

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

 blueshift





Ben Okeya

Customer Success Manager



Mary Aguililla

Senior CRM Marketing Manager



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



The largest online community for creativity.

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

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

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	Localization	Campaign Optimization	AI Tools
Highlighting products and content most relevant to a particular user.	Stand out in crowded inboxes by meeting users where they are at (literally).	Incremental wins through testing to drive long-term performance.	Streamline workflows and time spent creating new templates.

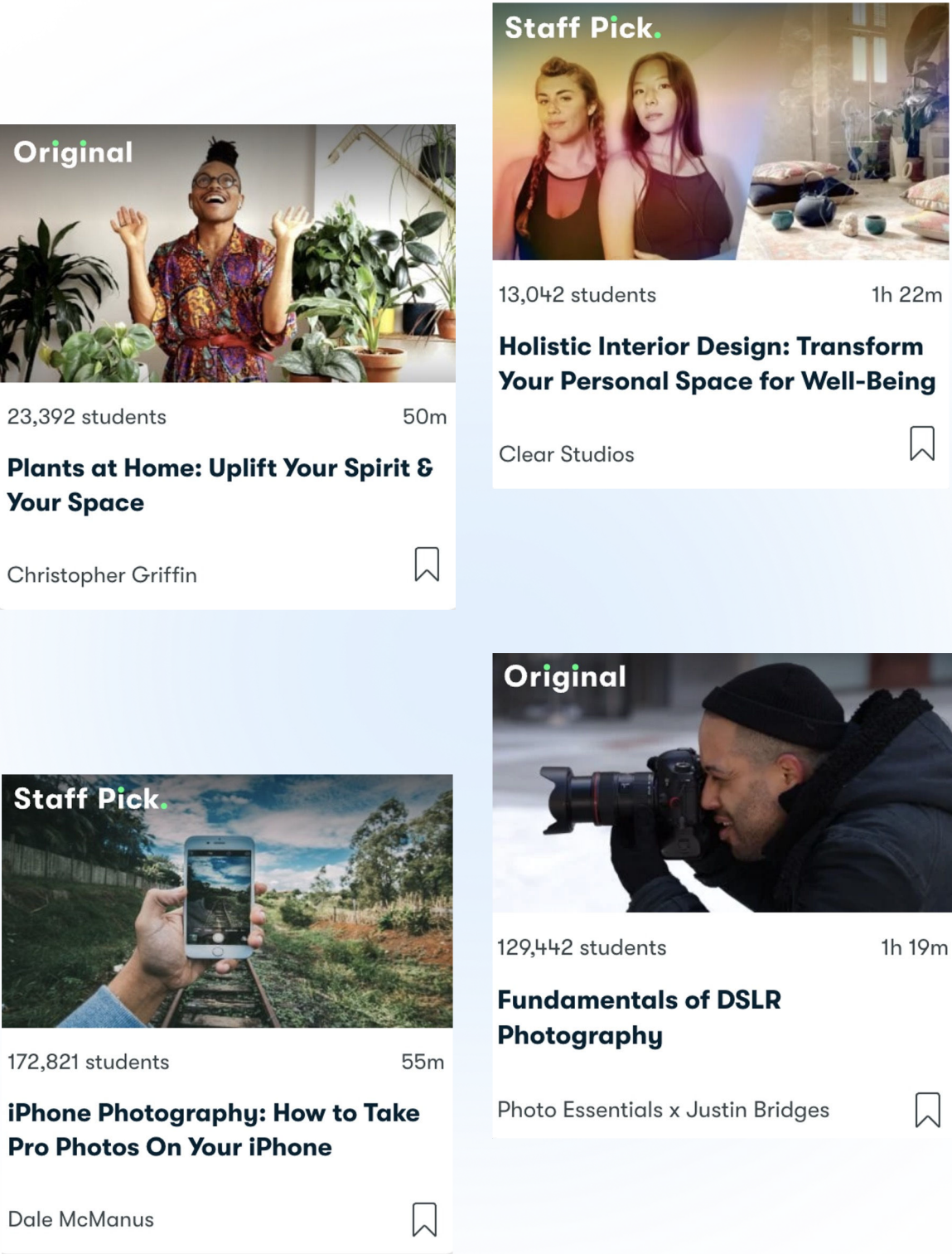
Recommendations

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

Multiple uses including:


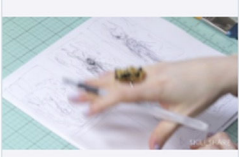
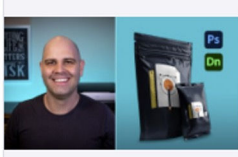

- Recommend new content or items
- Resurface content or items a user has previously engaged with
- Recommend content or items based on what they have bought or watched previously



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.



