

# The Power of AI and Email: How Skillshare Drives Creativity and Inspires Discovery

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**blueshift**





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# The Power of AI and Email: How Skillshare Drives Creativity and Inspires Discovery

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# SKILL SHARE.

## The largest online community for creativity.

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With more than 742,000 subscribers and over 30,000 video-based classes exploring a wide range of creative disciplines from graphic design to photography to painting and illustration to interior design.

Skillshare is both a publisher of original content, and an open platform, where anyone who meets our standards and guidelines can upload a class and earn income for sharing their knowledge.



**Unlimited access to  
hands-on, creative  
classes**



**Apps to support  
offline learning  
whenever, wherever  
you want**



**Community of like-  
minded creatives to  
support your  
learning**

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How can you efficiently speak to your customers and address their unique concerns and interests?

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# The opportunities for marketers are high...

## 50%

Likelihood someone buys from a marketing email at some time during the month. (Salescycle, 2022)

## 58%

Increase in email personalization in retail, e-commerce, and consumer goods and services companies. (HubSpot, 2021)

## 28%

Higher return on investment on emails that undergo A/B and spam testing. (Litmus, 2022)

# ...but so is the pressure.

## Zero-party data

Companies are turning to email marketing to help them make-up revenue lost due to changing first-party data regulations and volatile ad costs (Litmus, 2021)

## Recession concerns

Even before the current recession concerns, companies began leveling off their investments in email marketing (Litmus, 2021)

## Team reductions

Many teams are seeing reductions in headcount, further limiting their team's capacity.

# 4 Ways to Drive Impact

## Recommendations

Highlighting products and content most relevant to a particular user.

## Localization

Stand out in crowded inboxes by meeting users where they are at (literally).

## Campaign Optimization

Incremental wins through testing to drive long-term performance.

## AI Tools

Streamline workflows and time spent creating new templates.

# Recommendations

A robust tool to craft recommendations for items in your catalog.

## Multiple uses including:

- Recommend new content or items
- Resurface content or items a user has previously engaged with
- Recommend content or items based on what they have bought or watched previously

Because recommendations automatically populate within emails, they are extremely flexible to use in event-triggered or recurring campaigns to minimize work of preparing one-time or segmented sends.

**Original**

23,392 students 50m

**Plants at Home: Uplift Your Spirit & Your Space**

Christopher Griffin

**Staff Pick.**

13,042 students 1h 22m

**Holistic Interior Design: Transform Your Personal Space for Well-Being**

Clear Studios

**Staff Pick**

172,821 students 55m

**iPhone Photography: How to Take Pro Photos On Your iPhone**

Dale McManus

**Original**

129,442 students 1h 19m

**Fundamentals of DSLR Photography**

Photo Essentials x Justin Bridges

# Recommendations

recommended\_classes

6 of 6 items

category\_affinity\_classes

2 of 2 items

saved\_classes

No items returned for this preview customer

0 of 2 items

enrolled\_classes

SKILL SHARE View in Browser

## Personal Picks Made for Mary

**Advanced Prototyping and Interaction Design in Figma for UI/UX Designers**  
Arash Ahadzadeh  
[Explore Now](#)

**Become a UGC Creator in 2023**  
Casey Jourdan  
[Explore Now](#)

**Design and Sell Printable Greeting Cards on Etsy with Canva**

**The History of Graphic Design - Influential Style & Art Movements**

This weekly automated class recommendations email has a 71% higher click/send rate compared to other newsletters.

Multiple recommendation blocks (see left) can be stacked to further personalize content for users.

# Localization

Particularly for international companies, translated and localized content can help you stand out from the crowd.

Blueshift integrations with tools like Crowdin make this a seamless process compared to using external fetches or Get/Post calls in templates.

Blueshift tools such as tags makes organizing multiple languages easy so you provide a much more relevant experience for users without a significant lift.



