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Narrator: This is AdLab performance marketing dissected, decoded and delivered.

Gavin: What's happening? Listeners, thanks for joining me in the AdLab. I'm your host, Gavin Flynn. And if you've got marketing questions, we've got marketing answers. Before we jump into today's episode. Head over to [AdLabPodcast.com](https://adlabpodcast.com) for a free marketing review from the team here at LP, plus a special listener discount if you decide that we're the right fit.

Gavin: Today we're talking about the role of email marketing. Building stronger relationships and lasting customer connections through email marketing. But specifically, we're bringing on Kendal McMullen from Klaviyo to discuss why brand storytelling matters in email and also how to measure what's actually working and looking into the future, into the now, and where AI fits into that equation. But first, I'm joined by a Craig Panozzo client services team lead here at LP.

Gavin: For this week's hot headline, where we're going to be recapping Amazon Accelerate 2026 and some of his biggest takeaways from the event.

Gavin: Craig, thank you for joining for today's hot headline. Thanks for coming on.

Craig: Thanks for having me. Happy to be here.

Gavin: So we're talking Amazon Accelerate which was back September 22nd through the 24th up in Seattle. So we had a few members from the LP team make the journey north from our HQ here in Portland. And it sounded like a great event. I heard some great stories from the team last week, but this is still timely and I think a lot of the announcements and a lot of the takeaways are going to be relevant through the rest of the year.

Gavin: And, you know, these are important events to stay up to speed on what Amazon is rolling out. So I'm going to kick it over to you Craig. Anything in particular that you wanted to highlight as a major takeaway from the event? If you are thinking back to the time that you spent up there those few days, what were the major takeaways for you?

Craig: Yeah, I would say. Major takeaways are.

Craig: You know, when I'm comparing it, I'm looking at it. I'm kind of comparing it to last year. Last year it was a lot of AI, right? It was just all encompassing what we're going to do with AI this year. It was still all AI, right? Except last year was more or less like, let's throw everything at it and just see what sticks.

Craig: Right now they know what sticks. Now we're kind of. I'm at least getting that feeling that, you know, they're understanding more about what that seller experience is like and where that seller might need some assistance or help. One of the main things that they updated, or one of the bigger things that they updated, is the seller assistant that lives within the seller central console.

Craig: When you log in and sellers, you know they're still going to be continued updates to it. But it is definitely a lot better where it's at now than where it was last year, last year. You might be able to just ask it, where do I find subscribe and Save dashboard? Right? Where do I find this quick little thing?

Craig: Now you can ask things of like, you know, if I updated my margin, you know, how much could that really affect, you know, the revenue or maybe the dollar amount that I make at the end of the day. Right. How is that going to affect certain net sales? Or you could talk about pricing strategies. You can talk about inventory and try to understand forecasting for inventory.

Craig: So it actually is acting more like an assistant rather than a, you know, glorified Google search maybe. So there's definitely some really good updates there. And it's, you know, just able to answer a lot of questions that you can get, you know, accomplished right away and actually help give you direction to things. You know, that there's just a lot of connections now to Claude and just AI, so you can actually access them through their the MCP essentially, which is just going to be connecting it directly from an AI service and then going directly to the seller central.

Craig: That is kind of a leap for Amazon, because a lot of the times Amazon is typically keeping it pretty closed loop and, you know, keeping a lot of the data just contained within their ecosystem. But this is kind of a branch out to say, okay, well, we understand that you have these tools that you've set up and that is helping your business.

Craig: We want you to be able to access all the data that you need in order to continue to manage things and work on Amazon on our platform. So there's a lot of great connections there. And yeah, I mean, I'm definitely looking forward to using some of that. I'll probably pause it right there, you know, if you want.

Craig: I don't know if you have any other additional questions, but those are kind of the big pieces that are going to continue to be used over time.

Gavin: Is the seller assistant functionality available for all sellers across the board currently, or were they projecting out potential features that will be rolling out maybe next year? Are these tools that people can hop in and start testing currently?

Craig: Yes. Yes, they are tools people can hop in and test. Right now there are tools that are coming out. So I mentioned the essentially is it's called manage agents. And that's where you can hook up Claude or hook up Amazon's own AI system which is called quick. You can hook that up to Seller Central. That is not available all across the board to every single seller account right now.

