

SYSTEM AND METHOD FOR AUTOMATICALLY GENERATING EMAIL AND ASSOCIATED EMAIL STRATEGIES

PRIORITY INFORMATION

[001] The present application does not claim a priority from any other application.

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TECHNICAL FIELD

[002] The present subject matter described herein, in general, relates to artificial intelligence (AI), and, more particularly, to automated generation of emails and email strategies using an AI model, such as a generative language model.

BACKGROUND

10 **[003]** In the past few years, artificial intelligence (AI) has come a long way, changing many aspects of how people connect and talk to each other. The automated creation of textual material is an important area where AI has made important contributions. This has many uses in many different areas. This includes business communication, where it's important to make words that are compelling and relevant in ways other than sales and marketing.

15 **[004]** In today's fast-paced digital world, everyone wants communication that is personalised, interesting, and relevant to the situation, no matter what company it is. It's clear that sales and marketing emails need to be successful, but other parts of a business, like customer service, internal communication, and strategic partnerships, also need well-thought-out content that can be generated automatically. Traditional ways of writing business emails by hand often fall short in terms of speed
20 and customization, which shows how important it is to find new ways to do things.

[005] Generative language models, a type of AI technology, are known for being able to write text that sounds like it was written by a person by looking at huge amounts of data and finding trends. These models have shown a lot of promise in automating different parts of content creation. As the need for automatic email creation grows in many business settings, the present aims to offer new
25 approaches, methods, and systems that use AI models in the email creation process. This technology meets the changing needs of businesses and workers who want to use AI to communicate more efficiently and effectively in many areas of business, which leads to success and growth.

SUMMARY

[006] Before the present system(s) and method(s), are described, it is to be understood that this application is not limited to the particular system(s), and methodologies described, as there can be multiple possible embodiments which are not expressly illustrated in the present disclosures. It is also to be understood that the terminology used in the description is for the purpose of describing the particular implementations or versions or embodiments only and is not intended to limit the scope of the present application. This summary is provided to introduce aspects related to a system and a method for automatically generating an email and associated email strategy. This summary is not intended to identify essential features of the claimed subject matter nor is it intended for use in determining or limiting the scope of the claimed subject matter.

[007] In one implementation, a method for method for automatically generating an email and associated email strategy is disclosed. The method may comprise receiving data comprising seller data, user data, and account data. Further, the method may comprise fine tuning a machine learning model based on the received data. Subsequently, the method may comprise generating an email strategy by using the fine-tuned machine learning model. It may be noted that the email strategy is generated by identifying at least a relevant data point from the received data. Further to generating the email strategy, an email may be generated based on the email strategy using the fine-tuned machine learning model. In one aspect, the aforementioned method for automatically generating an email and associated email strategy may be performed by a processor using programmed instructions stored in a memory.

[008] In another implementation, a non-transitory computer readable medium embodying a program executable in a computing device for automatically generating an email and associated email strategy is disclosed. The program may comprise a program code for receiving data comprising seller data, user data, and account data. The program may comprise a program code for fine tuning a machine learning model based on the received data. The program may comprise a program code for generating an email strategy by using the fine tuned machine learning model. It may be noted that the email strategy is generated by identifying at least a relevant data point from the received data. The program may comprise a program code for generating an email may be generated based on the email strategy using the fine tuned machine learning model.

BRIEF DESCRIPTION OF THE DRAWINGS

[009] The foregoing detailed description of embodiments is better understood when read in conjunction with the appended drawings. For the purpose of illustrating of the present subject matter, an example of a construction of the present subject matter is provided as figures, however, the invention is not limited to the specific method and system for automatically generating an email and associated email strategy disclosed in the document and the figures.

[010] The present subject matter is described in detail with reference to the accompanying figures. In the figures, the left-most digit(s) of a reference number identifies the figure in which the reference number first appears. The same numbers are used throughout the drawings to refer to various features of the present subject matter.

[011] Figure 1 illustrates a network implementation for automatically generating an email and associated email strategy, in accordance with an embodiment of the present subject matter.

[012] Figure 2 illustrates a method for automatically generating an email and associated email strategy, in accordance with an embodiment of the present subject matter.

[013] Figure 3 illustrates an example of a graphical user interface for automatically generating an email and associated email strategy, in accordance with an embodiment of the present subject matter.

