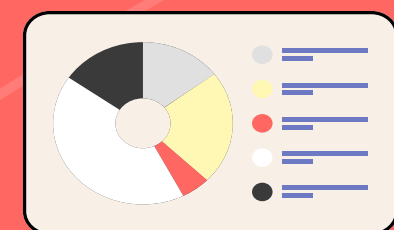
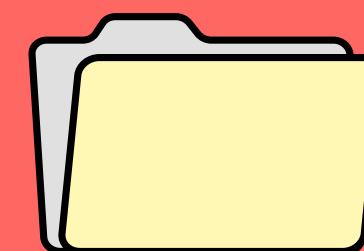
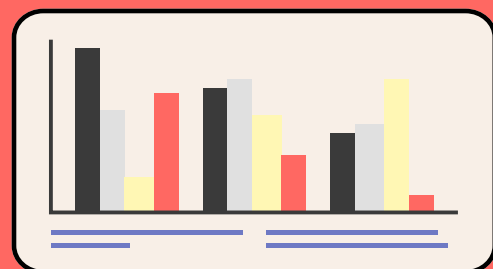


# UNVEILING The 2025 Industry Report

Nearly 2,000 email geeks spilled the beans about their workflows, teams, tools, and production pains. The result is a candid look at the state of email in 2025, backed by real data and real experiences.

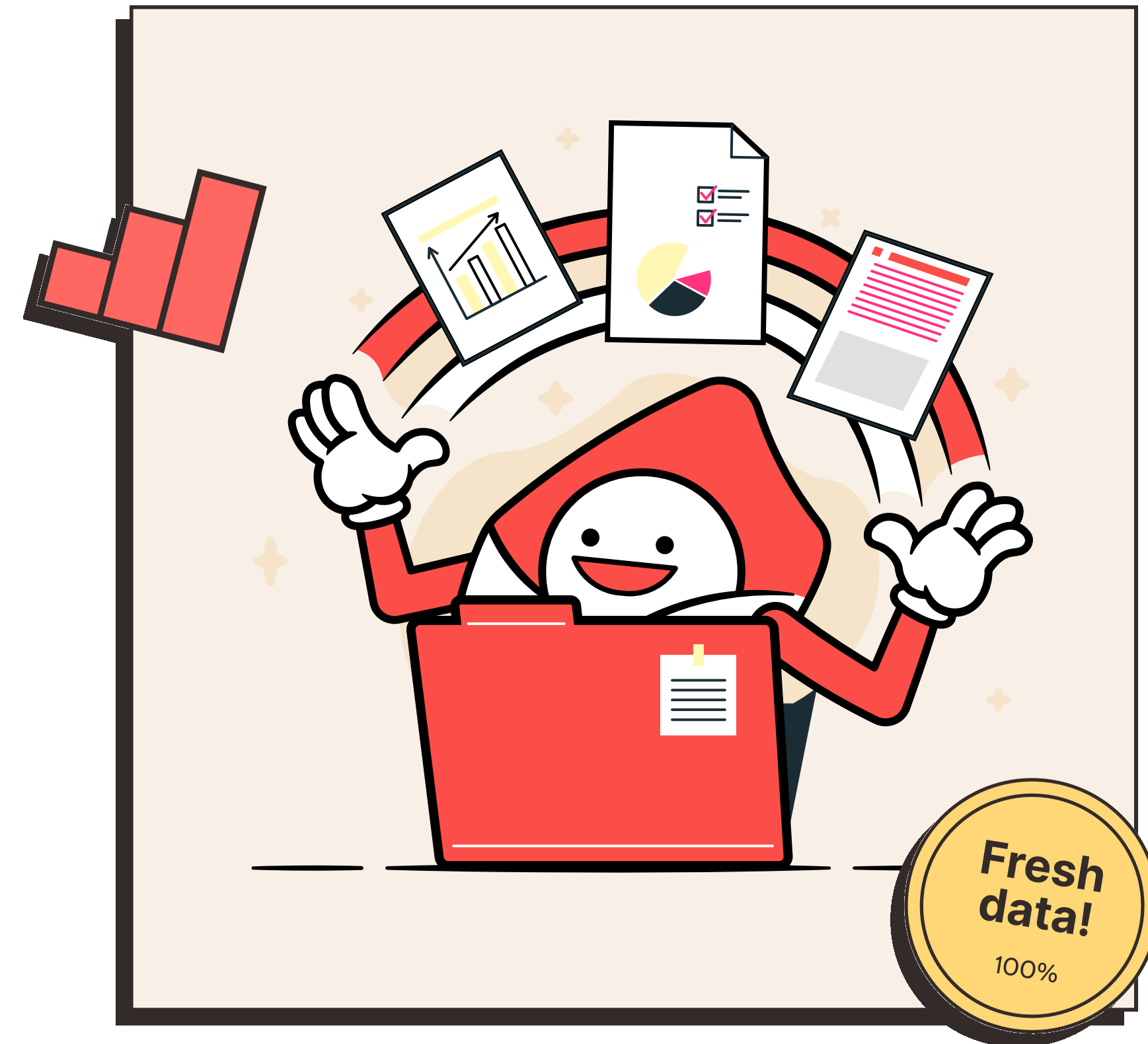


## A little background

This isn't your typical "enterprise-only" study. We've collected honest feedback from inbox heroes at brands big and small—no vendor spin, no skipped questions.

With zero bias, we asked the tough stuff (yes, the questions that make tools sweat) and got the **real story on how you actually work**, what frustrates you, and how you perceive your role moving forward.

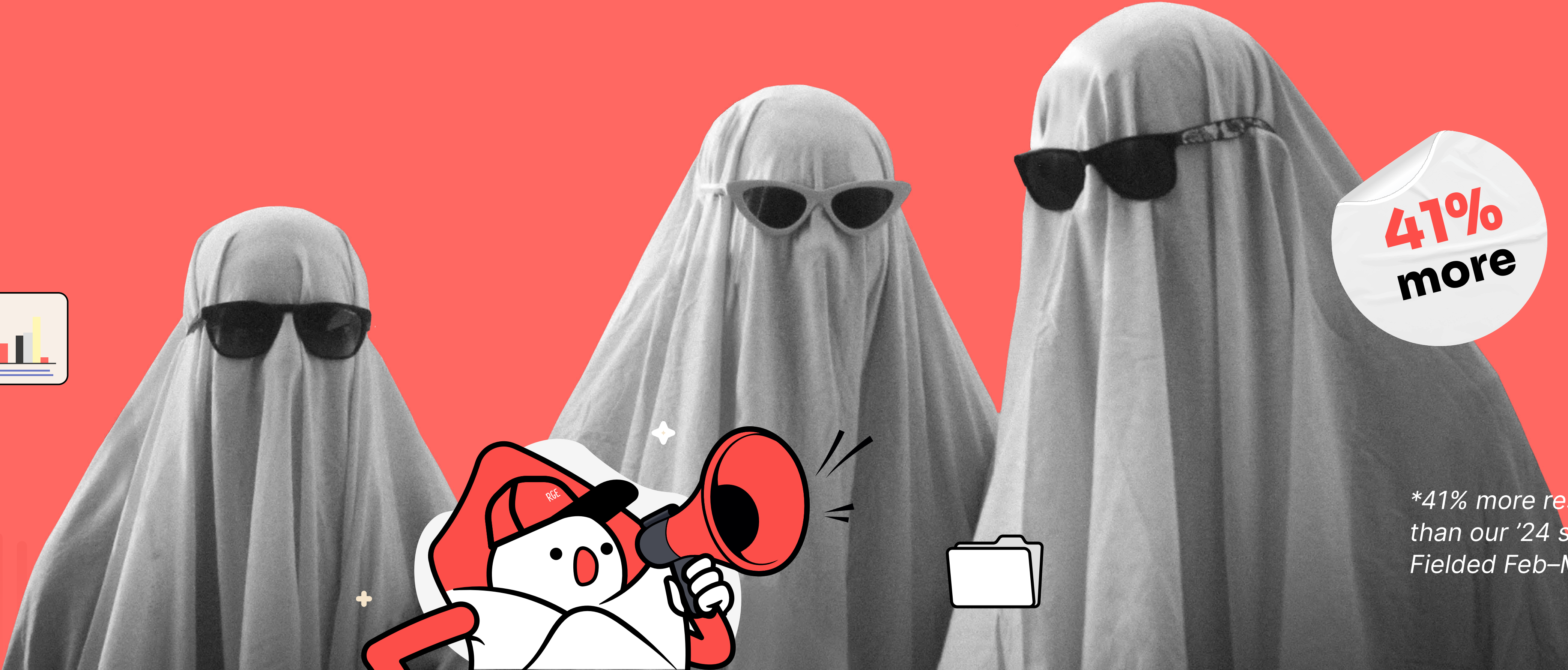
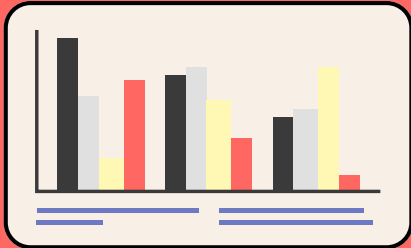
Plus, we'll show you exactly **what shifted over the years** (since we've been doing this since 2018 and can see the trends). Ready? Let's dive in.





AVERAGE TIME TO COMPLETE: 20 MIN 10 SEC

Sample size: 1,677



41%  
more



\*41% more responses  
than our '24 survey  
Fielded Feb-Mar 2025

IN OTHER WORDS:

**People in email still  
have a lot of time on  
their hands**





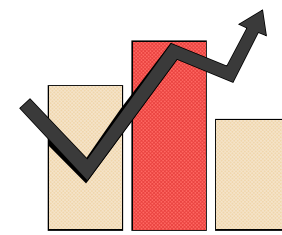
# The People

*Who's behind all that email magic? Let's meet the makers.*

# Part-Time vs Full-Time?

TODAY'S EMAIL TEAMS AREN'T SIDE HUSTLES ANYMORE

**2024: 44.6% Full-time**  
**2025: 52.4% Full-time**



a 40% increase  
since 2018

We've gone from a world where "Hey, can you also send the newsletter?" was common, to hiring full-time Lifecycle Marketers, CRM Managers, and Email Strategists. As brands chase reliable ROI in a cookieless, omni-channel mess, they're investing in dedicated headcount and powerful platforms; not passing email off to interns. Here's why:

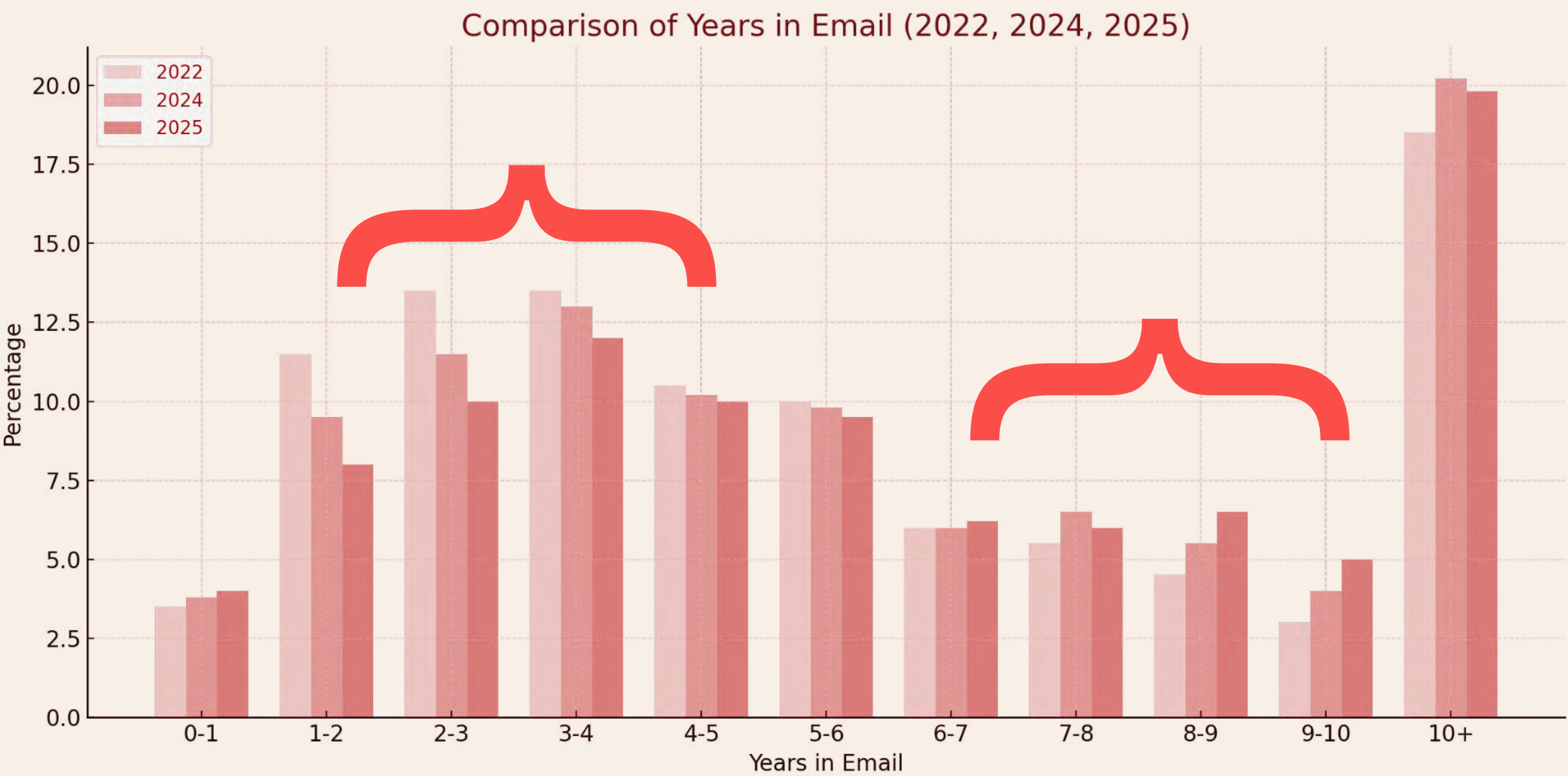
**ROI Magnet.** With ads getting shaky, email's predictability has execs plowing budget into owned channels.

**Tools That Empower.** Platforms like Klaviyo, Braze, and Beefree let non-devs build complex journeys—so teams need a full-time pro to run them.

**Strategy Over Send.** Segmentation, testing, compliance, accessibility—these aren't side gigs, they're full-time gigs.

# Years in email

MID-CAREER EMAILERS ARE BURNING OUT,  
WHILE VETERANS ARE DOUBLING DOWN.



The 2–4 year crowd—many hired in the pandemic boom—is facing budget cuts, flat career paths, and tool overload. Meanwhile, those with 6+ years of inbox battle scars are sticking around, thanks to deep expertise, proven ROI, and a healthy dose of skepticism toward every new fad.

Avg. 5.7 Years



**Burnout Zone (2–4 Years)** Juggling code, creative, tests, compliance... all without enough tooling or support.

**Resilience Club (6+ Years)** Deep knowledge of deliverability, lifecycle flows, and data hygiene keeps ROI humming.




IN OTHER WORDS:

**Email demands  
more experience  
than it used to**

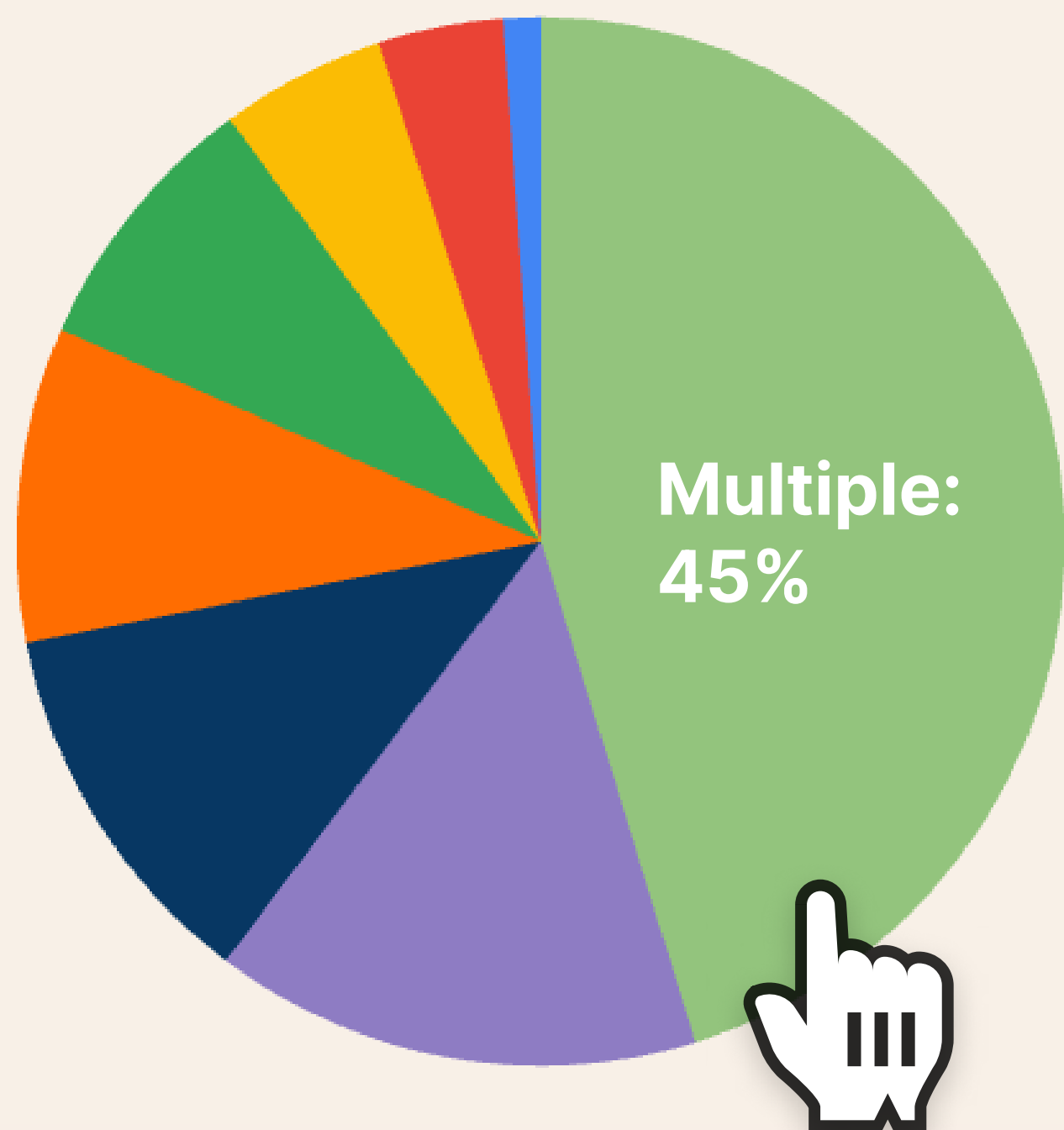
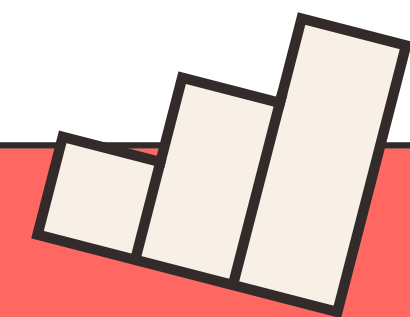
HYPOTHESIS

# Roles/Roleplaying

MULTI-HAT MARKETERS ARE SLIMMING DOWN.  
DEDICATED PROS ARE STEPPING UP



**Multi-Hat Drop**—22% (58% → 45%) since '24  
Companies are carving out email as a standalone function, so “wearing all the hats” is trending down. This is also seen in the data, where “Strategist” has grown to be the biggest slice of the pie for the first time since 2018.