Craig: It is rolling out and it will be. So some accounts it's in some accounts it's not. And there's also other Amazon ads, like different types of ad kind of resources that have come out to that are in some accounts, but not in every account right now. So those are kind of slow roll ups. Yep.

Gavin: Got it. I also saw and you can let me know if this stuck out to you during the event. But I also saw that they're rolling out some multi-channel selling tools that basically will help sellers connect their eBay accounts and Shopify accounts and TikTok accounts and Walmart accounts to Seller Central. What do you think the intention there is, and what do you think the benefit for sellers is going to be in centralizing some of those other channels to Amazon?

Craig: I think just.

Craig: It's going to remove a lot of friction or barriers that people experience in trying to connect their inventory, or maybe just understand where their inventory, where they should forecast or maybe have more inventory allocated towards, you know, which channel is going to be important to them, or which one do they need to kind of shift things over to?

Craig: I mean, at the end of the day, this is an Amazon win, right? Because Amazon has their own logistics, right? They have fulfilled by Amazon FBA and they compete with, you know, UPS, FedEx and all the big, you know, companies out there. And this is how they make a lot of their money. And if they can. Have this sticking point right with sellers where okay, well you can utilize FBA fulfilled by Amazon.

Craig: So our logistics for your other channels to right like your eBay. Your Walmart, your website. Right. Shopify or whatever you use for your website. And, you know, that's going to be this area where, you know, Amazon wants to be considered the, the actual source of how you're able to get that product so quickly and conveniently.

Craig: And they're trying to just make sure that they're always that, like, involved in that purchase, whether you're on Amazon.com or not. So because again, it'll be an Amazon win, but it does remove a lot of headaches for sellers, which is really great because you can actually just go into your managed inventory and you can connect to your other channels within there, and you can actually manage inventory between all your different channels.

Craig: So that's really great to see that. The other thing that they're doing to in trying to make things a lot easier for sellers, is to sell globally. It's something that they talked about last year. But now you can sell globally from day one. So it's something where you launch a product and when you launch this product, you are either going to sell it yourself through your own warehouse or you're going to sell it to Amazon.

Craig: Right. And when you sell it to well, I shouldn't say sell to Amazon, but you're going to ship it into Amazon, right? So you ship it into Amazon. Well, Amazon has it so that they will actually make sure that they understand a lot of the different customs and a lot of the different barriers it may take, or maybe documents that you may need to upload in order to, you know, sell your product and actually follow certain compliance or regulations to sell in these other countries.

Craig: But once they kind of walk you through and trying to get all these documentations and all this stuff set up, they're going to make it very easy to pull from your centralized inventory. So you'll have one location, or Amazon's going to have one location for your product to be able to ship that to any country. So, you know, you can open up that kind of window if you want.

Craig: You can open up into other countries a lot easier than what it used to take before it used to take, you had to understand the whole shipping methodology or landscape between all these different countries before, and that was like a huge kind of resistance from sellers. And I think when we looked at the numbers to something like 30%, I think of Amazon sellers are actually in other countries as well, or multiple countries, but 70% are in only one marketplace.

Craig: For sure. So they're looking to just try to expand on that or try to grow that now.

Gavin: Exciting things ahead. One final question for you. Did you get up into anything fun in Seattle? Did the team do any sightseeing or any Seattle classic spots?

Craig: Oh, it is so much fun going.

Gavin: Or was it all work? No play.

Craig: It's work is play up there. Yeah it is. It is a combo. You know, you have your events, you have the sessions during the day, which are really great sessions, great to hear from certain speakers. And, you know, a lot of experts in the field. But then afterwards you have an after party, right? Or a happy hour, and then you have a dinner, and then you have an after party, and then you have another after party.

Craig: So you have all these different locations where you just meet new people and meet new, you know, potential either sellers that you might end up working with or maybe just other agencies and people that you kind of just like bounce ideas off of. And that casual setting is just it's everything to just trying to build up. You know, your understanding of how to make this work for sellers and how to manage this engine where it's growing so quickly every single year.

