

INBOX ROI: SQUEEZING EVERY DROP OUT OF YOUR B2B EMAILS

1

Know Your Audience, Don't Guess

Segment by industry, role & behavior, send emails that actually matter.

2

Test Before You Hit Send

A/B test subject lines, CTAs & design to see what makes your audience click.

3

Automation = Smarter, Not Just Faster

Use automated follow-ups & drip campaigns to keep leads warm, not spammed.

4

Content That Feels Like a One-on-One

No fluff, deliver insights, solutions, and value tailored to real business pain points.

5

Think Mobile First, Always

If it doesn't load & read well on a phone, it's already ignored.

6

Stop Wasting Effort on Bad Data

Ensure your email lists are clean, updated & filled with decision-makers.

7

Don't Spray and Pray, Measure and Adapt

Track open rates, conversions & responses, adjust fast for better results.