Mandeep Singh Chahal
DIGITAL MARKETING EXPERT · MANDEEPCHAHAL.ME

2027 EDITION · FREE E-BOOK

The Email Marketing Playbook 2027

How to reach the inbox, grow a list that buys and turn email into steady revenue in 2027: a practical email marketing e-book with flows, templates and a 90-day plan.

- Gmail, Yahoo and Outlook rules
- SPF, DKIM and DMARC
- Consent
- List growth
- Segmentation
- Copy and design
- Automation flows
- Measurement

Mandeep Singh Chahal
Founder and CEO, SEO Discovery · 22+ years in search

Forbes Agency Council member
Data sources cited inside

CONTENTS

What is inside

21 chapters, written for email marketing in 2027. Numbers in purple, like this[1], link to the sources on the last pages.

01	How to use this email marketing e-book	Start here
02	Why email still wins in 2027	The owned channel
03	The 2027 inbox rules	Gmail, Yahoo and Outlook
04	Authentication made simple	SPF, DKIM and DMARC
05	Consent and compliance	Permission first
06	Growing a list that buys	Lead magnets and forms
07	Segmentation and personalisation	The right email to the right person
08	Writing emails people read	Subject lines, copy and calls to action
09	Design, mobile and accessibility	Make every email easy to read
10	Automation flows that sell while you sleep	Set up once, earn for years
11	Speed to lead: email, SMS and WhatsApp	Follow up while interest is hot
12	Email for ecommerce	Repeat orders and higher order value
13	Email for B2B and long sales cycles	Nurture the whole buying group
14	AI in email marketing	Faster, but still human
15	Measuring email in 2027	Beyond open rates
16	List hygiene and re-engagement	Smaller, healthier, more profitable
17	Your 90-day email plan	From setup to steady revenue
18	The email marketing master checklist	Print this page
19	Email marketing glossary	Plain-English definitions
20	About the author and next steps	Work with Mandeep
21	Sources	Every statistic, linked

01

START HERE

How to use this email marketing e-book

Email is the one marketing channel you fully own. No algorithm decides whether your subscribers see your post, and no auction sets the price of reaching them. But in 2027 the rules are stricter: inbox providers reject senders who do not authenticate, ignore unsubscribes or annoy people. This playbook shows you how to get into the inbox and turn email into steady revenue.

I have worked in digital marketing for more than 22 years and founded SEO Discovery in 2004. Our team runs email, SEO, paid ads and lead follow-up for businesses in more than 20 countries. Every statistic in this guide is linked to its source at the end.

Who this guide is for

- Business owners who want more repeat sales and booked calls from their list
- Marketers planning email programmes for 2027
- Ecommerce and B2B teams building automated flows
- Anyone whose emails are landing in spam

How the guide is organised

Chapters	Topic
2 to 5	Why email still wins, inbox rules, authentication and consent
6 to 10	Growing your list, segmentation, writing, design and automation
11 to 14	Speed to lead, ecommerce email, B2B email and AI
15 to 19	Measurement, list hygiene, a 90-day plan, a checklist and a glossary

> **Fast start.** If your emails go to spam, read chapters 3 and 4 today. If they arrive but do not sell, start with chapters 7, 8 and 10.

02

THE OWNED CHANNEL

Why email still wins in 2027

Social reach rises and falls with every algorithm change, and ad prices rise with competition. Email is different: once someone subscribes, you can reach them again and again at almost no extra cost.

10:1 to 36:1
email ROI for most companies, according to Litmus[1]

35%
of companies see $10 to $36 back for every $1 spent[1]

21%
of marketing leaders still do not measure email ROI[1]

What email does better than any other channel

Owned audience

Your list belongs to you. You are not renting attention from a platform that can change the rules.

Repeat revenue

Most profit comes from customers who buy again. Email is the cheapest way to bring them back.

Nurture over time

Long buying cycles need regular, useful contact. Email keeps you in the conversation for months.

Measurable

Every click, booking and sale can be tracked back to a specific email.

