5

WAYS

AI accelerates email building

How to build better, on-brand emails
in a fraction of the time ?

JustReLate

(content visible within device mockups:)

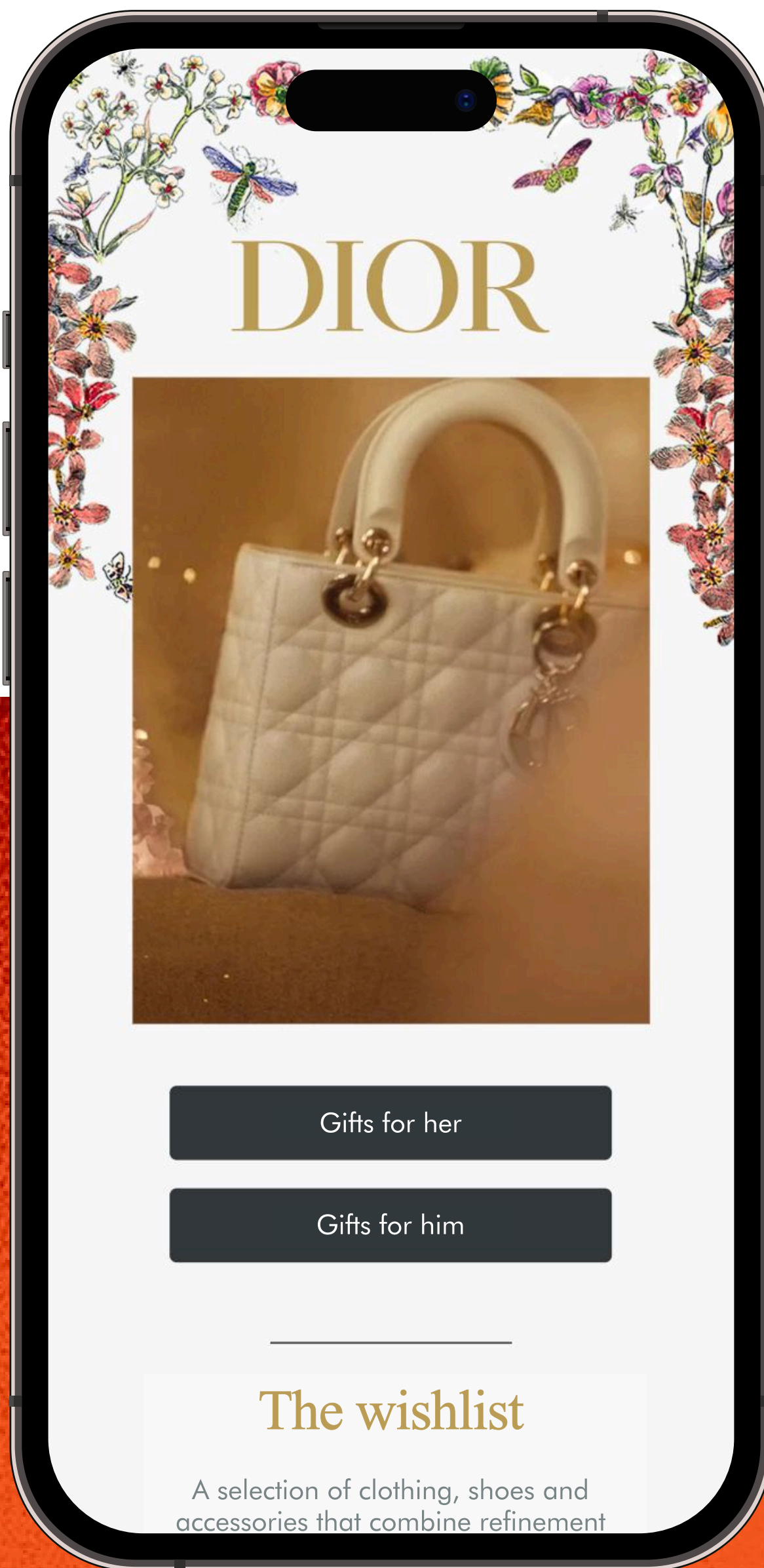**SUMMER COLLECTION**

Leuchtende Farben, leichte Stoffe und
mühelose Eleganz. Entdecken Sie unsere
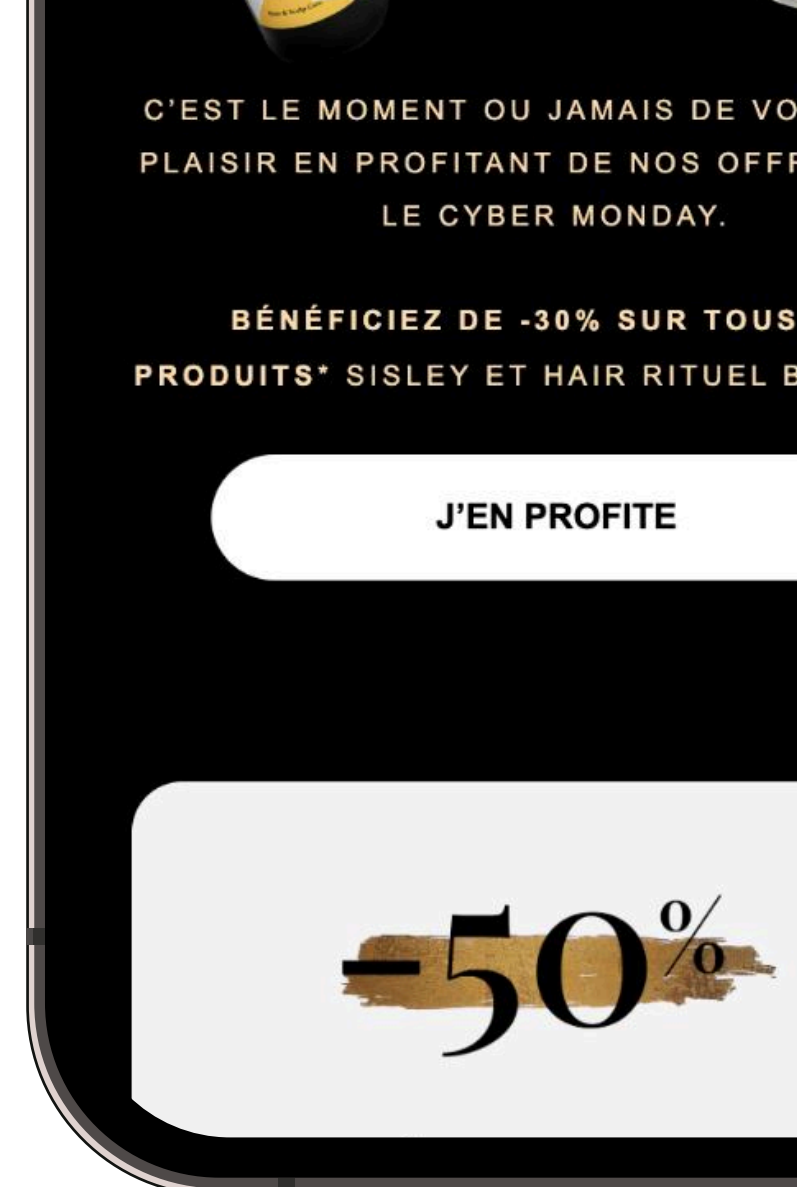~~Auswahl an Lacoste Oberteilen, die Sie de~~

VEGGIE

C'EST LE MOMENT OU JAMAIS DE VO
PLAISIR EN PROFITANT DE NOS OFFR
LE CYBER MONDAY.

