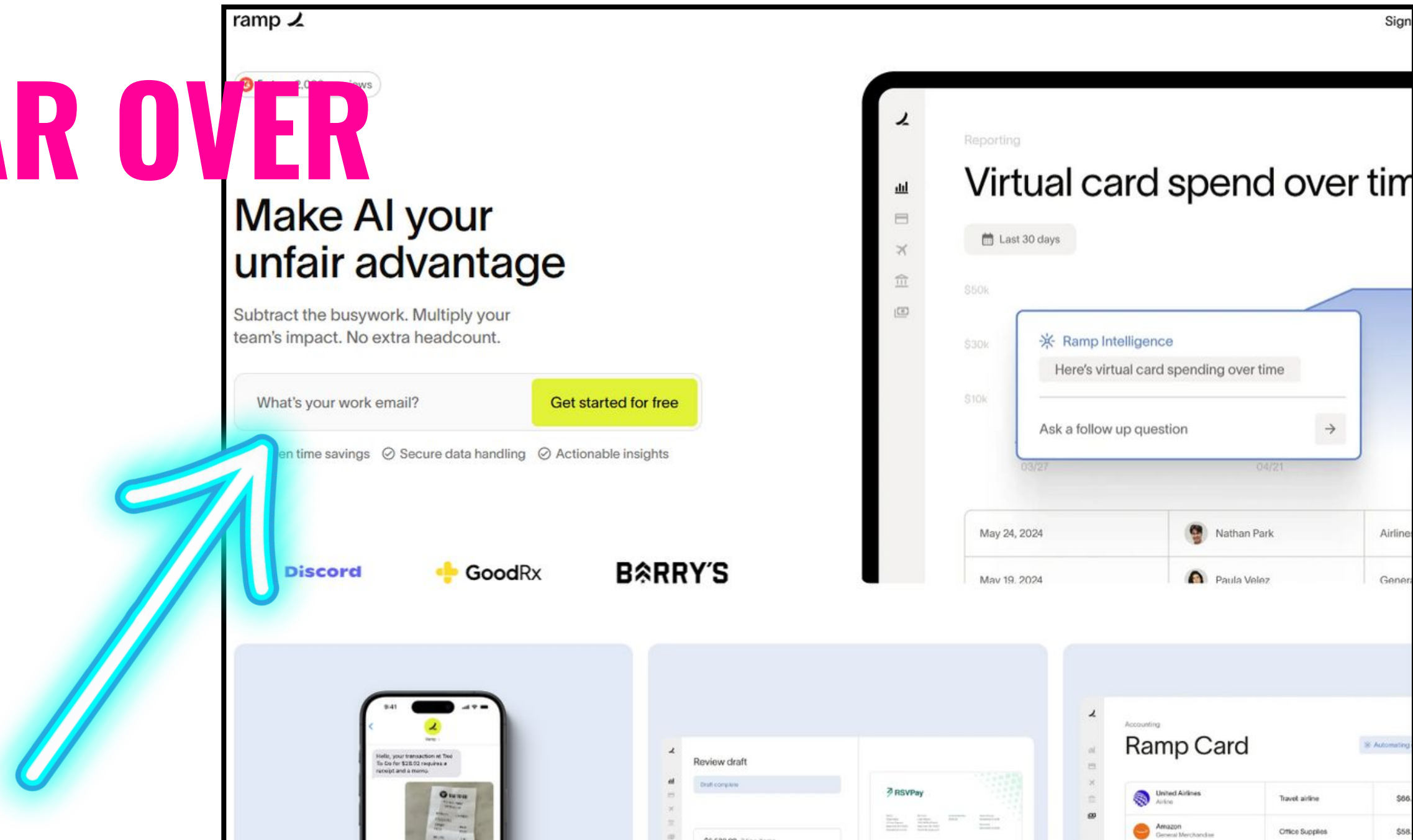


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Sales ▾

Assets

\$14,441K ↑

+387,981 vs. prior month

Revenue

\$74,472 ↑

+90,747 vs. prior month

Net Income

\$277,475 ↑

+85,704 vs. prior month

Expenses

\$277,475 ↓

Revenue per Retail Hour by Location

Texas

Sage Copilot

◆ Insights 2

Take a self-led product tour

Step 1 > Step 2

Email address

First name

Last name

Company or organization

Reach out here to discuss pricing options. We'll be in touch within 24 hours.

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High-performance

Take a self-led product tour

Step 1 > Step 2

Email address

First name

Last name

Company or organization

Reach out here to discuss pricing options. We'll be in touch within 24 hours.

Request Pricing →

ALSO...

**NOW IS TIME FOR
AGGRESSIVE DATA
ASKING!**

OCTOBER 1ST TO DECEMBER 15TH

CONSUMER:

Opt-In Rates are **230% Higher** Than Any Other 60 Day Period.

Open Rates are **24% Higher** Than Any Other 60 Day Period.

Unsubscribes are **270% Higher** Than Any Other 60 Day Period.

BUSINESS:

Content Offers Related to 2026 (next year) Increase Conversion Rate by **74%** vs. Standard Content Offers.

Unsubscribes are **225% Higher** Than Any Other 60 Day Period.

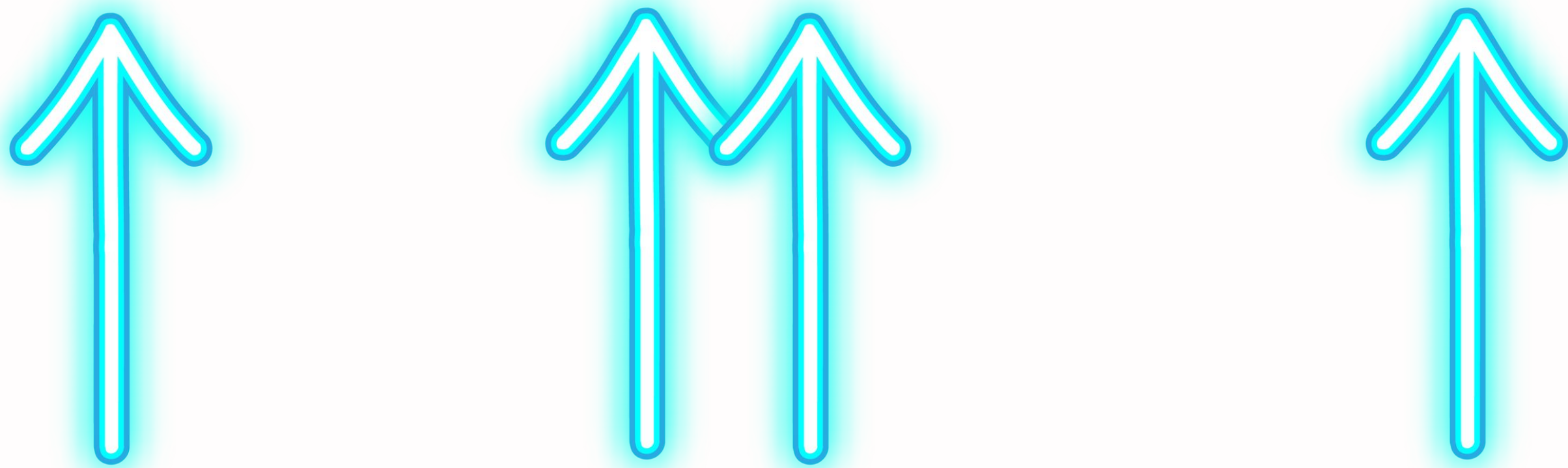
**BUT YOU CAN'T DO
THAT...**

EVERY TACTIC HERE INCREASES OPENS BY OVER 10%

Dreamforce	Inbox	LAST CALL: \$800 off. Your handpicked sessions are waiting. - This flash sa
Reebok	Inbox	RE: Up to 60% Off - You have back-to-school savings to use!
BambooHR	Inbox	[Free Guide] AI in HR? See How to Get Started 📄 - 14 easy ChatGPT promp
Klaviyo	Inbox	45% YoY growth? LSKD's winning email + SMS strategy - Plus, what's new i