Recommendations

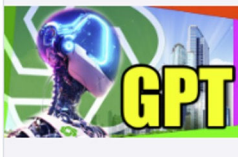
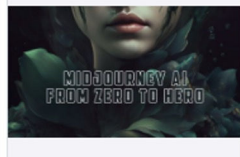
recommended_classes





6 of 6 items

category_affinity_classes



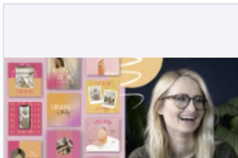

2 of 2 items


saved_classes

No items returned for this preview customer

0 of 2 items

enrolled_classes

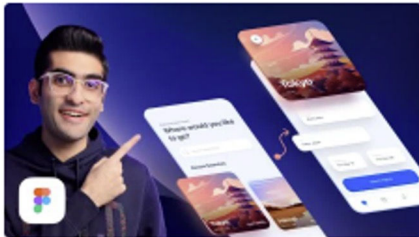




[View in Browser](#)

Personal Picks

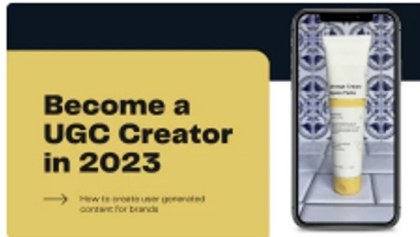
Made for Mary



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

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

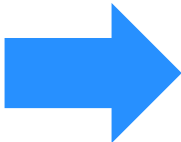
Blueshift

Select the files that will be synced to Crowdin

2023-03

SYNC TO

<input type="checkbox"/>	Name	Sync status
<input checked="" type="checkbox"/>	Email	
<input checked="" type="checkbox"/>	2023-03 Monthly Teacher Newsletter	
<input checked="" type="checkbox"/>	2023-03 Top Teacher Times	
<input checked="" type="checkbox"/>	2023-03 Top Teacher Times Template	
<input checked="" type="checkbox"/>	2023-03-02-most-watched-active-members	
<input checked="" type="checkbox"/>	2023-03-02-most-watched-non-members	
<input checked="" type="checkbox"/>	2023-03-05-month-in-review-active-members	
<input checked="" type="checkbox"/>	2023-03-05-month-in-review-canceled-members	
<input checked="" type="checkbox"/>	2023-03-05-month-in-review-non-members	
<input checked="" type="checkbox"/>	2023-03-07-tues-active	
<input checked="" type="checkbox"/>	2023-03-07-tues-non-members	
<input checked="" type="checkbox"/>	2023-03-09-certificates-earned-active-members	
<input checked="" type="checkbox"/>	2023-03-09-certificates-earned-non-members	
<input checked="" type="checkbox"/>	2023-03-09-certificates-uneared-active-members	
<input checked="" type="checkbox"/>	2023-03-09-certificates-uneared-non-members	
<input checked="" type="checkbox"/>	2023-03-14-tues-active	
<input checked="" type="checkbox"/>	2023-03-14-tues-non-members	
<input checked="" type="checkbox"/>	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.