[014] Figure 4 illustrates another example of a graphical user interface representing email strategies associated with specific citations from emails, in accordance with an embodiment of the present subject matter.

[015] Figure 5 illustrates a flowchart for sending instructions to a Large Language Model (LLM), in accordance with an embodiment of the present subject matter.

[016] Figures 6A, 6B, 6C, and 6D illustrates an example of a graphical user interface for setting up the hyper-personalization, in accordance with an embodiment of the present subject matter.

[017] The figure depicts an embodiment of the present disclosure for purposes of illustration only.

One skilled in the art will readily recognize from the following discussion that alternative embodiments of the structures and methods illustrated herein may be employed without departing from the principles of the disclosure described herein.

DETAILED DESCRIPTION

[018] Some embodiments of this disclosure, illustrating all its features, will now be discussed in detail. The words "receiving," "generating," "processing," "training," "identifying," "alerting," and

other forms thereof, are intended to be open ended in that an item or items following any one of these words is not meant to be an exhaustive listing of such item or items, or meant to be limited to only the listed item or items. It must also be noted that as used herein and in the appended claims, the singular forms "a," "an," and "the" include plural references unless the context clearly dictates otherwise.

5 Although any system and methods similar or equivalent to those described herein can be used in the practice or testing of embodiments of the present disclosure, the exemplary, system and methods are now described.

[019] The disclosed embodiments are merely examples of the disclosure, which may be embodied in various forms. Various modifications to the embodiment will be readily apparent to those skilled in the art and the generic principles herein may be applied to other embodiments. However, one of ordinary skill in the art will readily recognize that the present disclosure is not intended to be limited to the embodiments described but is to be accorded the widest scope consistent with the principles and features described herein.

[020] The present subject matter discloses a method and a system for automatically generating an email and associated email strategy. The present system addresses a common and time-consuming challenge faced by users (or Business Development Representatives (BDRs)) when drafting personalized emails for leads or prospects. Traditional email composition can be a laborious process, often consuming approximately ten minutes for an email. The system's innovative approach not only streamlines this process but also ensures a higher degree of personalization.

20 **[021]** BDRs spend a lot of time on prospect research before even beginning to draft an email. This research phase involves delving into various data sources, such as the prospect's LinkedIn™ profile, Salesforce™ activity, and the company's website. The challenge then becomes how to condense this extensive research into the most salient and engaging points within the email. Subsequently, the actual writing of the email consumes more time (e.g. another 5 minutes).

25 **[022]** The system offers a transformative solution to these challenges: hyper-personalization. It leverages the power of generative AI and intent data to create and send unique and highly relevant introduction emails to each contact in a BDR's campaigns.

[023] The system employs advanced generative AI models that can analyze extensive datasets, identify patterns, and generate human-like text. This technology enables the automated generation of email content that is contextually relevant and engaging. The system utilizes intent data, which provides valuable insights into the preferences and interests of prospects. The data allows the system to tailor email content and strategies based on the unique profile and behavior of each recipient. All

these processes happen seamlessly at scale in the background. This means that BDRs can reach a large number of prospects with emails that are highly personalized, relevant, and effective, without spending the time and effort required for manual research and email composition.

[024] Referring now to Figure 1, a network implementation 100 of a system 102 for automatically generating an email and associated email strategy is disclosed. Initially, the system 102 receives user data. In an example, the software may be installed on a user device 104-1. It may be noted that the one or more users may access the system 102 through one or more user devices 104-2, 104-3...104-N, collectively referred to as user devices 104, hereinafter, or applications residing on the user devices 104. The system 102 receives user data from one or more user devices 104. Further, the system may also 102 receive a feedback from a user using the user devices 104.

[025] Although the present disclosure is explained considering that the system 102 is implemented on a server, it may be understood that the system 102 may be implemented in a variety of computing systems, such as a laptop computer, a desktop computer, a notebook, a workstation, a virtual environment, a mainframe computer, a server, a network server, a cloud-based computing environment. It will be understood that the system 102 may be accessed by multiple users through one or more user devices 104-1, 104-3...104-N. In one implementation, the system 102 may comprise the cloud-based computing environment in which the user may operate individual computing systems configured to execute remotely located applications. Examples of the user devices 104 may include, but are not limited to, a portable computer, a personal digital assistant, a handheld device, and a workstation. The user devices 104 are communicatively coupled to the system 102 through a network 106.