EVERY TACTIC HERE INCREASES OPENS BY OVER 10%

Dreamforce	Inbox	LAST CALL: \$800 off. Your handpicked sessions are waiting. - This flash s
Reebok	Inbox	RE: Up to 60% Off - You have back-to-school savings to use!
BambooHR	Inbox	[Free Guide] AI in HR? See How to Get Started 📖 - 14 easy ChatGPT promp
Klaviyo	Inbox	45% YoY growth? LSKD's winning email + SMS strategy -



NEGATIVE EMOJIS OUTPERFORM POSITIVE ONES IN SUBJECT LINES



 **NEGATIVE EMOJIS
OUTPERFORM
POSITIVE ONES BY
17% IN EMAIL
SUBJECT LINES!**

EXAMPLES:

B2B:

- **YOU'RE LOSING LEADS EVERY DAY** 😓

SAAS:

- 💔 **YOU'RE NOT PROTECTING YOUR DATA**

ECOMMERCE:

- ⚠️ **2 PRICES GO UP TONIGHT!**

B2C OFFER:

- **THIS HURTS: LAST CHANCE TODAY** 💔

EVENTS:

**'EMOJIS ARE OVERPLAYED', 'EMOJIS CAUSE YOU TO GO TO JUNK',
'EMOJIS DON'T WORK FOR BUSINESS TO BUSINESS'**

**REALITY - LESS THAN 7% OF ALL PROMOTIONAL EMAILS USE EMOJIS IN
THE SUBJECT LINE.**

**WHEN USED PROMOTIONAL EMAIL SUBJECT LINES OPEN RATE
INCREASE:**

CONSUMER: 19%

BUSINESS: 15%

IN PREHEADERS PUTTING THE EMOJI FIRST = 11%+ LIFT IN OPENS

Retail Brew

Inbox



Life in the fast chain - Dibs Beauty's CEO on tariffs. August

Growth Daily

Inbox



The Key to IG Growth? - + Bluesky's new Community Guide

DTC Newsletter

Inbox



- Amazon Insights with Real Bite - DTC 880 - Zesty Paws

The Hustle

Inbox



Is the THC drink hype over? - Plus: How people are making

Morning Brew

Inbox




Colder model - Some ChatGPT users were very mad at its



“GEAR” EMOJI!

The Deep View

Inbox  Claude lets you build AI apps without coding - Plus: Google AI reads million-letter DNA sequences

View

Inbox  Claude lets you b

MAKE IT STOP

Sweaty Betty	Inbox Jay, your summer run style guide 🏃 - New season kit designed to get you
Saks Fifth Avenue	Inbox Jay, here's your weekly update: limited-time savings on Dresses & more
Spectrum	Inbox Jay, bundling is easy with Spectrum - See inside to learn more
Samsung	Inbox 🏈 Jay, make your living room game day central with these OLED TVs - S
Experian	Inbox New for you, Jay! Our top credit card recommendations - Congrats, Jay! I
BrandYourself	Inbox Jay, you have at least 5 risk factors online - Your Reputation Report Great
Lucky Brand	Inbox Jay, BOGO 50% Off Denim Won't Last Forever... - There's No Such Thing A
Carvana	Inbox 🖐️ Hey Jay! Let's find your dream ride - Hey Jay, Turn your dream car into
Merrill Lynch Wealt.	Inbox Jay, watch: New sector leaders — and losers. What's working? What's no
Uber Eats	Inbox Last chance Jay! 🚨 - Order before it's too late!

JAY

➤ Fanatics.com	Inbox	Red, White & Save: Up to 40% Off 4th of July Celebration - Ends Tomorrow
➤ Ari Murray	Inbox	🍀 basic principles of merchandising - And before you say, but Ari! You should have just gone Clothi
➤ Lands' End	Inbox	Deal Alert: 70% off Sale & Clearance! - Plus, 50% off your order and 60% off two-piece swim, endin
➤ TOMS	Inbox	Save 40% on Flats, Loafers & Wedge Sandals - Get your summer styles before they're gone.
➤ Ralph Lauren	Inbox	Our Summer Refresh Event Ends Tomorrow - For a Limited Time: Extra 30% Off
➤ GURU Conference	Inbox	Jay
➤ Klaviyo Customer Ed.	Inbox	Learn live with Klaviyo customer ed this week - Your list shouldn't look like a junk drawer
➤ CNBC All Access	Inbox	ENDS TOMORROW: Join for \$124.99! - Unlock full access to CNBC with this special offer. VIEW IN BR
➤ Frontgate	Inbox	Ends Soon! Up to 75% off sitewide + FREE shipping on everything, including furniture. - Shop ou
➤ Target	Inbox	Your New Weekly Ad is here. - Save during your next Target run. Target Weekly Ad Top Deals New Arr

“MADE FOR YOU”

SUBJECT LINES

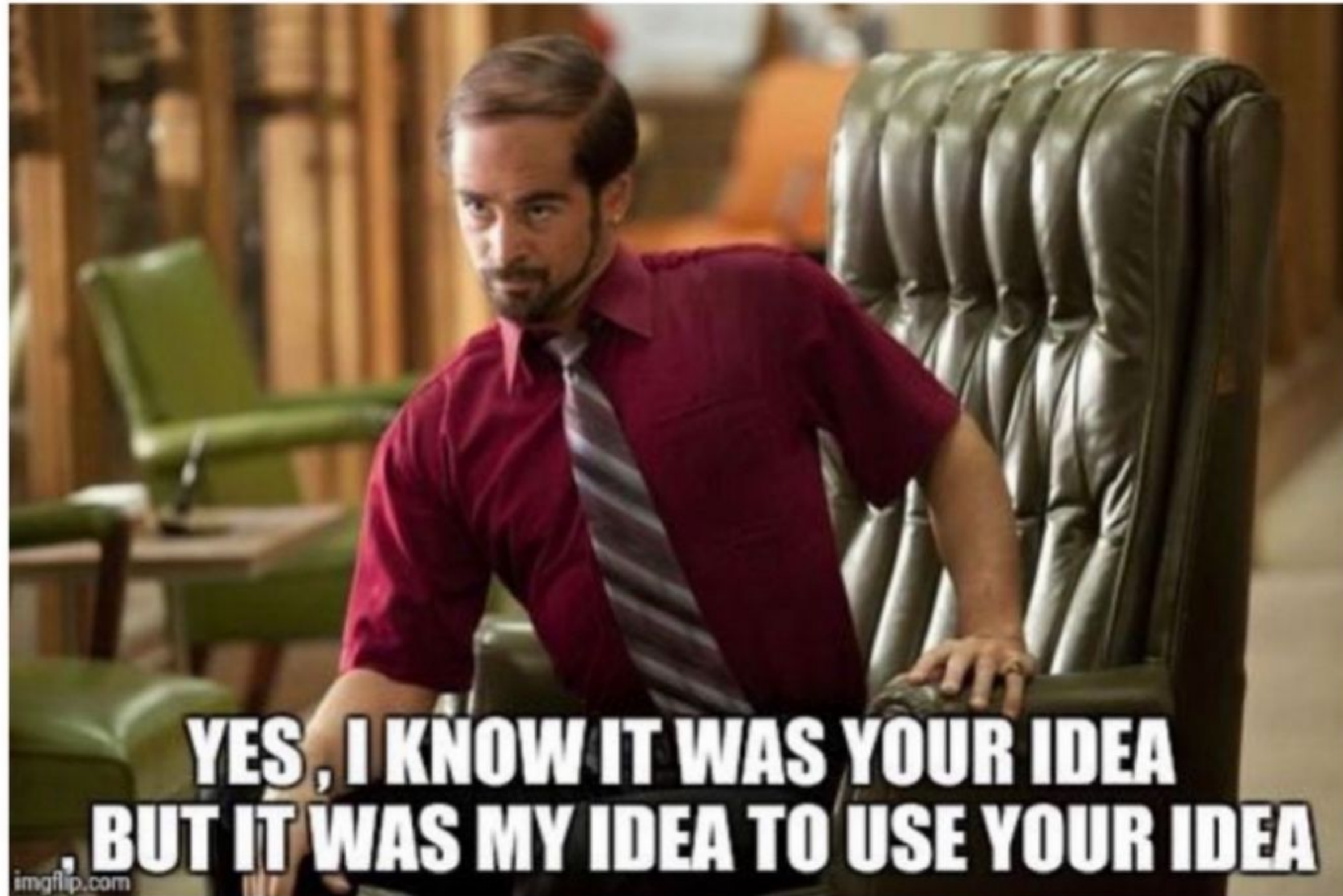
(NO FNAME NEEDED)

