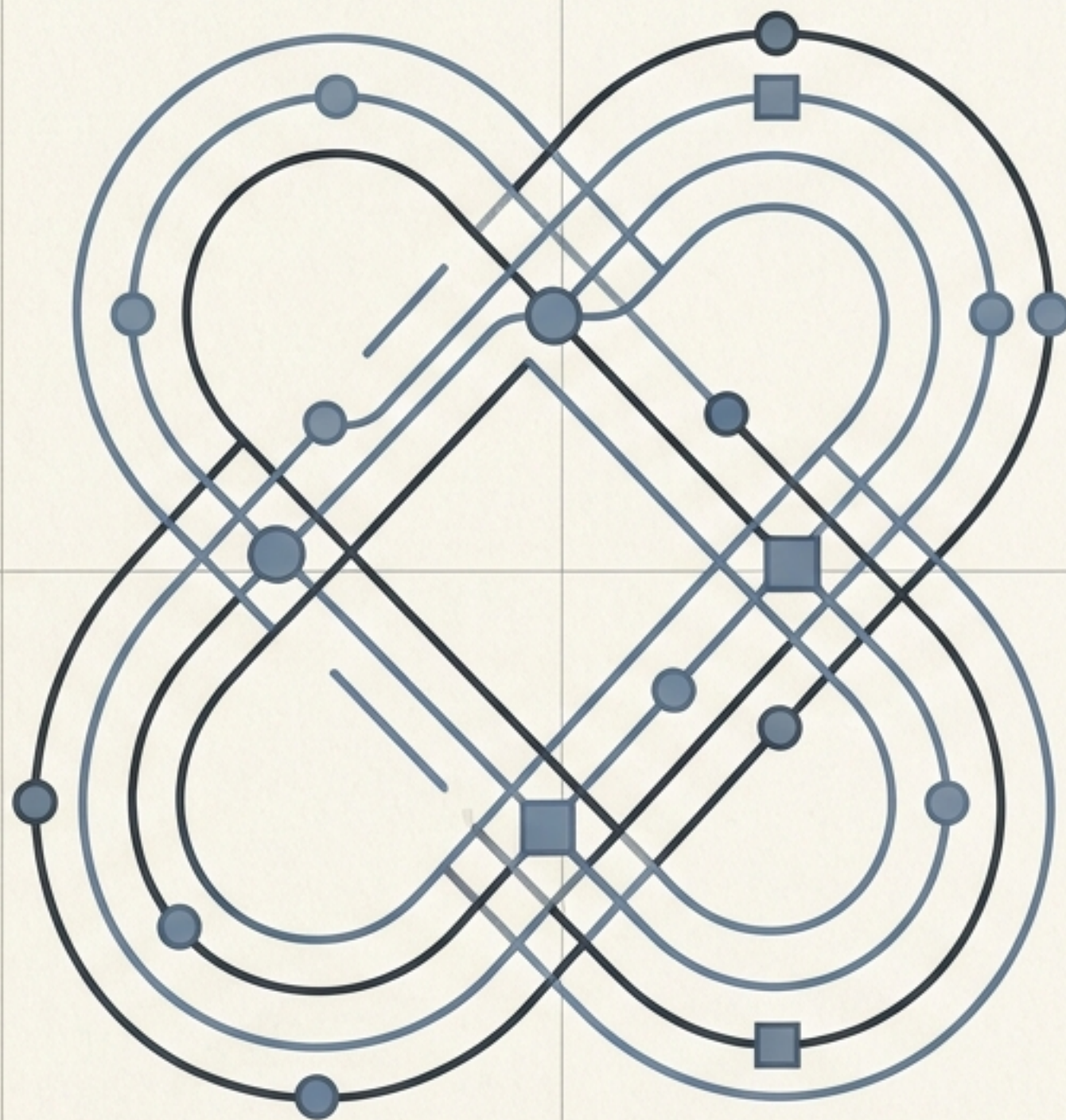


Automating Email Sequence Optimization

Using A/B Testing AI to Refine
Outbound Copy



The Bottleneck of Manual Optimization



Time-Consuming

Manual tracking and variation development steal hours from direct selling.



Resource-Intensive

Requires dedicated personnel just to manage tests and interpret raw data.