What has changed

- **Stricter inbox rules.** Gmail and Yahoo began enforcing bulk sender requirements in February 2024, and Outlook followed in May 2025[2][3][4].
- **Unreliable opens.** Apple Mail Privacy Protection downloads remote content in the background whether or not an email is engaged with, so open rates are no longer a trustworthy metric[5].
- **AI in every inbox and every team.** Readers skim faster and teams write faster. Quality and relevance are what stand out.

> **The 2027 mindset.** Treat your list like a community, not a megaphone. Send fewer, more useful emails to people who asked for them, and measure revenue, not opens.

03

GMAIL, YAHOO AND OUTLOOK

The 2027 inbox rules

The three biggest mailbox providers now publish clear rules. Break them and your emails are filtered to spam or rejected outright.

Rule	Gmail	Yahoo	Outlook
Who it applies to	Senders of more than 5,000 messages a day to Gmail accounts[2]	Bulk senders[3]	Senders of more than 5,000 emails a day[4]
Authentication	SPF and DKIM, plus DMARC (policy can be none)[2]	SPF and DKIM, plus DMARC of at least p=none[3]	SPF, DKIM and DMARC[4]
Unsubscribe	One-click unsubscribe plus a visible link in the body[2]	One-click list-unsubscribe header; honour unsubscribes within 2 days[3]	Functional unsubscribe recommended
Spam complaints	Below 0.30%; aim for below 0.10%[2]	Below 0.3%[3]	Keep complaints low
Started	February 1, 2024[2]	February 2024[3]	May 2025[4]

What happens if you break the rules

Emails that fail Outlook's authentication checks can be rejected with the error **550 5.7.515**[4]. Gmail and Yahoo filter or block messages from senders with high spam rates or missing authentication. Recovery can take weeks, even after the problem is fixed.

Rules for all senders, whatever your volume

- Authenticate with at least SPF or DKIM; in practice, set up all three
- Send only to people who asked to hear from you
- Make unsubscribing easy and act on it quickly
- Use a consistent sending domain and From name
- Watch your spam complaint rate in Google Postmaster Tools

Below 5,000 a day? The strictest rules apply to high-volume senders, but following them anyway protects your sender reputation as you grow and improves inbox placement today.

04

SPF, DKIM AND DMARC

Authentication made simple

Authentication proves to inbox providers that an email really comes from you. It is technical, but it is a one-time job that protects every future send.

SPF

A DNS record listing the servers allowed to send email for your domain.

DKIM

A digital signature added to each email, checked against a public key in your DNS.

DMARC

A policy telling providers what to do when SPF or DKIM fail, and where to send reports.

Step by step

1. **List every sender.** Your email platform, CRM, helpdesk, invoicing tool and website forms may all send email for your domain.
2. **Publish one SPF record** that includes each legitimate sender. Only one SPF record per domain is allowed.
3. **Turn on DKIM** in each tool and add the DNS records it gives you.
4. **Publish DMARC** starting with p=none and a reporting address, so you can see who sends as your domain.
5. **Align your From domain** with SPF or DKIM, as Gmail and Yahoo require[2][3].
6. **Tighten over time.** Once reports look clean, move DMARC to quarantine and then reject to stop spoofing.

A safer setup

Many teams send marketing email from a subdomain, such as news.yourbrand.com, and keep the main domain for one-to-one email. This protects everyday business email if a campaign ever causes complaints.

> **Check it in two minutes.** Send an email to a Gmail account, open it, choose "Show original" and look for PASS next to SPF, DKIM and DMARC.

05

PERMISSION FIRST

Consent and compliance

Sending only to people who asked is both the law in many countries and the best deliverability strategy. Spam complaints come from people who do not remember subscribing.

The UK example: PECR

The UK regulator says you must not send marketing emails or texts to individuals without specific consent, with a limited exception for your own previous customers, often called the soft opt-in[6]. The soft opt-in only applies when someone bought or negotiated to buy a similar product or service from you, and you gave them a simple way to opt out when you collected their details and in every message[6]. It does not cover bought lists or prospects. The ICO notes this guidance is under review following new legislation[6].

Good practice everywhere

- Use clear sign-up wording that says what people will receive and how often
- Never buy, rent or scrape email lists
- Do not pre-tick consent boxes
- Show your business name and a valid contact address in every email[6]
- Honour unsubscribes quickly; Yahoo asks bulk senders to do it within 2 days[3]
- Keep a record of when and how each person subscribed

Double opt-in or single opt-in?

