

Email Marketing Fundamentals:

Permission, Audience, Structure, Cadence & Measurement

- Email in 2026: a high-ROI owned channel you fully control.
- Delivers \$36–\$42 for every \$1 spent, beating paid ads.
- Foundation: relationships on permission, relevance, and trust.
- Connected system: permission, audience, structure, cadence, and measurement.



Why Email Remains the **Highest-ROI** Channel in 2026



- 35% of companies see 36:1 ROI; top programs exceed 50:1



- 4.73 billion users and 392.5 billion emails sent daily



- Owned channel: reduced dependence on paid ads and algorithms



- Automated flows drive up to 41% of revenue from only 2-5% of sends



Permission 101:

The Foundation of Everything



- Express vs. implied consent and when to use each



- Opt-in methods: single, confirmed, and double opt-in



- Avoid purchased lists, scraped contacts, and pre-checked boxes



- Permission requires ongoing documentation and maintenance



- Respect opt-outs immediately and without friction



The Legal Landscape: **GDPR**, **CAN-SPAM**, **CCPA**, and Beyond



- Explicit, provable consent required under GDPR



- Truthful headers and working unsubscribe for CAN-SPAM



- CCPA grants data access, deletion, and opt-out rights



- Compliance boosts deliverability and inbox placement





From Consent to Clean Lists: Hygiene, Unsubscribes, and Deliverability



- One-click unsubscribe is a legal and technical requirement (List-Unsubscribe header).



- Handle hard bounces, soft bounces, and suppression lists systematically.



- Re-engagement campaigns: define inactivity, run win-back sequences, purge non-responders.



- Clean lists protect sender reputation and improve inbox placement rates.



- List hygiene is ongoing maintenance, not a one-time cleanup project.

Email Authentication Essentials:

SPF, DKIM, and DMARC



- SPF, DKIM, and DMARC are now mandatory for bulk senders



- Authentication aligns with GDPR principles and boosts deliverability



- Authenticated domains reach 89% inbox placement vs. 44% for others



- First steps: verify SPF, enable DKIM, publish DMARC monitoring



• ENVELOPE AS PERMISSION CONTAINER •

Audience Segmentation: Stop Sending the Same Email to Everyone



- Broadcast emails fail; shift to relevance-driven segmentation



- Segment by lifecycle, engagement, purchases, and preferences



- Segmented campaigns deliver up to 760% revenue lift



- Build subscriber personas from actual data, not assumptions





Message Structure: Anatomy of an Email That Gets Opened and Clicked



Sender name, subject line, and preview text control the open.



Subject lines need specificity and urgency—never deception.



Story-driven content builds trust; pure promos burn it out.



Plain text feels personal; HTML works when it reinforces the message.



Every email must end with one clear, specific call-to-action.

Mobile-First Design: Because 41–68% of Opens Happen on Phones

-  - 54–68% of users primarily check email via smartphone
-  - Single-column layouts with 44×44 px tap targets
-  - Dark mode accounts for 35–42% of all opens
-  - 75% delete non-mobile-optimized emails immediately
-  - Design impacts deliverability and sender reputation



Cadence, Timing, and the Preference Center



- Cadence is a relationship promise, not a bombardment strategy



- Match send volume to engagement levels and lifecycle stages



- Optimize send time using time zones and interaction patterns



- Preference centers give subscribers control over frequency and content

Core Email KPIs: Measuring What Actually Matters



- **Delivery Rate:** emails accepted by servers, not bounced



- **Click-Through Rate (CTR):** clicks per delivered email



- **Click-to-Open Rate (CTOR):** clicks per unique open



- **Revenue Per Recipient:** the ultimate north-star metric



- **Prioritize CTR and conversions** over inflated open rates

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