Subjective Decisions

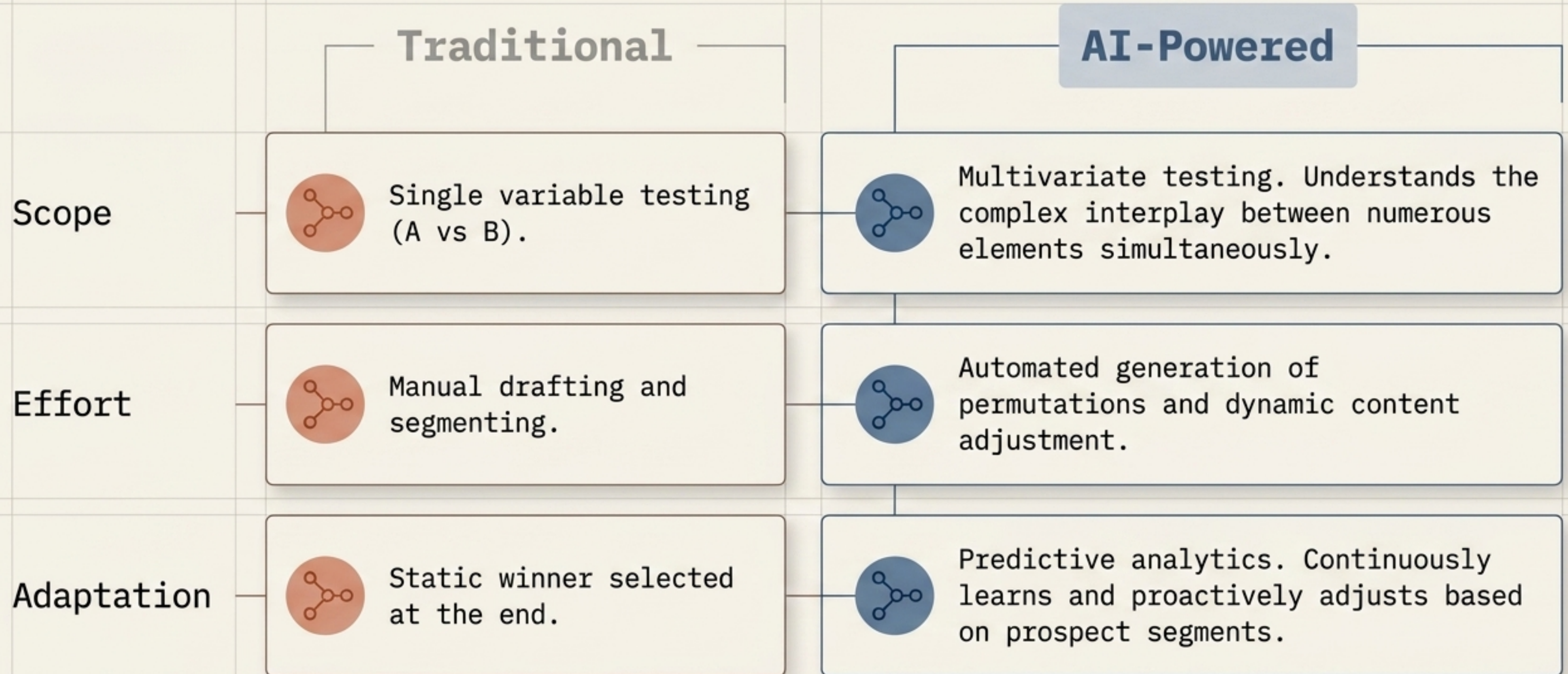
Human interpretation introduces individual bias, leading to suboptimal pivots.