# Localization

**Crowdin**

Select the files that will be synced to Blueshift

2023-03 SYNC TO

Name	Sync status
2023-03 Monthly Teacher Newsletter	
French French (fr)	100 %
German German (de)	100 %
Portuguese, Brazilian Portuguese, Brazilian (pt-BR)	100 %
Spanish, Latin America Spanish, Latin America (es-419)	100 %
2023-03-02-most-watched-active-members	
2023-03-02-most-watched-non-members	
2023-03-07-tues-active	
2023-03-07-tues-non-members	
2023-03-09-certificates-earned-active-members	
2023-03-09-certificates-earned-non-members	
2023-03-09-certificates-uneared-active-members	
2023-03-09-certificates-uneared-non-members	
2023-03-14-tues-active	
2023-03-14-tues-non-members	
2023-03-16-promo-ir-churned-members	
2023-03-16-promo-ir-never-control	
2023-03-16-promo-ir-never-test	
2023-03-16-promo-us-churned-members-control	

**Blueshift**

Select the files that will be synced to Crowdin

2023-03 SYNC TO

Name	Sync status
Email	
2023-03 Monthly Teacher Newsletter	
2023-03 Top Teacher Times	
2023-03 Top Teacher Times Template	
2023-03-02-most-watched-active-members	
2023-03-02-most-watched-non-members	
2023-03-05-month-in-review-active-members	
2023-03-05-month-in-review-canceled-members	
2023-03-05-month-in-review-non-members	
2023-03-07-tues-active	
2023-03-07-tues-non-members	
2023-03-09-certificates-earned-active-members	
2023-03-09-certificates-earned-non-members	
2023-03-09-certificates-uneared-active-members	
2023-03-09-certificates-uneared-non-members	
2023-03-10-blick-raffle-winners	
2023-03-14-tues-active	
2023-03-14-tues-non-members	
2023-03-16-certificates-active-members	



**SKILL SHARE.** Ver en el navegador

## Último recordatorio

# Disfruta un año de aprendizaje ilimitado con un 40 % de descuento

Aprende habilidades nuevas. Sumérgete en un hobby. Crea otra fuente de ingresos. Da rienda suelta a tu creatividad y deja que te sorprenda.

Aprovecha esta oferta y disfruta un año de aprendizaje práctico ilimitado con un 40 % de descuento, Mary. La oferta caduca el 23 de marzo.

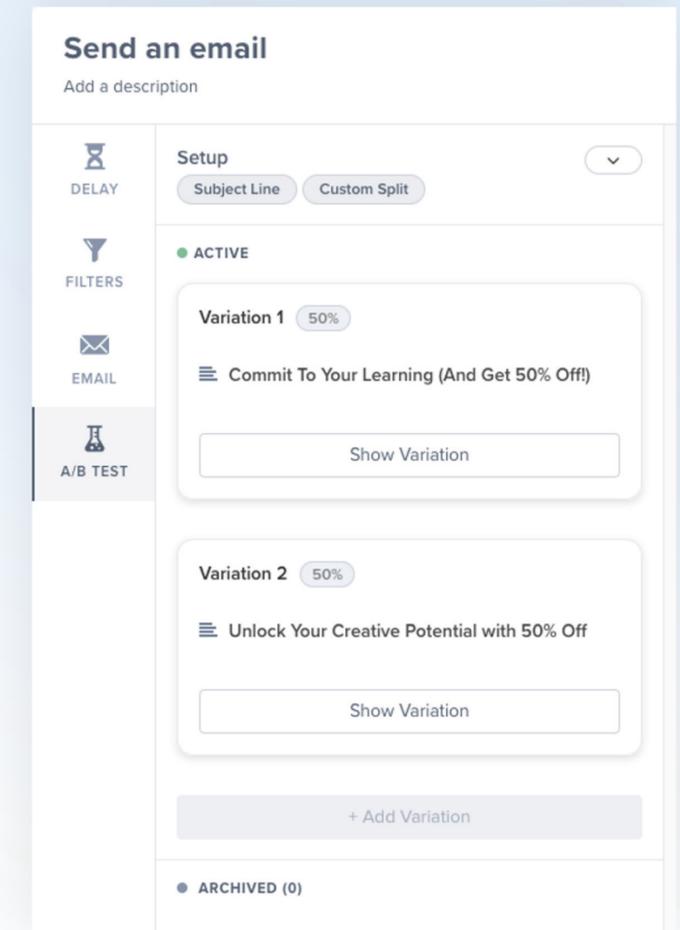
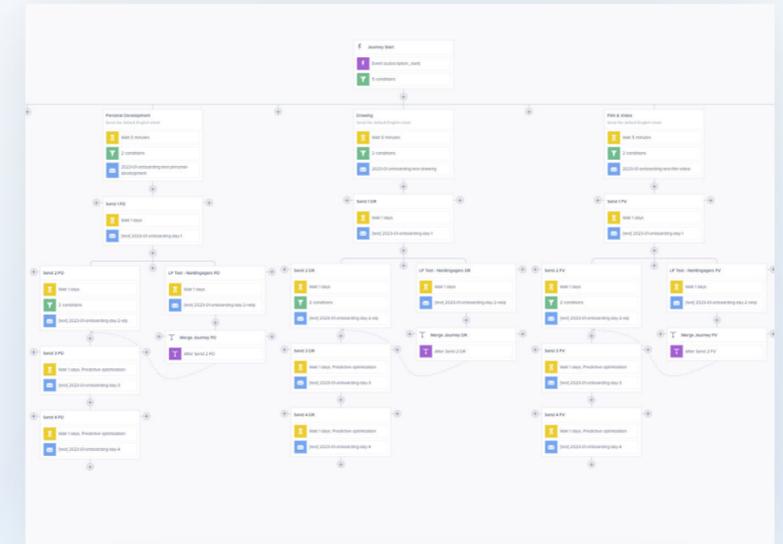
**Ahorrar un 40 %**