	Single opt-in	Double opt-in
How it works	Subscribed as soon as the form is sent	Subscriber confirms by clicking a link
List growth	Faster	Slower
List quality	More typos and fake addresses	Cleaner, more engaged
Best for	Low-risk lists with strong validation	Strict markets and high-volume senders

This chapter is general information, not legal advice. Rules differ by country; check the law where your subscribers live.

06

LEAD MAGNETS AND FORMS

Growing a list that buys

A big list is not the goal. A list of people who want what you sell is. Grow it with offers that attract buyers, not freebie hunters.

Lead magnets that work

Lead magnet	Best for
E-book or playbook (like this one)	Educating buyers on a complex topic
Checklist or template	Quick wins people can use today
Free audit, quote or assessment	Service businesses close to a decision
Webinar or workshop	B2B and high-value products
Discount or early access	Ecommerce and product launches
Quiz or calculator	Personalised recommendations and segmentation

Where to place sign-up forms

- Inside blog posts, next to the content the offer relates to
- On dedicated landing pages for each lead magnet
- At checkout and in account creation, with clear consent
- In a timed or exit-intent pop-up that does not block reading on mobile
- In your email signature, social profiles and webinar registration

Form rules

1. Ask only for what you will use; every extra field lowers sign-ups.
2. Say exactly what people get and how often you will email.
3. Deliver the promised resource instantly.
4. Use a hidden honeypot field to block bots without annoying people.

> **Match magnet to offer.** The best lead magnet solves the first step of the problem your paid product or service solves. That way, every new subscriber is a potential customer.

07

THE RIGHT EMAIL TO THE RIGHT PERSON

Segmentation and personalisation

Sending the same email to everyone is the fastest way to raise unsubscribes and spam complaints. Segmentation lets you send fewer, more relevant emails.

Five segments every list should have

By interest

What they downloaded or which pages they read.

By stage

New subscriber, active lead, customer, lapsed customer.

By engagement

Clicked recently, quiet for 90 days, inactive for 6 months.

By value

First-time buyers, repeat buyers and top customers.

By role or industry (B2B)

A finance director, a marketing manager and an IT lead need different arguments for the same purchase.

Personalisation that feels useful

- Recommend content or products based on what someone viewed or bought
- Reference the lead magnet or form they used
- Adjust send times to time zones
- Use the first name sparingly; relevance matters more than a name in the subject line

How to collect segment data

1. Add one optional question to sign-up forms, such as "What is your main goal?"
2. Tag subscribers by the lead magnet or page they came from.
3. Track clicks in emails to learn interests over time.
4. Sync purchase and CRM data with your email platform.

> **Start with two segments.** Customers and non-customers. Even that simple split improves relevance immediately.

08

SUBJECT LINES, COPY AND CALLS TO ACTION

Writing emails people read

Your email competes with dozens of others in the same inbox. Clear beats clever, and useful beats loud.

Subject lines and preview text

- Say what is inside: "Your 2027 SEO checklist" beats "You won't believe this"
- Keep the most important words first; many inboxes cut long subject lines
- Use preview text to add the second reason to open
- Avoid all caps, excessive punctuation and misleading "Re:" or "Fwd:"
- Make the From name a person or brand your reader recognises

The body

1. **One email, one goal.** Decide the single action you want before writing.
2. **Lead with the reader.** Their problem or goal in the first line, not your news.
3. **Short paragraphs.** Two or three lines each, easy to scan on a phone.
4. **One clear call to action.** A button or link that says exactly what happens next.
5. **Proof.** A result, quote or number that makes the claim believable.

Email types and their goals

Type	Goal	Example call to action
Newsletter	Stay useful and top of mind	Read the full guide
Promotion	Drive a sale or booking	Book your free audit
Nurture	Build trust over time	See how we did it for a client
Transactional	Confirm and support	Track your order

> **Read it aloud.** If a sentence sounds like an advert, rewrite it like you would say it to a customer across a desk.