**Analyst:** 1%

**Project Mgr:** 4%

**Developer:** 5%

**Executive:** 8%

**Writer:** 10%

**Designer:** 12%

**Strategist:** 15%

Biggest gain in 2025: “Strategist” + Designer  
Biggest loss in 2025: Muli-hat + Writer

# Roles/Roleplaying

DESIGN BOUNCES BACK.  
WRITERS GET EATEN BY AI.



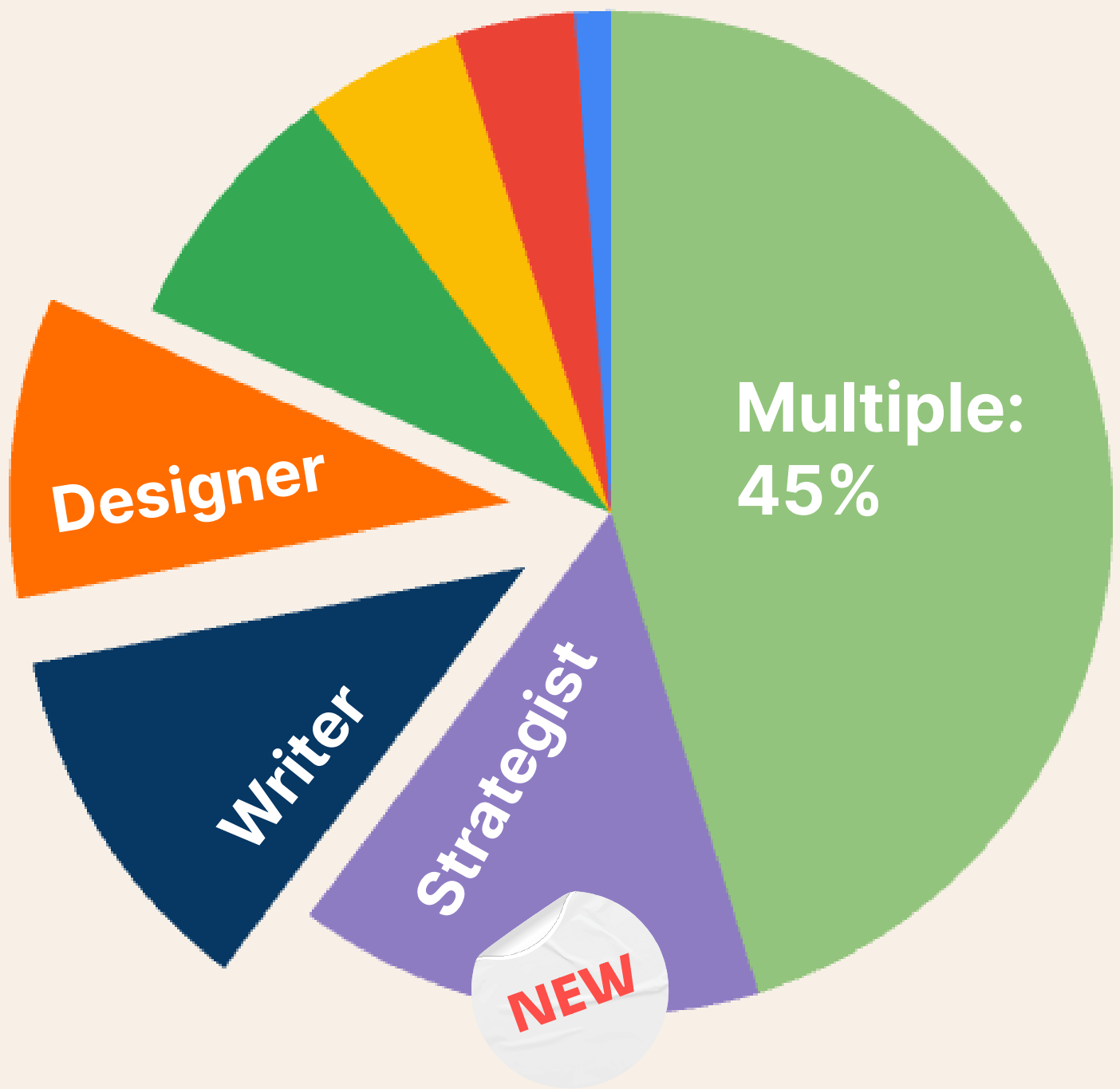
## Design's Comeback *(for now)*

Brands need standout layouts, hover tricks, GIFs to break through the clutter.

**AI Copy CrunchBuilt**-in AI tools can bang out headlines and CTAs "good enough," shrinking writing gigs.



MAY  
2025



↑	'20 Designer: 16%
	'22 Designer: 12%
	'23 Designer: 8%
	'24 Designer: 10%
	'25 Designer: 12%

+20% Increase

↓	'20 Writer: 12%
	'22 Writer: 14%
	'23 Writer: 16%
	'24 Writer: 15%
	'25 Writer: 10%

-33% Decrease



IN OTHER WORDS:

**Individuals are  
becoming more  
specialised**

HYPOTHESIS

IN OTHER, OTHER WORDS:

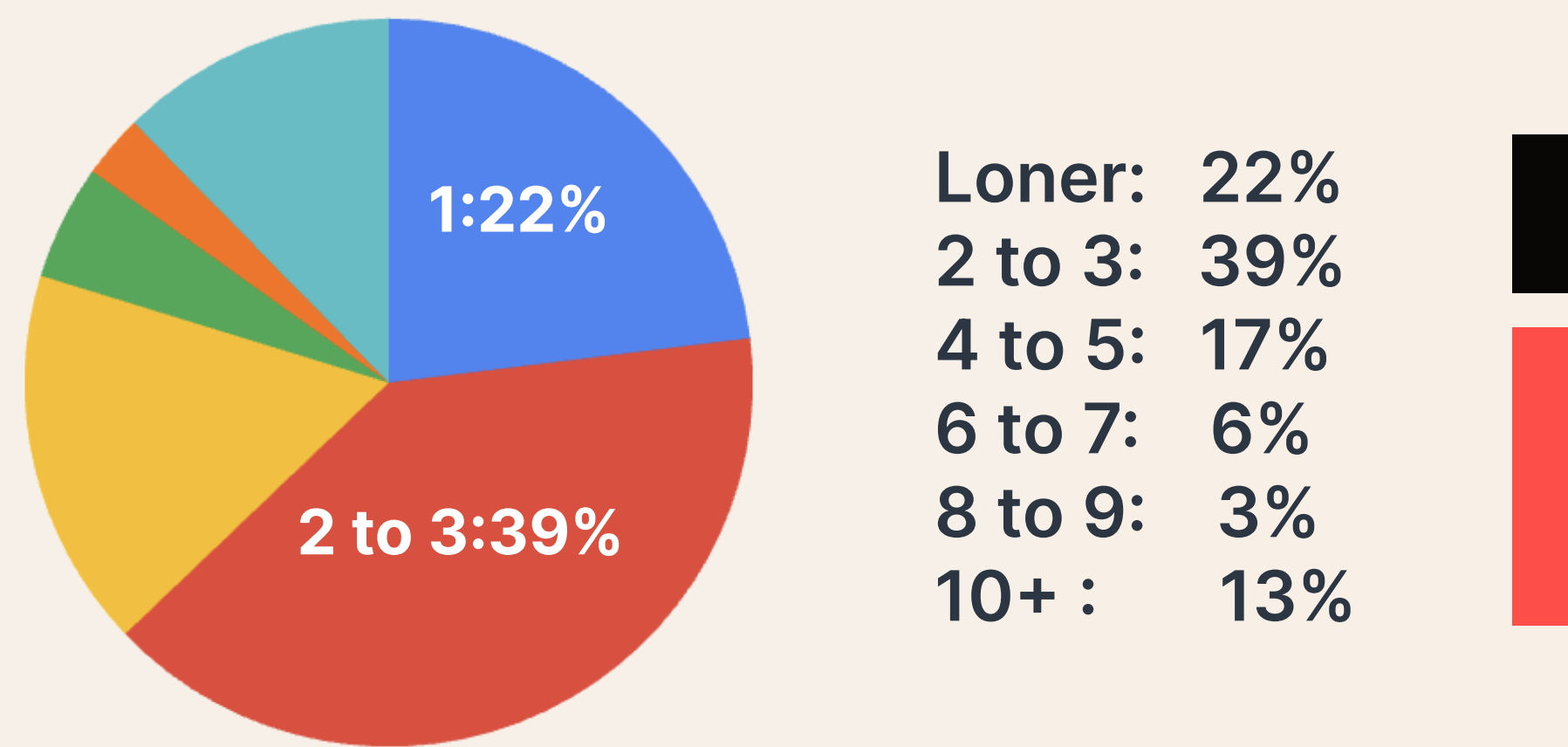
**Companies are  
focusing more on  
strategy and AI**

HYPOTHESIS



# Team size

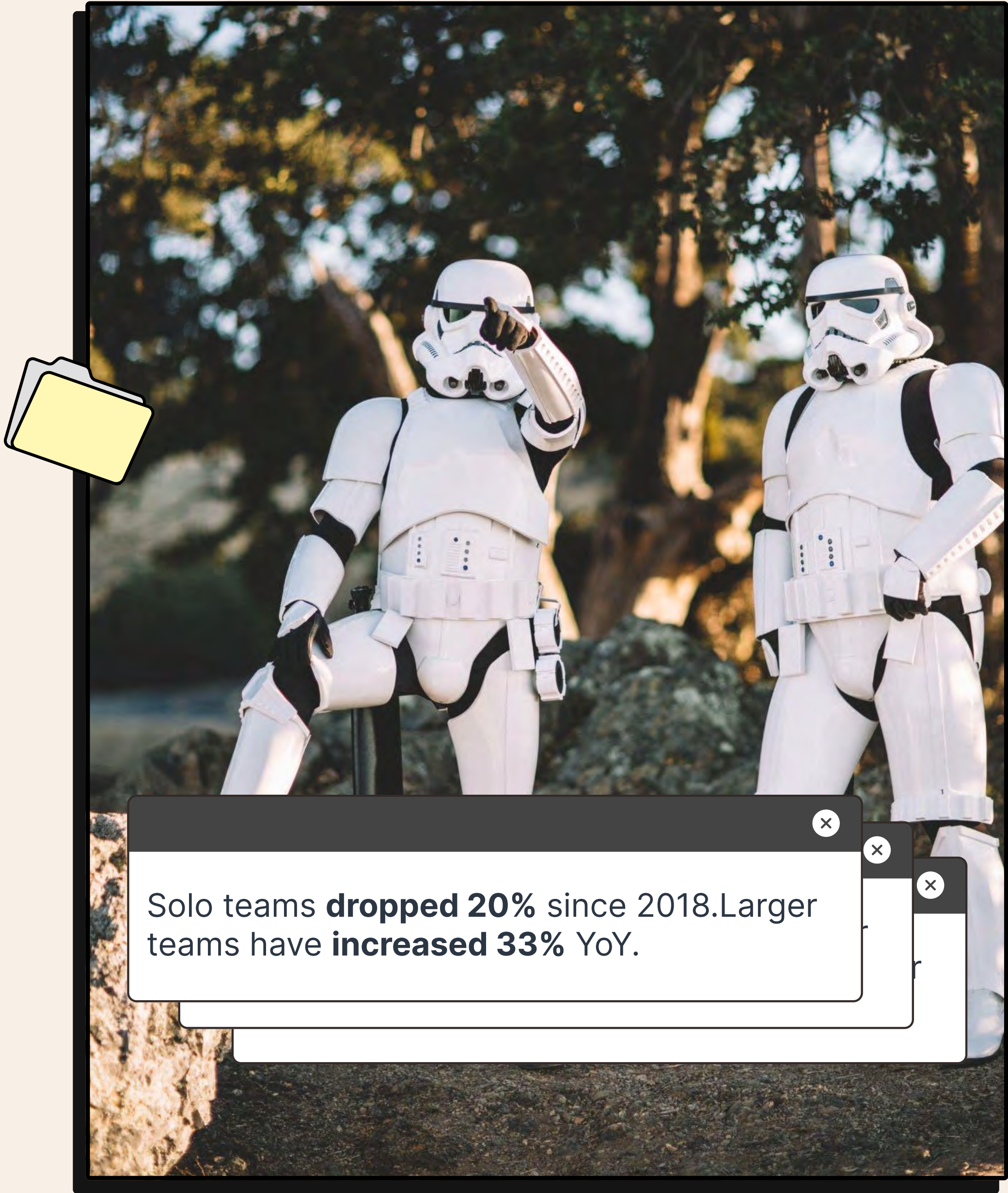
SMALL TEAMS ARE THE MAJORITY, BUT THE TEAM SIZE IS GROWING YOY



**Email complexity exploded.** Flows, triggers, multi-channel integrations demand more hands on deck.

**Mid-market & enterprise adoption.** Larger orgs are building out dedicated email crews, pushing averages upward.

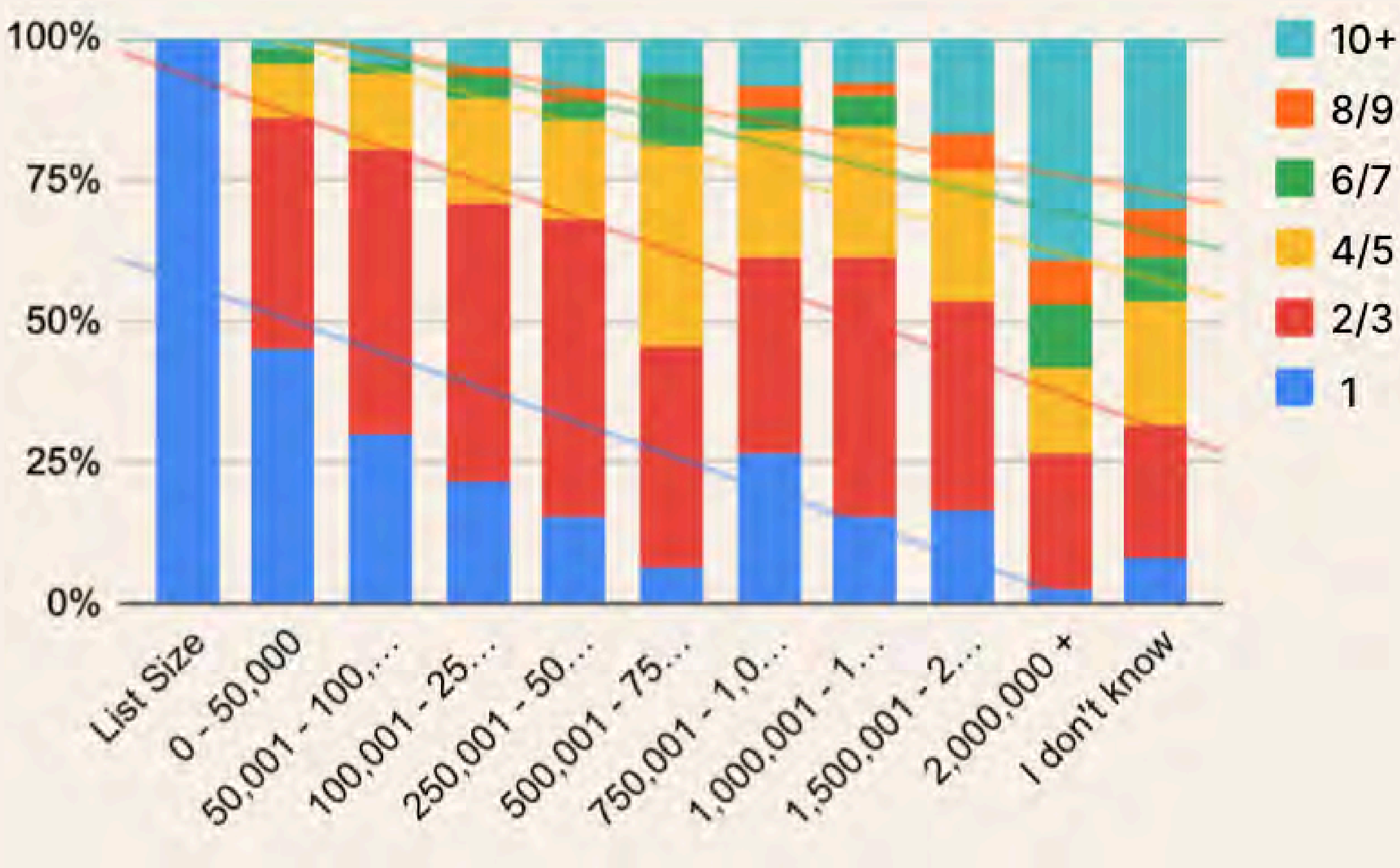
**Specialization wins.** Fewer “jack-of-all-trades,” more PMs, strategists, devs, QA, designers (except less writers. Sorry.)





# Team size

BIG LISTS NEED BIG CREWS



## Scaling complexity:

Personalized flows, behavior triggers, multi-channel integrations... one person can't juggle it all.