BÉNÉFICIEZ DE -30% SUR TOUS
PRODUITS* SISLEY ET HAIR RITUEL E

J'EN PROFITE

-50%

DIOR

Gifts for her

Gifts for him

The wishlist

A selection of clothing, shoes and
accessories that combine refinement

TAG HEUER

TIMEPIECES   SMARTWATCHES

TAG HEUER X FORMULA 1 – DUTCH
WHERE SPEED MI
SWISS WATCHMA

Dive into the world of speed, precision, an
Heuer is proud to be the official timekeep
Celebrate the thrill of Formula 1 with us a
Heineken Dutch Grand Prix 2025 in Zandv
29–31 August 2025.
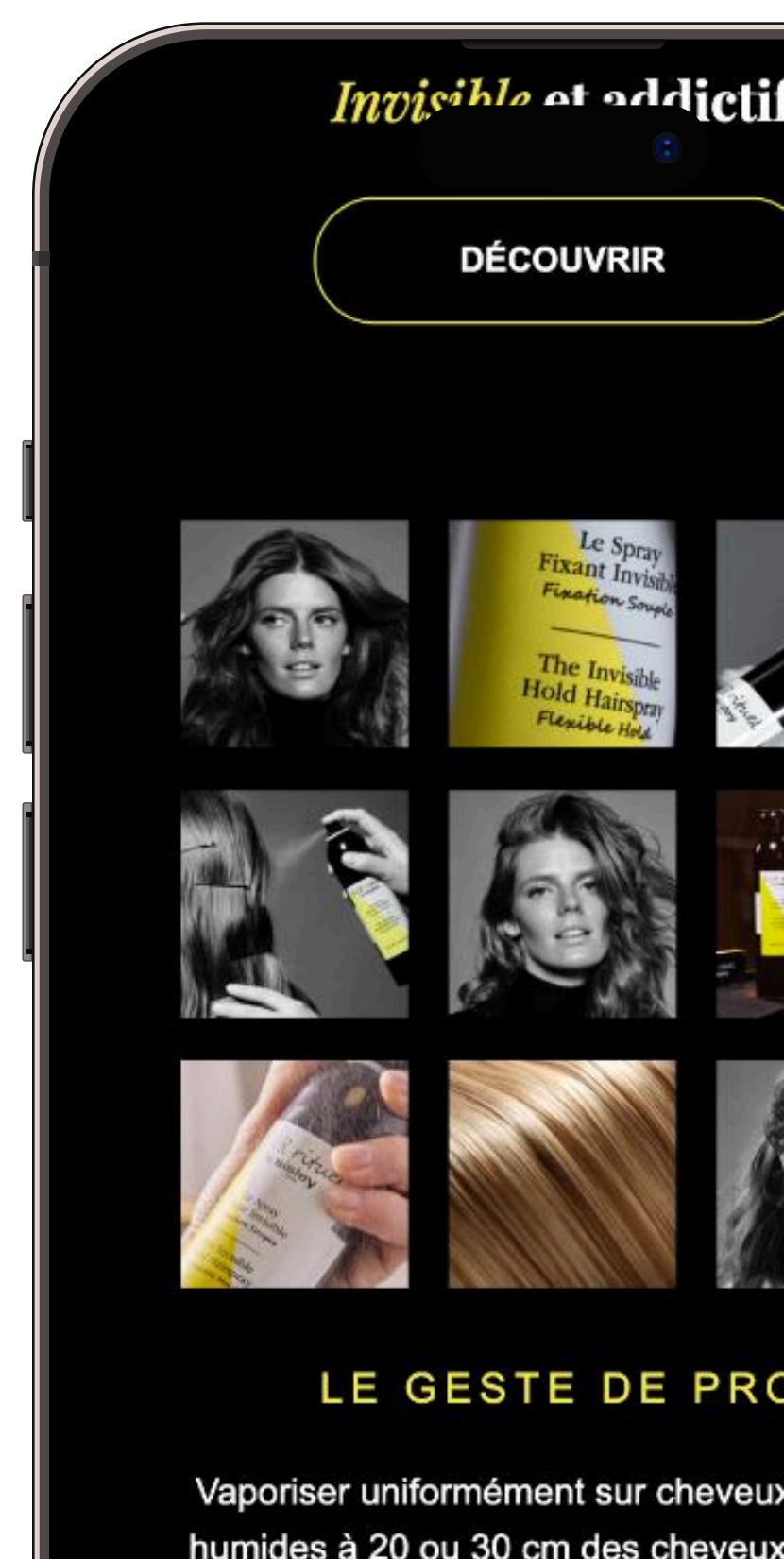
DISCOVER MORE

EXECUTIVE SUMMARY

Professional email teams are under constant pressure to increase campaign velocity and performance.

The challenge is no longer just about creating emails but about scaling the production of high-quality, personalized, and on-brand content across multiple segments and markets. This is where traditional, even advanced, workflows are reaching their operational limits.

AI addresses this production gap directly. By automating content generation, translation, and quality control, AI reduces production time by 30-50% while ensuring brand consistency and enhancing performance. Central to this transformation is an AI that understands the unique context of your work, freeing your team from repetitive tasks so they can focus on strategy and performance. This white paper demonstrates how integrating AI into an existing email builder can deliver a competitive advantage.

TABLE
OF CONTENT

1

Introduction:
The next evolution
in email building

The challenge for professional email teams lies in executing their tasks effectively. Each new campaign, market, or segment adds a layer of complexity that manual processes and disconnected tools struggle to handle, limiting both speed and strategic impact.

Generative AI promises a path forward, but its true potential is only unlocked when it moves beyond being a standalone gadget and becomes an integrated, intelligent part of the email builder. This means an AI that does more than just rephrase text. It's a workflow partner that:

- Generates unlimited, on-brand content variations for robust A/B testing
- Ensures brand voice and terminology are consistent across all languages and regions
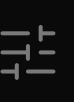- Automates quality control to eliminate errors before launch

At its core, this evolution is driven by an AI that automatically understands the unique context of your brand, campaign, and project. This frees your team from the friction of manual "prompt-and-paste" cycles, allowing them to leverage their expertise where it matters most: on the strategy that drives results. The question is no longer if AI will become central to email production, but how quickly you can implement it to gain a decisive advantage.

2

The five core advantages of AI-powered email production

Traditional email workflows force teams to choose between speed and quality. Rushing a campaign can lead to brand inconsistency. Perfect every detail, and you miss the market window. AI eliminates this trade-off by delivering both excellence and efficiency through five key capabilities.

Substantial time savings

The process of designing and optimizing inputs (prompts) to get desired responses from AI models. It helps guide language models, such as GPT, to generate relevant and useful output.

Improved quality and consistency

Every email reflects your exact brand voice, whether written for millennials in Milan or executives in Munich. AI maintains terminology, tone, and style guidelines across thousands of variations. No more off-brand messages from rushed deadlines or external vendors unfamiliar with your standards.

Agile campaign development

Market conditions change fast. AI lets you pivot faster. Test new messaging angles in minutes. Launch timely campaigns within hours of breaking news. Iterate based on real-time performance data, rather than waiting for the next quarterly campaign.

Enhanced personalization

Move beyond basic mail merge to genuine message customization.
AI adapts entire email narratives to match customer journey stages, purchase history, and behavioral patterns. Each recipient receives content that feels targeted explicitly because, in essence, it is.

Scalable localization

Launch globally without the global headaches. AI simultaneously translates and culturally adapts content, preserving meaning and emotion across markets. A campaign conceived in Paris reaches Tokyo, New York, and São Paulo with native fluency – no agencies, no delays, no compromise.