[026] In one implementation, the network 106 may be a wireless network, a wired network, or a combination thereof. The network 106 can be implemented as one of the different types of networks, such as intranet, local area network (LAN), wide area network (WAN), the internet, and the like. The network 106 may either be a dedicated network or a shared network. The shared network represents an association of the different types of networks that use a variety of protocols, for example, Hypertext Transfer Protocol (HTTP), Transmission Control Protocol/Internet Protocol (TCP/IP), Wireless Application Protocol (WAP), and the like, to communicate with one another. Further the network 106 may include a variety of network devices, including routers, bridges, servers, computing devices, storage devices, and the like.

[027] In one embodiment, the system 102 may include at least one processor 108, an input/output (I/O) interface 110, and a memory 112. The at least one processor 108 may be implemented as one or

more microprocessors, microcomputers, microcontrollers, digital signal processors, Central Processing Units (CPUs), state machines, logic circuitries, and/or any devices that manipulate signals based on operational instructions. Among other capabilities, the at least one processor 108 is configured to fetch and execute computer-readable instructions stored in the memory 112.

5 **[028]** The I/O interface 110 may include a variety of software and hardware interfaces, for example, a web interface, a graphical user interface, and the like. The I/O interface 110 may allow the system 102 to interact with the user directly or through the client devices 104. Further, the I/O interface 110 may enable the system 102 to communicate with other computing devices, such as web servers and external data servers (not shown). The I/O interface 110 can facilitate multiple communications within
10 a wide variety of networks and protocol types, including wired networks, for example, LAN, cable, etc., and wireless networks, such as WLAN, cellular, or satellite. The I/O interface 110 may include one or more ports for connecting a number of devices to one another or to another server.

[029] The memory 112 may include any computer-readable medium or computer program product known in the art including, for example, volatile memory, such as static random access memory
15 (SRAM) and dynamic random access memory (DRAM), and/or non-volatile memory, such as read only memory (ROM), erasable programmable ROM, flash memories, hard disks, Solid State Disks (SSD), optical disks, and magnetic tapes. The memory 112 may include routines, programs, objects, components, data structures, etc., which perform particular tasks or implement particular abstract data types. The memory 112 may include programs or coded instructions that supplement applications and
20 functions of the system 102. In one embodiment, the memory 112, amongst other things, serves as a repository for storing data processed, received, and generated by one or more of the programs or the coded instructions.

[030] As there are various challenges observed in the existing art, the challenges necessitate the need to build the system 102 for automatically generating an email and associated email strategy. At first,
25 a user may use the user device 104 to access the system 102 via the I/O interface 110. The user may register the user devices 104 using the I/O interface 110 in order to use the system 102. In one aspect, the user may access the I/O interface 110 of the system 102. The detail functioning of the system 102 is described below with the help of figures.

[031] The present subject matter describes the system 102 for automatically generating an email and
30 associated email strategy. The system 102 may receive data comprising seller data (vendor data), user data (or person data) and account data (or company data). The seller data may comprise a seller name, seller description, and a seller website. The user data may comprise email id, user interests, job title,

seniority, job function, recent online activity of the user, and website behavior of the user. Further, the account data may comprise account description, industry, employee range, revenue range, technographics, psychographics, and Prospect Conversion Probability (PCP) or account's temperature.

5 **[032]** The system receives the seller's data and leverages it to inform the AI regarding the specific recipient for whom the email content is being generated. The seller data is used for directing the AI model to tailor its messaging with precision according to the designated company or organization. Furthermore, the system integrates the seller's description to provide the AI with essential insights into the nature and core activities of the company in question. This contextual information equips the
10 AI with the necessary knowledge to craft emails that seamlessly align with the company's objectives and resonate effectively with the intended audience. Furthermore, the system incorporates the seller's website data to supply the AI model with the relevant URL of the company. The URL may be included within the generated emails, enhancing the informativeness and contextual relevance of the email content.