## List size correlates:

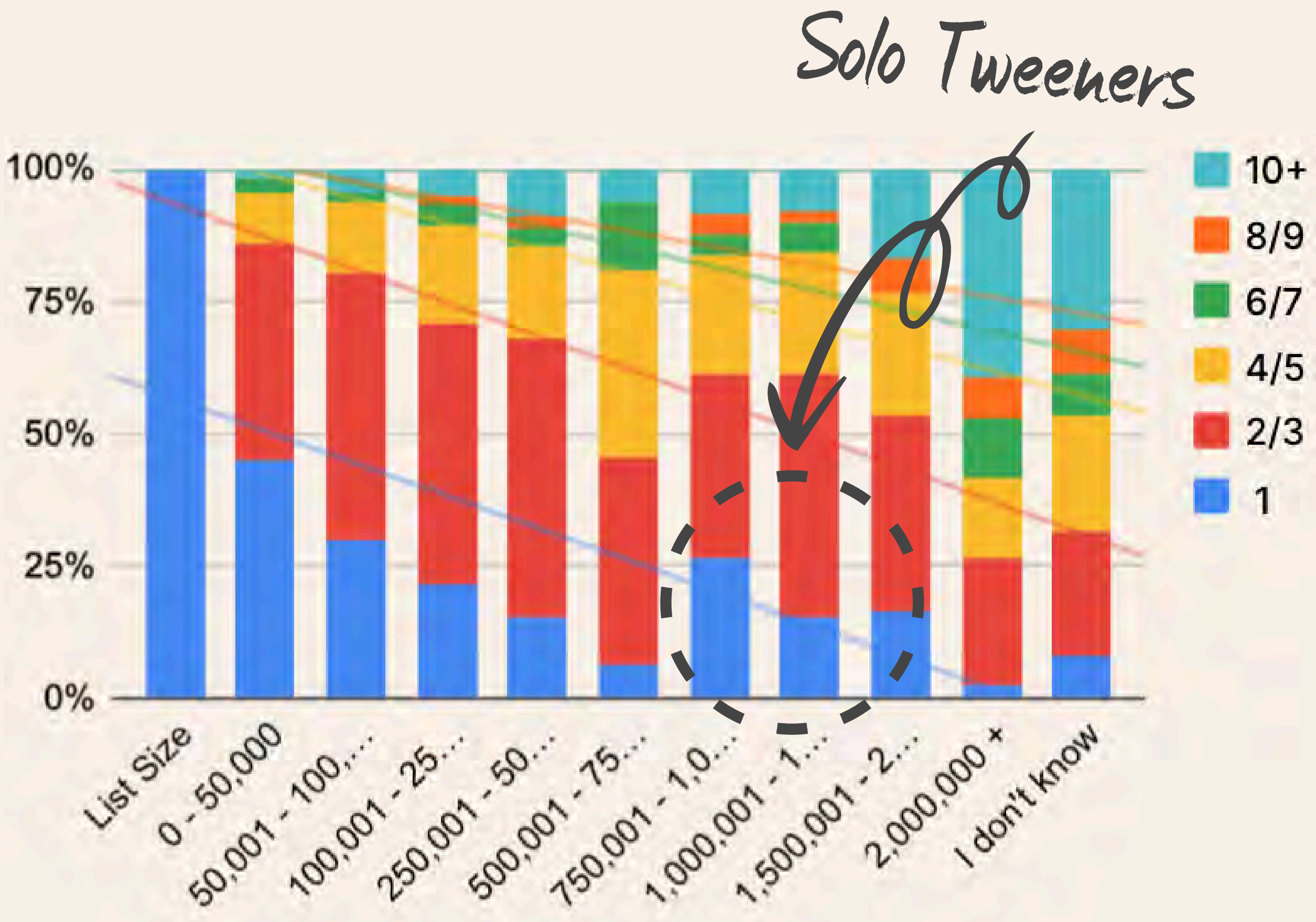
**Under 250k:**  
mostly solos/2-3  
squads.

**Above 500k:**  
4-7 person  
teams take over.



# Team size

BIG LISTS NEED BIG CREWS



## Scrappy Tweeners (750k):

Too big for one person, too small for enterprise. These DTC “sweet-spot” brands run nimble on ESP templates, agencies, and plug-and-play automations.



*While this tier of list size may mean more job security, it's likely there's higher burnout.*

IN OTHER WORDS:

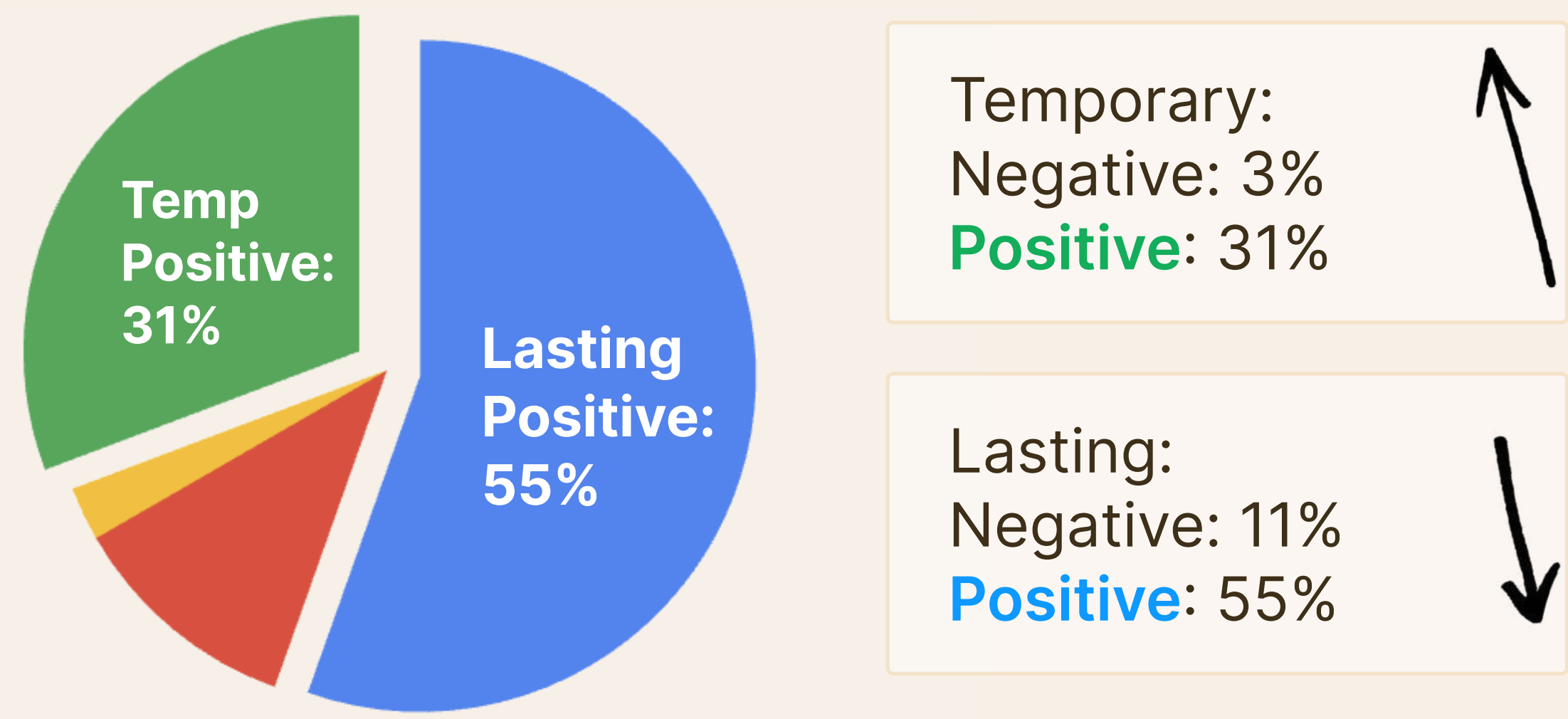
**Email is difficult to  
manage at scale**

HYPOTHESIS



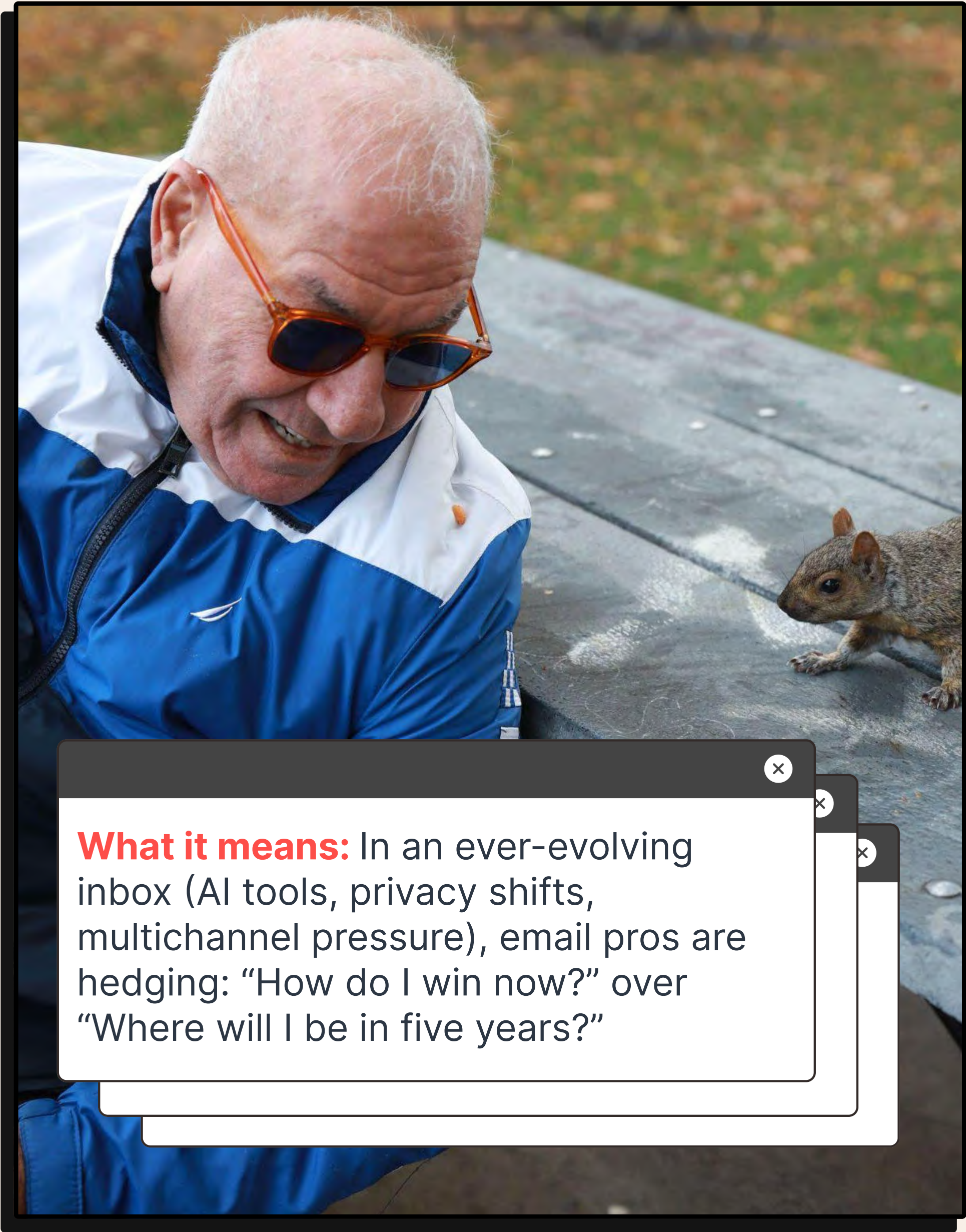
# 5-Year Role Sentiment

LONG-TERM OPTIMISM DIPS.  
SHORT-TERM CONFIDENCE CLIMBS.



**First major sentiment shift.**  
2025 marks our largest single-year decline in long-term outlook.

**Migration to the moment.**  
The drop in “lasting” mood feeds directly into “temporary” optimism; teams are focused on today’s wins.

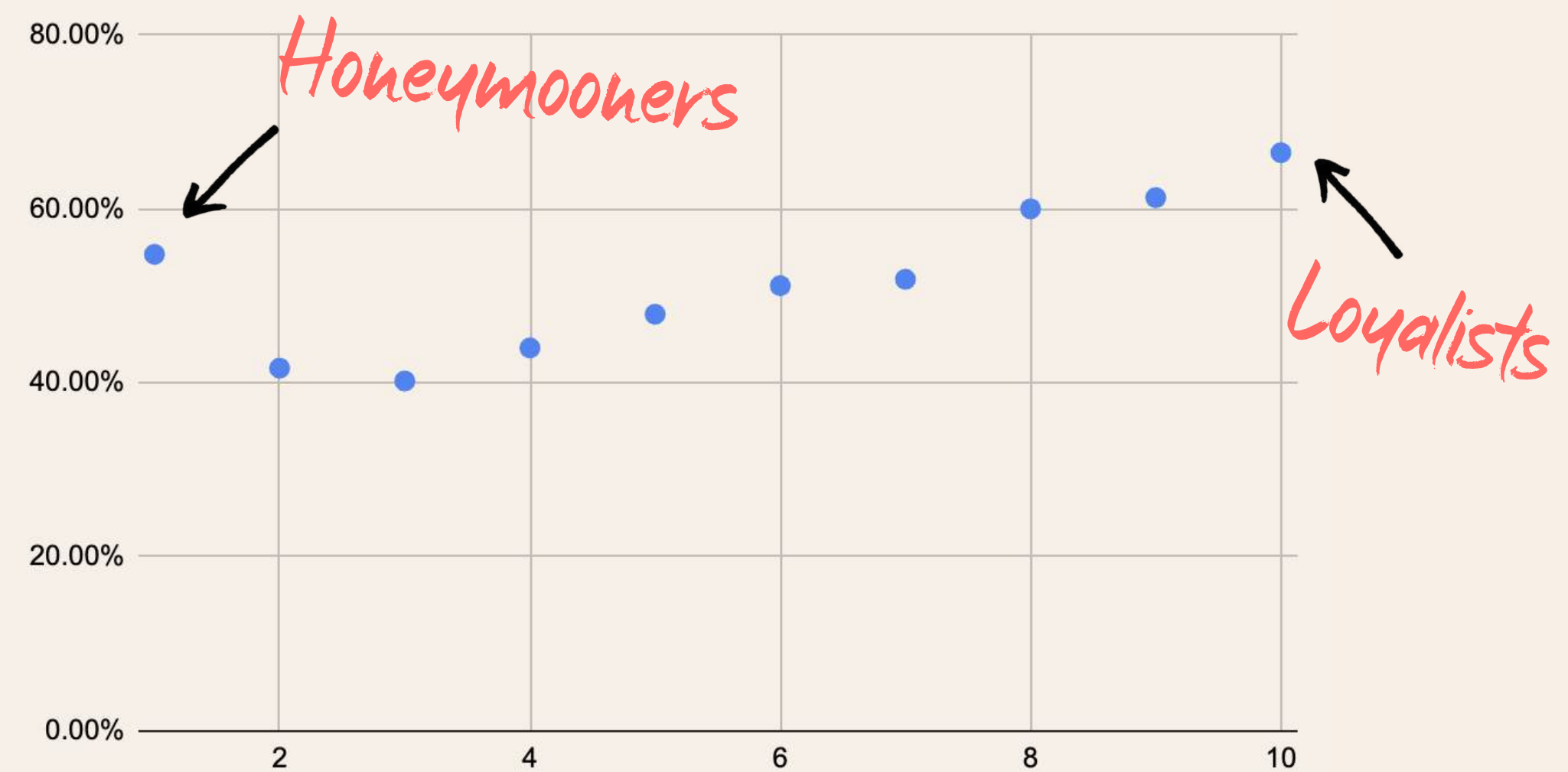


**What it means:** In an ever-evolving inbox (AI tools, privacy shifts, multichannel pressure), email pros are hedging: “How do I win now?” over “Where will I be in five years?”



# 5-Year Lasting Forecast

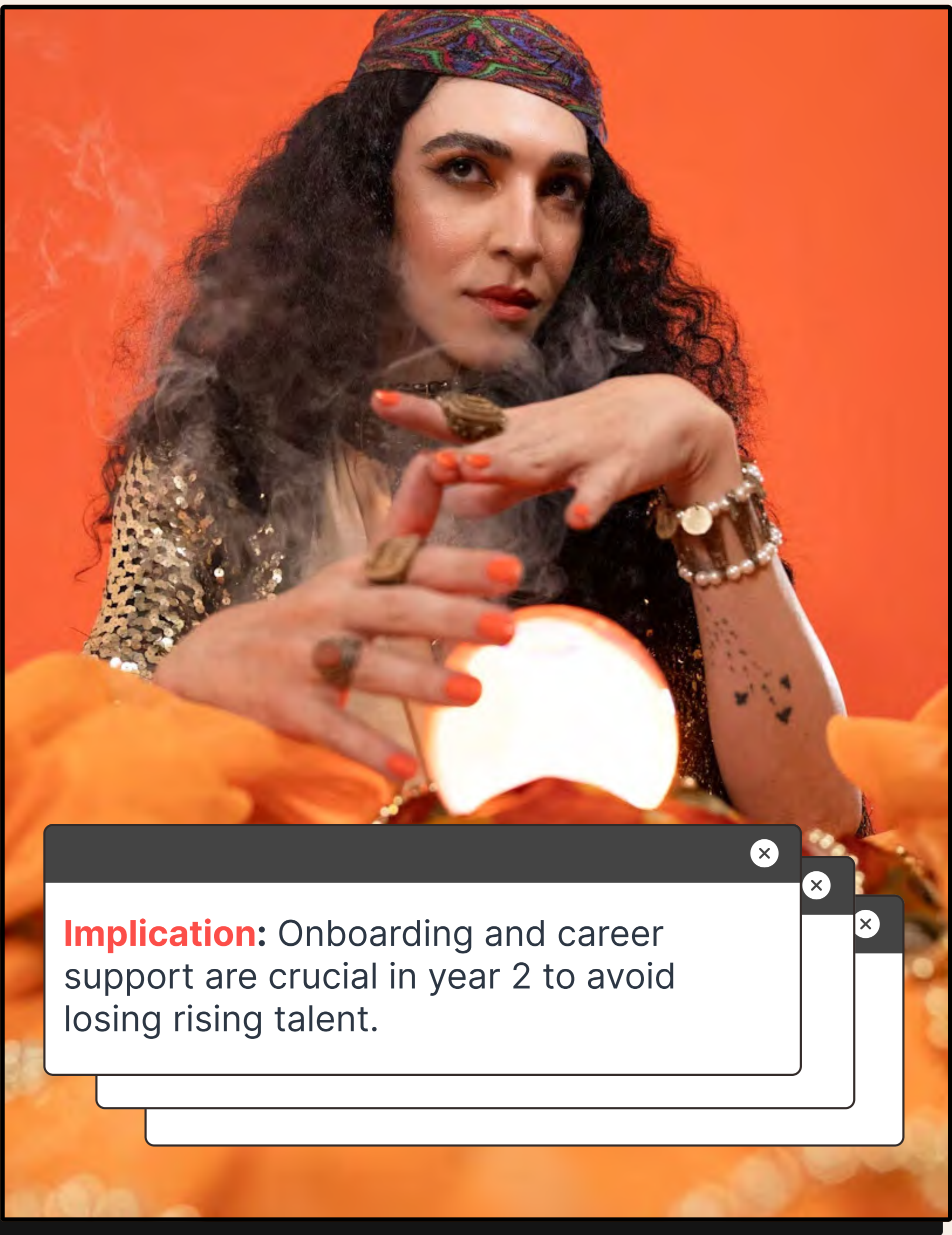
NEWBIES LOVE IT. YEAR-2 QUESTION IT.  
VETERANS CAN'T QUIT IT.