Translate

Save

Brand Alignment

Tone of voice

Brand   Recommended   Business

Formal   Friendly   Playful

Enthusiastic   Bold   Optimistic
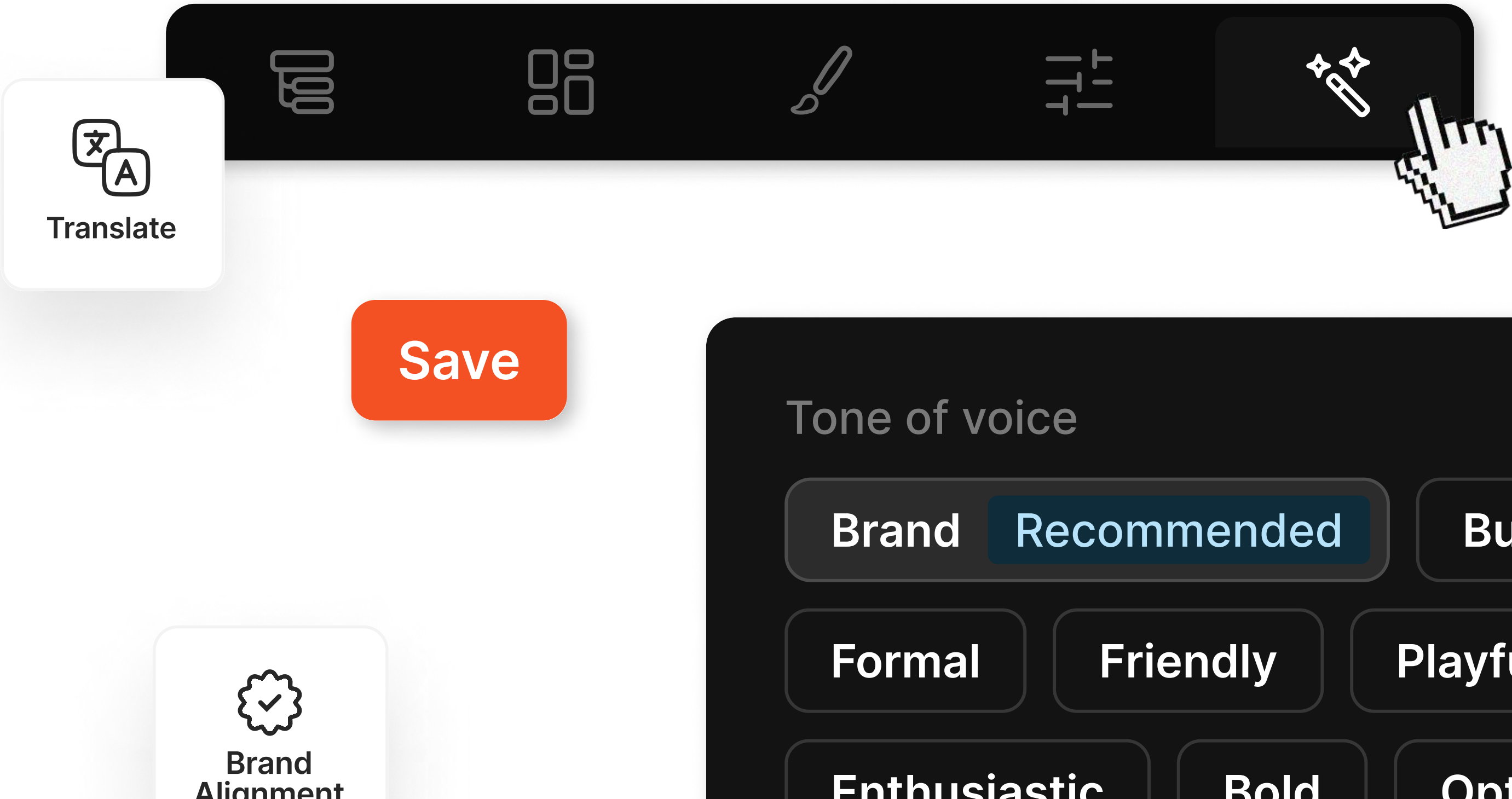
3

How AI delivers
a performance edge

Automated contextual prompting

Most AI tools offer basic text generation. The difference lies in context management. In typical workflows, marketers waste hours feeding AI the same context repeatedly, which the AI forgets. Integrated AI solves this through automated contextual inheritance. Your platform's organizational structure becomes the AI's memory:

- **Brand level (root)**: Voice guidelines, terminology, standards
- **Campaign level (branches)**: Objectives, messaging, audiences
- **Project level (leaves)**: Email goals, segments, benchmarks
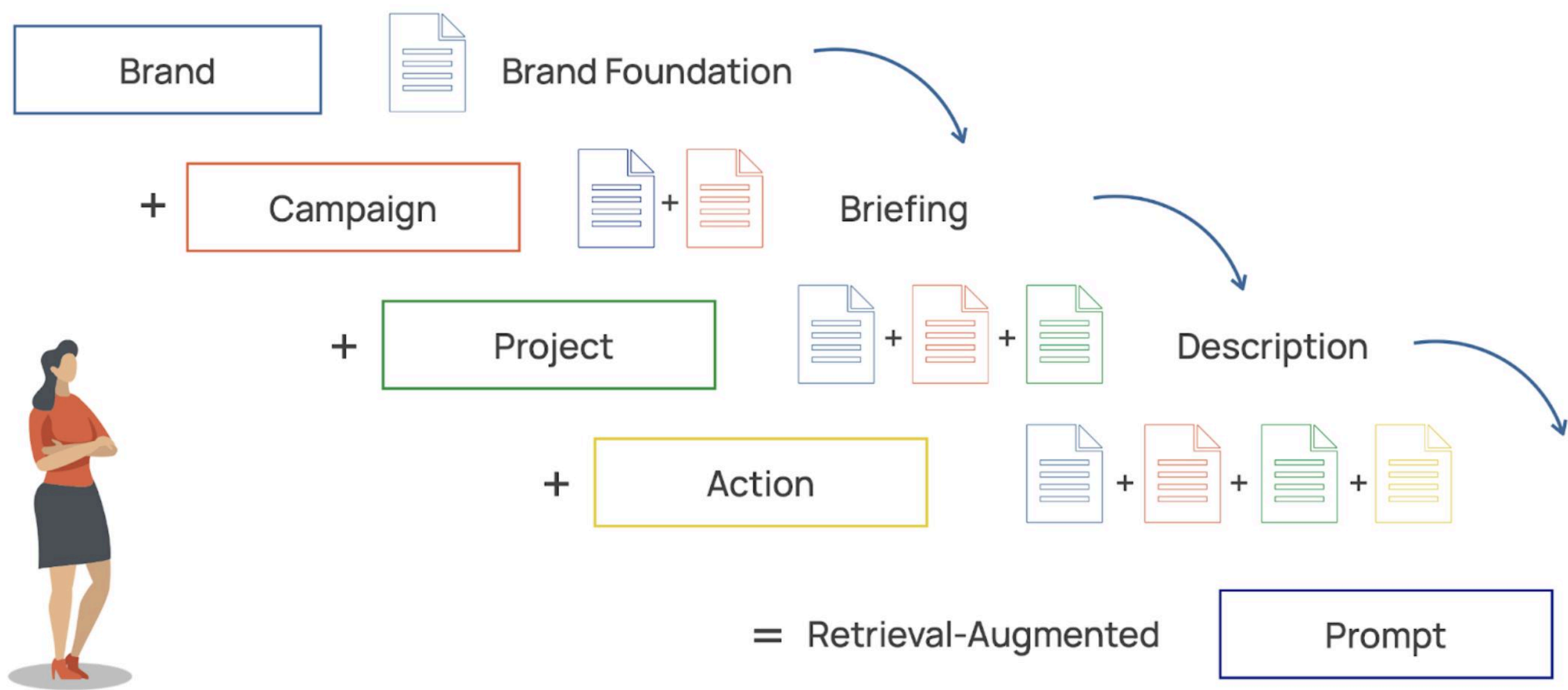
When you create a Black Friday email, the AI already knows your brand voice, campaign urgency, and discount parameters. No manual prompting is required. This context includes detailed brand voice definitions that guide every piece of generated content:

	Description	Do	Don't
Passionate	We're passionate about changing the way the world works.	- Use strong verbs - Be champions for (industy) - Be cheerleaders	- Be lukewarm, wishy-washy - Use passive voice
Quirky	We're not afraid to challenge the status quo and be ourselves.	- Use an unexpected example - Take the contrarian view - Express yourself	- Use too much slang or obscure references - Use overplayed examples - Lose sight of the audience and core message
Irreverent	We take our product seriously, but we don't take ourselves seriously.	- Be playful - Use colorful illustrations or examples	- Be too casual - Too many obscure pop-culture examples
Authentic	We mean what we say and say what we mean.	- Be honest and direct - Stick to your word - Own any issues or mistakes, and show how you will address them	- Use marketing jargon - Over promise - Over-sell the product's capabilities

Sample of a brand voice characteristics definition used for AI content generation and rephrasing

This hierarchical context ensures the AI is continually operating with maximum relevance. The technology that enables this secure use of proprietary information is Retrieval-Augmented Generation (RAG). RAG enables the AI to temporarily access your private data to generate a response, without using that data for future training—a critical distinction for data security and brand safety. This "grounding" in verified company facts drastically reduces the risk of factual errors or "hallucinations."

Content generation at scale

With automated context available, your team executes tasks instantly. Multi-step external processes become single clicks:

- **Generate complete drafts** - create email body, preheader, or subject line aligned with your brand, campaign, and project.

- **Rephrase and adapt** - make text more concise, change tone, or repurpose for different segments while maintaining context.

- **Translate with context** - the AI provides translations that are linguistically accurate and appropriate for each market.

	‹ Mixx launch event email	Save

Smart content
All your content

Analyze	›
Translate	⌃

French	English	German	Spanish
Italian	Dutch	Japanese	Polish

Add language

Advanced prompt   **Apply**
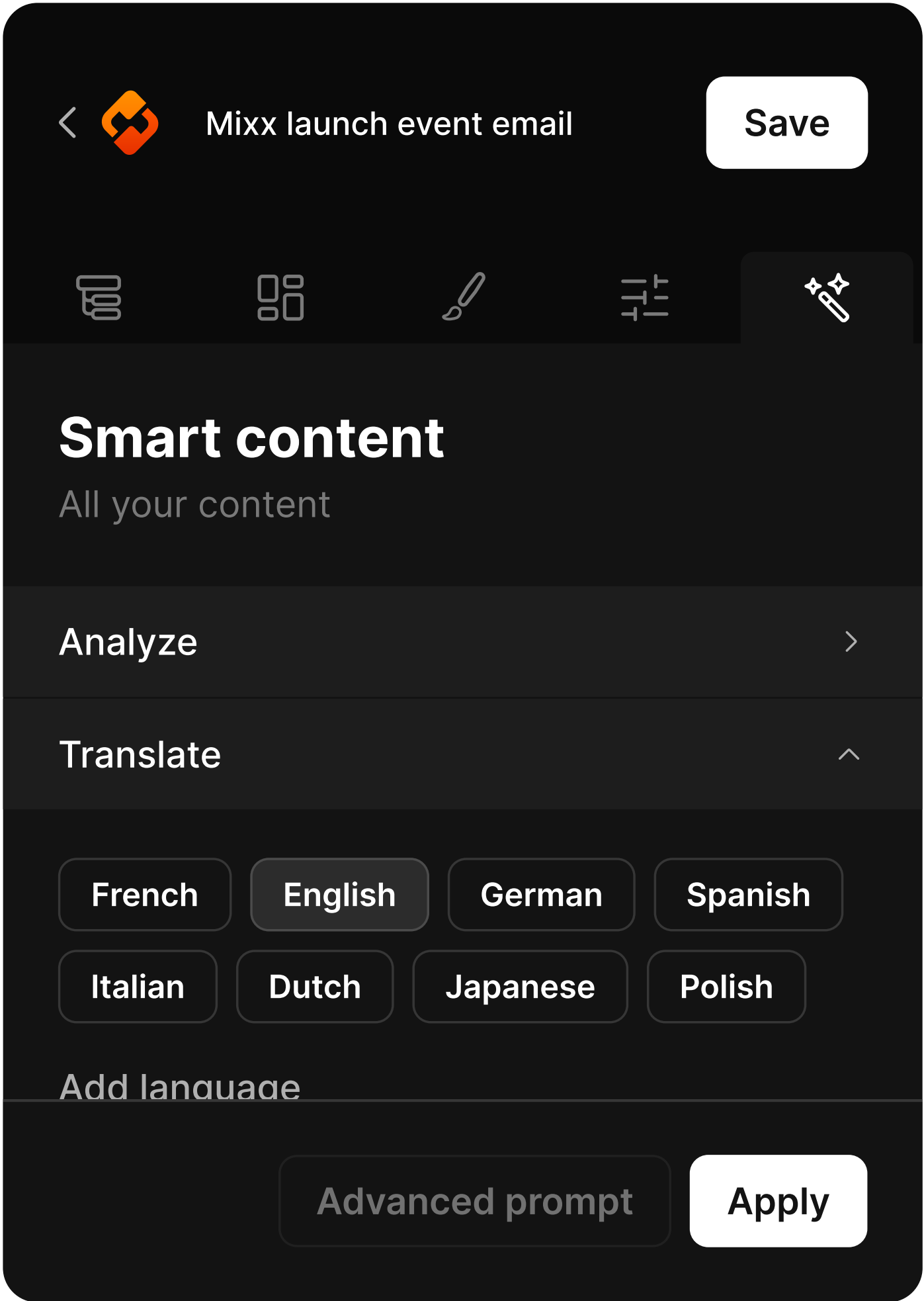
Tuning tone and sentiment

The AI adjusts each message based on this context. It can assess the emotional tone: verifying that an onboarding email conveys support while a reactivation email strikes a tone of urgency, and adapt the style for different audiences.

	Dimensions			Characteristics
Formality	Formal	Neutral	Casual	Trustworthy, Conversational, Casual, Formal, Professional, Frank, Sympathetic, Friendly, Smart
Playfullness	Serious	Neutral	Funny	Cheerful, Conservative, Fun, Funny, Humorous, Playful, Serious, Informative, Quirky, Witty
Attitude	Respectful	Neutral	Bold	Authoritative, Caring, Irreverent, Proactive, Edgy, Respectful, Unapologetic, Sarcastic, Snarky, Coarse
Emotion	Matter-of-fact	Neutral	Enthusiastic	Dry, Enthusiastic, Matter-of-fact, Passionate, Upbeat, Trendy, Nostalgic, Romantic

A single product announcement transforms to speak authentically to each segment

- **Gen Z customers**: "This changes everything 🚀 Get ready for…"
- **Enterprise buyers**: "Introducing enhanced capabilities that deliver measurable…"
- **Luxury segment**: "An evolution in excellence, exclusively for…"

Sample of a brand personality slider used for AI-based tone of voice tuning

	3	2	1	0	1	2	3	
Feminine				●				Masculine
Simple		●						Complex
Youthful		●						Established
Subtle						●		Bright
Classic					●			Contemporary
Friendly		●						Authoritative
Economical		●						Expensive
Playful		●						Serious
Unconventional					●			Mainstream
Industrial					●			Natural
Approachable		●						Elite
Casual		●						Elegant
Refined				●				Strong

Smart content
All your content

Analyze ⌃

Analyze my content

General tone
Your content has a formal tone

💡 **Formal** — 85%
Professional, matter-of-fact

🤔 **Serious** — 80%
Professional, matter-of-fact

🤝 **Polite** — 70%
Respectful, soft-spoken

Advanced prompt   Apply

Quality control and optimization

AI automates the final review process, checking for issues human editors often miss, especially at scale.