09

MAKE EVERY EMAIL EASY TO READ

Design, mobile and accessibility

Most emails are read on phones, often quickly and sometimes in dark mode. Simple, accessible design works everywhere.

Design checklist

- Single-column layout that stacks cleanly on mobile
- Body text at least 14 to 16 pixels, with good contrast
- Buttons large enough to tap, with clear text
- Important text as live text, not inside images
- Alt text on every image so the message still makes sense if images are off
- Test in dark mode; avoid logos that disappear on dark backgrounds
- Keep the total email size light so it loads fast and is not clipped

Plain text or designed?

	Plain text style	Designed template
Feels like	A personal note	A branded campaign
Best for	Founder notes, B2B, nurture	Ecommerce, launches, newsletters
Watch out for	Long walls of text	Image-heavy layouts and slow loading

Accessibility basics

Use real headings, descriptive link text ("Download the checklist" rather than "click here"), enough colour contrast and a logical reading order. Accessible emails are easier for everyone to read, and they work better with screen readers and AI mail assistants that summarise messages.

> **The thumb test.** Open your email on your phone with one hand. If you can read it and tap the main button without zooming, the design works.

10

SET UP ONCE, EARN FOR YEARS

Automation flows that sell while you sleep

Automated flows are triggered by what people do, so they arrive at the moment of highest interest. For many businesses they bring in more revenue than one-off campaigns.

The essential flows

Flow	Trigger	Emails	Goal
Welcome	New subscriber	3 to 5 over two weeks	Deliver the promise, introduce you, first sale or call
Lead nurture	Downloaded a guide or asked for a quote	5 to 8 over a few weeks	Build trust and book a call
Abandoned cart or form	Started but did not finish	2 to 3 within days	Recover the sale or enquiry
Post-purchase	First order	3 to 4	Onboard, ask for a review, suggest the next purchase
Win-back	No purchase or click for months	2 to 3	Re-engage or clean the list
Event and webinar	Registration	Reminders and follow-up	Attendance and next step

A five-email welcome flow

1. **Day 0:** deliver the lead magnet and set expectations.
2. **Day 2:** your story and why you can help.
3. **Day 4:** your best piece of advice or a quick win.
4. **Day 7:** proof: a case study or customer result.
5. **Day 10:** a clear offer: book a call, start a trial or buy.

> **Build in this order.** Welcome first, then abandoned cart or form, then post-purchase. These three usually pay back fastest.

11

FOLLOW UP WHILE INTEREST IS HOT

Speed to lead: email, SMS and WhatsApp

Email works best as part of a fast follow-up system. Firms that tried to contact a lead within an hour were about 7 times more likely to qualify it than those who waited even an hour longer, and 23% of companies never responded at all[7].



Source: EZ Texting 2025, 1,074 US consumers[8]

The follow-up sequence

1. **Instantly:** automatic email confirming the request, with the next step and a calendar link.
2. **Within minutes:** a call, SMS or WhatsApp message from a person during business hours.
3. **Same day:** a helpful email with a relevant case study or answer.
4. **Days 2 to 14:** a short nurture sequence until the lead books or says no.

Choosing the channel

Channel	Best for	Watch out for
Email	Detail, proof, documents	Slower to be seen
SMS	Urgent, short reminders	Consent rules and cost
WhatsApp	Markets where chat is the norm	Template rules and opt-in
Phone	High-value, complex leads	Missed calls without follow-up

> **Never let a form go quiet.** Every website form should trigger an instant email and an alert to the person who follows up.

12

REPEAT ORDERS AND HIGHER ORDER VALUE

Email for ecommerce

For online stores, email turns one-time buyers into repeat customers. The biggest wins usually come from automated flows, not more newsletters.

Ecommerce flows to prioritise

- **Browse abandonment:** a gentle reminder after someone views a product
- **Cart abandonment:** a short sequence with the items, reviews and answers to common questions
- **Order and shipping updates:** clear, branded transactional emails
- **Review requests:** sent after delivery, when customers have used the product
- **Replenishment:** timed to when consumables run out
- **Cross-sell:** products that go with what they bought
- **VIP and loyalty:** early access and rewards for top customers

Campaign calendar ideas

Moment	Email idea
New arrivals	First look for subscribers
Seasonal peaks	Gift guides and shipping deadlines
How-to content	Getting more from products they own
Back in stock	Alerts to people who asked

Discount carefully. Training customers to wait for codes erodes margin. Use value, urgency and exclusivity before blanket discounts.