OPEN RATE INCREASE = 15%+

“MADE FOR YOU”

**THIS SESSION WAS MADE FOR YOUR TEAM
EXACTLY THE INSIGHTS YOU’VE BEEN HUNTING
JUST YOUR STYLE (YOU’LL SEE)
MADE FOR YOUR KIND OF HEART
TAILORED FOR COMPANIES AT YOUR STAGE**

EVERY TIME I USE CHATGPT



SPEAKING OF AI...



MY AI PROMPT HALL OF FAME

ULTIMATE

‘SEE WHAT YOUR COMPETITION’

IS DOING PROMPT!

➡PROMPT:

ANALYZE THE LIVE WEBSITES COMPETITOR.COM AND COMPETITOR.COM. CREATE A TABLE WITH THESE COLUMNS:

COMPETITOR NAME

- PRIMARY INDUSTRIES SERVED (LIST TOP VERTICALS THEY TARGET)
- DATA COLLECTION POINTS (LIST SPECIFIC FORMS OR INTERACTIONS THAT COLLECT USER DATA; INCLUDE THE PAGE URL FOR EACH)
- PRICING PAGE URL (NOTE IF PRICING IS PUBLIC OR HIDDEN)
- FREE TRIAL / DEMO SIGNUP URL (IF AVAILABLE)
- OTHER KEY CONVERSION PAGES (CONTACT FORMS, CALCULATORS, GATED CONTENT, ETC., WITH URLS)

BASE FINDINGS ON CURRENT LIVE SITE CONTENT, NOT OLD CACHED DATA. OUTPUT IN A CLEAN, WELL-FORMATTED MARKDOWN TABLE. AFTER THE TABLE, PROVIDE A

SHORT ANALYSIS COMPARING THE TWO COMPETITORS' DATA COLLECTION

Data Collection Points (forms/interactions + page URLs)	Pricing Page URL (public or hidden?)	Free Trial / Demo Signup URL
<ul style="list-style-type: none"> Free-trial sign-up form (QuickBooks Online Free Trial): https://quickbooks.intuit.com/pricing/ (button leads to sign-up form) FreshBooks +2 QuickBooks Advanced version trial: https://quickbooks.intuit.com/online/advanced/free-trial/ QuickBooks Desktop Enterprise trial contact form: https://quickbooks.intuit.com/desktop/enterprise/contact/trial-download/ QuickBooks +9 Support contact via chat/form inside product: https://quickbooks.intuit.com/learn-support/.../contact-support/L8CuLKalk_ROW_en QuickBooks +9 	https://quickbooks.intuit.com/pricing/ – clearly public, accessible directly QuickBooks	- QuickBooks Online free 30-day trial (via pricing page) https://quickbooks.intuit.com/pricing/ QuickBooks Advanced trial: https://quickbooks.intuit.com/online/advanced/free-trial/ QuickBooks +10 Desktop trial: https://quickbooks.intuit.com/desktop/enterprise/contact/trial-download/ QuickBooks

Competitor Name	Primary Industries Served (top verticals)	Data Collection Points (forms/interactions + page URLs)	hidden?	Free Trial / Demo Signup URL	Other Key Conversion Pages (forms, calculators, tools + URLs)
QuickBooks	Small to midsize businesses, freelancers, accountants; verticals include general small business, service providers, bookkeeping, payroll	<ul style="list-style-type: none"> Free-trial sign-up form (QuickBooks Online Free Trial): https://quickbooks.intuit.com/pricing/ (button leads to sign-up form) FreshBooks +2 QuickBooks Advanced version trial: https://quickbooks.intuit.com/online/advanced/free-trial/ QuickBooks Desktop Enterprise trial contact form: https://quickbooks.intuit.com/desktop/enterprise/contact/trial-download/ QuickBooks Support contact via chat/form inside product: https://quickbooks.intuit.com/learn-support/.../contact-support/L8CuLKalk_ROW_en QuickBooks +9 Custom fields/contact form in Practice Manager (adding contact data): https://quickbooks.intuit.com/.../add-edit-contact-fields-... QuickBooks +8 Import customers from contacts: https://quickbooks.intuit.com/.../import-contact-list-... QuickBooks +8 	https://quickbooks.intuit.com/pricing/ – clearly public, accessible directly QuickBooks	- QuickBooks Online free 30-day trial (via pricing page): https://quickbooks.intuit.com/pricing/ QuickBooks Advanced trial: https://quickbooks.intuit.com/online/advanced/free-trial/ QuickBooks +10 Desktop trial: https://quickbooks.intuit.com/desktop/enterprise/contact/trial-download/ QuickBooks	- Support/Chat & "Contact Us" inside product: https://quickbooks.intuit.com/learn-support/.../contact-support/ QuickBooks - Practice Manager custom fields entry: https://quickbooks.intuit.com/.../add-edit-contact-fields-... QuickBooks +8 - Import customer contacts: https://quickbooks.intuit.com/.../import-contact-list-... QuickBooks +8
FreshBooks	Freelancers, self-employed professionals, small businesses (service-based, contractors, consulting, creative professionals)	<ul style="list-style-type: none"> Free-trial sign-up ("Try FreshBooks free for 30 days"): https://www.freshbooks.com/signup FreshBooks Pricing page displays plans and free trial: https://www.freshbooks.com/pricing – publicly accessible FreshBooks +8 Contact support via FreshBot/chat/email: https://support.freshbooks.com/.../how-do-i-contact-freshbooks-support FreshBooks +8 Contact/Sales form (demo request): https://www.freshbooks.com/en-au/contact (also global); includes "Request a Demo" form FreshBooks +8 Free tools that gather input (calculator inputs): Markup Calculator: https://www.freshbooks.com/tools/markup-calculator FreshBooks +8 Other tools: ROI Calculator, Business Loan Calculator, Invoice Generator etc.: https://www.freshbooks.com/tools FreshBooks +8 	https://www.freshbooks.com/pricing – pricing is public, visible immediately FreshBooks	- 30-day free trial (no credit card): https://www.freshbooks.com/signup FreshBooks (all 30 pricing page offers trial) FreshBooks	- FreshBot support form: https://support.freshbooks.com/.../how-do-i-contact-freshbooks-support FreshBooks - Request a Demo / Contact Sales: https://www.freshbooks.com/en-au/contact FreshBooks - Calculators/tools: markup, ROI, loan, invoice generator: https://www.freshbooks.com/tools FreshBooks

**WORLD'S STUPIDEST
PROMPT?**

TAKE SCREENSHOT OF YOUR INBOX...