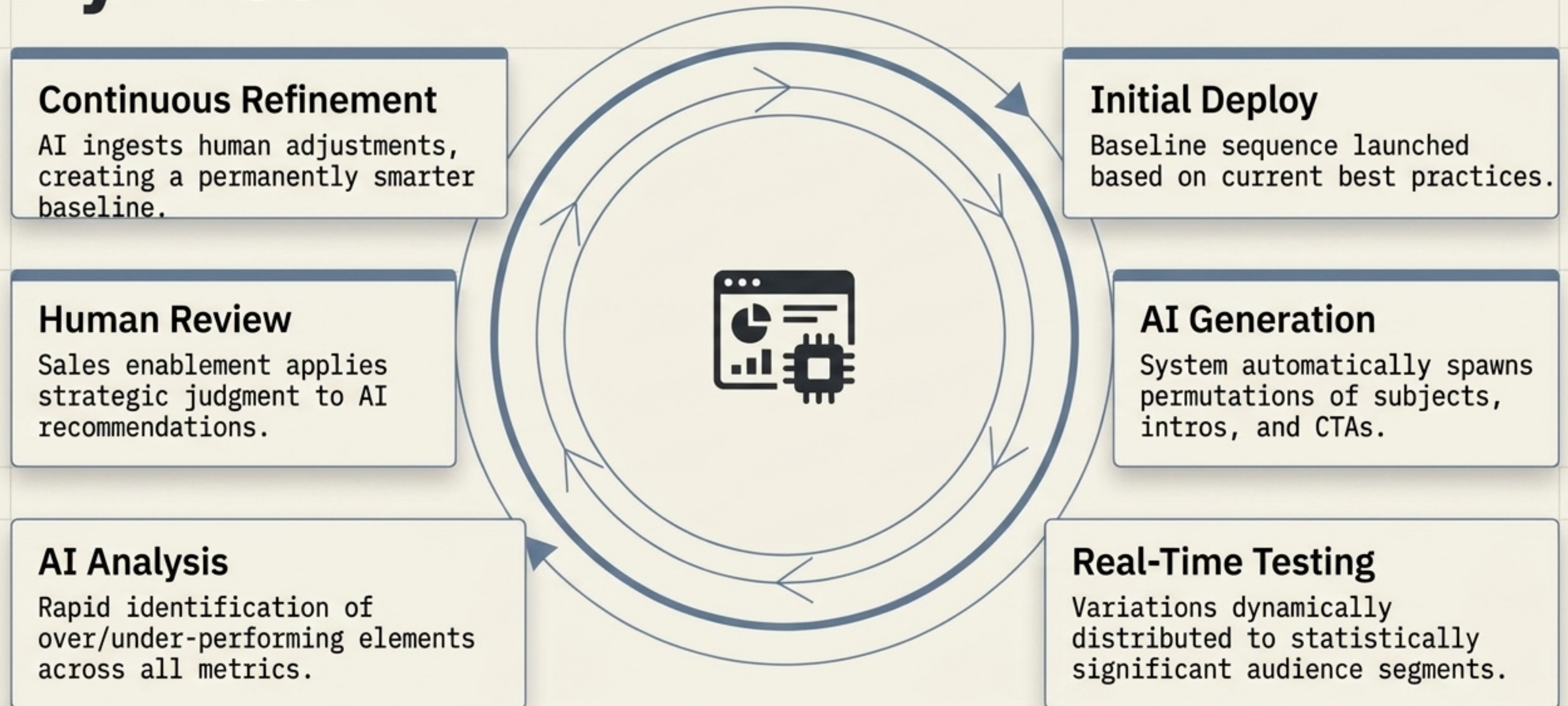
Limited Scope

Logistical constraints restrict manual testing to only one or two basic variables at a time.