Craig: Right. And we want to make sure that clients are also growing at that speed, if not more. So yeah, it's just been really great to be able to connect everybody. I would say, you know, we went to in Arcade Bar, which was really fun. We got to just hang out and, and just, you know, basically get unlimited free play, unlimited drinks, you know, that's hosted by a sponsor and in partners.

Craig: And it was just really great. Yeah. Being able to just kind of hang out there and, you know, just, yeah, just kind of let go a little bit.

Gavin: I love that our, the, the, the arcade bar truly, truly meshing the work and play. At the end of the day, there's a big kids in our ecosystem in the e-commerce, digital marketing. We love to have a good time. We love to have a.

Craig: Good time. There's nothing like, trying to bring down a claw in a claw machine, but then turning to the side and saying, yeah, how about those tariffs in Canada though, right? You know, let's talk about that a little bit more. And

Gavin: Melding the two worlds, melding the two. Now, it sounds like a great time for anybody listening over the next few weeks. Yeah. If, if you sell on other channels, you know, we'll watch for that multi-channel rollout and seller central and. Yeah, read, read what the data looks like coming in between these different channels and yeah.

Gavin: Keep an eye out for these updates. Craig, thank you so much for joining. This is great.

Craig: Of course. Thanks for having me.

Gavin: Thank you. Craig, one of my favorite recurring guests here on AdLab. And yeah, those Amazon events sure do sound like a fun time, especially in the beautiful city of Seattle. Now let's jump into today's deep dive. I'm joined by Kendal McMullen, who brings experience from both the brand side of e-commerce and the technology side. Now that she's at Klaviyo, we talk about why email deserves more attention in your marketing strategy, how to turn customers into brand advocates, which is more important than ever and why?

Gavin: Knowing your brands identity is especially worth focusing on in the age of AI. Let's head into the lab.

Gavin: Kendall, thanks so much for joining the show. Thanks for coming on AdLab.

Kendal: Yeah, of course, I'm excited to hang out with you guys.

Gavin: So to get things kicked off, I wanted to start off with a question that is pretty directly tied to your career journey, right? And I think for the listeners, this is good context. You're bringing an experience not only from the side of the equation when we're talking about email marketing, but also from the brand side at Global Healing.

Gavin: And you're kind of meeting in the middle there. You've described yourself as a data nerdy storyteller. What does that mean in the world of email marketing, and how has that changed as you've transitioned from your role as an e-commerce manager to your role at Klaviyo? Hefty. Question to start off here, but I'm kind of curious how you how you connect those dots on the data storytelling side in the new role and how that's changed?

Kendal: Yeah, absolutely. It's a good question because I did take a straight right, 90 degree turn from brand side into the tech side. But I consider data nerdy storyteller as the doorway between brand identity and what customers really care about in the amplification of that identity using AI. So I care very deeply about the storytelling component of a brand, and having brand equity and identity and some sort of teeth in the game that is a differentiator from different brand or a competitor, but you could have the best brand in the whole wide world, but if nobody sees it or understands it or is delivered that message, it's not helping revenue.

Kendal: So Data Nerdy is amplification. Storytelling is roots in identity.

Gavin: And I'm happy you brought that up, because a I think a common conception maybe from the general public is email marketing doesn't necessarily relate to that storytelling aspect the same way that maybe social does. Right? Or create a video assets. When you're thinking about depicting a brand story through email marketing, what are the questions that you recommend brands ask themselves to figure out?

Gavin: How do we present our brand story and a concise in a concise fashion that works in the email marketing format? How do you help brands make that transition, and what questions should they be asking themselves?

Kendal: Yeah, that's a great question. So preserving brand identity in an email source or email channel a few questions. First identity. Do you know your brand identity? If you were to go around the office or most of the times now remote, if you were to just call up anyone on your team, would they have similar responses? If you said, what is our brands identity?

Kendal: I would start there and make sure internally there's alignment on what the identity of the story that you are telling is. From social to email to paid to X, y, z. Start there. Once you've identified the identity, then you can move into what does that look like for our storytelling? What's our tone? Are we a really fun, lighthearted emoji using brand?