AI identifies and fixes

- Grammar, spelling, and punctuation errors
- Brand terminology inconsistencies
- Readability issues like 40-word sentences
- Ambiguous or confusing phrasing
- Missing or buried calls-to-action

Beyond fixing errors, AI optimizes structure for engagement

- Breaks walls of text into scannable sections
- Suggests action words that drive action
- Ensures mobile-friendly line lengths
- Highlights opportunities for personalization tokens
- Validates content against common spam filter triggers

Every message arrives polished, consistent, and ready to send.

4

A practical path to implementation

Adopting AI within your email workflow does not require a complete operational overhaul. The most effective approach is a phased implementation that builds on your existing processes and scales over time.

Step 1: Consolidate your knowledge base

Effective AI relies on high-quality input. Begin by gathering and organizing the core assets that define your marketing strategy. This knowledge base provides the structured context (at the brand, campaign, and project levels) that the platform's AI will use automatically to generate relevant content. Key documents to gather include:

- Brand guidelines and editorial style guides
- Messaging frameworks and value propositions
- Current campaign briefs and project information
- Defined audience personas

Step 2: Start with high-value, low-complexity tasks

Begin with a few use cases where AI can deliver immediate value with minimal risk. Generating subject line variations or creating a first draft of an internal newsletter are excellent starting points. This allows your team to familiarize themselves with the tools and see tangible productivity gains quickly.

Mixx launch event email

Save

Parameters

Reading direction

Custom fonts

Tracking

Test variables

Custom head markup

Subject and pre-header

Pre-header

Subject

9:41

‹ Back   **Inbox**   Edit

Sender name   21:37
Email subject
Email text preview

Sender name   21:37
Email subject
Email text preview

Sender name   21:37
Email subject
Email text preview
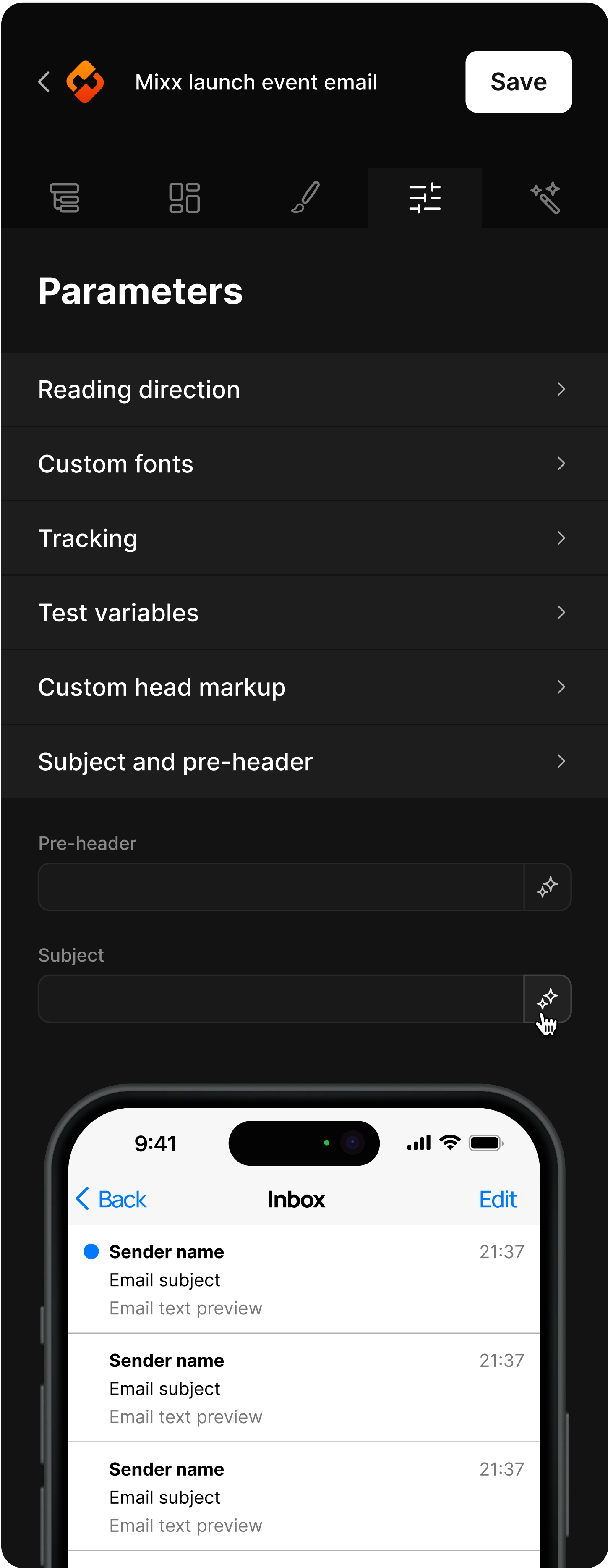
Step 3: Integrate and accelerate

Once your team is comfortable, begin using AI for more complex tasks within your email builder. This includes generating full email drafts, rephrasing copy for different segments, or localizing content for new markets. The goal is to integrate the AI into the daily content creation and refinement process.

A core principle: Human-in-the-loop

Throughout this process, the marketer's role remains central. The most successful teams operate on a "Human-in-the-Loop" (HITL) model, where AI and human expertise are combined. In this model, AI handles the heavy lifting of ideation, drafting, and scaling, while marketers provide strategic direction, nuanced judgment, final validation, and approval.

Training your team to work with AI, rather than simply handing off tasks to it, is the key to maximizing its value and ensuring a smooth adoption.

5

ROI of AI in email building workflows

AI delivers returns across three dimensions: time, performance, and cost. Organizations implementing AI-powered email workflows report reductions of 30 to 50% in production time, alongside measurable improvements in campaign performance.

Implementing AI into email building workflows results in measurable gains:

○ **Time savings**

Cut email production cycles from days to hours. Copywriting that consumed full days now takes 90 minutes. Translation and localization happen simultaneously rather than sequentially. Review cycles shrink as AI pre-checks eliminate common errors.

○ **Performance uplift**

Better content drives better results. AI-powered subject lines increase open rates by 15-25%. Sophisticated variant testing improves click-through rates by 20-30%. Personalized messaging at scale lifts conversion rates by 10-15%.

○ **Cost efficiency**

Reduce operational costs through fewer revision rounds, faster approvals, and the elimination of errors. But the real savings come from transforming your agency relationships.

The hidden ROI: Reducing third-party dependencies

Traditional email workflows leak money through external dependencies. Every agency brief, translation request, and localization project carries hidden costs beyond the invoice:

○ **Extended timelines:** 3-5 day turnarounds that delay campaigns

○ **Premium pricing:** $150-300 hourly rates for routine copywriting

○ **Quality gaps:** Off-brand messaging requiring multiple correction rounds

○ **Communication overhead:** Hours spent briefing, reviewing, and aligning

AI brings these capabilities in-house without sacrificing quality. Create first drafts instantly. Generate unlimited variants for testing. Translate into twenty languages simultaneously. Maintain perfect brand consistency across all outputs.