**Early excitement:**  
Email’s limitless potential hooks new entrants instantly.

**Mid-career wobble:**  
Operational complexity, burnout risk, and scope ambiguity hit in year 2.

**Resilience builds:**  
Veterans lean on deep expertise, network, and proven ROI to stay the course.

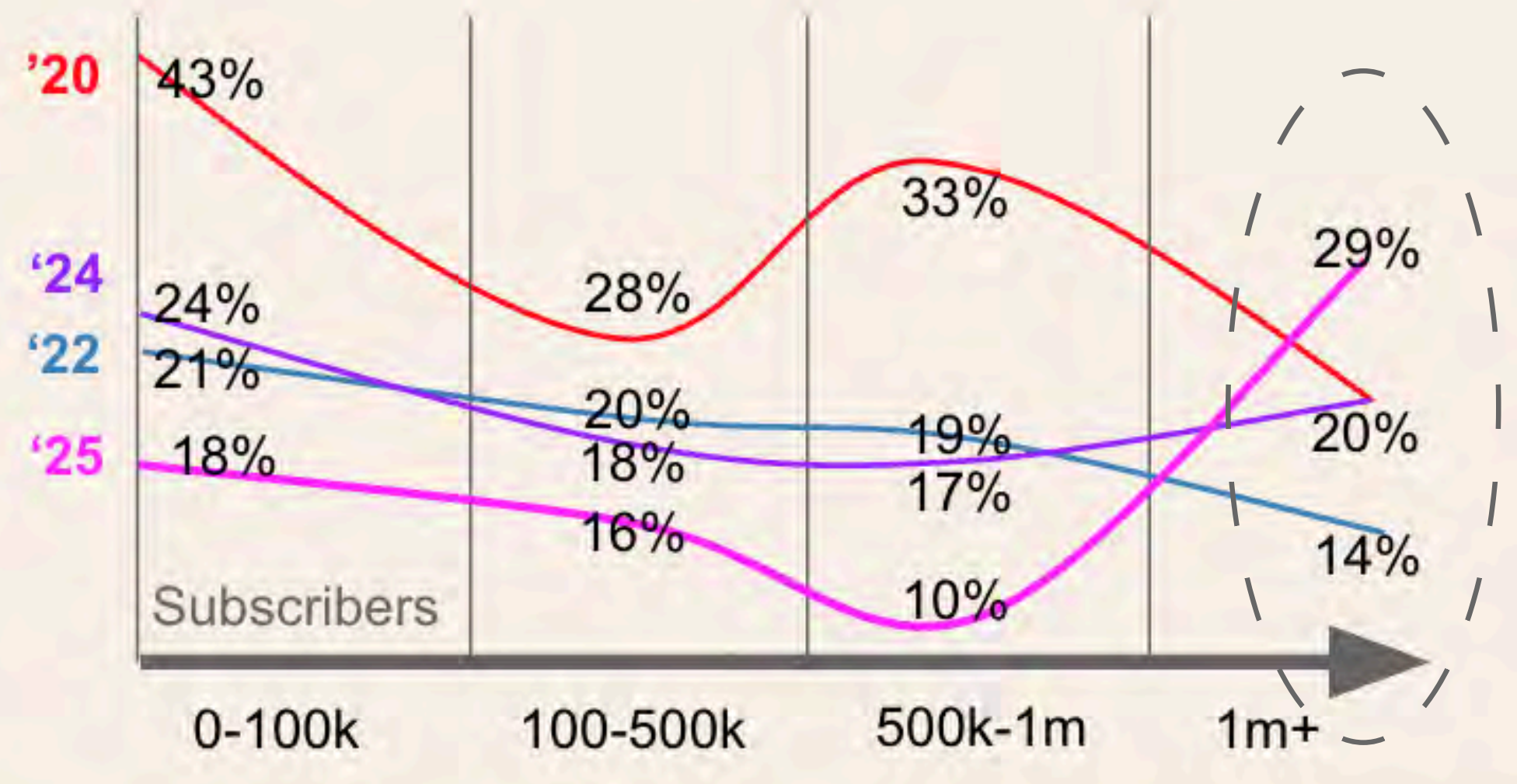


**Implication:** Onboarding and career support are crucial in year 2 to avoid losing rising talent.



# 5-Year Temporary Forecast

MOST EMAILS PROS FEEL MORE SECURE THEN EVER, EXCEPT AT THE TOP.



## Scale = stress.

1M+ subscriber programs carry endless approvals, personalization pressure, and cross-team handoffs.

## Visibility gap.

High ROI doesn't always translate to promotions or decision-making power in big orgs.

## Automation anxiety.

When AI writes your copy and builds your journeys, you start to wonder: "What's left for me?"

**Career sweet spot:** Hitting 100k up to 1M means you've outgrown solo mode but still keep autonomy, making email feel like a stable, recognized craft.

IN OTHER WORDS:

**Your career outlook is  
based on time & size**

HYPOTHESIS

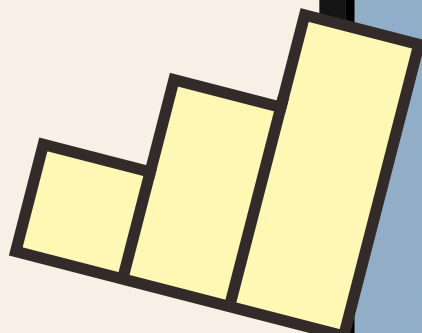


# 5-Year Lasting Forecast

NEWBIES LOVE IT. YEAR-2 QUESTION IT.  
VETERANS CAN'T QUIT IT.



- Organizing assets / people: 22%
- Coming up with new ideas: 20%
- Designs rendering well: 18%
- Feedback / Approvals: 13%
- Dynamic content: 9%
- Small changes: 8%
- Brand police: 4%
- Juggling: 4%
- Code: 2%

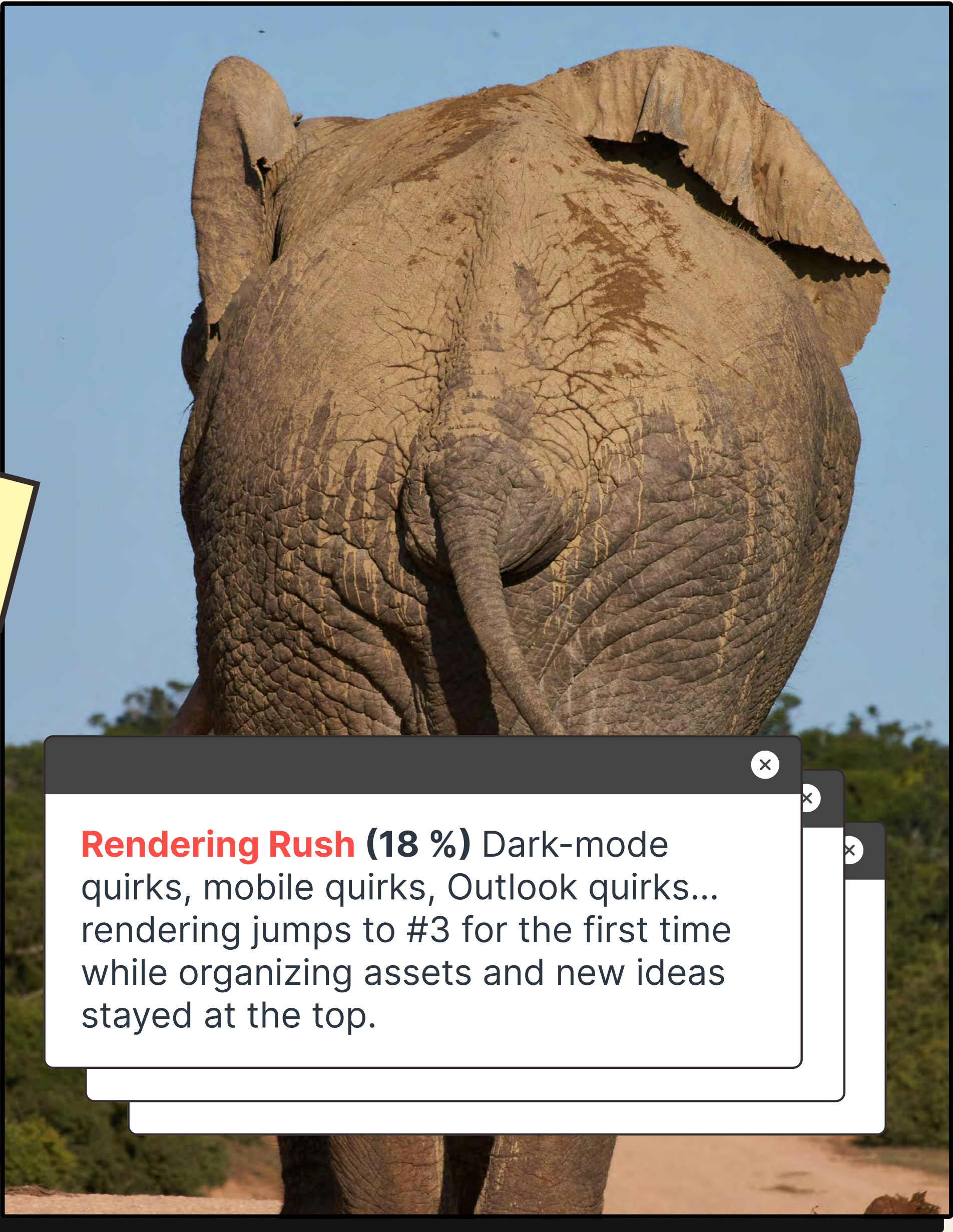


**New pains added.**  
Brand issues, tiny tweaks, and juggling tools all debuted above “code” this year.

**Code relief.**  
Code pain drops 3 percentage points; AI and standardized templates may be doing some of the heavy lifting.

**Dynamic relief.**  
Dynamic content slid from #3 down to #5 (– 9 percentage points), suggesting those toolsets are maturing.

**Rendering Rush (18 %)** Dark-mode quirks, mobile quirks, Outlook quirks... rendering jumps to #3 for the first time while organizing assets and new ideas stayed at the top.

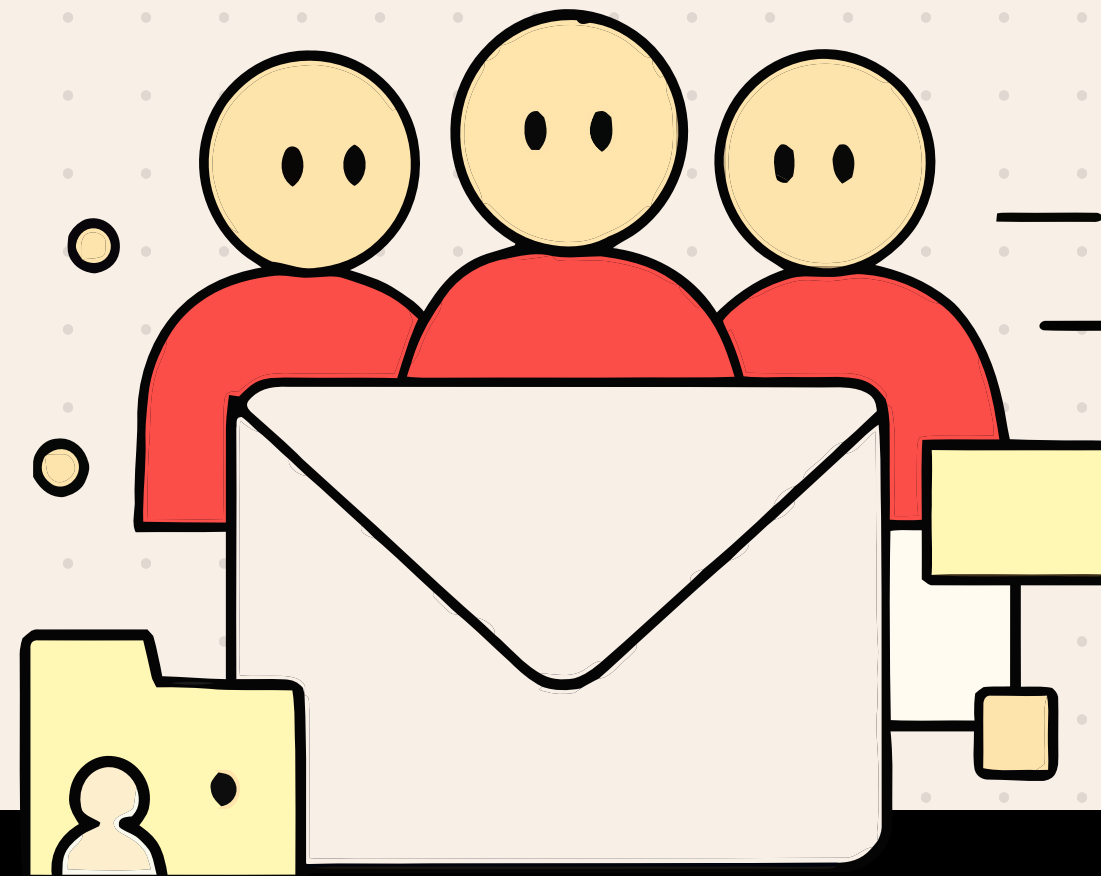




IN OTHER WORDS:

**The struggle is real  
and nothing makes  
it better**

HYPOTHESIS



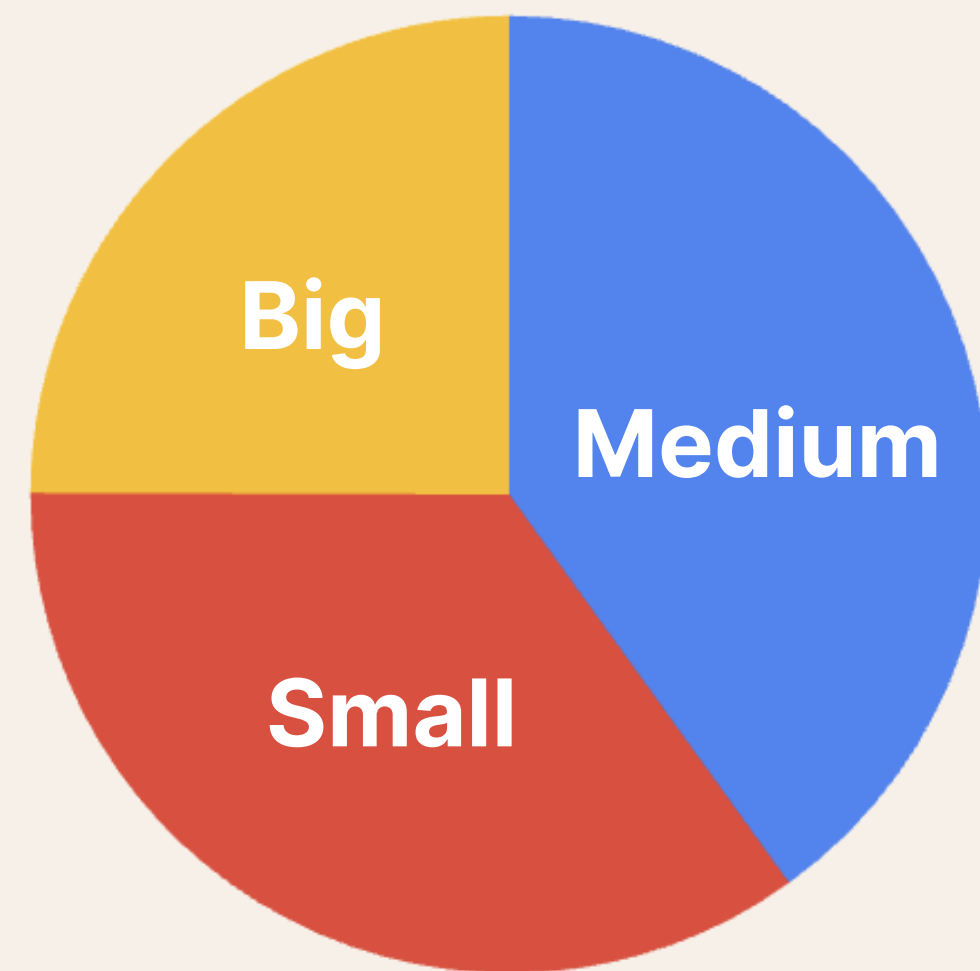
# The Companies

*Small shops to Fortune 500: see who's sending what.*



# Distribution of Company Size

EVENLY SPLIT ACROSS SMALL, MID-MARKET, AND ENTERPRISE.



**Small:** 35%  
**Medium:** 40%  
**Big:** 24%

## Balanced Sample:

Small (<50 Employees), Mid-market (50–500 Employees), and Enterprise (500+ Employees) ensures no single segment skews our findings.





# Most important Metric

CTR STILL WEARS THE CROWN - BUT ITS LEAD IS SMALLER.

- 
- |                               |     |
|-------------------------------|-----|
| 1. Click-through Rate         | 30% |
| 2. Open Rate                  | 20% |
| 3. Revenue Generated per Sub  | 13% |
| 4. Revenue Generated by click | 11% |
| 5. Lifetime Value             | 11% |
| 6. Revenue Generated per Open | 7%  |
| 7. Subscribe Rates            | 4%  |
| 8. Reply Rates                | 2%  |
| 9. Unsub/Spam Rates           | 2%  |

**CTR's crown shrinks.** Even though it still leads, fewer teams single-mindedly chase clicks—other measures are gaining mind-share.

**Revenue metrics rising.** “Rev per sub,” “per click,” and “per open” now rank 3–6, proving email’s direct ROI matters more than ever.





# Most important Metric

YOUR #2 METRIC SIMPLY DOUBLES DOWN  
ON YOUR #1 FOCUS.