Kendal: Are we very serious and more premium luxury style? Are we more quick and convenient? You know, there are three different avenues you could explore. I would say, what's the identity? What's the tone? And then what's the visual delivery? And once you understand those three things, email is your roots. It's your home base. It's the thing that all of your customers are seeing in their personal inboxes.

Kendal: And so the more consistent you can be with that identity tone and visual storytelling, the stronger your brand identity will grow on your retention platform. So when you do reach new customers, it's familiar to them, and then your LTV and all that will follow when they feel like they're a part of the brand. So I would use email as a consistent source of storytelling.

Gavin: Yeah, I like that practice, which actually is probably something brands should do. Go around the office, go around your team's channels, go around your slack channels and ask, what is our brand identity? Landing at the same place is extremely important for creating that unified message, especially as you're translating that to strategy, right? And I know that you.

Kendal: So like, don't want it to be underrated. How hard that is. And most founder-led companies are going to do that and going to be all up and excited because they think everybody knows. And then you go trickle down and they're like, oh, we sell this. And that's not the vision, that's what we do. So I would say that practice is going to be the hardest.

Gavin: When you're, let's say hopping into an email program, let's say maybe at previous roles that you've had or in your current role analyzing brand strategies. Connecting it to what you're talking about. Brand identity. What's the first thing that you audit when you hop in maybe to an email marketing account? Are there a few places that you go to identify account health.

Gavin: Are there any metrics that you like to focus on? Where do you start when you're auditing a strategy?

Kendal: Yeah. So every brand is unique in their own way, which is a great thing. And it's amazing that it is that way. So those specific avenues will change from brand to brand. But the thing that I really check the most is one that identity. Like, let's start at the top with the welcome flow and say, what does it look like?

Kendal: Does it feel like a warm hug into the brand? Do I know what is coming across? Do I know what you sell? Why you sell it, where you came from? What's your value prop those type of information right at the top before you even get into the nitty gritty. Because if you can't capture them right there at the very beginning, very unlikely that they're going to open the emails later on down the line.

Kendal: So starting at the top with brand.

Gavin: And then moving into the more metric based side. And actually, I'm curious because you've been in the space for long enough now. Kind of curious, are there any metrics that you look at as more valuable now in 2026 versus a handful of years ago? How has your auditing maybe even changed as the times have moved, maybe to more automation, more AI tools?

Gavin: How is your process changed over time?

Kendal: Yeah. Aside from revenue, obviously.

Gavin: Revenue, the consistency across that's always is in our world. Yeah.

Kendal: Yeah. That's you know, rule number one check. Are we good? And then I like to look at the relationship between the open rate and the click through rate. So that is something that I have seen evolve through the years with the adoption of AI, especially AI generated content. So you may have very high open rates. And brands are considering that a high success.

Kendal: Like people are opening our emails is going really well. But then you see the click rate fall or the click through rate fall. They're not clicking on anything in that email to take them to the site or performing any actions. Is that because of the content? Is that because we missed something along the lines? So it used to be very successful, have high open rates and then now you almost want like a better balance between open rate and click through rate.

Kendal: If my open rate comes down, but I'm targeting the right people with a higher click through rate, it makes sense. It's a win overall, instead of the both of those numbers being like inverse or the other. So I like it. I like to look at metrics more as a relationship oriented story versus just like this one number is killing it.

Kendal: I'm putting that on the chart. Okay. Well what's the rest of the picture painting? And if I have, like I said, healthy, open rate healthy click through rate. Now I'm targeting the right people at the right time with the right message versus just Catalogus.

Gavin: Yeah. Katie Wampas we're going to put that might be the episode title, I think that we.

Unclear speaker: Should to the South. You know.

Gavin: I have to start implementing that into my daily my daily usage. That's that's okay. So connecting and the kind of ratios between those metrics, not relying on a single metric is kind of the be all and end all, but how those things play together.

Kendal: I think that's how marketers get stuck. They get really stuck because they're focused on one metric, maybe revenue. And if the revenue is going up temporarily, that's fantastic. And then you hit a shelf and you're like, what happened underneath that big number? So I think looking at 2 to 3 metrics at a time and how they correlate with each other as you're doing tests or as you're changing things, helps paint a better story, especially now that we have so much data and we have those audiences and the ability to quickly pull those numbers.

