How Brands Can Use AI to Boost Their Email Marketing Strategy

For many marketers, email is the channel that delivers the highest ROI. But what if it could perform even better? Average open rates for email hover around 21 percent and click-through rates are a respectable 2.6 percent. The Data and Marketing Association says email offers the best ROI of any marketing channel and the lowest… https://www.adweek.com/brand-marketing/how-brands-can-use-ai-to-boost-their-email-marketing-strategy/