1. Click-through Rate
2. Open Rate
3. Revenue Generated per Sub
4. Revenue Generated by click
5. Lifetime Value
6. Revenue Generated per Open
7. Subscribe Rates
8. Reply Rates
9. Unsub/Spam Rates

Open Rate  
Click-through Rate  
Rev by Click  
Rev per Sub  
Rev per Sub  
Rev by Click  
Open Rate  
Click-through Rate  
Click-through Rate

*#2 Priority* 

## Consistent focus.

Teams chasing clicks stick with opens—those chasing dollars stick with revenue metrics.

## Specialization wins.

Very few marketers mix engagement and revenue KPIs at the top two spots.

## Strategy clue.

Your #1–2 pairing tells you whether your team is laser-focused on growth (engagement) or ROI (revenue).

# Most important Metric

\*N/A= LOW RESPONSES / NOT SIG.

## CPG

- 1. Clicks
- 2. **Sub Rev**
- 3. **LTV**
- 4. Opens
- 5. **Click Rev**

## SaaS

- 1. Clicks
- 2. Opens
- 3. **Sub Rev**
- 4. **LTV**
- 5. **Click Rev**

## Non-Profit

- 1. **Opens**
- 2. Clicks
- 3. Subs
- 4. **Click Rev**
- 5. **Sub Rev**

## Higher Ed

- 1. Clicks
- 2. Opens
- 3. Replies
- 4. Unsubs
- 5. N/A

## Banks

- 1. Clicks
- 2. Opens
- 3. **LTV**
- 4. **Sub Rev**
- 5. **Click Rev**

## Healthcare

- 1. Clicks
- 2. Opens
- 3. **Sub Rev**
- 4. **Click Rev**
- 5. Replies

## Travel/Leis.

- 1. **Sub Rev**
- 2. **LTV**
- 3. **OpenRev**
- 4. Clicks
- 5. **Click Rev**

## Media/Pub.

- 1. **Opens**
- 2. Clicks
- 3. Subs
- 4. **Sub Rev**
- 5. N/A

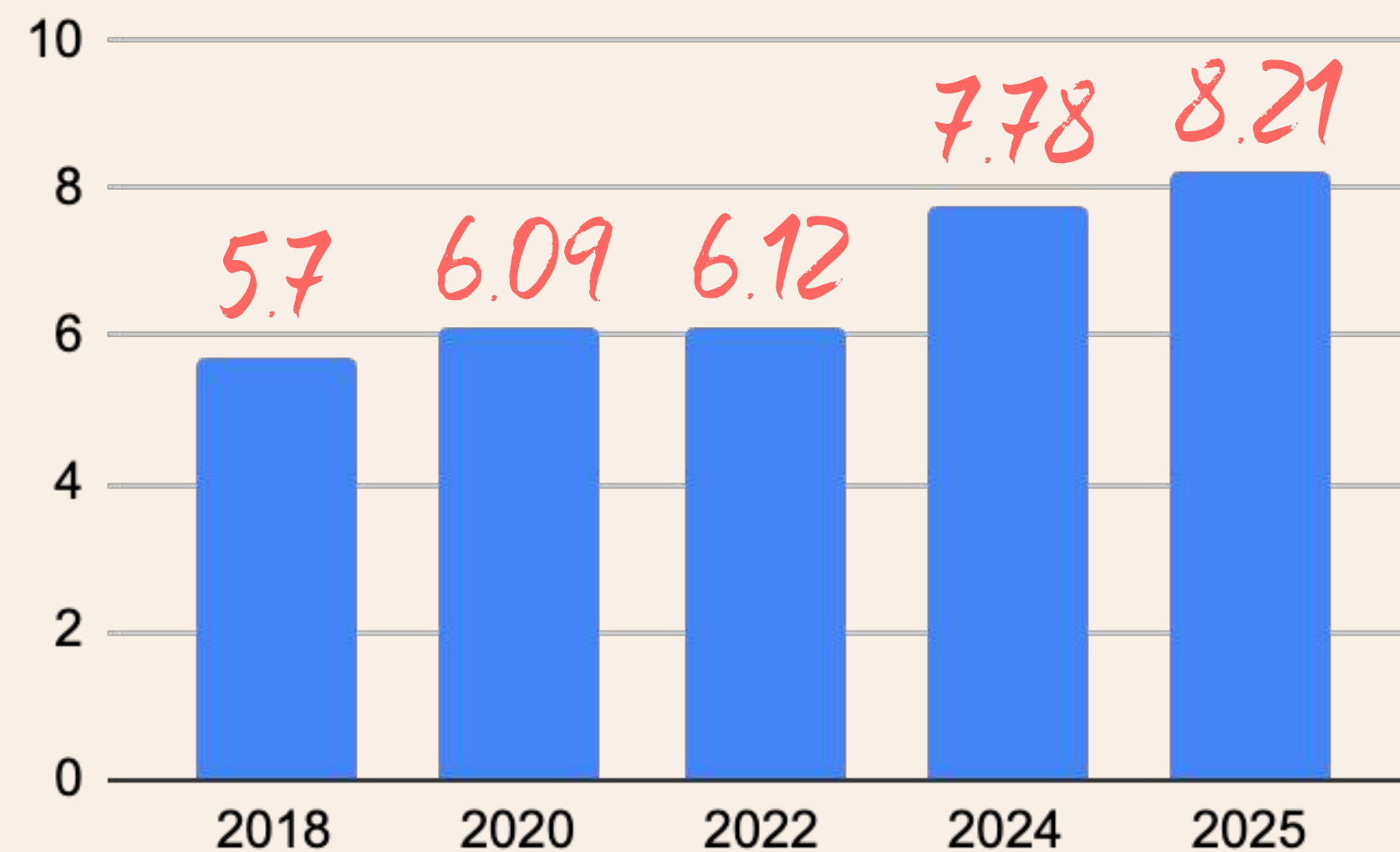
## Sports/Ent.

- 1. Clicks
- 2. Opens
- 3. **Sub Rev**
- 4. **Click Rev**
- 5. Subs

## B2B

- 1. Clicks
- 2. **Click Rev**
- 3. **LTV**
- 4. Opens
- 5. N/A

# Days to complete 1 email



Email creation today isn't just copy and send; it's a maze of **personalized flows, dynamic content blocks, and cross-channel integrations** that rack up approval rounds and QA checks.

At the same time, review committees have ballooned (design, product, legal, the C-suite) so every draft meets more gates before going live. And don't forget the **endless tweaks**: A/B tests, dark-mode optimizations, device-specific previews and decision tree flows.



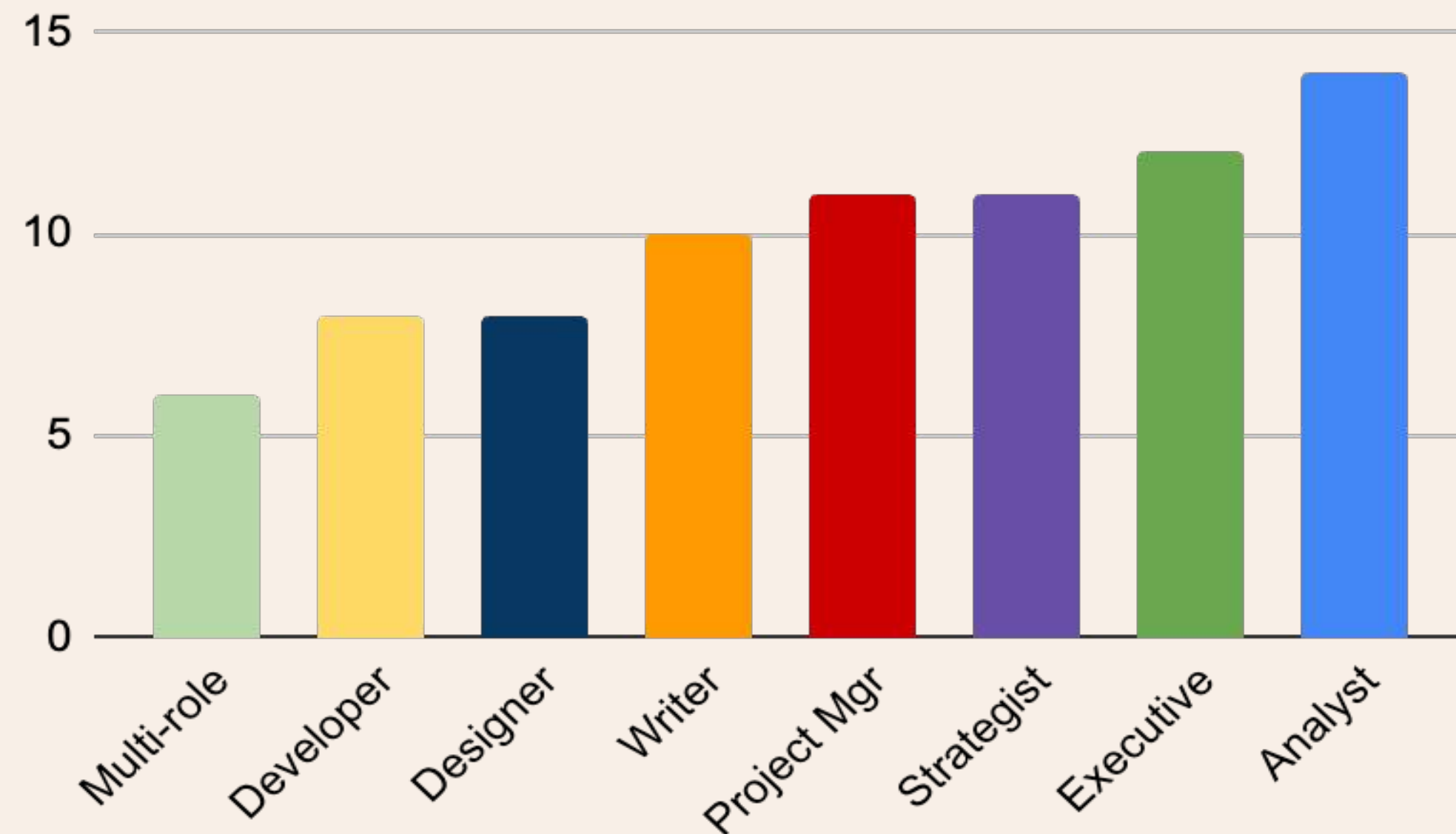
**EMAIL  
CREATION  
NOW TAKES A  
WEEK AND A  
HALF**

**'24 to '25:** almost half a day more to complete a single email compared to last year.

**Compared to '18:** a 44% increase. Yikes.



# Days to complete 1 email



**Deep work takes time.** Specialists (analysts, execs, strategists, PMs) layer on more testing, personalization, and stakeholder sign-offs.

**Generalists move faster.** Multi-role folks skip some of those hand-offs, so they knock out emails in about half the time.

**Balance is key.** Too much complexity or reliance on a single specialized role can stall your pipeline; too little may sacrifice sophistication.

Which roles take the longest?

**Strategists:** as more move to this role, they are deep into audience research, journey mapping, and multi-variant testing which increases the time it takes to finish an email.



# Numbers of Emails at One Time

THE NUMBER OF EMAILS YOU ARE JUGGLING IS LARGELY DEPENDENT ON YOUR ROLE.

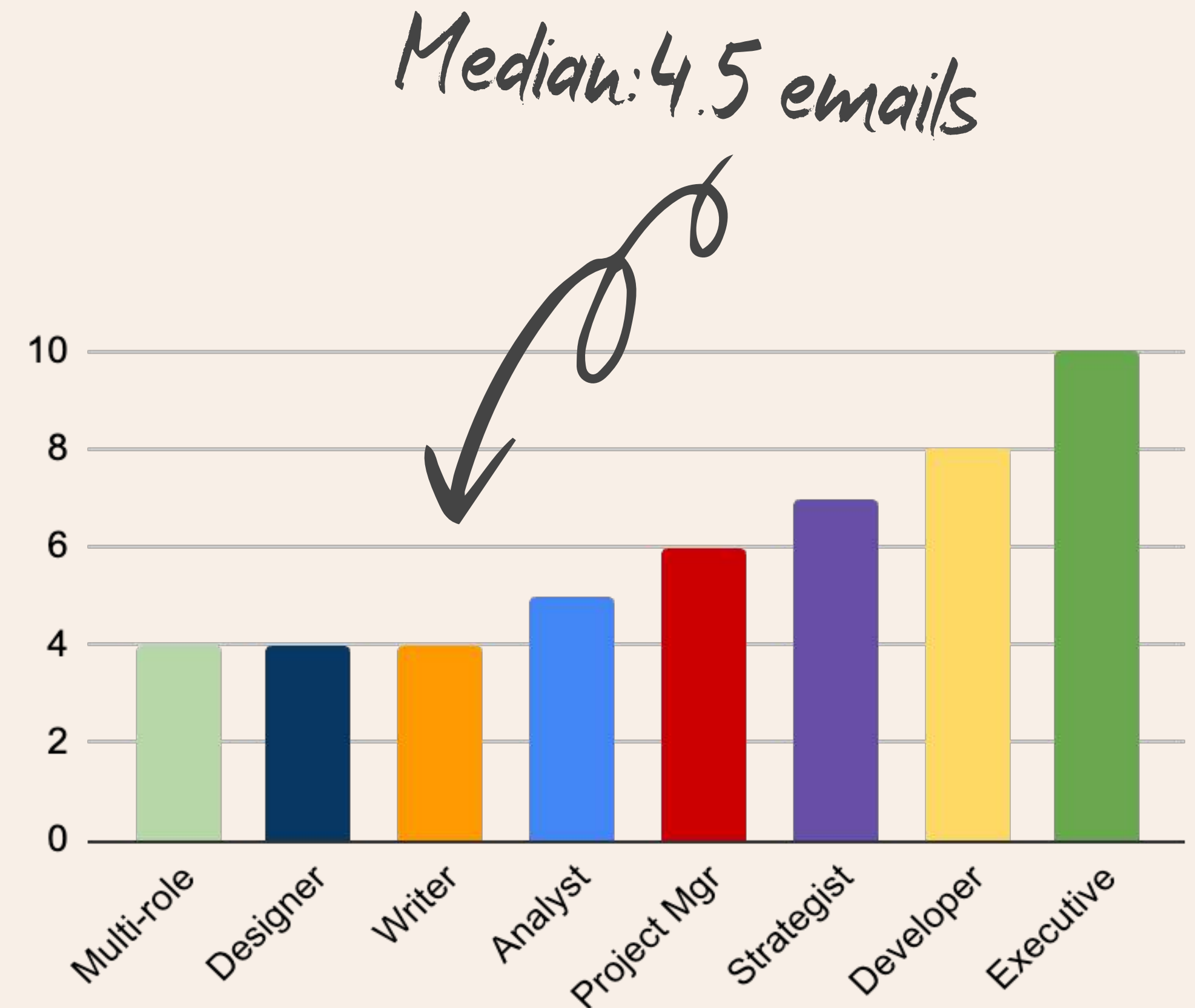
**Oversight vs. Output.** Heavy orchestration for execs slows delivery; clear task scopes help devs power through their queue.

**Strategists in the middle.** Juggling ~7 emails is likely the leading culprit to strategists' average of 11 days to produce one email.

**Less context-switching overhead.** Roles like writers or designers own the creative or the copy for each send (not the whole strategy or QA process—so they may get fewer “live” emails in their queue.

Fresh  
data!

100%



Tip

If you're drowning in oversight or buried in context-switching, lean on streamlined processes, shared workspaces, brand guidelines, or cross-training to speed it up.



# Total Yearly Costs in '25

AVG TIME:

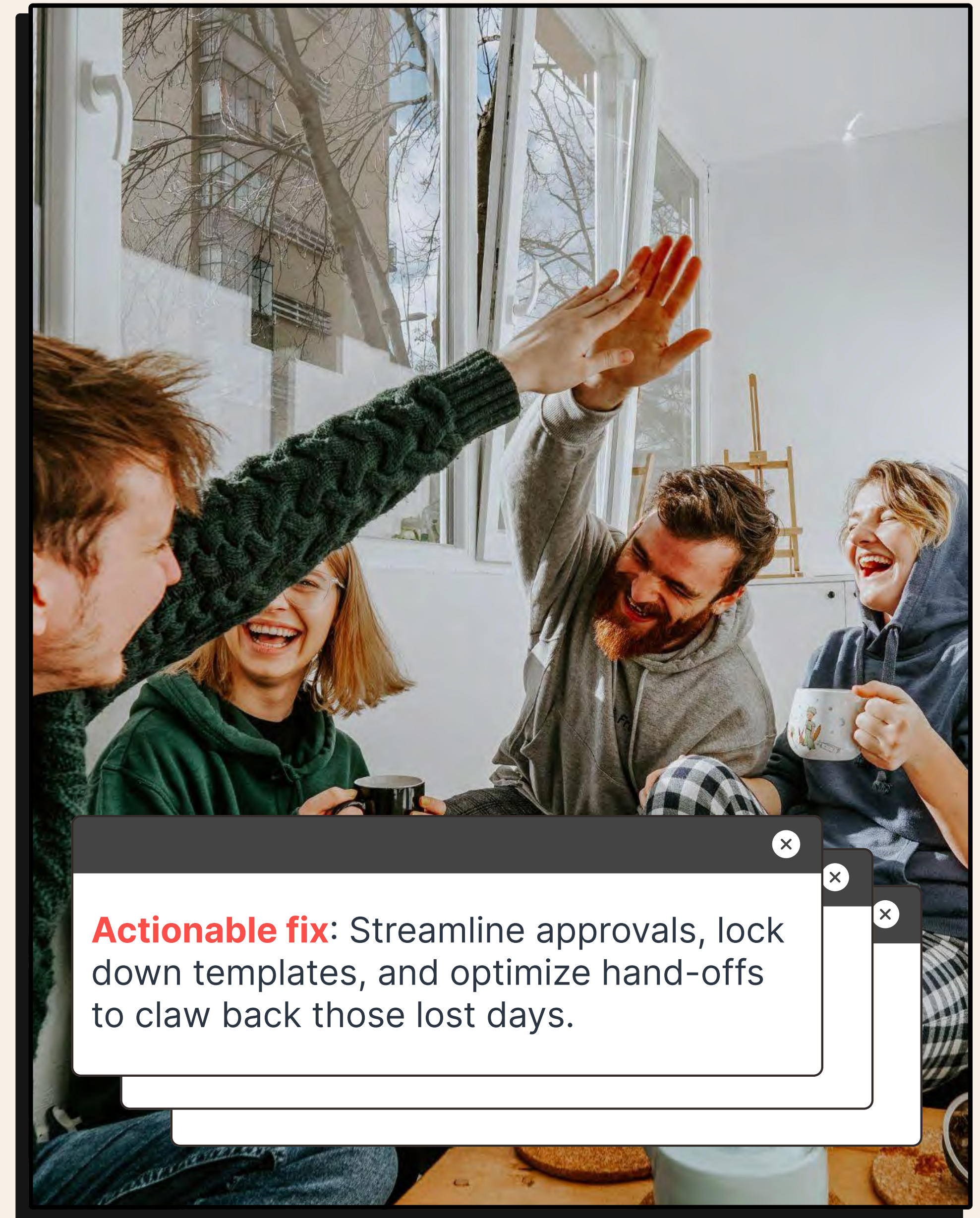
↑ 0.48 DAYS COMPARED TO '24  
AVG WORKLOAD:  
UNCHANGED (SAME AS '24)

= 17.8 extra business days per year.