Case in point:

A marketing team previously dependent on an agency for localized email variants reduced its vendor costs by 60% after implementing an AI-driven workflow. They also cut their time-to-market for these campaigns from five days to under 24 hours.

AI transforms agencies from production partners into strategic advisors. Utilize their expertise for creative campaigns and market insights, rather than relying on routine content generation. This shift typically reduces agency spend by 40-60% while improving output quality and speed.

6

# Conclusion:
The competitive imperative

AI represents the most significant advancement in email production since the introduction of drag-and-drop builders. Teams using AI don't just work faster – they operate at a fundamentally different level, producing personalized content at scale that traditional workflows cannot match.

The gap between AI-enabled and traditional email teams continues to widen daily. While one team spends days crafting a single campaign, their AI-powered competitors launch twenty variants across ten markets. While one struggles with translation delays, the other reaches global audiences in real-time. This isn't sustainable competitive positioning.

Marketing leaders face a clear choice: adopt AI now while it remains a differentiator, or scramble to catch up when it becomes table stakes. Early adopters report immediate returns —30-50% time savings, significant performance improvements, and dramatic cost reductions. These advantages compound as teams refine their AI workflows and expand use cases.

The path forward requires neither massive investment nor organizational upheaval. Start with one high-value use case. Prove the value. Scale systematically. Within months, AI transforms from an experimental tool to an essential capability.

The transition to an intelligent, collaborative, and efficient email workflow is already underway. The time to act is now.
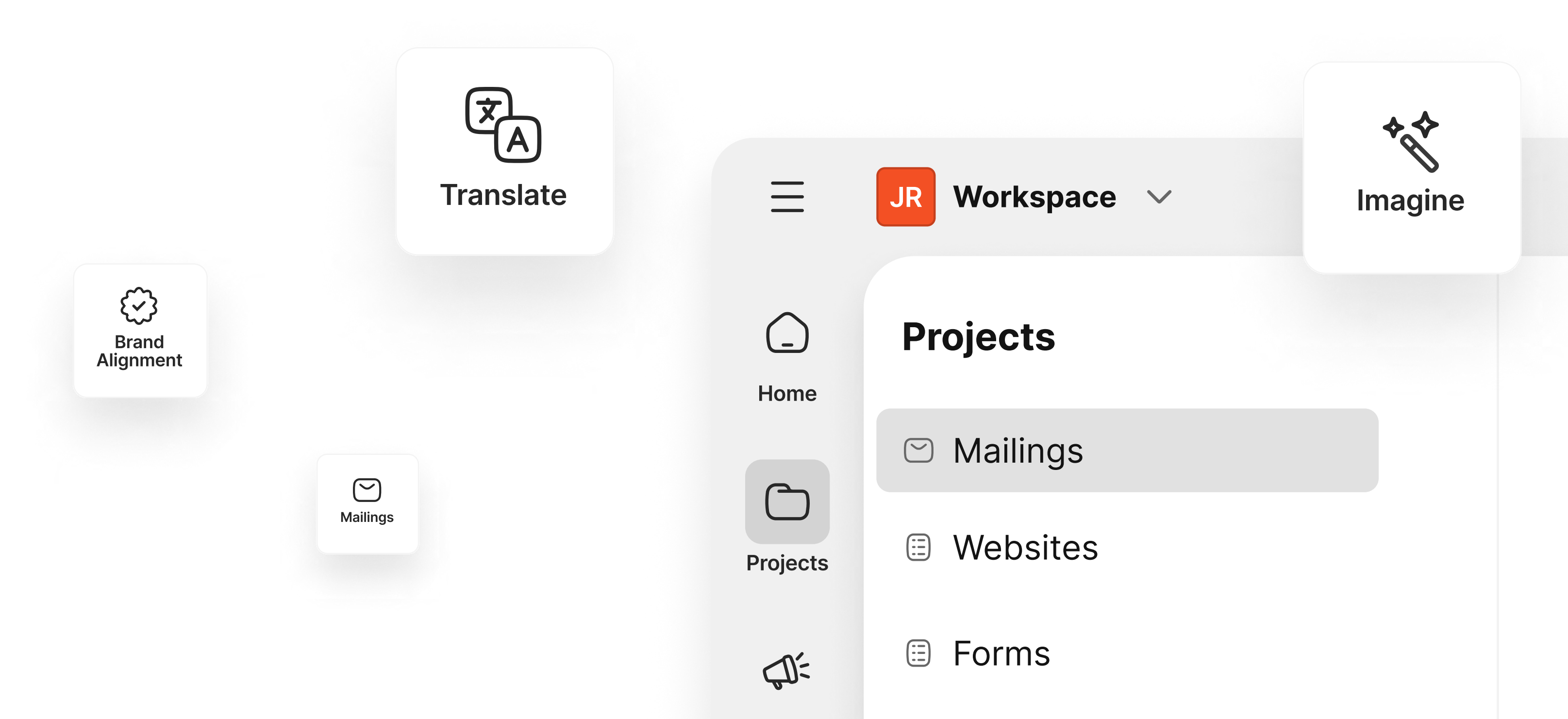
A

Sample AI prompts for email subject lines, CTAs, and translations

Effective prompting is the difference between generic AI output and content that drives results. A good prompt provides clear context: the goal, the audience, and the desired tone. While an integrated AI builder automatically supplies the foundational brand context, your task-specific instructions are what unlock high-quality results.

The following examples show the difference between a simple prompt and a sophisticated, context-rich prompt for everyday email tasks.

What makes a good prompt

👎 Avoid

- Vague requests ("make it better")
- Conflicting instructions
- Unnecessary context (already in your platform)
- Overly complex requirements

👍 Good prompts include

- Precise output requirements (format, length, quantity)
- Specific constraints (character limits, tone)
- Performance context when available
- Concrete examples for style matching

Generating subject lines

A basic prompt:

"Write 5 subject lines for our webinar on AI."

→ This yields generic, uninspired results.

Advanced prompt with context:

"Generate 10 subject line options for our webinar titled 'AI in Email Production'. The target audience is marketing managers, and the key benefit to highlight is the reduction in production time. The tone should be professional and direct. Keep them under 60 characters and phrase at least two as a question."

→ This provides explicit constraints and goals, leading to targeted, relevant options.

Crafting calls-to-action (CTAs)

● A basic prompt:

"Give me some CTAs for a free software trial."

→ This results in standard options like "Start Trial" or "Sign Up".

● Advanced prompt with context:

"Create 5 CTA button texts for a free trial of our project management software. The audience is overworked agency owners concerned with project profitability. Focus the CTAs on the benefits of 'control' and 'efficiency'. The text must be 3 words or less."

→ This uses audience pain points to generate CTAs like "Regain Control," "Boost Efficiency," or "Clarify Profit," which are far more compelling.

Translation and localizing content

● A basic prompt:

"Translate this slogan to French: 'Supercharge your workflow!'"

→ This will likely produce a literal and awkward translation like "Surchargez votre flux de travail !", which sounds unnatural and like a poor machine translation.

● Advanced prompt with context:

"Adapt the US slogan 'Supercharge your workflow!' for a formal B2B audience in France. The goal is to convey efficiency and professionalism, not American-style hype. Avoid anglicisms and overly casual language. Provide the adapted French slogan."

→ This guides the AI to understand the cultural and business context, leading to a much better output like "Optimisez vos processus de travail" (Optimize your work processes) or "Accélérez votre productivité" (Accelerate your productivity).