15 **[033]** The user data is useful for determining information related to the user. The email address informs the AI model to send the email to the designated recipient of the email. Further, the email id is also used for extracting information from Sales Intelligence (SI), Customer Relationship Management (CRM), or Customer Engagement (CE) data sources. Furthermore, the email id contributes to the personalization of introduction statements by establishing a direct connection to the
20 prospect. Elements such as job title, seniority, job function, and recent activities helps to determine the persona and context of the prospect/user. This, in turn, influences the nature of the questions, value propositions, and nomenclature employed in the email outreach. Recent activities, sourced from SI, serve as cues for personalizing the opening and follow-up lines in the email, recognizing and acknowledging the prospect's interactions with the seller's company. Additionally, web crawling data,
25 obtained through SI and CE sources, offers insights into the prospect's most recent online activities, enabling further refinement of email personalization, all of which contribute to more effective and engaging communication.

[034] It may be noted that system may comprise a prestored database of one or more accounts or organization to whom the seller considers a potential prospect. In another embodiment, the system
30 may receive the account data as an input. The account data is useful in understanding a prospect's company and tailoring the outreach to the account's specific needs. Account description aids in

comprehending the nature of the prospect's company and identifies the product line most relevant to the account. Industry data determines the selection of logos and case studies used as social proof, further enhancing the appeal of the seller's offerings. Employee and revenue range of the account contribute to classifying the company stage, which, in turn, influences the value propositions and case studies emphasized in the outreach.

[035] Technographics data assists in identifying the technologies employed by the account and their relevance to internal products, guiding the framing of customer questions and problem-solving approaches. The term “technographics,” as used hereinafter, is a combination of the word “technology” and “demographics.” Simply put, technographic data is defined as information regarding the various technologies used by a user or people over a period of time. Based on the technographic data of the users, insights may be drawn that help businesses identify users that are most likely to convert based on the knowledge of the current technology stack. In other words, technographic data helps to understand the technology and tools used by users. The technographic data may also include information such as the date from which a user started using a particular technology (e.g., software) and in which company the user was employed at that time. Thus, helping the marketing team or sales team to effectively market to the users that are most likely to convert based on their current technology stack.

[036] Psychographics, sourced from SI, offer insights into the topics of interest and conversation within the account, aligning product descriptions and value propositions with themes that are pertinent to the prospect. Lastly, the Prospect Conversion Probability (PCP) data provides valuable intelligence on the account's likelihood to purchase the seller's product, a critical determinant in the approach the AI's email will adopt, whether it leans towards a more assertive pursuit of a meeting or a more nurturing contact strategy. Overall, account data optimizes the efficacy of email outreach by tailoring it to the unique characteristics and needs of each prospect and their respective organizations.

[037] Further to receiving the data, the system may receive the data from various sources in JSON format. The data may include seller data, account data, and user data. JSON is a structured and easily machine-readable format, making it suitable for data exchange. The received JSON data is ingested into the system, making it available for further processing. Further, the system may initiate data cleaning process. The received data is cleaned by data cleaning techniques to ensure its accuracy, consistency, and quality.

[038] In an embodiment, the received data is used for understanding and engaging with prospects and accounts in a marketing or sales context. The received data serve as valuable pieces of information that can be harnessed to create highly targeted and effective email communication or any sort of communication strategies. The key to this hierarchy is its adaptability, where data inputs can be skipped if they are not applicable or unavailable for a specific contact or account.

[039] At the forefront of this hierarchy is the valuable insight gained from contacts who have "registered for or attended a seller's event." This initial expression of interest is followed by a series of additional data points that help refine and personalize communication. Factors like "filled out the company's/seller's form," "researched seller's webpage or compared seller's company to a competitor," and the "prospect's interests" provide a nuanced understanding of engagement levels and preferences. Moreover, considering factors like the "account's industry," "employee range," "technology stack," and "psychographics" enables tailored communication that resonates within specific contexts. Finally, real-time indicators like the "account's temperature" and "researched keywords" allow for dynamic prioritization, ensuring that the most relevant and timely information is delivered to prospects. This hierarchical approach streamlines the communication process by ensuring that the messaging is attuned to the available data and the unique characteristics of the prospects and accounts, ultimately enhancing the effectiveness of marketing and sales efforts.

[040] It may be noted that the hierarchy of data inputs serves as a guiding framework for optimizing communication strategies. It allows organizations to make the most of the information at their disposal, adapt to the individual characteristics of their audience, and maintain a dynamic and relevant approach to engaging prospects and accounts.