» Reebok	Inbox	Catch Bryson at LIV Golf Indianapolis - Sporting the latest from Reebok Golf
» Billabong	Inbox	The End of Summer Starts in Your Cart - Fresh picks for your late-season days and beyond.
» Shutterfly	Inbox	Did you see? You're getting 5 free gifts of choice! 🎁 - And get 50% off the rest of your qualified order > Shutterfly Photo Books Cards Upload Photo
» Pottery Barn	Inbox	🎄 Our Christmas collection has arrived - Step into our festive world!
» Gap Friends & Family	Inbox	New in: THE MESH TEE - Plus, 40% off everything + email-exclusive bonus.
» The Tulane New Stud.	Inbox	Last Chance to get a Tulane New Student Book - Very Few copies remain THE 2025 NEW STUDENT BOOK View this email in your browser ONLY 36 C
» Better Homes and Ga.	Inbox	DIY Beaded Charms Are the Cutest Way to Dress Up Your Bag - So fun to make.
» Williams Sonoma	Inbox	Color trend report: classic blues - Plus, more great deals on kitchen must-haves.
» Social Media Today	Inbox	Aug. 14 - LinkedIn expands promotions for live events How posting boosts IG growth - TikTok Adds AI Avatar Stickers, Expanding Its AI Tool Set;
» Litmus Weekly	Inbox	Email accessibility webinar, landing in spam, and more - The latest email resources from the Litmus blog and a few of our favorite things from arou
» Marketing Dive	Inbox	Aug. 14 - Instacart taps into live experiences Garage Beer's marketing playbook - How Garage Beer is building its brand with no-holds-barred m
» Search Engine Journ.	Inbox	AI's Biggest SEO Threat Isn't What You Think - Ex-Microsoft SEO Pioneer Explains - Get the latest SEO, PPC, content marketing, and social media
» Social Media Today	Inbox	Reach The Audiences That Matter Most - Unlock High-Impact Campaigns. Register Now! View Online Register for Nielsen's next webinar today! Hi jay
» Corey Haines Swip.	Inbox	🚗 When Supreme wrapped a subway train with their logo - There's a lot for SaaS to learn from Supreme's bold move.
» FCIS State Office	Inbox	FCIS The Forum - August: Corrected - Florida Council of Independent Schools Leading Educational Excellence August 2025 Welcome FCIS New Hea
» MarTech webinars	Inbox	Fix user journeys that hold back your retention and growth - Hi Jaymar, Growth doesn't come from hoping users stick around — it comes from und
» FCIS State Office	Inbox	FCIS The Forum - August - Florida Council of Independent Schools Leading Educational Excellence August 2025 Welcome FCIS New Heads Written b
» EMARKETER Editors	Inbox	Your Next Summer Binge Watch is Here—And It's AI Ready - ICYMI: EMARKETER webinars on key AI tools and trends Hi Jay, AI will have a starring ro
» BambooHR	Inbox	-- . [Free Guide] AI in HR? See How to Get Started 🤖 - 14 easy ChatGPT prompts HR pros can use right away without the guesswork. New Cheat
» THE CEO REPORT	Inbox	🗣️ Gemini Remembers What You Said (Automatically) - + Anthropic acquires Humanloop, Amazon launches same-day fresh food delivery, & more!
» Emma Walker 4	Inbox	FW: New 2021 Lead Gen Tips: Find In-Market Buyers - FW: 1 Click Instant Tips: Find In-Market Buyers Hi jay, I hope you are well, happy Friday! Are yc
» Wayfair Outdoor	Inbox	You can live like it's summer *today* – here's how - Make the most of the season with these must-haves.

HEATMAP OF 'MOST LIKELY' AND 'LEAST LIKELY' TO BE OPENED AND 'WHY' PROMPT!

→PROMPT:

HEATMAP-ONLY IMAGE + WRITTEN LEADERBOARD OUTSIDE THE IMAGE):

Prompt:

ANALYZE THIS SCREENSHOT OF MY INBOX AND APPLY A GRADIENT HEATMAP OVERLAY DIRECTLY ON THE PROVIDED SCREENSHOT.

KEEP THE ORIGINAL IMAGE DIMENSIONS AND CLARITY – DO NOT CROP, RESIZE, OR BLUR THE BACKGROUND.

OVERLAY RULES:

- BRIGHT GREEN = MOST LIKELY TO GET OPENED (SHORT, URGENT, EMOJI, PUNCHY).
- LIGHT GREEN/YELLOW = MEDIUM LIKELIHOOD (NEUTRAL, OKAY BUT NOT EXCITING).
- DARK ORANGE = WEAK (TOO LONG, CORPORATE, BLENDS INTO NOISE).
- DARK RED = LEAST LIKELY (SPAMMY, BORING, OR IRRELEVANT).

ONLY OVERLAY SMALL NUMBERS ON THE TOP 5 (GREEN, RANKED 1–5) AND BOTTOM 5 (RED, RANKED 1–5).

DO NOT ADD ANY EXTRA TEXT OR CLUTTER. THE FINAL OUTPUT SHOULD BE THE ORIGINAL SCREENSHOT WITH THE GRADIENT + RANKS APPLIED.

Factor in both subject line and preheader tactics (length, clarity, urgency words, emotional triggers, emoji placement, personalization, truncation issues, etc.).

USE ALL AVAILABLE KNOWLEDGE OF EMAIL TACTICS THAT INCREASE OPEN RATES FOR PROMOTIONAL EMAILS THAT THE BIGGEST BRANDS USE TO GENERATE MORE OPENS.

Image output:

- Apply the gradient overlay across the inbox rows.
- Only overlay small numbers on the Top 5 (green, ranked 1–5) and Bottom 5 (red, ranked 1–5).
- No text clutter or explanations on the image itself.

Written output (separate from the image):

- Provide a Top 5 list (ranked 1–5) with the exact subject line and a one-line tactical reason (highlighting a specific trigger like an urgency word, emoji, % off, conversational hook, etc.).
- Provide a Bottom 5 list (ranked 1–5) with the exact subject line and a one-line tactical reason (pointing out the weak spot like