● Pro tip:

Always test prompt outputs before full deployment. Refine prompts based on results, adding successful examples as references for future generations.
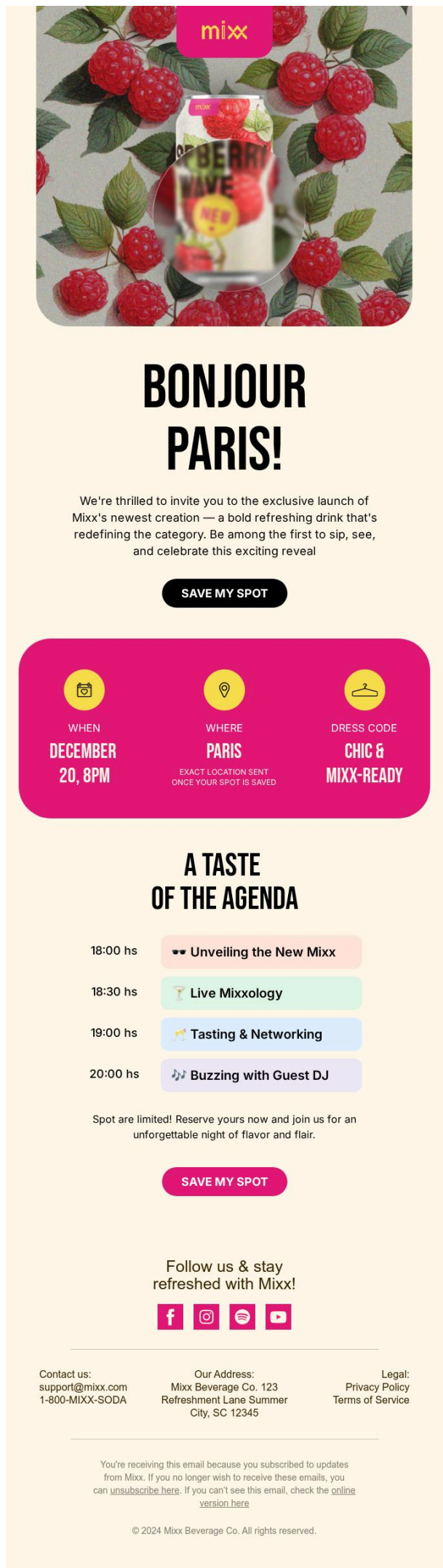
B

Before/after examples of AI-enhanced email content

One of the most time-consuming challenges for email teams is crafting a core message that resonates with different audiences and campaigns. Maintaining brand integrity while shifting from a formal to a playful tone requires significant manual effort.
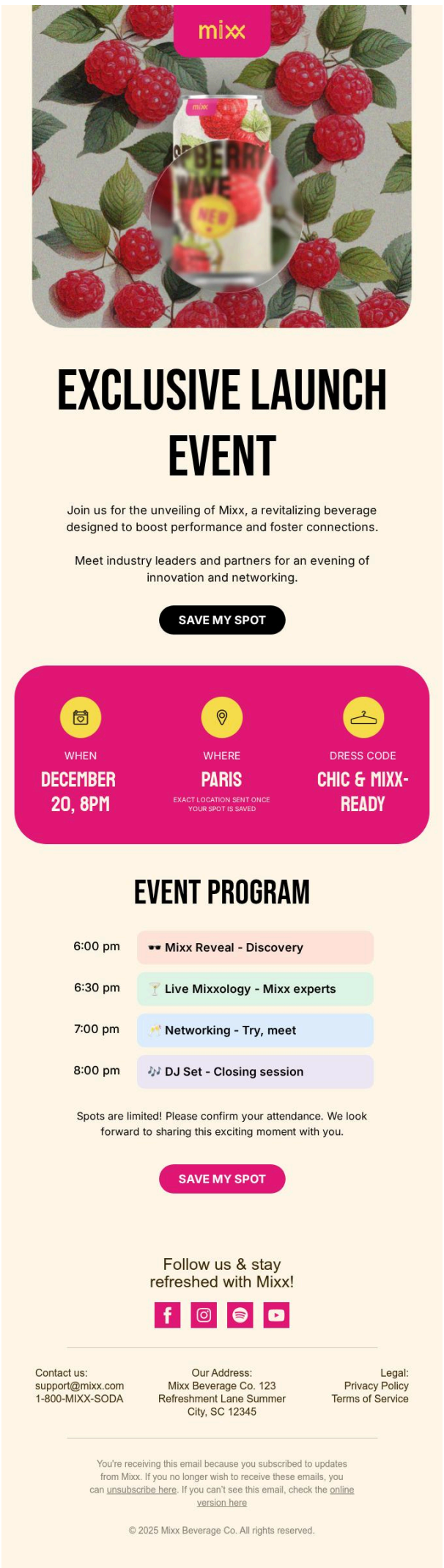
The following examples showcase a single source email being instantly "tuned" to different styles with a single command. This capability allows teams to increase relevance and engagement for each segment without creating multiple campaigns from scratch.
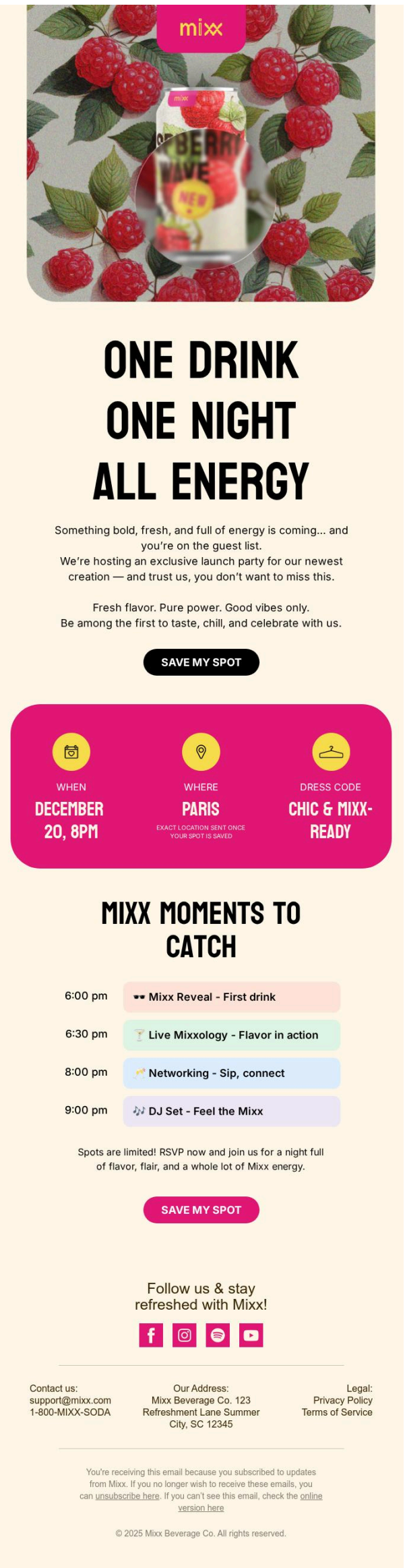