Because workload stayed flat but each campaign drags on half a day longer, makers lose nearly **3½ weeks** of annual capacity to email alone.

## Why it matters:

- **Efficiency gap:** Small per-send delays compound into big calendar hits.
- **Opportunity cost:** 17.8 days is enough time to plan and launch two major holiday campaigns—or finally tackle that backlog of process improvements.



**Actionable fix:** Streamline approvals, lock down templates, and optimize hand-offs to claw back those lost days.



IN OTHER WORDS:

**Email is not just hard.  
It is even more hard.**

HYPOTHESIS



# The Tools

*The apps and integrations you actually use.*



# Who uses what?

Small  
Companies

Klaviyo: <b>30%</b>	2024: <b>25%</b>
Mailchimp: <b>18%</b>	2024: <b>17%</b>
Hubspot: <b>7%</b>	2024: <b>11%</b>

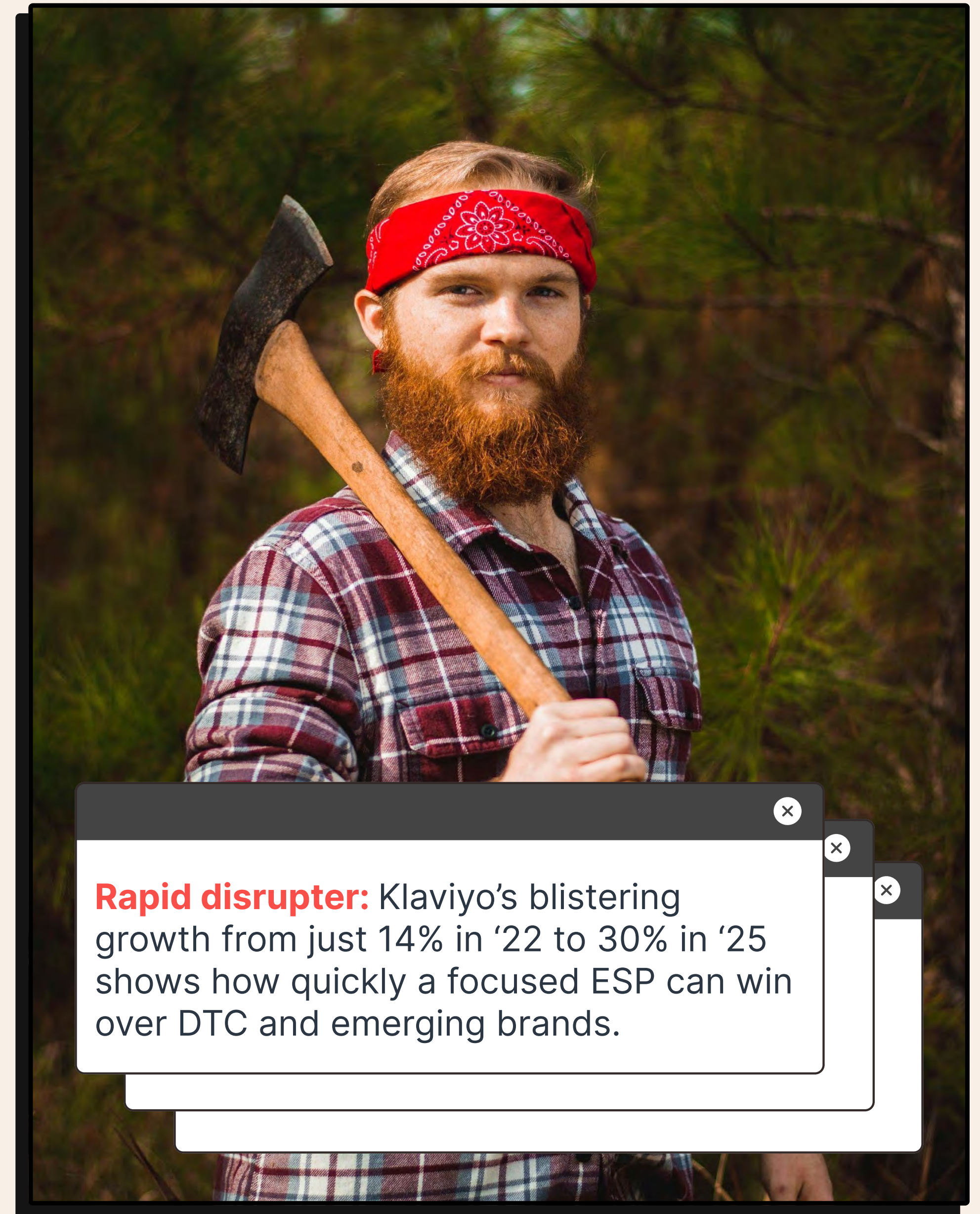
Medium  
Companies

Salesforce: <b>18%</b>	2024: <b>18%</b>
Klaviyo: <b>14%</b>	2024: <b>12%</b>
Hubspot: <b>13%</b>	2024: <b>10%</b>



Large  
Companies

Salesforce: <b>36%</b>	2024: <b>30%</b>
Adobe: <b>8%</b>	2024: <b>8%</b>
Braze: <b>7%</b>	2024: <b>6%</b>



**Rapid disrupter:** Klaviyo's blistering growth from just 14% in '22 to 30% in '25 shows how quickly a focused ESP can win over DTC and emerging brands.



# In Need of Extra Toppings

64%

supplement their ESP  
with another tool.

*Most Supplemented*

Sinch: **98%**  
Sendgrid: **92%**  
Braze: **81%**  
Iterable: **73%**  
Salesforce: **72%**

Adobe: **69%**  
Klaviyo: **61%**  
MailChimp: **58%**  
Hubspot: **52%**

**Fresh  
data!**

100%

**No tool does it all:** Most teams still layer in specialty services (external builders, advanced deliverability, or SMS integrations) because no single ESP can solve the entire solution. But a 4 point decline since 2024 hints at closing feature gaps and more end-to-end functionality.



# In Need of Extra Toppings

Small  
Companies

55%

supplement

Medium  
Companies

64%

supplement

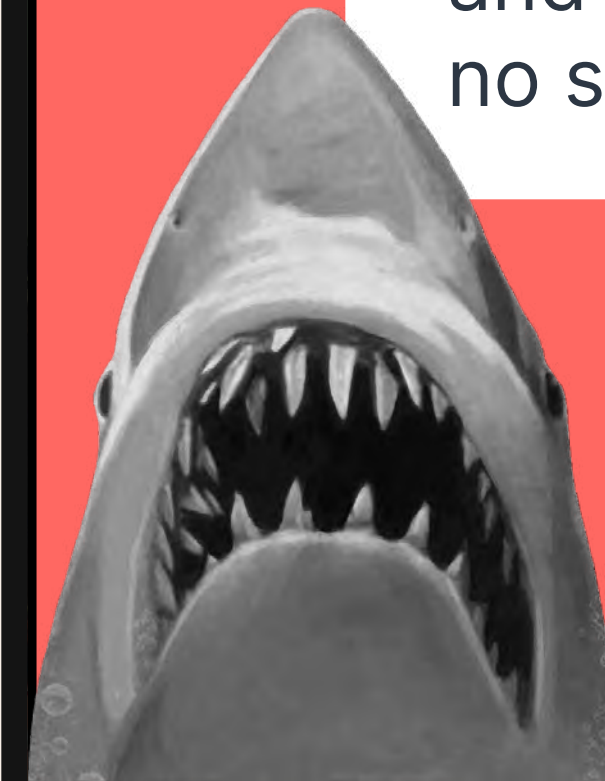
Large  
Companies

76%

supplement

**Complexity:** As companies scale, they not only add headcount, they also bolt on best-of-breed tools to satisfy specialist roles.

That jump from 55 % at small shops to 76 % at enterprises mirrors our earlier finding that larger teams (and more senior strategists, analysts, and devs) demand advanced deliverability, personalization, and analytics capabilities that no single ESP fully covers.





# Rate your Email Tools



**Average**

*\* No change since 2018*



**Industry NPS**

*\*A score above "0" is good,  
above "20" is great, and  
above "50" is considered "excellent."*

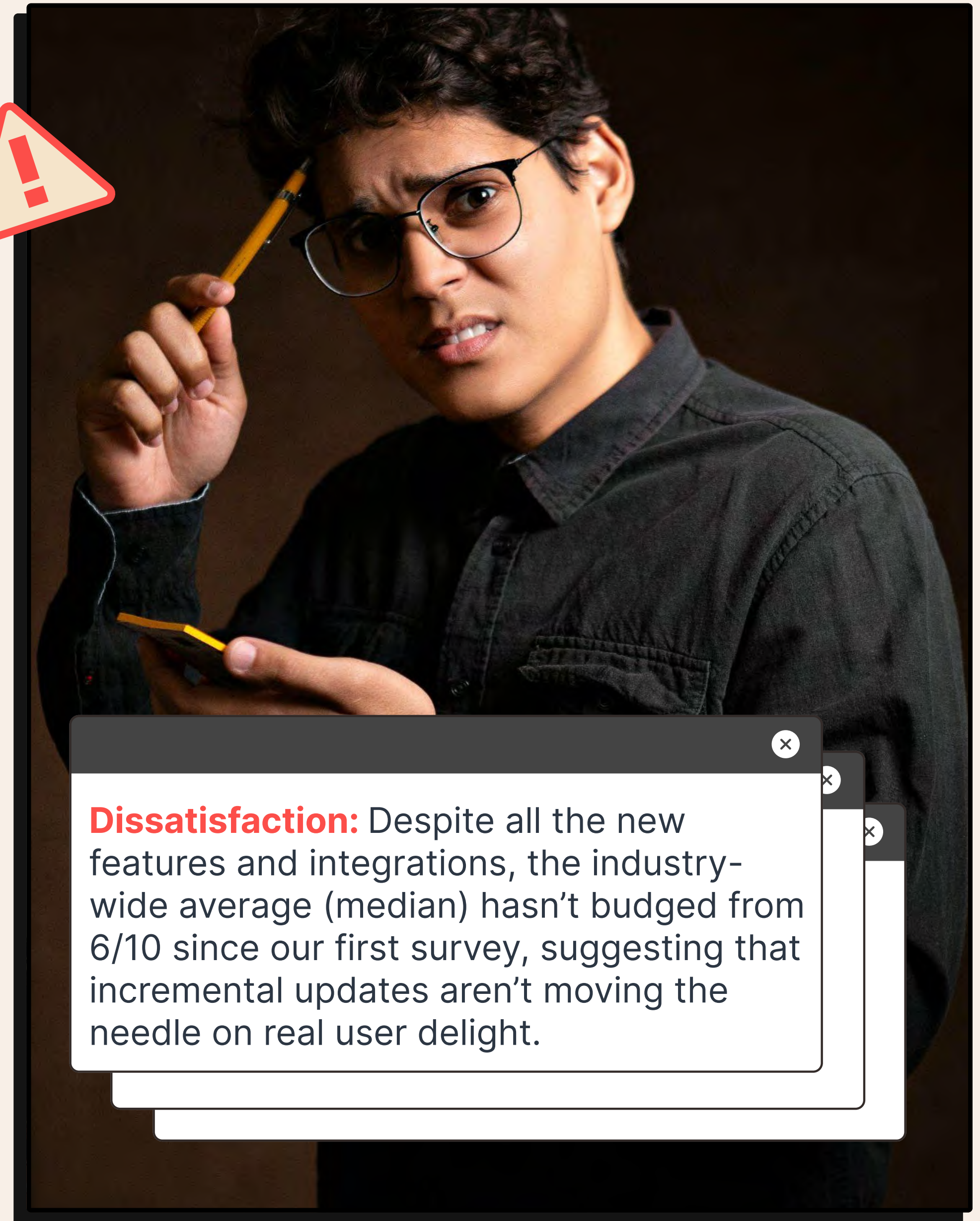
*Highest rated*

Klaviyo	7.8 / 10
Braze	7.7 / 10
Listrak	7.3 / 10



*Lowest rated*

Benchmark	4.4 / 10
Emarsys	4.0 / 10



**Dissatisfaction:** Despite all the new features and integrations, the industry-wide average (median) hasn't budged from 6/10 since our first survey, suggesting that incremental updates aren't moving the needle on real user delight.

IN OTHER WORDS:

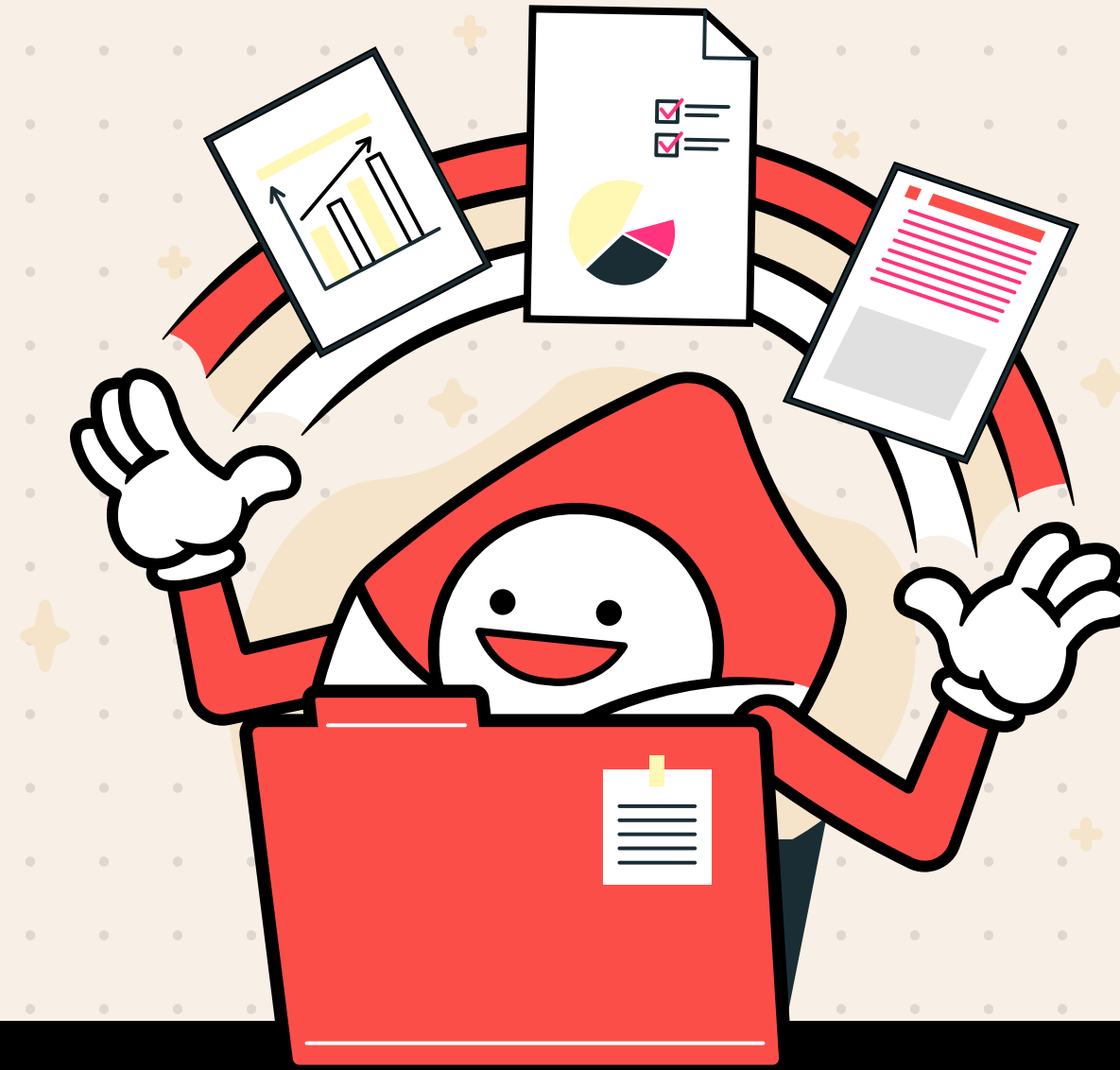
**No matter who's  
winning, no ESP is  
close to perfect**



PSSST

If it's a template builder that  
you need to top up your ESP,  
**Beefree** is the obvious choice.