[041] Training a Machine Learning Model

[042] Further, a machine-learning model is trained using training dataset. The machine-learning model may be a generative language model. The model training may start with a pretrained generative language model, such as the Generative Pre-trained Transformer (GPT). GPT-4 is the fourth-generation language prediction model in the GPT-n series, created by OpenAI™ of San Francisco, California. GPT-4 is an autoregressive language model that uses deep learning to produce human-like text. GPT-4 has been pre-trained on a vast amount of text from the open Internet. This training dataset is used to fine-tune the pre-trained generative language model. Fine-tuning improves on the few-shot learning (FSL) capabilities of GPT-4 by allowing the model to be trained on many more examples

than can reasonably fit in a prompt. This enables the model to achieve better results on a wider variety of outputs. While GPT-4 is used as an example, it should be understood that the machine-learning model may be any generative language model or other generative artificial intelligence (AI) model, including past and future generations of GPT, as well as other large language models.

5 **[043]** In an embodiment, the system may create a custom dataset that pairs prospect-specific input data with the desired output data, which is the formulation of email strategies tailored to the prospects. The custom dataset is integral to the fine-tuning process. The pre-trained language model, like GPT, is further trained using this custom dataset. The model's parameters are adjusted during this process to improve its understanding of the unique contexts and characteristics associated with the prospects.

10 It may be noted that the fine-tuning helps the model better understand and respond to the nuances of the seller, user, and account data.

[044] Further to fine-tuning the machine learning model, the system may generate one or more email strategies by using fine-tuned machine learning model. The one or more email strategies may be designed to guide the content and structure of the emails that will be sent to recipients. Each email

15 strategy could include various elements such as tone, style, content, or specific messaging approaches. It may be noted that the system receives multiple data points about the recipient, but not all of them may be equally relevant to crafting the perfect email strategy. Identifying and selecting the most relevant data points is a crucial step. The system assesses which data points offer the most insight into the recipient's interests, needs, and behaviors.

20 **[045]** Further, the system may determine the most appropriate strategy from the multiple strategies generated. The selection process typically hinges on identifying the strategy that is most likely to resonate with the recipient. To determine the best strategy, the system often takes into account various factors, including the recipient's preferences, behaviors, and characteristics. This selection process is critical in ensuring the success of the email outreach.

25 **[046]** Further to generating the one or more email strategies, the system may generate one or more email corresponding to the one or more email strategies. The one or more email may be generated by using at least one of a fine-tuned GPT model or any other AI model. The fine-tuned GPT model may be utilized to craft the email content, making use of their natural language generation capabilities and the insights gained from the email strategies.

30 **[047]** Further to generating an email, the system displays the email and the email strategies to a user. In an embodiment, the system may automatically highlight a few citations from the email. When a

user hovers the cursor over a highlighted citation in the email, the system responds by displaying an associated email strategy. This interaction allows users to quickly access additional information about the strategy behind the highlighted content. The displayed email strategy provides insights into how that particular citation was generated. It clarifies which type of email strategy was used to create that specific content. This information allows the user to understand the reasoning and context behind the content, facilitating a deeper comprehension of the email's communication approach. It may be noted that the email strategy is generated based on the received data. When the user hovers the highlighted sentences in the email content, the user may access information about the specific training content snippets that influenced the generation of those sentences. In an embodiment, the user may also click on “View overall generation strategy” to view how the AI approached writing the email for the specific contact

[048] Referring now to figure 2, a method 200 for automatically generating an email and associated email strategy based on user data is shown, in accordance with an embodiment of the present subject matter. The method 200 may be described in the general context of computer executable instructions. Generally, computer executable instructions can include routines, programs, objects, components, data structures, procedures, modules, functions, etc., that perform particular functions or implement particular abstract data types.

[049] The order in which the method 200 is described is not intended to be construed as a limitation, and any number of the described method blocks can be combined in any order to implement the method 200 or alternate methods for automatically generating an email and associated email strategy based on user data. Additionally, individual blocks may be deleted from the method 200 without departing from the scope of the subject matter described herein. Furthermore, the method 200 for automatically generating an email and associated email strategy based on user data can be implemented in any suitable hardware, software, firmware, or combination thereof. However, for ease of explanation, in the embodiments described below, the method 200 may be considered to be implemented in the above-described system 102.

[050] At block 202, data comprising seller data, user data, and account data may be received.

[051] At block 204, a machine learning model may be fine-tuned based on the received data.

[052] At block 206, an email strategy may be generated by using the fine tuned machine learning model. It may be noted that the email strategy is generated by identifying at least a relevant data point from the received data.

