



# **Inbox Intelligence**

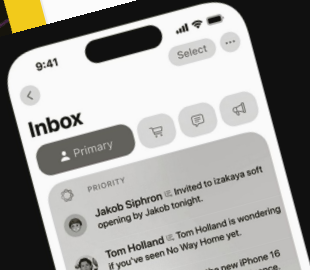
AI, Deliverability & The Future of Email

# A Transformative Year for Email

Google & yahoo!

✉ 2024 Email Requirements

yah30!





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# Responsible Email in an AI-Driven World

## Respect the Inbox

Treat recipients how you'd want to be treated. Relevance, transparency, and permission matter more than ever.

## Inbox Placement is Changing

iOS 18, AI filters, and evolving deliverability rules mean senders must adapt to maintain visibility and engagement.

## AI is a Tool, Not a Shortcut

Use AI to enhance, not replace, human connection. Automation should serve the user, not overwhelm them.

## Build for the Long Term

Prioritize reputation, compliance, and user experience over short-term gains.





# ***WE'D LOVE YOUR FEEDBACK***

Here's how to fill out the session survey:

1. Download/Open the Activate app
2. Toggle to the **Agenda** tab
3. Tap on this session
4. Scroll to **Engagement** and tap **Survey**

## **BONUS**

Complete the survey to earn points you can redeem for prizes at **The Market @ Activate!**



**RECORDING WILL BE  
AVAILABLE ON APRIL 10TH!**