Start a free trial



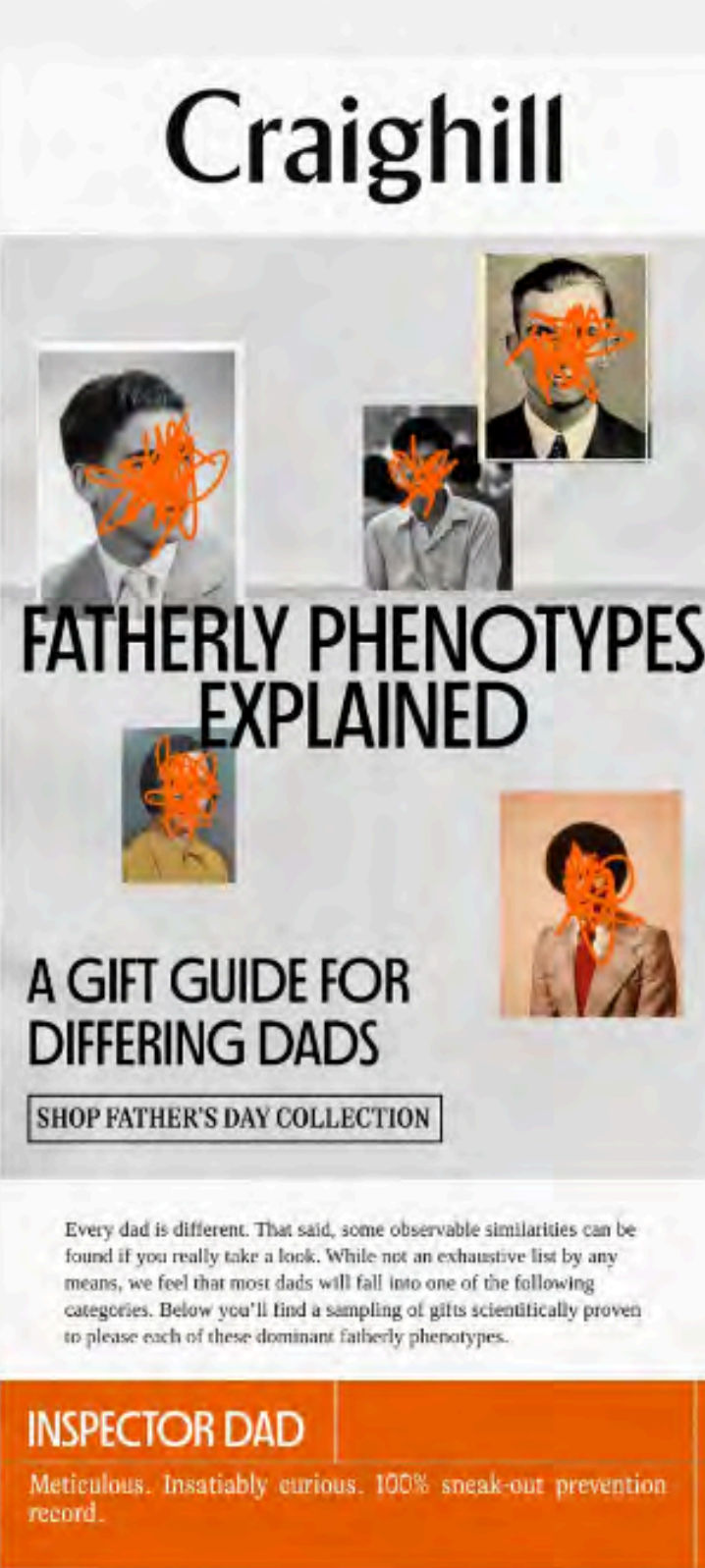
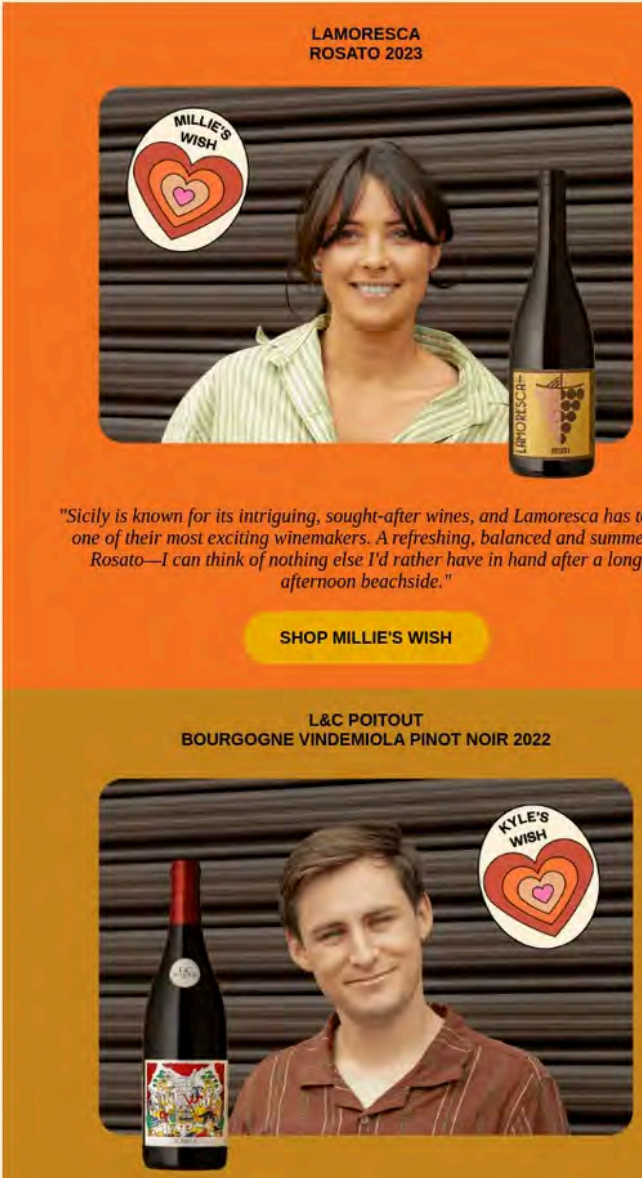
# The Designs

*A sneak peak at some trends happening right now and why*



# Doodles over images

**Add Personality:** Illustrations can add an extra element that keeps the eye moving, bringing in an organic and authentic feel.





# Comfort-driven design

**Honesty & warmth:** Moves away from bold and edgy in favor of something that feels real, relaxed, and emotionally in tune.

\$20 Productivity Gummies + Free Shipping for first-time subscribers with code **FOCUS20**

ASYSTEM

Shop Now

Maximize Your Summer Energy

Not All Focus Comes in a Cup—no brewing, no burnout.

ASYSTEM PRODUCTIVITY

ASYSTEM

Whether you're on a call from Capri, prepping your next move from your home office, or boarding for Bali — this is the edge your summer mornings demand. The world doesn't stop for your second coffee. Why should your energy?

Shop Now

Toss the Coffee. Pack this Instead.

One bite. No brewing. No waiting. No compromise.

Duck Camp

STAFF PICKS

Hats That Go the Distance

We asked the team to share their favorite hats—the ones they wear day in and day out. From sun protection to classic style, these picks rose to the top.

SHOP STAFF PICKS

The Pronghorn Hat

"The Pronghorn hat is my go-to everyday field hat whether I'm chasing pheasants on the prairie or headed to my favorite dive."  
— Mason

Pixel Nest Stadia

A few degrees can make a big difference.

Go eco this Earth Day with Nest thermostats. They're designed to help you save energy whether you're home or away.

Shop now

75,100,723,934 kWh

ce 2011, Nest thermostats have saved enough energy to lig the world for a week.

PRESS

Feel Less Puffy, More Like You

BEAT THE BLOAT

We all know the feeling - **bloated, uncomfortable**, wondering what on earth we ate that caused it. Wh it's down to **digestion, hormones**, or just a busy, str week, bloating can throw you off.

It's frustrating - but also totally fixable. That's why a people turn to PRESS juice cleanses to **reset and lighter**. But do they actually work?

In our latest blog, we break down:  

What causes bloating (and why it's so common)

COMING (VERY) SOON

Jot

...And Everything Nice.

Get on the List

LET'S SPICE THINGS UP

One of your most-requested flavors launches this week. Want to be first in line? Sign up for Early Access.

Get Early Access

ENJOY ALL OF THE TIMES: \$50/YEAR.

The New York Times

Unparalleled coverage.

Save on it all: News, puzzles, recipes, podcasts, product reviews and sports included.

BEST VALUE

\$325 \$50 for your first year.

PROCEED TO CHECKOUT

PayPal

Apple Pay

Billed as \$50 for your first year, then \$25 every four weeks thereafter. Cancel anytime.

\$6.25 \$1/week for your first six months.

PROCEED TO CHECKOUT

PayPal

Apple Pay

Billed as \$4 every four weeks for your first six months, then \$25 every four weeks thereafter. Cancel or pause anytime.

Interested in Home Delivery? Get 50% off print for your first year. [See offer.](#)



# Dark-er mode

**Confident & polished:** Bright text, sharp images, and layered elements on a darker background bring clarity and focus.

HAWAII

FLAMINGO ESTATE

SPR. '25

ALOHA

SPRING 2025

This is the first time we've ever curated a box that draws entirely from farms in one region. It's our honor to do so, and a glimpse into the richness and generosity of the land — and the care with which it is being tended by these incredible people.

HAWAIIAN ISLANDS SUB BOX

THIS BOX IS A TRIBUTE TO THE

THE NORTH FACE

MEN WOMEN KIDS FOOTWEAR XPLR Pass OUTLET

The North Face®

MOUNTAIN JACKET™

The jacket the elements are afraid of.

Unisex GORE-TEX® Mountain Jacket™

Built with GORE-TEX® like the 1985 original, the unmistakable GTX Mountain Jacket is ready for what's next.

Shop now

High-altitude performance

Alpine pockets and pit-venting bring on-mount features to your everyday.

Cyber Monday Countdown

Unlock 30% Savings with DJI

Keep Riding the Black Friday Wave!

Shop Now

Innovative Products

Choose from DJI's latest and greatest for when you explore the world around you day or night.

Osmo Pocket 3

DJI Mini 4 Pro

alice

it's love, by the spoonful

100% donated to LA fire relief

introducing

alice x Ghia

our spiciest collab yet

shop the collab

this valentine's day, we've teamed up with ghia to create something truly irresistible. a happy ending twist on their iconic ghianduja chocolate spread.

a crunchy, spicy, alice-infused take on ghia's ghianduja hazelnut spread with crushed almonds and puffed quinoa.

MASTERWORKS

LAUNCHING NOW

The Mysterious Art Mogul

BANKSY

INVEST NOW

Offering & Artist Overview

This Is Not A Photo Opportunity (2007)

This painting is a prime example of Banksy's 'vandalized' oil paintings, which feature provocative phrases painted over readymade artworks the artist sources from flea markets.

\$2.28M

Initial Offering Size

19.4%

Similar Sales Growth ('07-'23)

60.0%

Artist Record Price Growth ('03-'24)

1.39

Risk-Adjusted Appreciation ('06-'22)

â€œVandalizedâ€ Oils Have Been A Hit

Popular Series, Growing Demand

adegen®

Tailor Your Treatment

with our ARB Topical Solution

We understand that hair loss varies from person to person, which is why we offer three distinct formulations of our [ARB Topical](#).

Whether you're just starting your journey or seeking powerful intervention, **we have the right solution tailored for you.**

DISCOVER THE DIFFERENCE

ARB Topical

5

Often hailed as our liquid gold, our ARB Topical-5 is ideal for early-stage thinning.

Recommended for most individuals, this formulation delivers effective results with consistent daily use.

ARB Topical

15

For individuals experiencing more significant hair thinning.

ARB Topical-15 offers enhanced strength to combat the effects of hair loss.

ARB Topical

15X



# Designed text

**Not a cold-email:** A non-designed email seems like a dead giveaway that someone wants our money or they didn't put much thought into it.

Calibrate

YOUR WEIGHT LOSS PROGRAM CHECKLIST

When considering weight loss programs, it's important to make sure they meet these four standards—as they're key to ensuring lasting results, safely.

- Prescribes only GLP-1s**  
Our doctors only prescribe GLP-1s—never stimulants. But GLP-1s aren't for everyone. That's why every Calibrate member takes our [2-minute eligibility quiz](#), to see if they qualify for our comprehensive treatment plan.
- Offers comprehensive support beyond medication**  
The "secret" to lasting weight loss? A comprehensive treatment plan that addresses your underlying physiology and helps you establish new lifestyle habits. See for yourself in our [2024 Results Report](#): 18% average weight loss, sustained for over two years.
- Includes a face-to-face visit with an experienced doctor**  
Every Calibrate member meets face-to-face with a board-certified doctor. Together, you'll review your in-depth labs and discuss your GLP-1 prescription. And 99% of members are satisfied or extremely satisfied with their 1:1 visit.

Join Calibrate

HOW IT WORKS RESULTS MEDICATION

Have questions? Check out our [FAQ](#).

Abrigate con estilo  
Versión online

Mujer Hombre Kids Tiendas

Desigual.

NUEVAS  
CHAQUETAS  
:  
AMERICANA  
Y "DEMURE",  
BABY. LA  
HÍBRIDA  
PARA  
ESTILOS  
Y MENTES  
ABIERTAS.  
Y EL SASTRE  
PATCHWORK  
TODO  
CARÁC-  
TER.

AWAY

Shop Get \$40

Hi there,

Still haven't finished your holiday shopping? Same. That's why we're sending a friendly reminder: Free ground shipping ends tomorrow, December 12, at 11:59 p.m. ET, for guaranteed delivery by December 24.\*

Need a little gift inspiration? Our [Gift Guide](#) is basically a cheat sheet for holiday hero status. From best-selling [suitcases](#) and [stocking stuffers](#), to every bag and travel organizer in between—there's something for everyone.

Even more amazing news: you can still save up to 20% off all [Flex luggage](#).\*\* The ultimate gift for the overpacker in all of us—and, let's be honest, one of the reasons we're your luggage brand's favorite luggage. Hurry, only one day left.

Plus, when you order now you'll get it delivered by December 24.

Holiday magic? Absolutely.

~ The Away Team

SHOP NOW

FREE SHIPPING  
OVER \$100\*

SHOP THE  
GIFT GUIDE

GIFT WRAPPING  
IN STORE

NEW ARRIVALS

my mind

Hi Smiles Davis,

It's me, your new mind again.

I don't want to be annoying. I know you have a lot on your real mind right now. For example that "just checking in" email you've left unread for the last two weeks. It's OK, we all have that email.

I know when you hear from your mind, it's not always a positive thing. "Did you lock the door?" it's always asking. "You don't call your mother nearly enough" it nags. "What if everyone thought you sounded stupid in that meeting, and your boss is about to call you into the office to fire you, and what if your dog runs into the street for no good reason at all and that mole on your leg isn't as innocent as you thought?"

Your real mind loves bothering you with this stuff. So much so, you have no clarity of mind to focus on the present.

Give yourself  
space to think

Which is why you signed up for your new mind.

Your new mind is a respite from the chaos and pressure of the real world. It's a place you can go to escape, to remember who you are and what you care about, to feed your real mind with positivity and beauty.

At least, that's what it will be when you start using it. Are you ready to give your real mind a break?

START BUILDING YOUR MIND

You're receiving this email because you are a member of [my mind.com](#).

Cometeer

Dear Smiles Davis,

I'm Matt, the CEO of Cometeer, and I wanted to start by saying thank you for giving our product a try. Even though you're no longer a subscriber, I appreciate that you've supported our mission to bring positive change to the coffee-verse, from roaster to farmer to consumer.

I'm writing today to ask for feedback on your Cometeer experience in a brief survey. Your input would be greatly appreciated because, as you know, we still have a lot to learn and a long way to go.

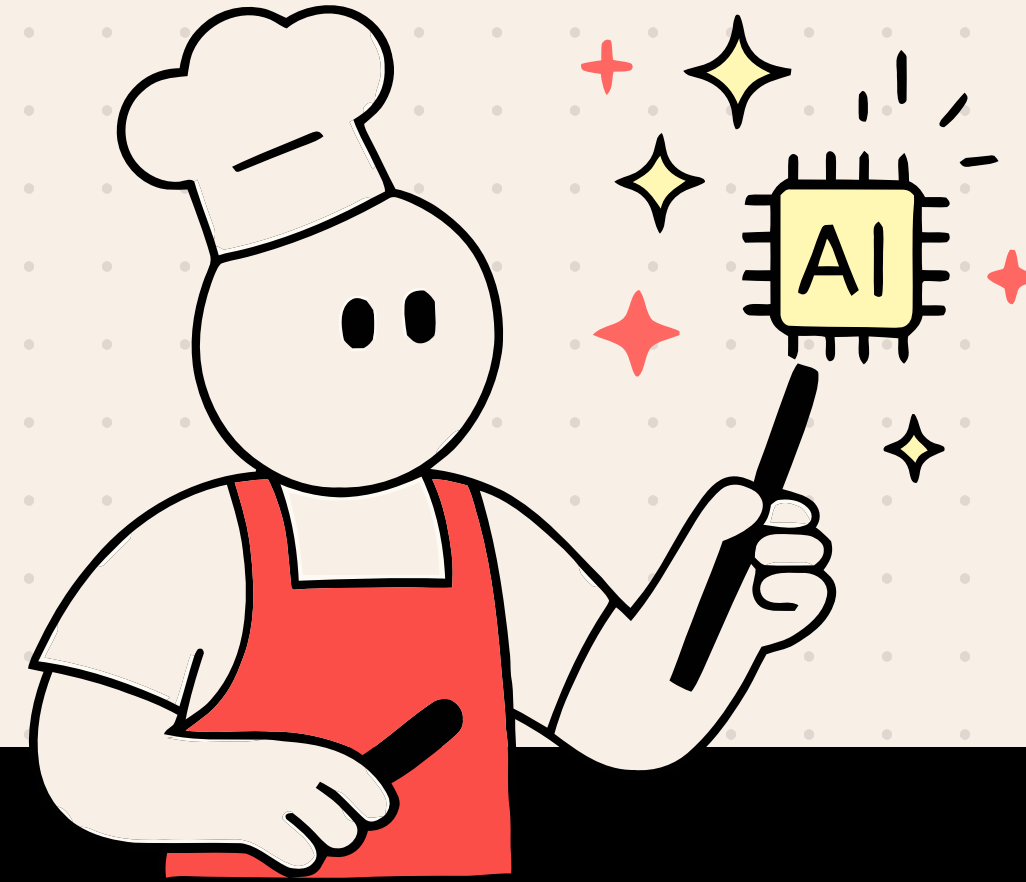
As an extra token of our gratitude, we're also offering a \$25 Amazon gift card if you're interested in providing additional feedback during a phone interview. Click below to get started.