Reebok	Inbox	Catch Bryson at LIV Golf Indianapolis - Sporting the latest from Reebok Golf
Billabong	Inbox	The End of Summer Starts in Your Cart - Fresh picks for your late-season days and beyond.
2 Shutterfly	Inbox	Did you see? You're getting 5 free gifts of choice! 🎁 - And get 50% off the rest of your qualified order > Shutterfly Photo Books Cards Upload Photos De
Pottery Barn	Inbox	🎁 Our Christmas collection has arrived - Step into our festive world!
Gap Friends & Family	Inbox	New in: THE MESH TEE - Plus, 40% off everything + email-exclusive bonus.
3 The Tulane New Stud.	Inbox	Last Chance to get a Tulane New Student Book - Very Few copies remain THE 2025 NEW STUDENT BOOK View this email in your browser ONLY 36 COPIES
Better Homes and Ga.	Inbox	DIY Beaded Charms Are the Cutest Way to Dress Up Your Bag - So fun to make.
Williams Sonoma	Inbox	Color trend report: classic blues - Plus, more great deals on kitchen must-haves.
Social Media Today	Inbox	Aug. 14 - LinkedIn expands promotions for live events How posting boosts IG growth - TikTok Adds AI Avatar Stickers, Expanding Its AI Tool Set; X Exp
Litmus Weekly	Inbox	Email accessibility webinar, landing in spam, and more - The latest email resources from the Litmus blog and a few of our favorite things from around the
5 Marketing Dive	Inbox	Aug. 14 - Instacart taps into live experiences Garage Beer's marketing playbook - How Garage Beer is building its brand with no-holds-barred market
4 Search Engine Journ.	Inbox	AI's Biggest SEO Threat Isn't What You Think - Ex-Microsoft SEO Pioneer Explains - Get the latest SEO, PPC, content marketing, and social media news
4 Social Media Today	Inbox	Reach The Audiences That Matter Most - Unlock High-Impact Campaigns. Register Now! View Online Register for Nielsen's next webinar today! Hi jay, Do
Corey Haines Swip.	Inbox	👉 When Supreme wrapped a subway train with their logo - There's a lot for SaaS to learn from Supreme's bold move.
2 FCIS State Office	Inbox	FCIS The Forum - August: Corrected - Florida Council of Independent Schools Leading Educational Excellence August 2025 Welcome FCIS New Heads W
MarTech webinars	Inbox	Fix user journeys that hold back your retention and growth - Hi Jaymar, Growth doesn't come from hoping users stick around — it comes from understa
3 FCIS State Office	Inbox	FCIS The Forum - August - Florida Council of Independent Schools Leading Educational Excellence August 2025 Welcome FCIS New Heads Written by Dr.
5 EMARKETER Editors	Inbox	Your Next Summer Binge Watch is Here—And It's AI Ready - ICYMI: EMARKETER webinars on key AI tools and trends Hi Jay, AI will have a starring role in i
1 BambooHR	Inbox	-- [Free Guide] AI in HR? See How to Get Started 🤖 - 14 easy ChatGPT prompts HR pros can use right away without the guesswork. New Cheat Shee
THE CEO REPORT	Inbox	🗨 Gemini Remembers What You Said (Automatically) - + Anthropic acquires Humanloop, Amazon launches same-day fresh food delivery, & more!
1 Emma Walker 4	Inbox	FW: New 2021 Lead Gen Tips: Find In-Market Buyers - FW: 1 Click Instant Tips: Find In-Market Buyers Hi jay, I hope you are well, happy Friday! Are you ke
Wayfair Outdoor	Inbox	You can live like it's summer *today* - here's how - Make the most of the season with these must-haves.

Reebok	Inbox	Catch Bryson at LIV Golf Indianapolis - Sporting the latest from Reebok Golf
Billabong	Inbox	The End of Summer Starts in Your Court: Fresh picks for your late season days and beyond
2 Butterfly	Inbox	
Pottery Barn	Inbox	
Gap Friends & Family	Inbox	
3 The Tulane New Stud.	Inbox	
Better Homes and Ga.	Inbox	
Williams Sonoma	Inbox	
Social Media Today	Inbox	
Litmus Weekly	Inbox	
5 Marketing Dive	Inbox	
4 Search Engine Journ.	Inbox	
4 Social Media Today	Inbox	
Corey Haines Swip.	Inbox	
2 FCIS State Office	Inbox	
MarTech webinars	Inbox	
3 FCIS State Office	Inbox	
5 MARKETER Editors	Inbox	
1 BambooHR	Inbox	
THE CEO REPORT	Inbox	
1 Emma Walker 4	Inbox	
Wayfair Outdoor	Inbox	You can live like it's summer *today* - here's how - Make the most of the season with these must-haves.

Leaderboard

Top 5 (most likely to get opened)

1. 🎨 [Free Guide] AI in HR? See How to Get Started — Offer + bracketed asset + emoji + specific “AI in HR” keyword + question hook.
2. Did you see? You’re getting 5 free gifts of choice! 🎁 — “You” + “free” + number + emoji + short curiosity lead.
3. Last Chance to get a Tulane New Student Book — Scarcity (“Last Chance”) + implied relevance/personalization (Tulane).
4. AI’s Biggest SEO Threat Isn’t What You Think – Ex-Microsoft SEO Pioneer Explains — Pattern-interrupt claim + authority social proof + curiosity gap.
5. Your Next Summer Binge Watch is Here—And It’s AI Ready — Seasonal hook + novelty (“AI Ready”) + short/clean phrasing.

Bottom 5 (least likely)

1. FW: New 2021 Lead Gen Tips: Find In-Market Buyers — “FW:” + stale year (2021) + generic topic; reads like spam/forward.
2. FCIS | The Forum – August: Corrected — Administrative tone + “Corrected” signals internal fix; zero value prop.
3. FCIS | The Forum – August — Boilerplate bulletin; no hook, benefit, or urgency.
4. Reach The Audiences That Matter Most — Vague corporate claim; preheader pushes “Register now” CTA noise.
5. Aug. 14 – Instacart taps into live experiences | Garage Beer’s marketing playbook — Long multi-topic digest with date; blends into feed.

REDDIT MARKETING TRENDS PROMPT!



➡ PROMPT:

SEARCH REDDIT FOR RECENT POSTS (LAST 60 DAYS) WITH ACTIONABLE MARKETING TIPS IN R/MARKETING, R/SAAS, R/ENTREPRENEUR, AND R/DIGITALMARKETING. PRIORITIZE POSTS WITH CLEAR ENGAGEMENT SIGNALS (COMMENTS, AWARDS, VISIBLE UPVOTES).

FOR EACH POST, RETURN:

- TITLE
- BRIEF SUMMARY OF THE TIPS SHARED
- APPROXIMATE ENGAGEMENT (E.G., “HIGHLY DISCUSSED/POST WITH VISIBLE AWARDS”)
- SUBREDDIT NAME
- LINK TO THE POST

ONLY INCLUDE POSTS WITH PRACTICAL, NOT MEME- OR NEWS-STYLE CONTENT.

GREAT FOR ABM...

PROMPT:

"I WANT TO BUILD A PRIORITIZED ACCOUNT-BASED MARKETING FILE. USE [COMPANY NAME] ([WEBSITE URL]) AS THE MODEL COMPANY. FIND 100 COMPANIES THAT ARE MOST SIMILAR IN TERMS OF INDUSTRY, COMPANY SIZE, AND MARKET FOCUS (E.G., MEDICAL DEVICES, DIABETES TECH). FOR EACH, INCLUDE COMPANY NAME, PUBLIC/PRIVATE STATUS, REVENUE, EMPLOYEE COUNT, FOCUS AREA, AND KEY CONTACTS (E.G., VP MARKETING, PARTNERSHIPS). THEN SCORE AND RANK THEM BASED ON FIRMOGRAPHICS, MARKET RELEVANCE, GROWTH, TECH STACK, AND BUYING SIGNALS. INCLUDE RECENT FUNDING, ACQUISITIONS, OR MAJOR PRODUCT LAUNCHES WHERE RELEVANT. FORMAT IN A CLEAN, SORTABLE TABLE."