Kendal: I think that's something for the next gen marketer to stop looking at, just like top three KPIs and making sure they're in the green. But like, are those in conjunction with each other? If one moves, does the other move and that should happen. You should have causation correlation.

Gavin: One thing that you said there that I want to investigate even a little bit further, is how email marketing plays into the larger funnel these days. One of the consistent themes throughout recording this show over the last, over the last handful of months has been how the user experience and the user journey has changed top of funnel with digital marketing.

Gavin: Obviously, the spreading out of initial searches on chat, but, you have people looking at AI overviews where a lot of that initial discovery phase looks a little bit different, and that's actually feeding into the data where we're seeing a lot of those no-click conversions. We're seeing different things now than we saw in the past. Has the place or role of email marketing as a channel changed with those behaviors, and if so, how has it changed, or has it remained relatively isolated from those larger changes, maybe further up the funnel?

Gavin: I wanted to get your big picture thoughts on where emails placed within all of the marketing channels now.

Kendal: Yeah, I think unfortunately, retention marketing takes up about 5% of mindshare of your average marketer if they oversee acquisition and retention or life cycle. All of the attention is on acquisition a lot of times because it's very expensive, volatile, and it changes every five minutes, you know. So that's one of the things like we have to spend a lot of time on.

Kendal: And then marketers just expect retention to just work and to pay for it. I think if brands cared more. This is my call out to brands. If they cared more about their identity and their customer experience life cycle, they would see better results on acquisition through AI, through reviews, through word of mouth, through a lot cheaper funnels than your high meta ads.

Kendal: Sorry to the powers that be, but it's.

Kendal: Expensive.

Kendal: You know, on Google and to acquire a new customer, it's a lot cheaper for you to make a champion out of an existing customer that then becomes an ambassador and leaves reviews and word of mouth, and then you use that as a multiplier. Now your life cycle engine is creating new revenue for you. So I think to answer the question of where does email fit in on the larger scale of acquisition, I would say email is the home base of educating your customers to turn them into brand ambassadors.

Kendal: That then leads to top of funnel. So when done well, it helps the full funnel.

Gavin: Yeah, well and I'm happy you brought that up because another consistent theme and this also might just be me preaching this to basically any brand I talk with these days is how important social proof is to a brand's visibility. If AI search tools are citing third party sources, we're basically, hey, you need those brand ambassadors on Reddit.

Gavin: Yeah, you need those brand ambassadors in the comment section that you need that chatter. And I love how you're placing email marketing as the home base to build that brand ambassador. So you can have and then that'll help AI visibility long term.

Kendal: No doubt. So small story here. My family owns a wildlife removal business, small company, blue collar, you know, worked hard. My dad, he calls it the eyes. He has no idea what to do for a living. And I'm not even going to try to explain it. But he does. He has a physical service where he goes to someone's home and he performs a service for them.

Kendal: Right? He doesn't do advertising. He doesn't have Google ads. His website is the one that I built when I was 19, starting. And it's still there.

Unclear speaker: Still there?

Kendal: Yes. Same one drag and drop Creed design. Anything. And it's what he uses. But his brand is thriving. Or his company's thriving because they're all over. Gemini clawed all the things because they have hundreds and hundreds and thousands of reviews from people that love my dad or love the people that he has hired. They go when they rant on their Facebook groups, moms pages, those types of things.

Kendal: They say, this is the guy. He's trustworthy, he's X, y, z. So now when they do the ChatGPT, his little business that barely even has a functioning website is the first one that pops up because of social proof. And so that just goes to say like how strong that measurement is in the new wave of search discovery.

Gavin: Yeah. A little bit of a left hand turn. But just thinking about your family anecdote and kind of that old school version of viewing, marketing and viewing the internet and connecting that to social proof. I wanted to think about how, in your perspective, marketers and this could be internally a brand marketer or agencies. How do you think marketers are maybe overusing AI in the current capacity?