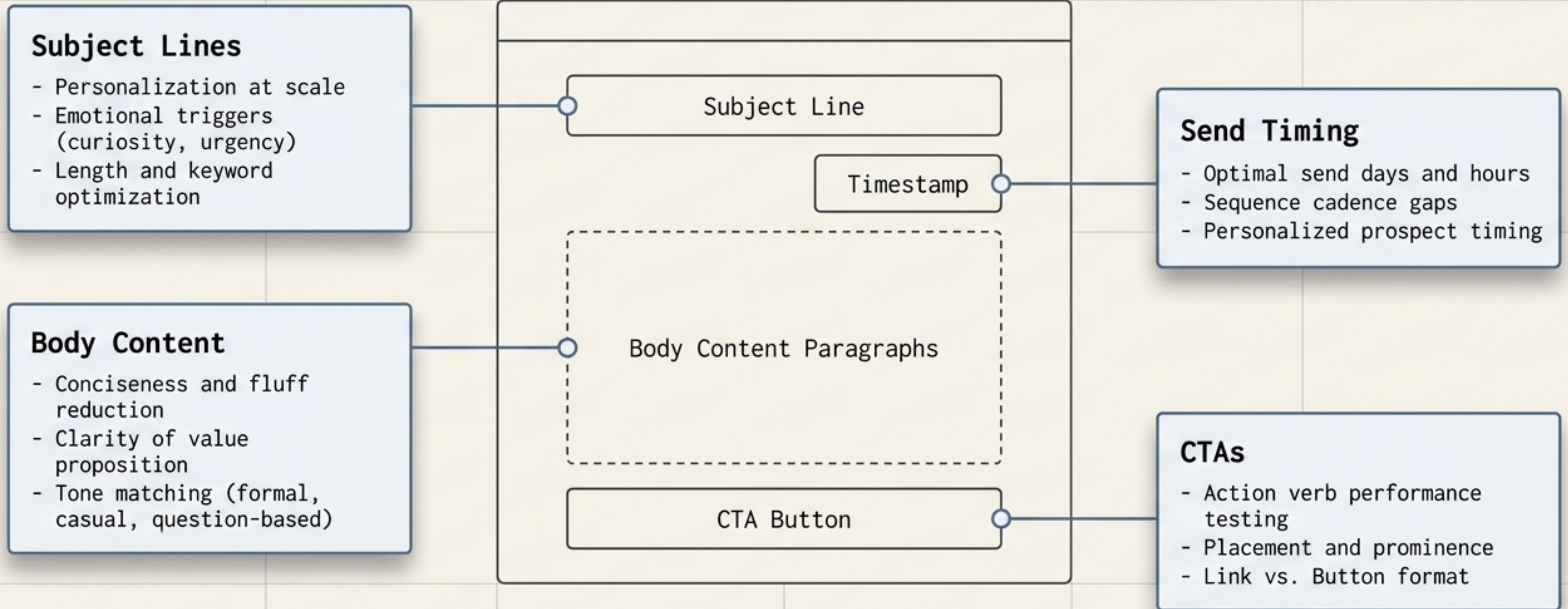
A/B Testing vs. The AI Optimization Engine