TAKE THE SURVEY

The best coffee is yet to come,  
Matt  
CEO / Co-Founder

Cometeer A-21 Great Republic Dr  
Gloucester, MA 01930





# GenAI

*How are you leveraging new tech? Here's a quick AI adoption deep dive.*



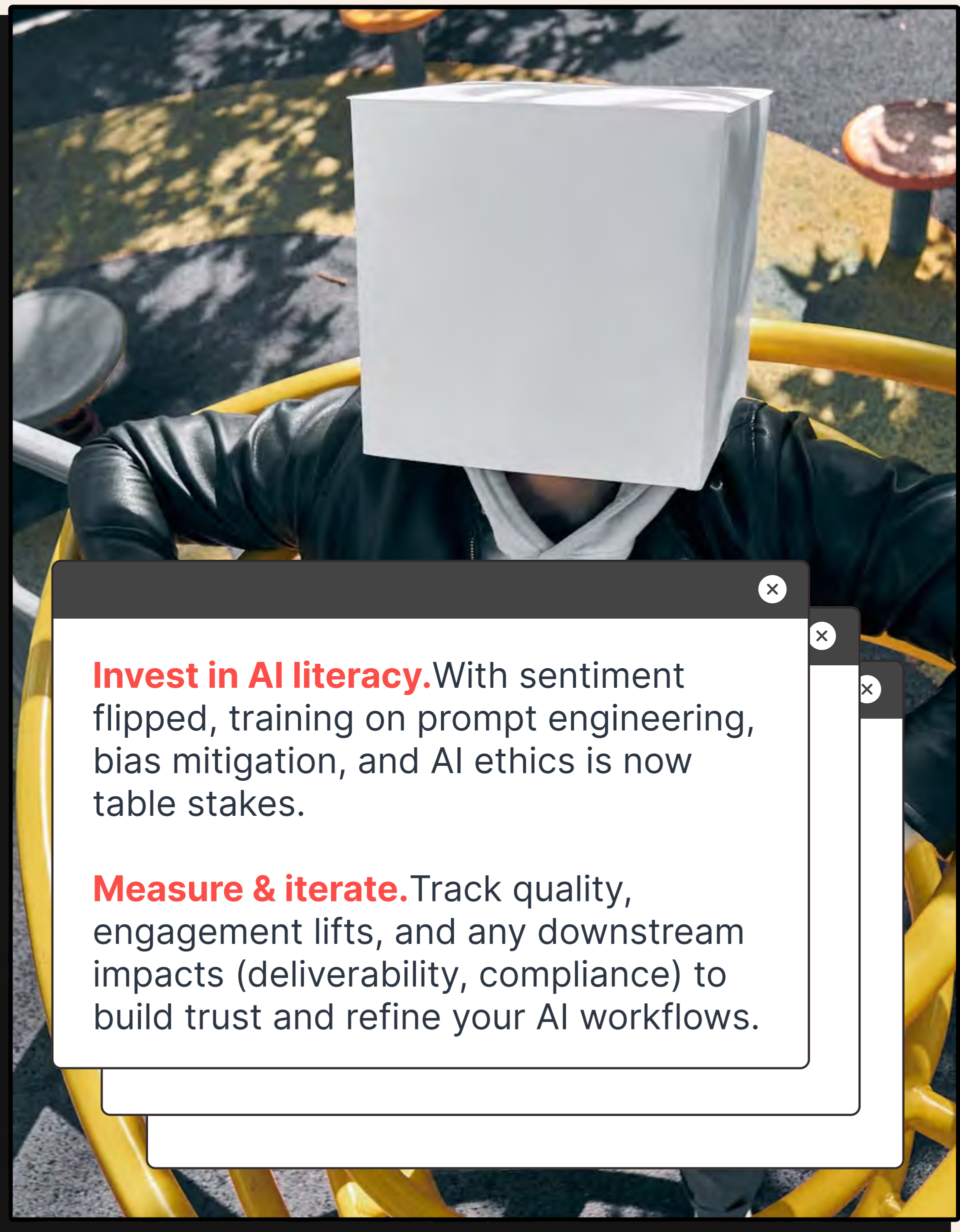
# AI: The Future?

Last year: **78% said No**

This year: **66% said Yes**

This dramatic swing (an astonishing **144-point turnaround**) shows how rapidly generative AI has matured and been embraced in the inbox. Last year, most teams didn't trust AI to handle anything more than basic drafts.

Today, two-thirds of respondents see AI as the future of email, fueled by smarter integrations in ESPs, better natural-language models, and easy "AI assist" features baked right into campaign builders.



**Invest in AI literacy.** With sentiment flipped, training on prompt engineering, bias mitigation, and AI ethics is now table stakes.

**Measure & iterate.** Track quality, engagement lifts, and any downstream impacts (deliverability, compliance) to build trust and refine your AI workflows.



# AI: The Future?

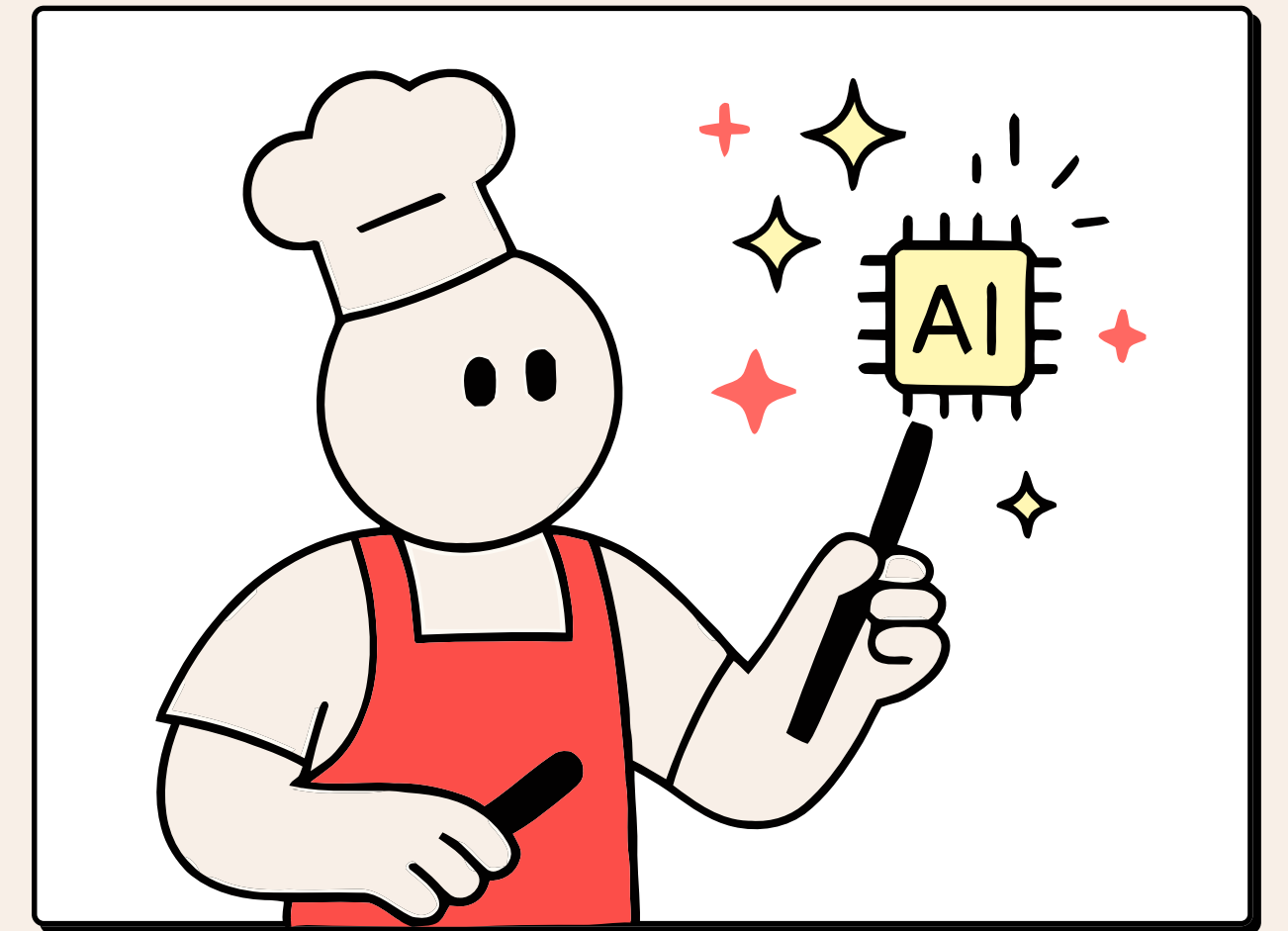
2024

*If you did, what for?*

Copywriting: **31%**  
Personalization: **16%**  
Finding Trends: **12%**  
Better Segmentation: **12%**  
Code from Scratch: **10%**  
Campaign Ideas: **10%**

2025

Copywriting: **87%**  
Personalization: **45%**  
Finding Trends: **20%**  
Better Segmentation: **19%**  
Code from Scratch: **15%**  
Campaign Ideas: **10%**  
Design: **10%**

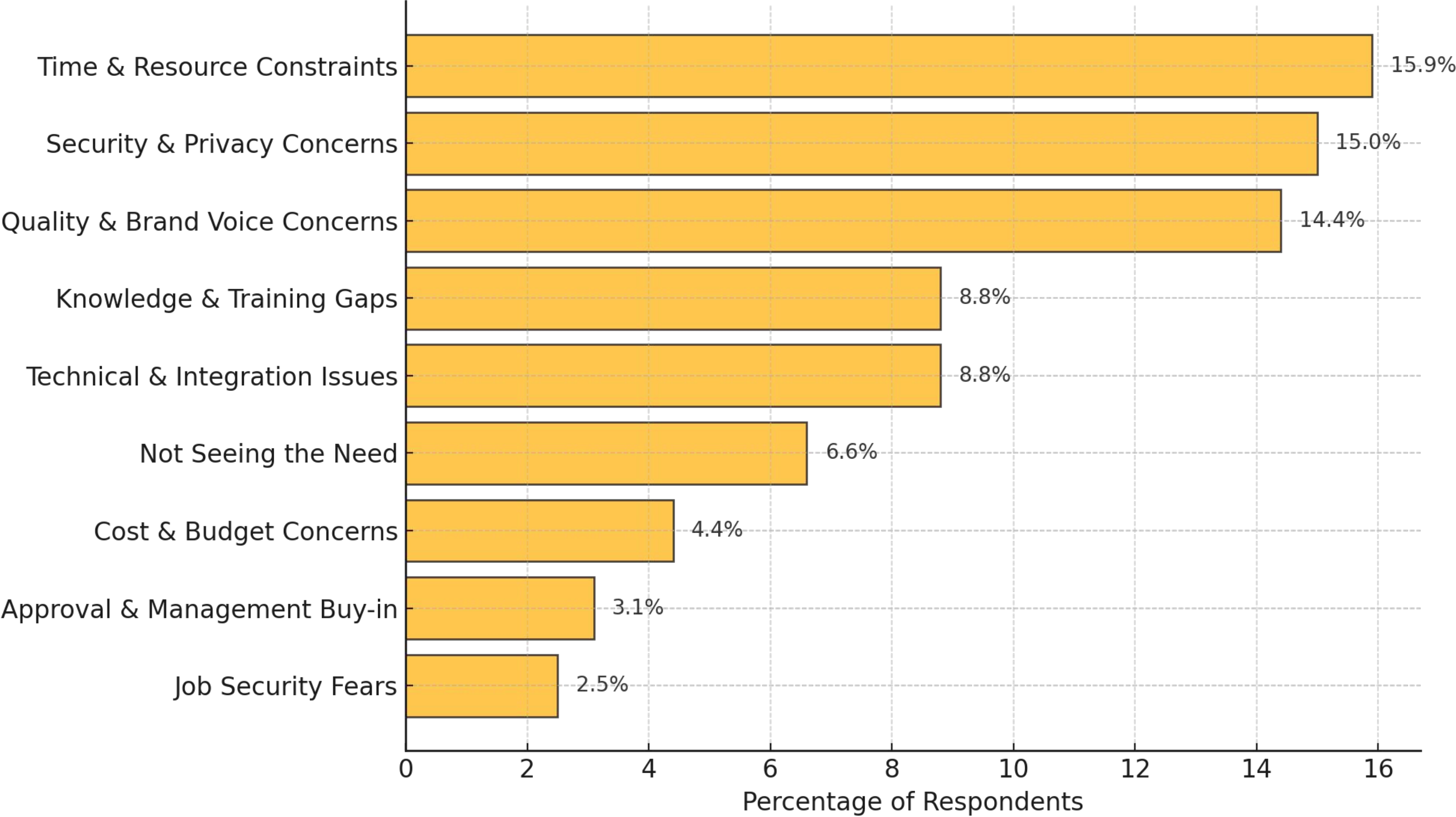
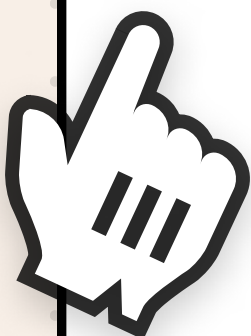


This shows that we're finding new use cases than what we originally believed we'd use AI for; the biggest use case is copywriting.

While AI is displacing some of the basic newsletter and subject-line work, copywriters are increasingly shifting into **editorial, strategy, and oversight** roles, ensuring that copy truly connects, converts, and aligns with brand values – even if it is AI generated from the beginning.



# Primary Barriers to AI Adoption in Email Marketing (2025)

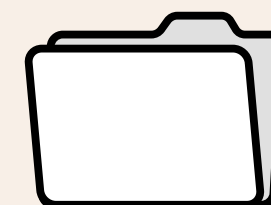
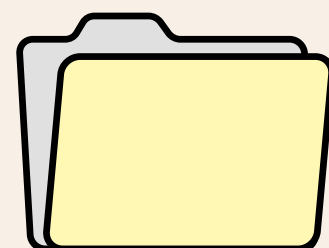
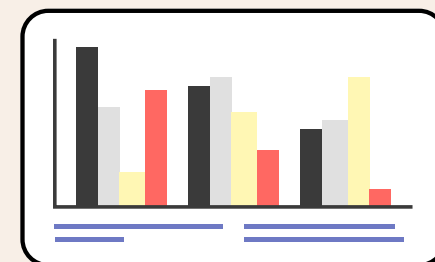




# Summary

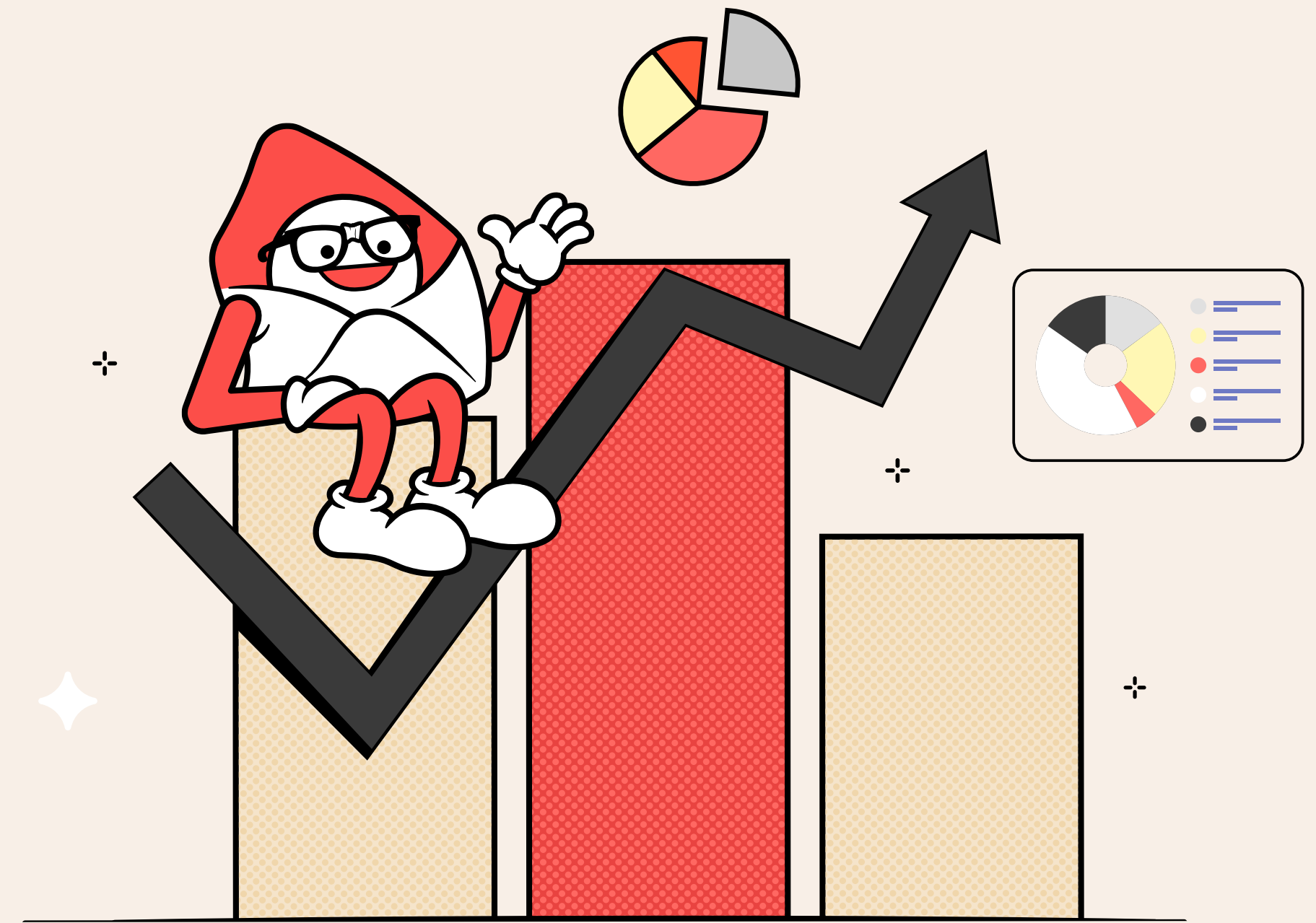
We've seen full-time roles climb from under 40 percent in 2018 to over **52 percent today**, as brands recognize that “good enough” email ops simply won't drive revenue in a cookieless, omnichannel world. That professionalization has fueled a boom in specialized hires—“Email Strategists” and dedicated Designers are now carving out nearly a third of all roles—while the old multi-hat **generalists are steadily fading**.

But with that rise in expertise comes growing pains: **mid-career practitioners** (those with 2–4 years of experience) are pulling back, likely squeezed by **flat career tracks** and **the mounting complexity** of personalization, dynamic content, and compliance.



By contrast, veterans with 6+ years on the job are doubling down, buoyed by deep domain knowledge and an uncanny ability to sniff out hype cycles—especially now that AI has burst onto the scene. Their resilience tells us that meaningful **career support** and **clear growth pathways** are vital if organizations want to hang on to emerging talent.

**Teams** themselves are **getting larger** and more siloed.





While one- to three-person squads still represent nearly two-thirds of all email departments, five-plus member teams have grown 33 percent year-over-year. That shift in headcount mirrors a dramatic lengthening of **production cycles**—what once took under six business days now stretches beyond eight, costing roughly **three extra days per campaign** and nearly 18 workdays over the course of a year. **Analysts and executives**, who juggle the biggest campaign loads, feel this strain most acutely. At the same time, the toolkit of the modern emailer is fragmenting.

Klaviyo has nearly doubled its small-brand market share in three years, while Salesforce continues to cement its enterprise stronghold—yet **64 percent** of all teams still bolt on third-party deliverability, design, and workflow tools to fill gaps. And although overall satisfaction remains stuck at a middling 6 out of 10, **AI adoption** has flipped from 78 percent skepticism last year to 66 percent enthusiasm in 2025. Copywriting, ideation, and even code snippets are now routinely off-loaded to **generative models**, which helps explain why pure “Writer” roles have dipped.



# In other words...

These trends paint a picture of an industry in transition: one that's more strategic, more data-driven, and more technologically complex than ever.

**Upload your emails**

To stay ahead, teams must streamline approval processes, invest in AI literacy and guardrails, invest in 3rd party tools, and craft clear career ladders for career talent. Do that, and you'll turn today's growing pains into tomorrow's competitive advantage.