Gavin: And this can be email or you can open it up a little bit broader. But I wanted to get your perspective on where are marketers over using the tools and where you think that it's actually better to have more human hands on interaction with the marketing channels?

Kendal: I love this question because like I always say on all of my calls, which is like a very AI forward hungry, growing, incredible company, I get asked that a lot just with my personal friends, etc. my two pillars that I believe in my career is customer experience and brand identity. And so with AI it doesn't have a regional thoughts humans do.

Kendal: And so if you're over using AI in your content generation, or if you're just trying to do too much before you establish the foundation of who your brand is and what you do and why, it gets diluted. And that's where you get the AI slop engine, and you're sending out five times as many emails as you need to, and the revenues dropping.

Kendal: But the sends are up. It's because it's just not hitting. You want to make sure that you have human involvement when it comes to identity, because you shouldn't be relying on ChatGPT to tell you what your brand identity is. And so I would say like, hey, let's use our creative and original thought and original skills in common sense.

Kendal: You know, a lot of times with what would a customer enjoy seeing versus what they would not? Does this sound like, are we asking ourselves that question? We write an email. Does this sound like it was written by AI? Yeah, well, you probably shouldn't use it. So it's like that. That's the marker that I would say is, before you've established your foundation of who your brand is and why you exist.

Kendal: I would not be using AI to create those thoughts. I would use it later on down the road to amplify them.

Gavin: Got it. I'm gonna go through a few kind of quick hit questions, lessons, and takeaways to close out the time that I have with you here. And I actually wanted to start things off and I and I won't I for a little background for the listeners, Kendall was at LP connect, which is an annual event that we have up here in Portland.

Gavin: And Kendall was kind enough to actually be on stage for a portion of that event. And you had a pretty funny story that you told that I wanted that I, that I wanted to relay to the AdLab listeners around maybe potential mistakes that have been made that you've seen on the email marketing side were, mind me, what yours was.

Gavin: So we can have the listeners tune into that, because I thought that story was very intriguing.

Unclear speaker: Yeah.

Kendal: Talk about human involvement. This is a.

Unclear speaker: Very human.

Kendal: Human moment. So I came from a wellness supplement company, very premium high end luxury care, very much about brand identity. We put a lot of sweat equity into making it a luxurious experience and high end, you know, think of Rolls Royce of supplements is where we are at. And we wanted to do a post about the seasonal shifts in needs for supplements.

Kendal: Well, we had an email that went out to our entire list with seasonal shifts, dropped the F, and the product was a digestive cleanse. So it was one of the highlights of my career.

Unclear speaker: I'm not gonna.

Kendal: Lie, it was the funniest thing that I've seen. I saw it pop up on my phone and I'm like, we did that. We straight up did that. How many people had this gone out to?

Unclear speaker: It would just.

Kendal: Paused everything for the day and were like, whatever we got to do, we're fixing this. But it was everyone laughed. It was one of those things where we were just like, well, that happened.

Gavin: I know, and it is funny because with email, once it's out, it's out. So in the world, the response, the response to it's almost like you kind of have to throw your hands up and have a little bit of a laugh there. But I do like the idea of you putting that on your resume for any future opportunities that career highlight the typo on the yes.

Kendal: Like that. The highest response. You know, I don't remember exactly what it was, but it was high. Our reply rate. And I remember just walking downstairs, customer service being like, hey.

Unclear speaker: You may you may get a call. Yes, it did happen.

Kendal: And yes, we're owning it. And I told him I was like, don't play it off like we did that. Say it with your chest. And it was it was funny.

Gavin: Yeah. Also another good lesson for the listeners. Say it. Saying it with your chest leaning in and appropriate. I actually think that's a good response to when things like that come up, which they inevitably will as we spend, you know, eight hours a day at our roles. There will be situations like.

Kendal: That up over a desk doing 200 things at one time, like you're bound to make a mistake at some point in time.

Gavin: But at least one at least.

Kendal: Yeah. Just maybe don't send it to the entire full list. Let's proofread that.

Gavin: But the impact, the what? The wide impacts might be different in different situations. We all survived. So such a such a funny, funny anecdote, but for a few other kind of wanted to run through a few final pieces here. There's a lot of, SMB brands that are with LP under our management that might be listening to the show.