1. Look-Alike Companies Table

Rank	Company	Public/Private	2023 or Latest Revenue	Employees	Focus Area	Key Contact Roles	Signals & Enrichment
1	DexCom Inc. (DXCM)	Public	~ \$3.7 B ¹	~10,300 ²	CGM systems, metabolic health medtechdive.com +3 barrons.com +3 investors.com +3	VP Marketing, VP Partnerships	OTC CGM launch; Oura collab
2	Abbott Diabetes Care (ABT)	Public	\$5.76 B ³	~114,000 ⁴	Libre CGM, consumer metabolic tech	VP Marketing, Dir Product	Q1 sales 116.5%
3	Tandem Diabetes Care	Public	~\$950 M ⁵	~1,500 ⁶	Insulin pumps (t:slim X2, patch AID)	Director Product, VP Sales	Omnipod 5 competition
4	Medtronic Diabetes	Public	~\$2.8 B (segment) ⁷	~8,000 ⁷	MiniMed pumps, CGM; spinning off	VP Product, CEO Diabetes Spin-out	Spinoff signals
5	Bigfoot Biomedical	Private	Acquired 2023 ⁸	~200 ⁸	Smart insulin pen & pump algos	Dir Clinical R&D	Abbott acquisition
6	Biolinq	Private	\$58 M Series B ⁹	~100 (est.)	Non-invasive CGMs	Dir Innovation, Dir Partnerships	Series B funded
7	Beta Bionics	Private	N/A (iLet approved) ¹⁰	~150 (est.)	Bi-hormonal artificial pancreas	VP R&D, CEO	FDA iLet approval
8	Inreda Diabetic	Private	 N/A (CE-marked) ¹¹	~100 (est.)	Closed-loop insulin in EU	CEO, Dir Engineering	CE-mark approval

I am in B2B SaaS and want to get email newsletters from big companies, cool publishers, and anything else I should be reading via email newsletters. Can you give me reg links for what I should subscribe to?

Absolutely — here's a curated list of **must-subscribe newsletters** for anyone in **B2B SaaS**, with direct links to sign up:

 **Big B2B SaaS Companies**

WITH THE SUBSCRIPTION LINKS!

COOL!

Big B2B SaaS Companies

- [HubSpot's Marketing Blog Newsletter](#)
Regular insights on inbound, email, and growth strategies.
- [Salesforce's The 360 Blog](#)
Covers CRM, AI, customer success, and revenue growth.
- [Intercom's Inside Intercom](#)
Great on product-led growth, customer messaging, and UX.
- [Gong.io Newsletter](#)
Subscribe via blog — focused on sales data, revenue ops, and GTM strategies.
- [Amplitude's Product Analytics Weekly](#)
Sign up from blog footer — full of data-driven product growth ideas.

Cool Publishers & Curators

- [Marketing Brew](#)
Daily marketing industry trends, brand stories, and big plays.
- [Stacked Marketer](#)
Tactical newsletter for performance marketers, sent daily.
- [TLDR Marketing](#)
Skimmable growth, SEO, and content marketing news every weekday.
- [The Marketing Millennials](#)
Workweek's spicy take on marketing — Gen Z tone, smart insights.
- [Ari Murray's "Keep Reaching"](#)
Ecommerce + DTC trends, smart positioning, and steal-worthy examples.

Other Smart Picks

- [Lenny's Newsletter](#)
One of the most-read in SaaS — product, growth, and founder lessons.
- [Demand Curve's Newsletter](#)
Tactical growth hacks, startup experiments, and frameworks.
- [SaaStr Newsletter](#)
Top SaaS benchmarks, founder advice, and scale-up strategy.
- [a16z's Future](#)
Macro tech trends, AI insights, and long-view market thinking.
- [Emerging Tech Brew](#)



Ask anything

THE FULL PROMPT...

PROMPT:

“I WORK IN B2B SAAS AND WANT TO SUBSCRIBE TO THE BEST EMAIL NEWSLETTERS FROM LEADING COMPANIES, SMART FOUNDERS, AND MODERN PUBLISHERS. I’M LOOKING FOR TACTICAL INSIGHTS ACROSS GO-TO-MARKET, PRODUCT, GROWTH, AND MARKETING. PLEASE GIVE ME A CURATED LIST OF HIGH-QUALITY NEWSLETTERS WITH REGISTRATION LINKS INCLUDED.”

**MY
ACTUAL
FAVORITE
PROMPT...**

ANYONE WHO HAS ACCESS TO AI



**HOW DOES
EVERYONE
KNOW WHAT
IS TRENDING?**



Mike Booberg
@boobbergLP



Accidentally signed off an email with "Bet," instead of "Best,"



PROMPT:

FIND THE LATEST VIRAL MEMES IN U.S. SPECIFICALLY AND CULTURAL MOMENTS FROM THE PAST 7 DAYS ACROSS TIKTOK, INSTAGRAM, X (TWITTER), AND REDDIT.

FOR EACH:

- MEME/TREND NAME
- ORIGIN (FIRST KNOWN POST OR PLATFORM)
- WHY IT WENT VIRAL (1–2 SENTENCES, SNARK ENCOURAGED)
- EXAMPLE LINK (POINT TO THE ACTUAL MEME/TREND CONTENT)
- CURRENT STATUS (PEAKING, STILL RISING, ALREADY OVERUSED)
- POTENTIAL MARKETING TIE-IN (HOW A BRAND COULD HIJACK IT WITHOUT LOOKING CRINGE)

LIMIT TO THE TOP 8 TRENDS BY CURRENT ENGAGEMENT.

USE ONLY POSTS/TRENDS VERIFIABLE AS OF TODAY'S DATE.

AVOID OUTDATED TRENDS THAT PEAKED BEFORE LAST WEEK.

END WITH A 1-PARAGRAPH “TREND FORECAST” PREDICTING WHICH 1–2 WILL

TIME FOR SUPER FAST TIPS..





2025 OUTLOOK

C'MON

Five rules to win on TikTok in 2025

Inbox x



ClickZ <clickz@mail.beehiiv.com> ... Unsubs Sat, Aug 16, 2:03 PM (19 hours ago)



to me

August 16, 2025 | [Listen Online](#) | [Re](#)



Five rules to win on TikTok in 2025

PLUS: What does brand building really mean in eCommerce?



Zihan Lyu



Five rules to win on TikTok in 2025

Inbox x

ClickZ <clickz@mail.beehiiv.com> ... Unsubs Sat, Aug 16, 2:03 PM (19 hours ago)

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**Bold Voices. Big Thinking.
No Barriers.**