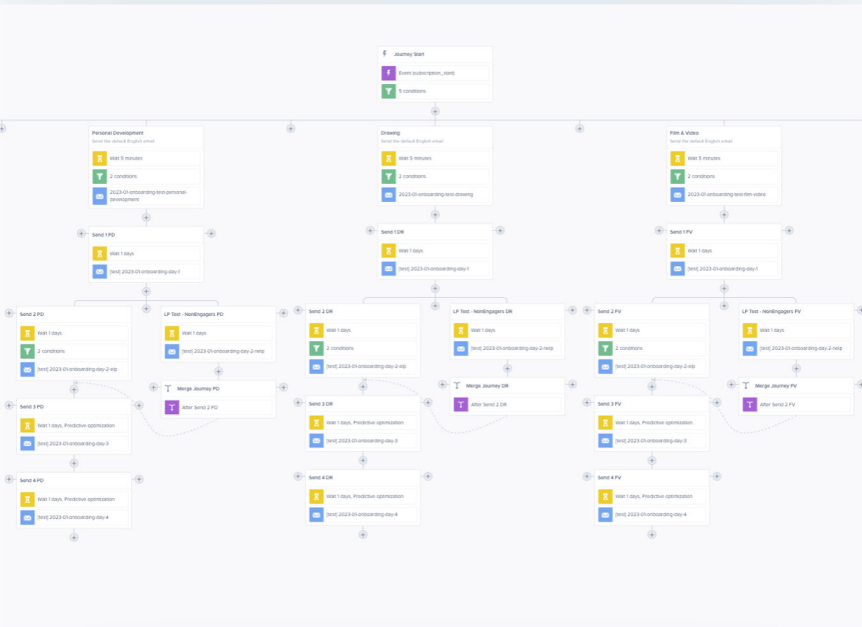
Ahorrar un 40 %

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



Send an email

Add a description

DELAY

FILTERS

EMAIL

A/B TEST

Setup

Subject LineCustom Split

ACTIVE

Variation 150%

Commit To Your Learning (And Get 50% Off!)