Gavin: If a brand only had a small budget. Let's say that we're talking startup, maybe we're talking local service, maybe with a smaller marketing budget. Where would you recommend they focus first and where would email fit in to that focus? Planning for, again, a small brand that might not be, you know, an enterprise brand with a ton of monthly budget for paid advertising.

Kendal: For sure. So I'm a now this is not a clay answer. This is a marketer answer. I would say because I've seen it, I've been there. Startup is hard and you have very little resources and a million things to do. I would make sure that we're ever you are sending your traffic. It counts. So if it's one landing page that you have the resources to build, and you can't build out an entire website with all these pages and fun things, PDP, all that rich content make one really good landing page that tells who you are, why you're doing what you're doing, and why your product is the best.

Kendal: Because there's no point in paying at the top of the funnel and driving traffic if they're not landing somewhere that matters or educates them would start there and then. The answer is to make sure that you have a way to retain them. So once you get them to that website, whether they buy or not. How are you going to reach back out to them?

Kendal: Have a really good sign up unit, have a form, have something on their an agent, whatever it is that is capturing their information so that you have something to come back to for their second purchase or maybe even their first purchase. So I would I would start with just how narrow can I make my funnel from top of the top of the house into my retention lifecycle CRM?

Gavin: Got it. Where is the future of email marketing going? I think that I have a pretty good handle on where a lot of these other channels are moving. With the new technology that's rolling out, where do you see email in 3 to 5 years? Do you think it's going to look dramatically different than how we currently operate? I'm kind of curious how you view the future of the channel.

Kendal: Yes, I think we're going to have a sink or swim moment when it comes to all of this AI that people are coming. This is a hot take, by the way. And I talk with hundreds of brands so I can see the difference on who is performing really well and who is struggling. The ones that are performing really well are leaning into brand.

Kendal: People are so tired of getting sold to buy AI, slop and quantity. The ones that are winning are educating. I did a panel not too long ago and she had a word where she was education and entertainment. She merged education or something like that. For your entertainment educate. I was putting that together a lifetime. But she said that and I was like, brilliant.

Kendal: That's the word. When you're using email as a channel, that's fostering the brand and the identity, and that what's going to make your brand alive in a hundred years is going to come from that email. Health brands that are quantity over quality or just blasting and looking for super deep discount, quick wins type of thing and email that'll fizzle.

Kendal: And I think it's just too easy. That's one of the things that it was easy. Everyone would do it. Building a brand is much harder than doing a 70% off sale every week, you know, so things like that. So I would say in 3 to 5 years, the brands that put the equity in, we'll see the return year after year versus once that kind of quick shot it.

Gavin: I mean, that's advice that I can take even in this particular format, education and entertainment. If you can merge those two things and anything you do, you've got a better chance at delivering the message that you actually want to get across to the audience.

Kendal: Yeah, I mean, we all have our brands, like you have your brands that you love. That's like, I'm only going to buy this one. My mom will not buy any other comforter other than Mello. She will also buy all the pillows, all the sheets, all the everything because she loves it. The whole identity of it. She feels very bought into the brand.

Kendal: Shout out to Mello for no reason. But she loves him.

Gavin: Not a paid promotion.

Unclear speaker: Not a paid promotion. I just.

Kendal: There's a package waiting for my mom from Mello. Huge fan. And so, yeah, like, people have their things and it's because she just trusts them and she knows what it's made out of. She knows where it came from. She knows all these details, and she won't buy another one because she doesn't know that. And so they built they did a very good job of marketing to my mom because she would be a customer forever.

Kendal: So brands that can replicate that will win.

Gavin: I think that's a perfect place to close this out on. Kendall, thanks so much for coming on today. Hopefully we can bring you on again in the future. And yeah, thank you much. Thank you so much for.

Unclear speaker: Joining.

Kendal: Talk Shop chatting it up.

Gavin: Awesome. Thanks.

Gavin: Big shout out to Kendall for.

Gavin: Joining us and sharing her perspective on the future of email marketing.

Gavin: And the.

Gavin: Importance of keeping the customer experience at the center of the strategies.

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