Before

After

Professional

Playful

Elegant

C

Glossary

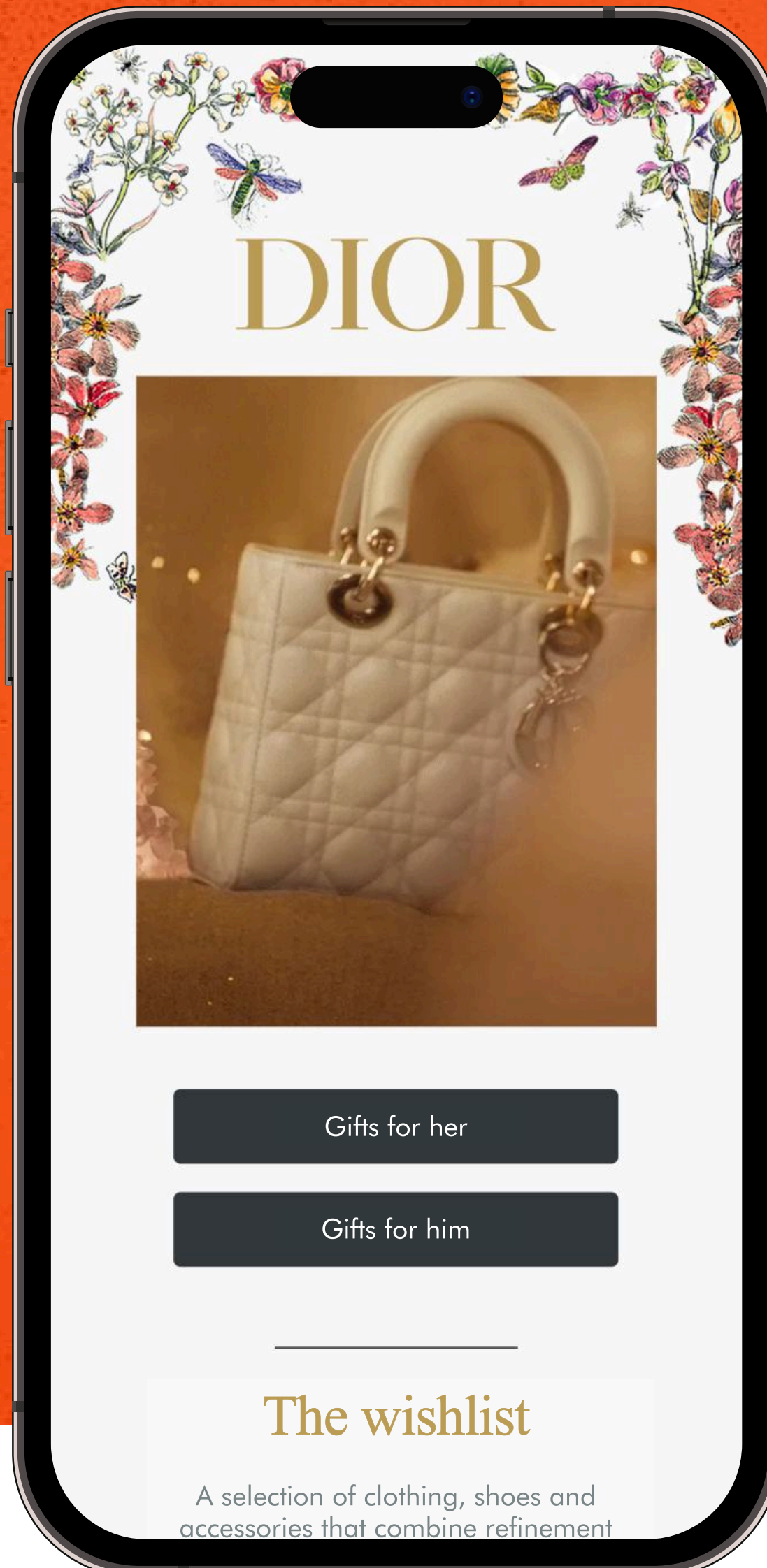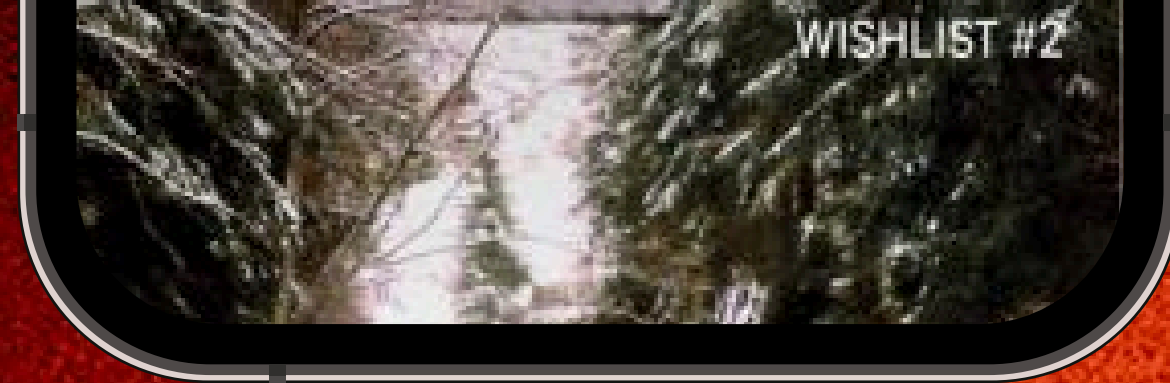|	
Prompt Engineering	The process of designing and optimizing inputs (prompts) to get desired responses from AI models. It helps guide language models, such as GPT, to generate relevant and useful output.
Retrieval-Augmented Generation (RAG)	A technique that combines retrieval (fetching relevant information from external sources) with generation (creating text) to produce accurate, grounded AI responses.
Sentiment Analysis	The use of natural language processing (NLP) to determine whether text expresses a positive, negative, or neutral sentiment. Useful for gauging tone in marketing messages.
AI Agent	An autonomous or semi-autonomous system that performs tasks using AI, often able to plan, reason, and act toward a goal (e.g., customer support bots or task automators).
LLM (Large Language Model)	A type of AI model trained on massive amounts of text data to understand and generate human-like language. Examples include GPT-4 and Claude.
Fine-Tuning	The process involves customizing a pre-trained model by training it on a smaller, task-specific dataset to improve performance in niche use cases.
Token	A unit of text (word or subword) used in processing by language models. The costs and limitations of LLMs are often measured in terms of tokens.
Zero-shot Learning	When an AI model performs a task without being explicitly trained on examples of that task, it relies on general language understanding.

Hallucination (AI)	When an AI model generates information that sounds plausible but is factually incorrect or entirely fabricated. Common in generative models.
Embedding	A numerical representation of text used by AI to understand the meaning, relationships, or similarity between concepts or documents.
Natural Language Processing (NLP)	A field of AI focused on enabling computers to understand, interpret, and generate human language.
Generative AI	A category of AI that creates new content such as text, images, or code.
Grounding	Ensuring that AI outputs are based on real, verifiable data (e.g., documents or databases) rather than purely generated from probabilities.
Human-in-the-Loop (HITL)	A system where humans guide, correct, or review AI decisions, especially in high-stakes or creative tasks.
API (Application Programming Interface)	A way for different software applications—including AI models—to communicate and work together.
Model Inference	The process of running an AI model to generate predictions or responses, as opposed to training the model.

LA C♥LLAB'
DU SIÈCLE

T'as toujours pas goûté ?

On te fait un petit récap : on a créé
une recette avec Burger King et mis
les bouchées doubles pour vous
offrir la collab' du siècle : le **BFF**

TIMEPIECES   SMARTWATCHES

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**WHERE SPEED MEE
SWISS WATCHMAKI**

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Celebrate the thrill of Formula 1 with us at the
Heineken Dutch Grand Prix 2025 in Zandvoort,
29–31 August 2025.

DISCOVER MORE

DIOR

SUMMER COLLECTION

Leuchtende Farben, leichte Stoffe und
mühelose Eleganz. Entdecken Sie unsere
Auswahl an Lacoste Oberteilen, die Sie den
ganzen Sommer über begleiten werden.

ENTDECKEN SIE UNSERE AUSWAHL

Gifts for her

Gifts for him

The wishlist

A selection of clothing, shoes and
accessories that combine refinement

Ready to boost your email campaigns?

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✉️ info@justrelate.com

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