

## **What to Expect from AI Email Marketing**

AI can transform your email marketing by automating personalization, optimizing campaigns, and boosting efficiency. However, understanding realistic expectations, revenue impact, and investment considerations is key to achieving meaningful results.

This guide outlines the potential improvements AI can bring, how it can affect revenue, and what to watch out for to ensure successful implementation.

### **Realistic AI Improvements**

When applied correctly, AI can drive significant performance gains:

- 20–40% increase in open rates through send-time optimization
- 15–30% boost in click-through rates with content personalization
- 25–50% improvement in conversion rates via behavioral triggers
- 3–5× efficiency gains in campaign creation time
- 60% reduction in manual segmentation work

### **Revenue Impact Calculation**

Before AI (Typical D2C Brand):

- Email list: 10,000 subscribers
- Monthly revenue: \$15,000
- ROI: \$38 per \$1 spent (industry standard)

After AI Implementation:

- Same list size, higher engagement
- Monthly revenue: \$22,000–25,000
- ROI: \$50–65 per \$1 spent
- Additional efficiency savings: 10–15 hours/month

### **Investment Breakdown**

- Implementation cost: \$500–2,000/month
- Break-even timeline: 30–60 days
- 12-month ROI: 300–500%

### **Reality Check**

- Not all AI promises are guaranteed
- Results depend on data quality
- Successful implementation requires strategy, not just tools
- Continuous optimization and human oversight are essential

This guide provides a practical, realistic view of what AI can do for your email marketing, helping you plan investments, set expectations, and achieve measurable results.