

# AI Email Marketing Starter Kit

## Best AI Tools for Email Marketing

1. Jasper.ai - Generate email copy and subject lines that convert. Try the subject line generator tool to boost open rates.

Website: <https://www.jasper.ai>

2. Copy.ai - Ideal for quick subject lines, body text, and CTA generation.

Website: <https://www.copy.ai>

3. Mailchimp Predictive Segmentation - Group subscribers by engagement, likelihood to purchase, and best time to contact.

Website: <https://mailchimp.com/help/about-predictive-segmentation/>

4. Seventh Sense - Optimizes send times based on each subscriber's email engagement history.

Website: <https://www.theseventhsense.com>

5. ActiveCampaign - Offers behavioral analytics, automation, and detailed funnel tracking.

Website: <https://www.activecampaign.com>

6. Send Check It - Score your subject lines before sending to maximize impact.

Website: <https://www.sendcheckit.com>

## 3-Step Setup Plan to Test Your First AI-Powered Campaign

Step 1: Choose an AI writing tool (Jasper or Copy.ai). Use it to create 3 subject line variants for your next campaign.

Step 2: Segment your list using Mailchimp or your platform's AI grouping feature. Group by engagement or open history.

Step 3: Use Seventh Sense or manual A/B testing to find your best send time. Monitor performance in ActiveCampaign.

Bonus Tip: Track which email versions convert best - not just open or click - and use those learnings next time.

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### **Extra Resources**

- DMR Free Email Marketing with AI Workshop: [Insert Link]
- Blog Article: AI Is Quietly Transforming Email Marketing - [Insert Link]
- For more resources, visit: <https://digitalmarketingresearch.ca>