The Continuous Learning Flywheel

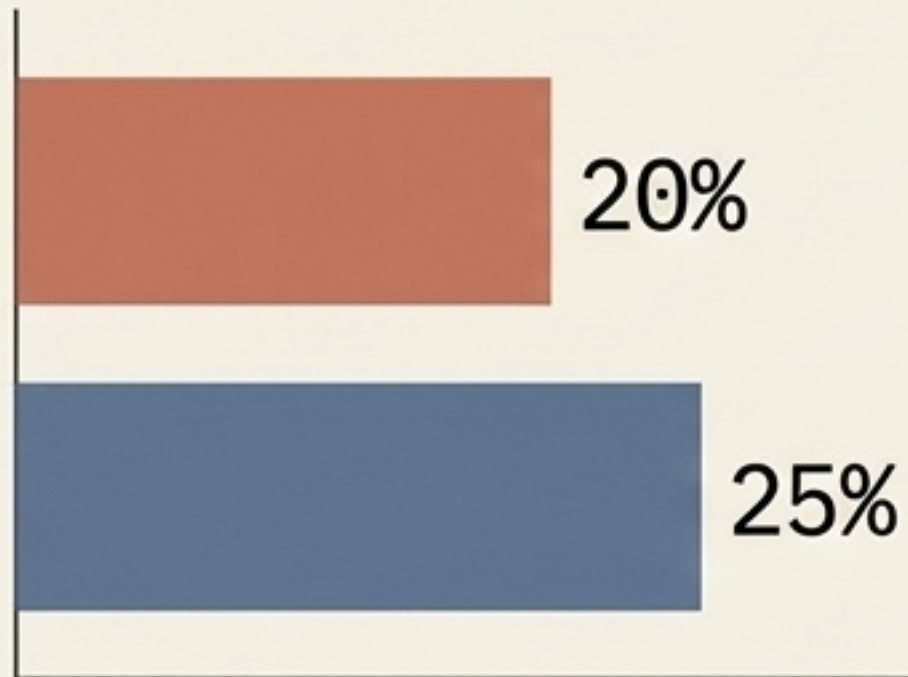


Anatomy of an AI-Optimized Outreach



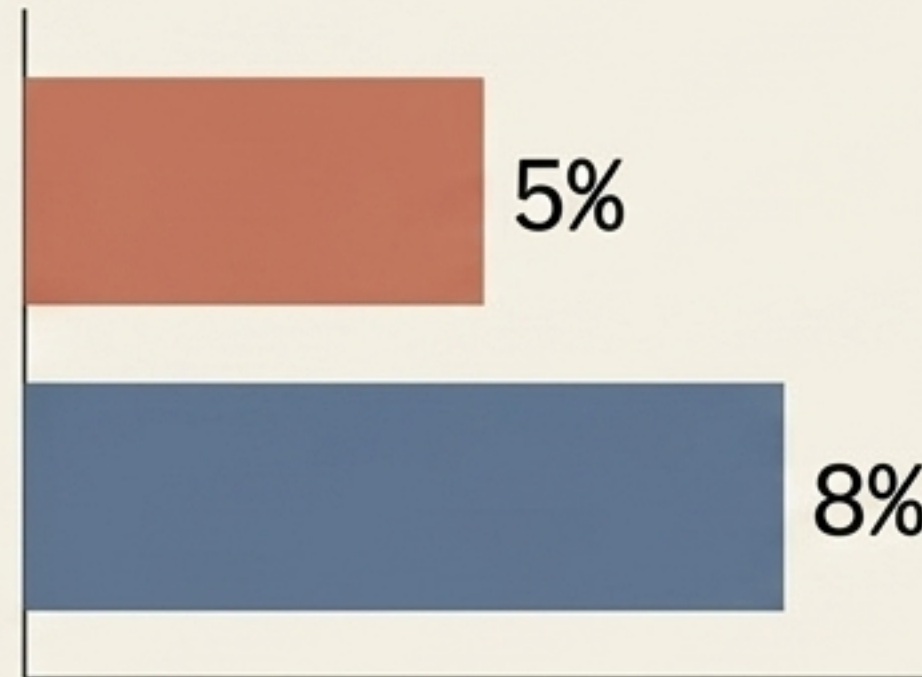
The Baseline Shift

Open Rate



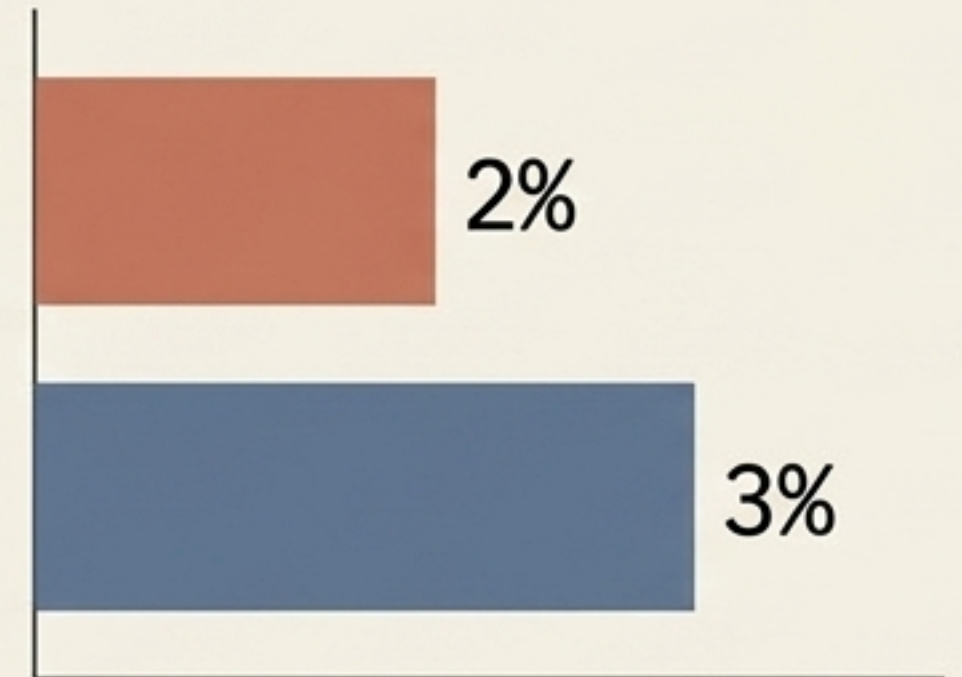
Driven by dynamic subject line triggers.

Click-Through Rate



Driven by CTA placement and verb optimization.