# Optimizing Campaigns

A win today may not work in 6 months. It's vital to constantly test to ensure messages continue to be relevant for users.

## Ways to test in Blueshift:

- A/B test tools in the campaign set-up allow you to randomly assign different subject lines, pre-headers, sender names, and creative to users
- “Bsft\_control\_bucket” attribute allows you to randomly assign users to different test arms and keep them in longer-term tests
  - Easy to not only set-up the test but then identify what users received different versions and monitor their behavior over time



# Optimizing Campaigns

**SKILL SHARE.** Keep Exploring  
View in Browser

## Jump Back Into Your Class

Make furniture easily by yourself with cardboard - a complete guide

Naama Yaffe Mendelboim

[Resume Class](#)

## Want Something Different?

Check out these recommended classes for you!



### Make Edison Wood Block Lamp

Art School

[Explore Now](#)



### Carve a Simple Wood Spirit with a Flat Bench Chisel

Clint Rose

[Explore Now](#)

[Discover More](#)

**SKILL SHARE.** View in Browser

## Your Crafts class is waiting for you!

Join 122 members learning and creating in this class.

Make furniture easily by yourself with cardboard - a complete guide

Naama Yaffe Mendelboim

[Learn More](#)

## Here's other recommended classes based on your interests.



Make Edison Wood Block Lamp  
Art School

[Learn More](#)



WOOD CARVING TUTORIAL:  
Beginner Beard Guy Whittle  
Carving the Cottonwood Adria Laycraft

[Learn More](#)

[Browse More Classes](#)

This email sends to users 7 days after they last engaged with a class to encourage them to continue watching.

We had run various tests on this email over the years, and last year we had a breakthrough.

The test creative increased click rates 148% compared to the control experience. We also saw statistically significant lifts in class engagement.

This win informed other updates we made to class reminder emails, further lifting re-engagement rates for our classes.