Show Variation

Variation 250%

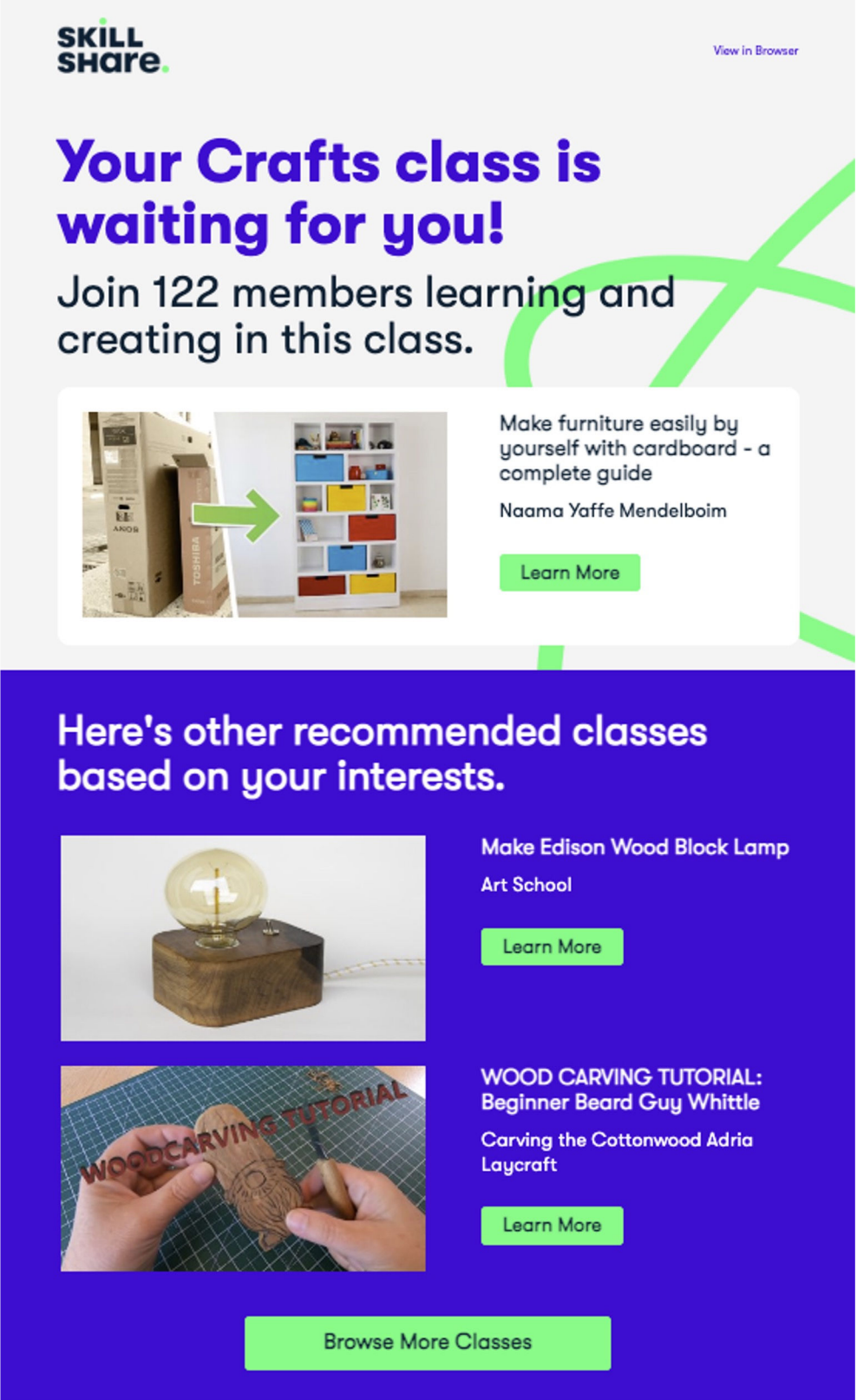
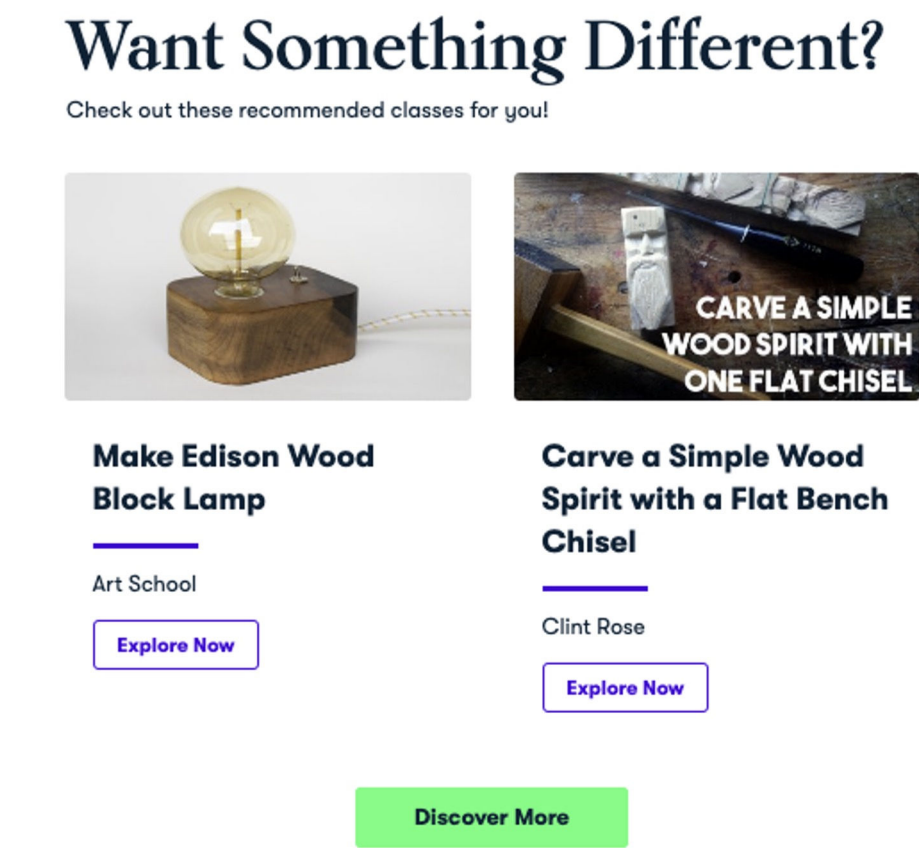
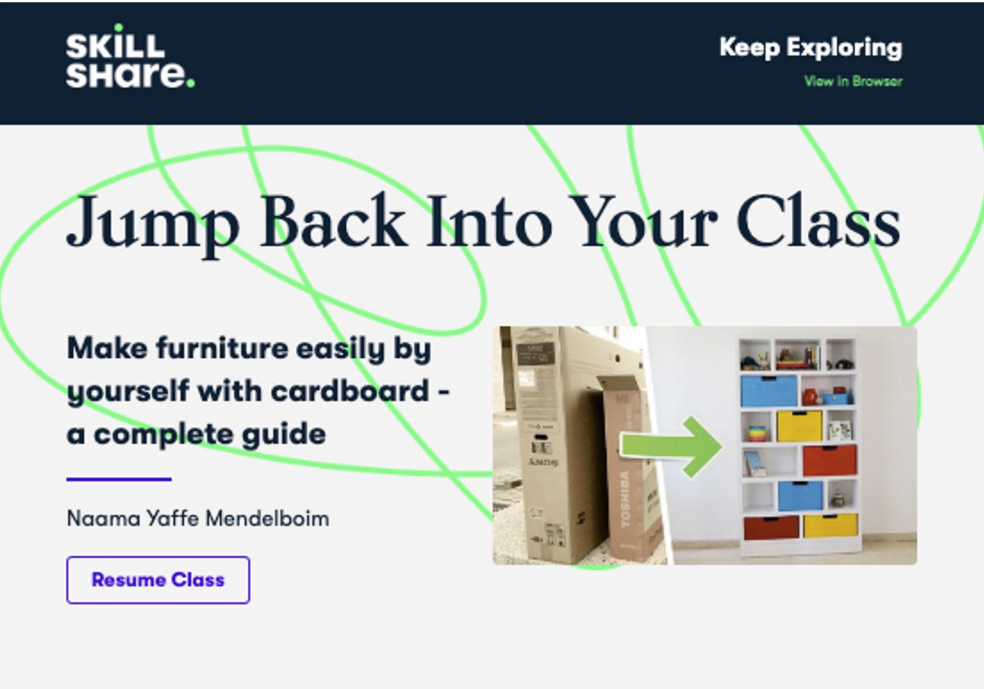
Unlock Your Creative Potential with 50% Off