Wyclef Jean



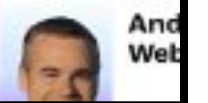
Esi Eggleston Bracey



Brian Borke



Allan Moss



Andrew Webb

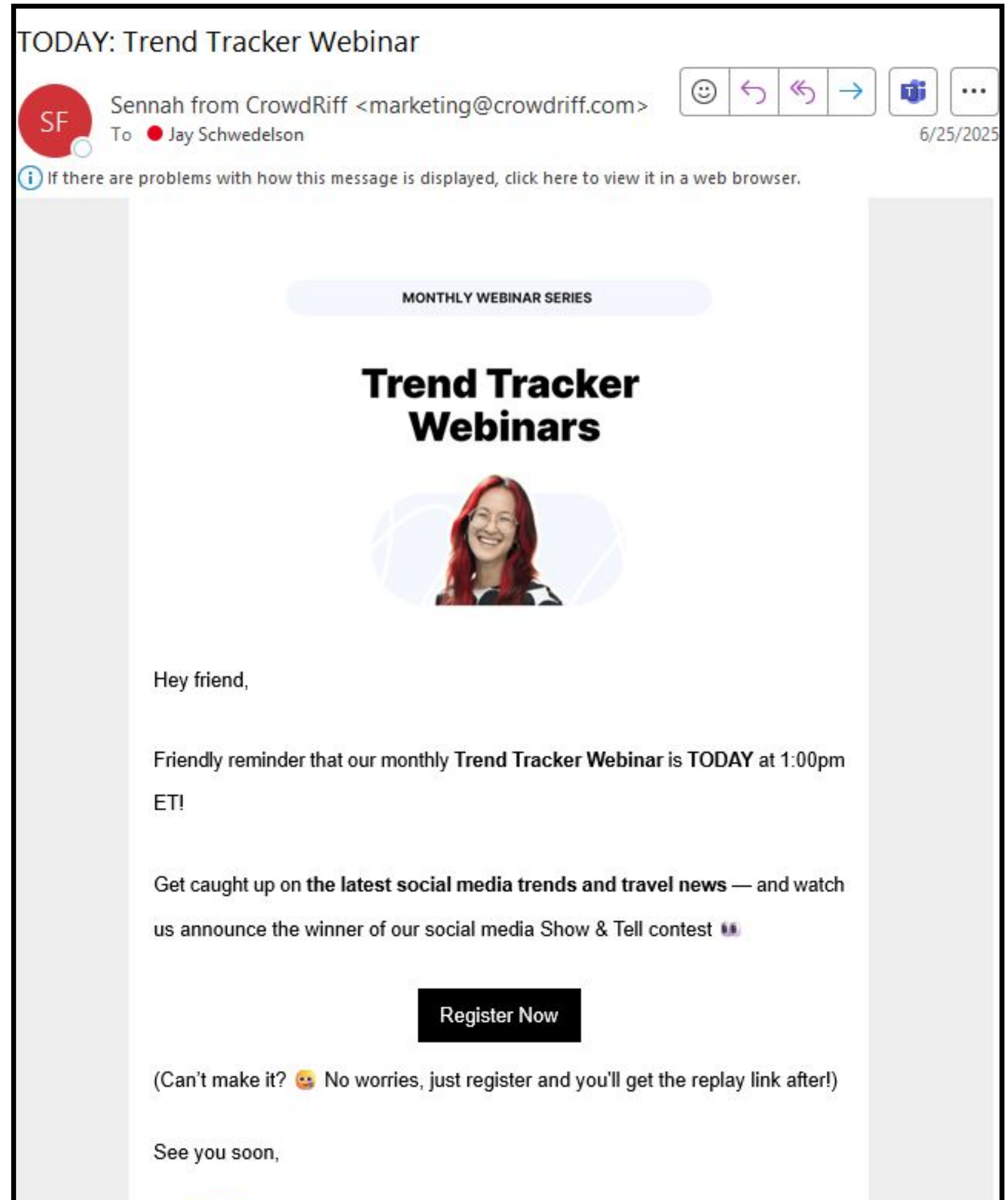
2025 IS OVER!!!

AFTER SEPTEMBER 1ST:

**CURRENT YEAR MENTIONED IN
CONTENT OFFER LOWERS
DOWNLOAD RATE BY 22%**

**EITHER DO LETTER
FORMAT OR DON'T**

“LET'S TEST A LETTER FORMAT”



“LETS TEST A LETTER FORMAT”

Read this SubjectLine.com!



coaching=jdlventures.com@ghl.jdlventures.com on b

To SubjectlineMail-Info



Wed 7/2

If there are problems with how this message is displayed, click here to view it in a web browser.

Hi SubjectLine.com,

Want a DFY system that delivers:

- ✓ Dozens of pre-screened off-market deals monthly.
- ✓ Vetted funding partners ready to fund your projects.
- ✓ 20+ hours/week saved to focus only on closing.

...with **\$0 down** and **low monthly payments?**

Are you in? Reply and let me know before I close this on 4th of July.

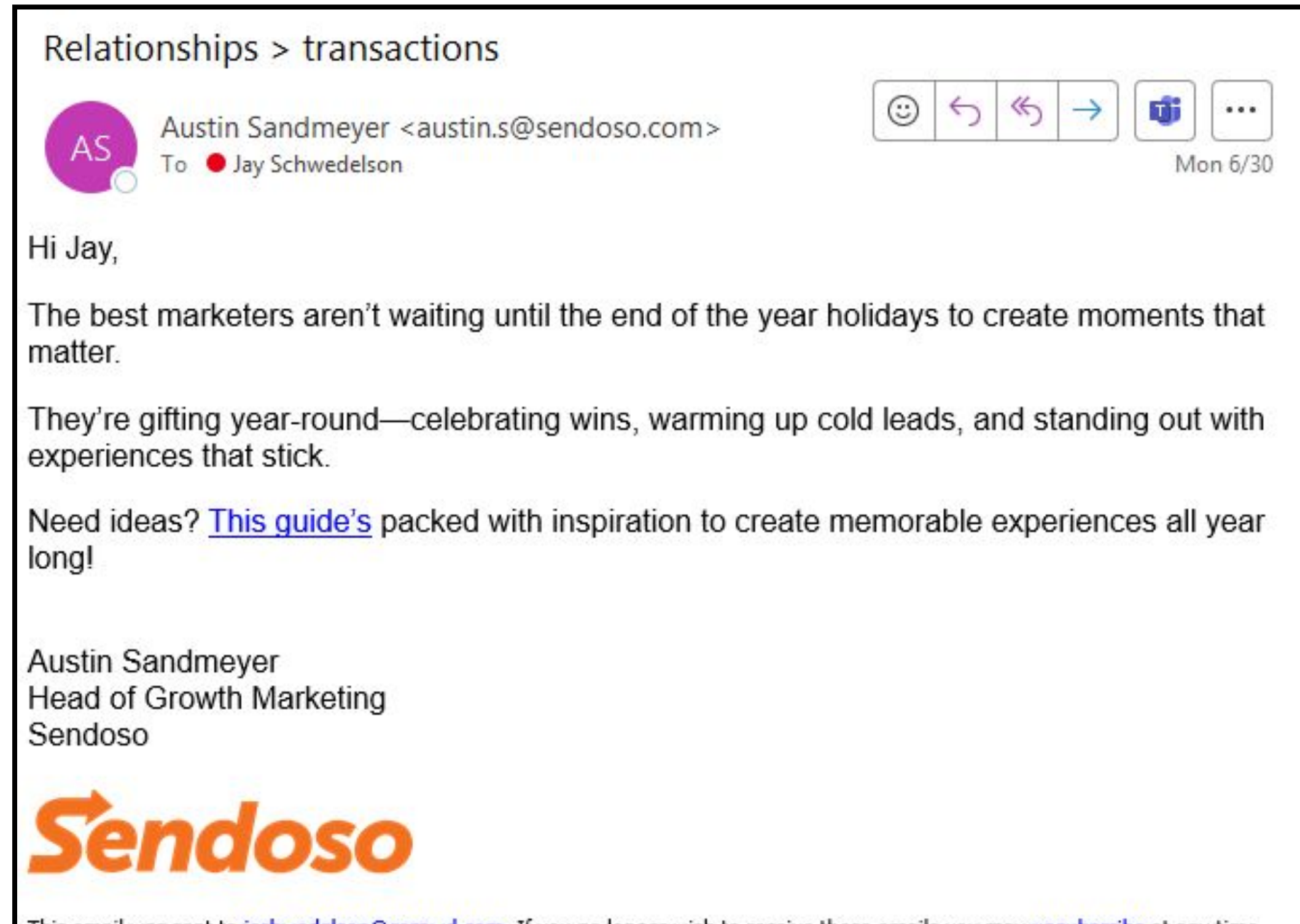
DJB

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sales@jdlventures.com

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You can [unsubscribe from this list](#).

THIS IS A LETTER FORMAT...



THIS IS A LETTER FORMAT...



**‘PURE’ LETTER FORMAT EMAILS:
28% HIGHER CLICK-THROUGH
(82% HIGHER REPLY RATE) THAN
HYBRID LETTER FORMAT**

Sendoso

**IT'S NOT YOUR
CONTENT...**

IT'S THE NAME OF IT

Downloaded eBook and
Actually Read it...