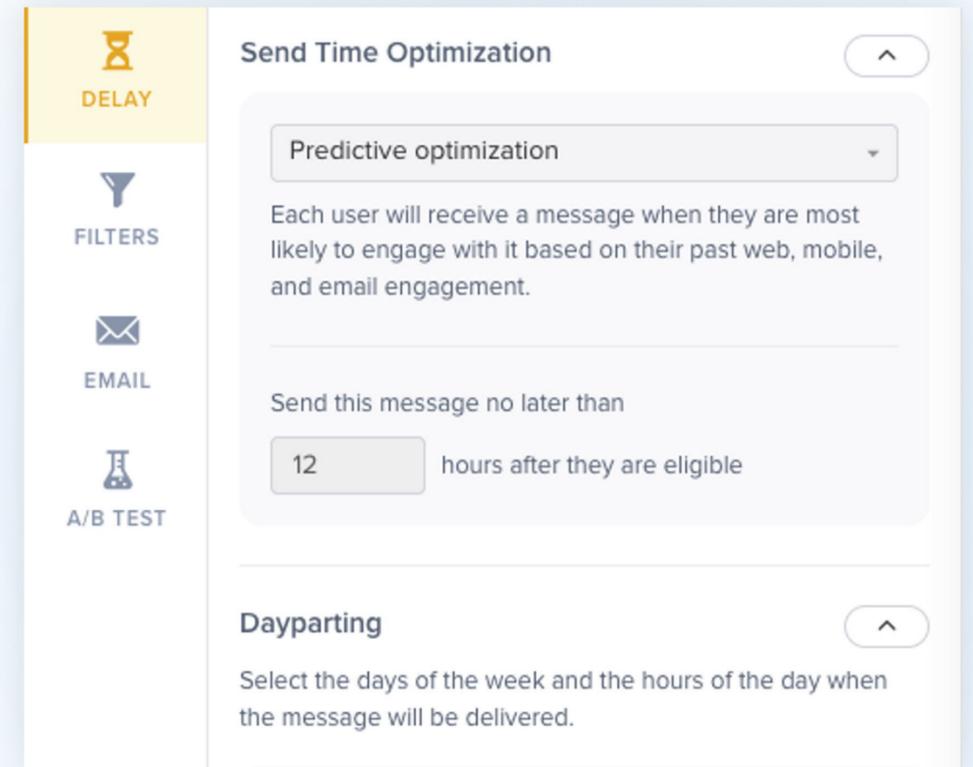
# AI Tools

AI is rapidly becoming an essential tool in any marketer's toolkit.

Send Time Optimization makes sure message are sent when they are most impactful for users.

Blueshift's AI tools prioritize when they are likely to click-through.

New generative AI tools also help streamline one of the most time-consuming parts for many teams: Copywriting and designing.



# GenAI for Personalization

## Original Prompt: March's Most Popular Classes

1 See what's Trending this March!

2 Get Ready for the Best Classes of the Month

3 Be a Trailblazer with Our Most Popular March Classes!

4 Take on Something New This Spring: Check Out Our Hot Picks Now

5 Join In On The Fun – Find Your Class Today!

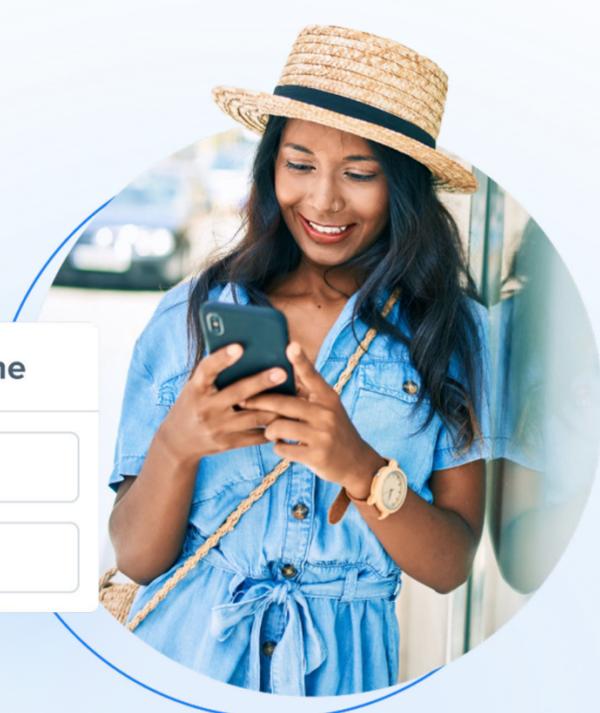
1 Not to be Missed: March's Most Popular Classes

2 Gen X Don't Miss Out: Sign Up for These Trending Courses Now

3 Take the Lead with These Popular March Courses

4 Unlock Your Potential this Month With Our Hottest Classes

5 Stay Ahead of the Curve with these In Demand Classes Now



**Generate Email Subject Line**

For Gen-Z

Tone: Cheerful



**Generate Email Subject Line**

For Gen-X

Tone: Persuasive

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Where do you go  
from here?