Show Variation

+ Add Variation

ARCHIVED (0)

Optimizing Campaigns



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.

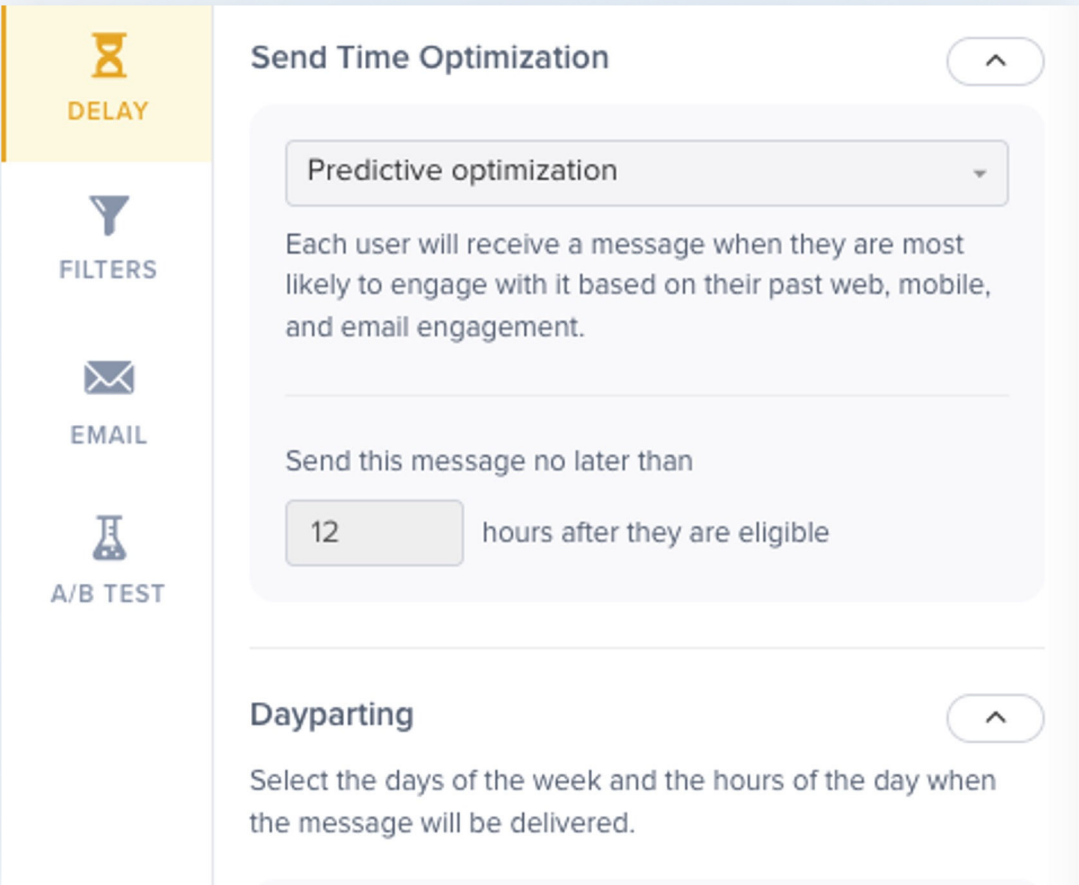
This win informed other updates we made to class reminder emails, further lifting re-engagement rates for our classes.