SMB PLAYBOOK

VS.

GROWTH SMB PLAYBOOK

PRE-FORMAT MODIFIERS ARE WORKING REALLY WELL!

Including These Words Before Your Content
Title, Lead to a **20% INCREASE** in Downloads:

➔ **Growth, Fast-Track, & Quick Fix**

Instead of:

SMB Playbook ➔ **Growth SMB Playbook**

.....

Instead of:

HR Playbook ➔ **Fast-Track HR Playbook**

.....

Instead of:

Checklist ➔ **Quick Fix Checklist**

CONSUMER SAME THING...

[PRE-FORMAT MODIFIERS]

MAKEUP ROUTINE

 **NO-FAIL MAKEUP ROUTINE**

HOME ESSENTIALS OFFER

 **QUICK FIX HOME ESSENTIALS OFFER**

SKINCARE DISCOUNT

 **GLOW-UP SKINCARE DISCOUNT**

PANTY RESTOCK

GLOW UP...

» Canva	Inbox	Monthly Glow Up : Elevate your brand in just 5 minutes - Mee
» Gurney's Montauk Re.	Inbox	Glow Up with La Prairie - The Swiss skincare experts come to
» Walgreens	Inbox	Glow up AND save an extra 20% off \$40 on beauty & person
» Pottery Barn Teen	Inbox	Glow up their space 💡 - Lighting best sellers that are worth th
» Overstock	Inbox	Top Jewelry Picks for a Spring Glow-Up ✨ - Earrings, neckla
» FWRD	Inbox	Loading...Your Beauty Glow-Up - Plus, Goop has arrived on FV

STUFF!!!





**400 FREE
HOODIES!!!**

RESERVATION REQUIRED

Thu • Sep 4 • 11:30am - 12:15pm PT (45 minutes)

MEETUP 1 • HALL B (LEVEL 0)

Meetup: Guru Media Hub/ The Marketing Millennials Carnival

Free Swag for all who attend! Hang out with the biggest SPEAKERS from INBOUND at this unforgettable experience! Packed with carnival games, free swag, exclusive stickers, surprise drops, and more. Come for the fun, stay for the vibes, and connect with the marketers who keep it real. This isn't your average meetup, it's a full-on carnival takeover.

IN 45 MINS!!!!



FRIDAY!!

Fri • Sep 5 • 1:15pm - 1:45pm PT (30 minutes)

MAIN STAGE • HALL F (LEVEL 0)

Best Practices Are Garbage: In Marketing and Life



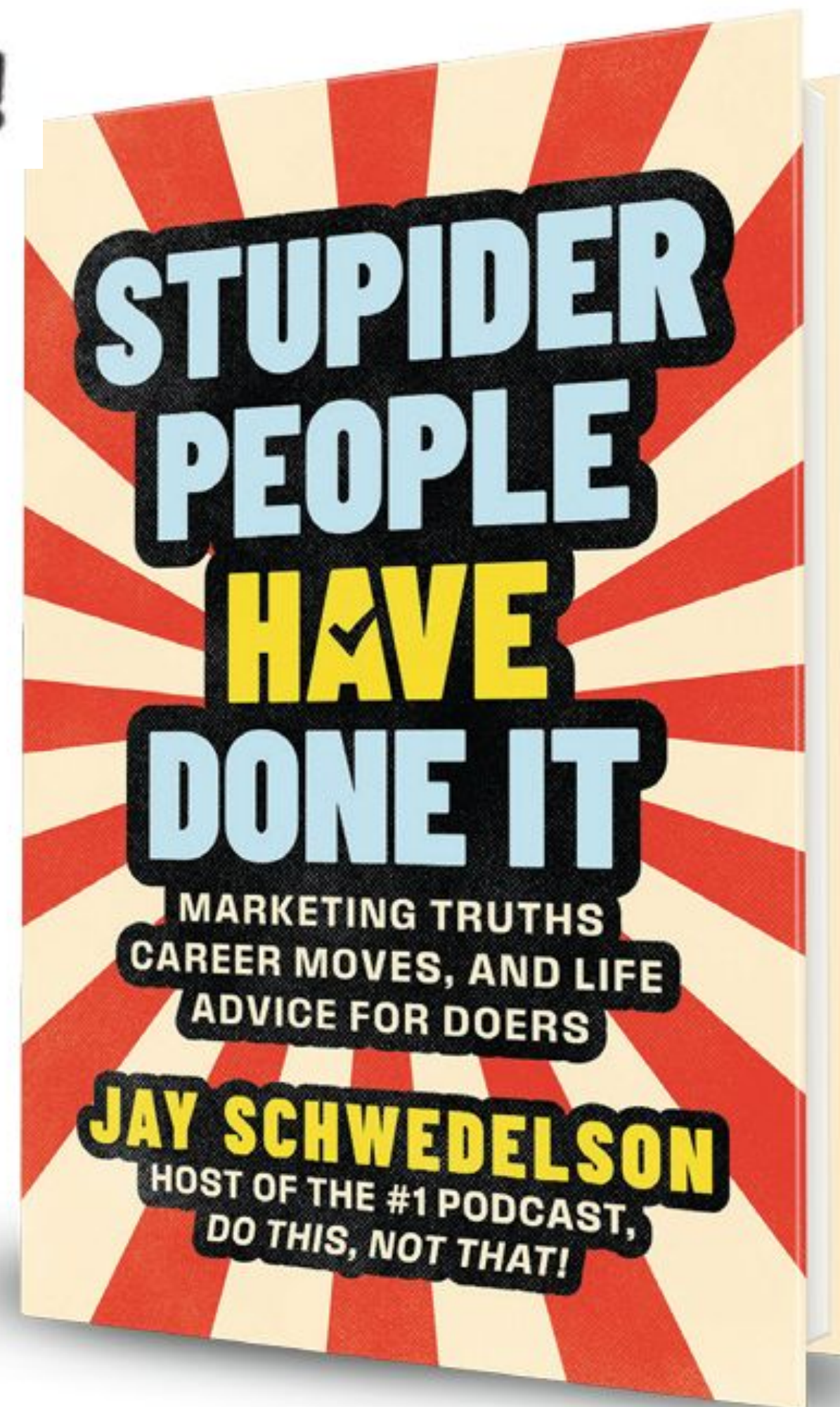
MAIN STAGE!



Let's Kick Cancer's Butt!



**ALL PROFITS FROM
THIS BOOK WILL BE
DONATED TO:
THE V FOUNDATION
FOR CANCER RESEARCH**



ONE MORE THING BEFORE THE FREE STUFF...

IF WE ARE NOT CONNECTED

ON LINKEDIN PLEASE SEND

ME A CONNECTION REQUEST!

I AM ON INSTAGRAM:

@JAYCOUWERDELSON

EMAIL: JayS@CorpWD.com

“I WANT
EVERYTHING”

- MY NEWSLETTER
- NEW! BEST/WORST DAYS '25 EMAIL CALENDAR
- LINK TO MY PODCAST
- REGISTER FOR GURU CONFERENCE (FREE)
- THESE SLIDES!!!!



OH WAIT...PODCAST REAL QUICK

10 MINUTE
EPISODES!!



DO THIS,
NOT THAT!

FOR MARKETERS ONLY!

Presented by:  MARIGOLD™

with Jay Schwedelson 

GURU & PODCAST NETWORK



www.jayschwedelson.com/podcast

‘SEND EVERYTHING’

JAYS@CORPWD.COM

Steal this tactic!!

Please Rate Our Session!

We hope you enjoyed today's session.
Please head to the INBOUND mobile app
to provide your feedback.
Thank you!