Conversion Rate

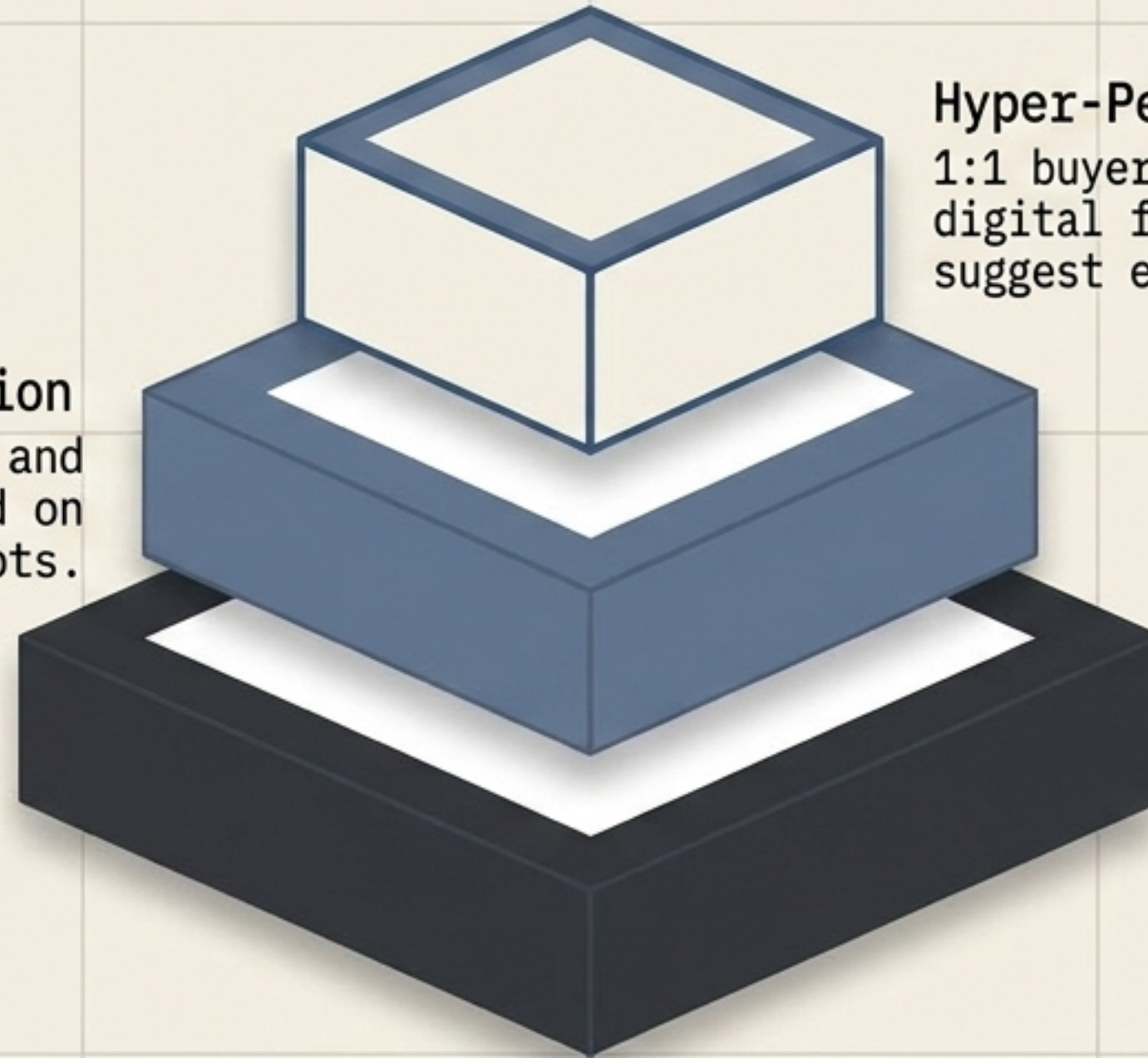


Driven by hyper-relevant value prop articulation.

Beyond Optimization: The Future of Sales Enablement

Predictive Content Generation

AI drafts initial sequences and variations automatically based on CRM data prompts.



Hyper-Personalization at Scale.

1:1 buyer journey alignment. AI gauges digital footprint sentiment to proactively suggest engagement urgency and tone.

Continuous Optimization.

Automated multivariate testing and dynamic adaptation.

Seamless Tech Stack Integration (CRM & Conversational AI) powers the entire vertical.