[053] At block 208, an email may be generated based on the email strategy using the fine tuned machine learning model.

[054] At block 210, the email and the email strategy may be displayed to a user.

[055] Referring to figure 3, an example of a graphical user interface for automatically generating an email and associated email strategy is shown. The GUI shows an email that is created automatically by using the fine tuned GPT model. Further, the generated email is personalized and the email is generated based on the email strategy. The bottom right part (referred hereinafter as dialogue box) of the image displays an email strategy used for generating the email. The dialogue box also displays the prospect's profile data.

[056] Figure 4 illustrates another example of a graphical user interface representing email strategies associated with specific citations from emails. The system has automatically highlighted a few citations from the email. When a user hovers the cursor over a highlighted citation in the email, the system responds by displaying an associated email strategy. This interaction allows users to quickly access additional information about the strategy behind the highlighted content. The displayed email strategy provides insights into how that particular citation was generated. It clarifies which type of email strategy was used to create that specific content. This information allows the user to understand the reasoning and context behind the content, facilitating a deeper comprehension of the email's communication approach. It may be noted that the email strategy is generated based on the received data. When the user hovers the highlighted sentences in the email content, the user may access information about the specific training content snippets that influenced the generation of those sentences. In an embodiment, the user may also click on "View overall generation strategy" to view how the AI approached writing the email for the specific contact.

[057] Figure 5 illustrates a flowchart for sending instructions to a Large Language Model (LLM). Figure 5 displays a workflow for compartmentalization for sending instructions to a Large Language Model. The compartmentalization means breaking down complex tasks or prompts into smaller, manageable workflows with intermediate reasoning steps. This approach offers several advantages, including enhanced output reliability and improved reasoning, especially when external dependencies are introduced at specific stages.

[058] Compartmentalization may involve creating distinct, self-contained reasoning steps or compartments within a task. Each step maybe individually checked for accuracy and reliability. This increases the likelihood of producing reliable and accurate outputs because errors or inconsistencies can be identified and addressed at the intermediate level rather than waiting until the final output.

5 **[059]** The intermediate reasoning steps in compartmentalization may include checks and guardrails. These measures help ensure that the reasoning process remains on track and aligned with desired outcomes. Self-reflection and self-consistency checks can be integrated into each compartment to further enhance output quality.

10 **[060]** When a task involves external dependencies, compartmentalization allows these dependencies to be introduced only in specific steps where they are relevant. This minimizes the complexity and potential risks associated with external factors, making it easier to control and manage them.

[061] Breaking down complex tasks into workflows with intermediate reasoning steps streamlines the overall task management process. It allows for parallel processing and simplifies the troubleshooting of any issues that may arise during the reasoning process.

15 **[062]** Compartmentalization promotes a modular approach to task execution. This means that individual compartments can be adjusted or improved independently without affecting the entire task, contributing to greater flexibility and adaptability.

[063] Figures 6A, 6B, 6C, and 6D illustrates an example of a graphical user interface for setting up the hyper-personalization

20 **[064]** Figure 6A illustrates a graphical user interface for creating a new campaign from the Campaigns page. The user may click “Enable hyper-personalization” in the Conversational Email campaign launcher.

[065] Figure 6B illustrates a graphical user interface for selecting a Playbook.

25 **[066]** Figure 6C illustrates a graphical user interface for uploading training content. The step is optional but often recommended for effective emails and strategies. The user may upload training content such as case studies, product overviews, blog posts to create personalized emails that truly resonate with the recipients.

[067] Figure 6D illustrates a graphical user interface for launching the campaign in safe mode. The safe mode allows the user to approve, regenerate, and edit introduction emails before sending them to contacts.

5 **[068]** Exemplary embodiments discussed above may provide certain advantages. Though not required to practice aspects of the disclosure, these advantages may include those provided by the following features.

[069] Some embodiments of the system and the method enable efficient and personalized prospect or user engagement.

10 **[070]** Some embodiments of the system and the method automates the generation of emails and associated email strategies and thus, reducing human effort and time.

[071] Although implementations for methods and system for automatically generating an email and associated email strategy based on user data have been described in language specific to structural features and/or methods, it is to be understood that the appended claims are not necessarily limited to the specific features or methods described. Rather, the specific features and methods are disclosed as
15 examples of implementations for automatically generating an email and associated email strategy based on user data.