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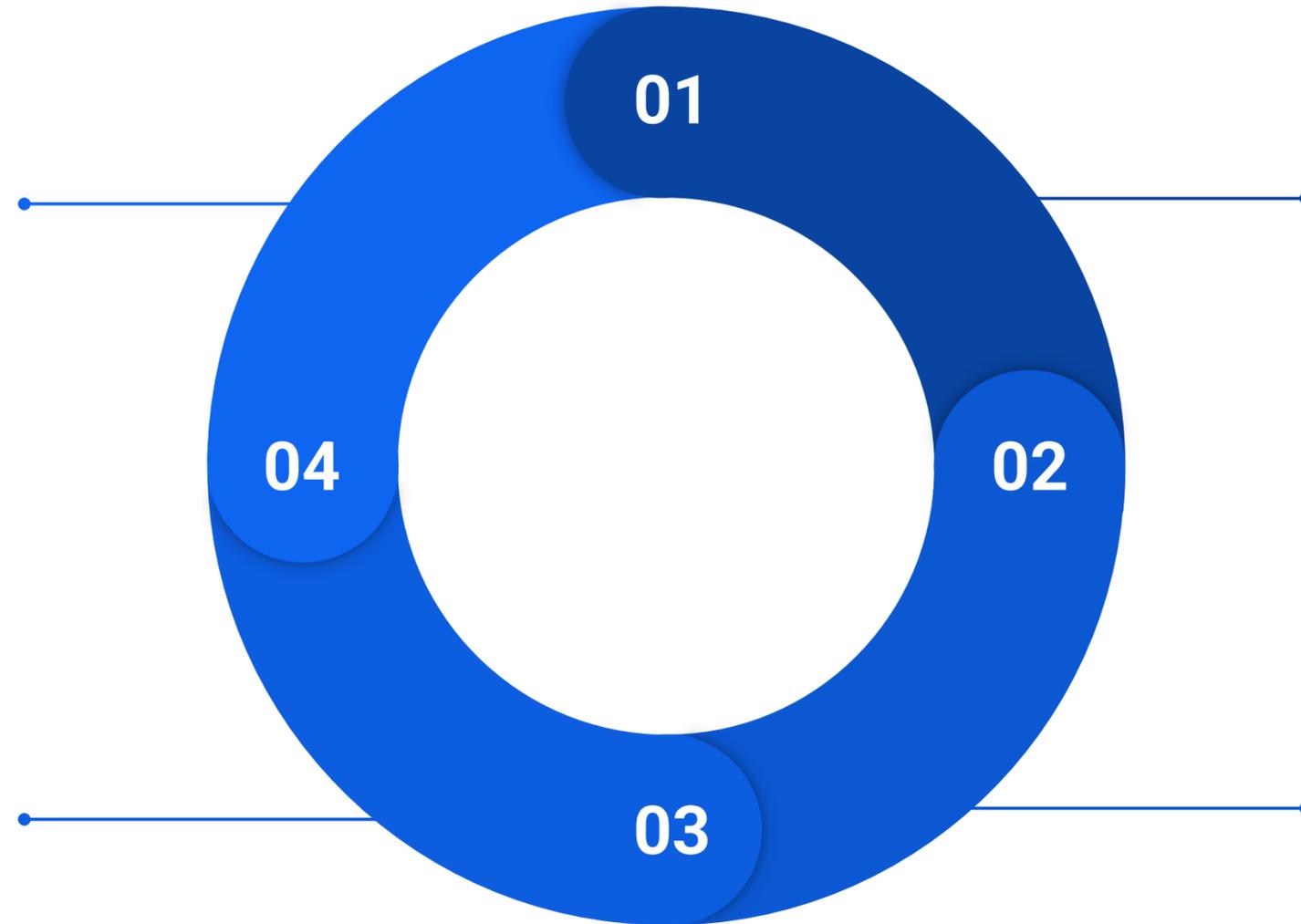
# Get Comfortable with Iteration

## Iterate on your learnings.

Make incremental improvements to your program and explore new ways to leverage tooling to improve your program.

## Run tests to understand impact.

Start testing on existing or new campaigns to find wins.



## Take stock of your program's goals.

Are you looking to increase sales? Understand how changing economic conditions may be impacting your notifications' performance?

## Identify available data and resources.

Determine what your options are. This will vary by team and resourcing, and it will help you prioritize initiatives.



# A Fireside Chat

With Ben & Mary

# Thank you!

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