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

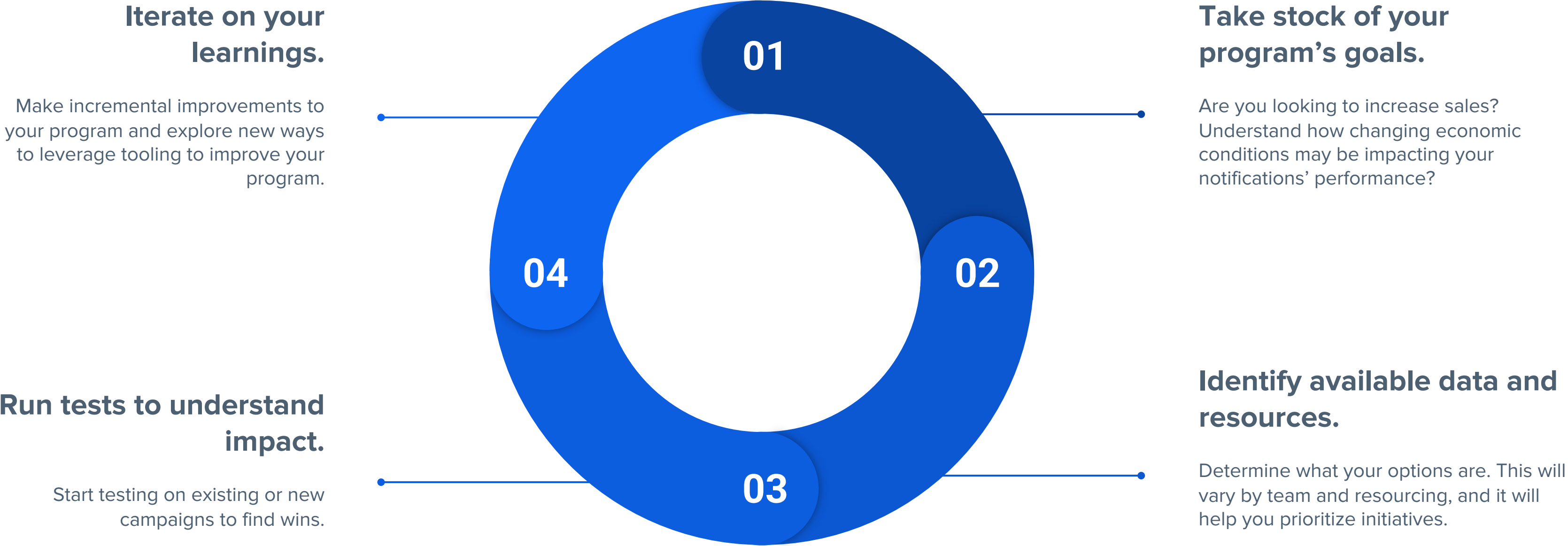
For Gen-X

Tone: Persuasive



Where do you go from here?

Get Comfortable with Iteration





A Fireside Chat

With Ben & Mary

Thank you!

Ben Okeya
Customer Success Manager
Blueshift

✉ ben.okeya@getblueshift.com

in [LinkedIn](#)



Mary Aguililla
Senior CRM Marketing Manager
Skillshare

✉ mary.aguililla@skillshare.com

in [LinkedIn](#)