13

NURTURE THE WHOLE BUYING GROUP

Email for B2B and long sales cycles

B2B purchases are group decisions made over months. On average 13 people are involved in a B2B buying decision, and 86% of purchases stall at some point[9]. 6sense found 94% of buying groups had ranked preferred vendors before first contact[10].

What this means for email

- Nurture early, before buyers contact sales, with genuinely useful content
- Write for different roles: outcomes for leaders, detail for specialists, ROI for finance
- Use email to unblock stalled deals with case studies, comparisons and answers to objections
- Keep founder or expert emails personal; they often outperform polished newsletters

A B2B nurture sequence

1. The problem: why the status quo costs money
2. The approach: how leading teams solve it
3. Proof: a case study with real numbers
4. The comparison: how to choose between options, honestly
5. The objection: price, risk or timing, answered
6. The invitation: a call, demo or audit

Cold email in 2027

Unsolicited email faces the strictest scrutiny from inbox providers and regulators. If you do outreach, send small volumes of genuinely relevant, personalised messages from a separate domain, follow local law, and stop immediately when someone asks.

> **Account context.** Connect email clicks to your CRM so sales can see which people from the same company are reading, and follow up with context.

14

FASTER, BUT STILL HUMAN

AI in email marketing

AI can draft, personalise and analyse email faster than ever. In an Ahrefs survey of 879 marketers, 87% used AI to help create content, and 97% edited and reviewed AI output before publishing[11].

Where AI helps

- First drafts of emails, subject lines and preview text
- Variations for testing
- Summarising customer feedback to find what to write about
- Segment and send-time suggestions inside email platforms
- Translating and localising campaigns

Where people must stay in charge

- Strategy, offers and what you promise
- Facts, prices, claims and legal wording
- Brand voice and sensitive topics
- Final approval before sending

A simple AI email prompt

Role: You write emails for [brand], a [business] serving [audience].
Goal: Get readers to [action].
Context: Our voice is [voice]. Approved facts: [facts]. Do not add statistics or claims beyond these.
Format: Subject line, preview text and a body under 150 words with one call to action.

> **Protect trust.** Never let AI invent testimonials, results or urgency. One false claim can cost more than every hour AI saved.

15

BEYOND OPEN RATES

Measuring email in 2027

Open rates used to be the headline metric. Not any more: Apple Mail Privacy Protection downloads remote content in the background by default, regardless of whether someone engages with the email, so many "opens" are not real opens[5].

The metrics that matter

Metric	What it tells you
Delivery and bounce rate	Whether your list and setup are healthy
Spam complaint rate	Whether people wanted your email; keep it below 0.1% for Gmail[2]
Click rate	Whether the content and call to action worked
Conversion rate	Bookings, sign-ups or sales per email
Revenue per recipient	The true value of each send and flow
Unsubscribe rate	Whether frequency and relevance are right
List growth rate	New subscribers minus unsubscribes and bounces

Tracking setup

- Add UTM tags to every link so GA4 shows email traffic and conversions correctly
- Set GA4 data retention to 14 months for long-term analysis[12]
- Connect your email platform to your CRM or store for revenue tracking
- Register with Google Postmaster Tools to monitor spam rate and reputation

> **Measure ROI.** Litmus found 21% of marketing leaders still do not measure email ROI[1]. Track revenue from email every month, even with a simple spreadsheet.

16

SMALLER, HEALTHIER, MORE PROFITABLE

List hygiene and re-engagement

Sending to people who never engage hurts your sender reputation and drags down inbox placement for everyone else on your list. Cleaning your list is one of the fastest deliverability fixes.

Hygiene routine

1. **Every send:** remove hard bounces automatically.
2. **Monthly:** check spam complaints and unsubscribes by source and segment.
3. **Quarterly:** flag subscribers with no clicks or purchases for six months.
4. **Re-engage:** send a short win-back sequence to that group.
5. **Sunset:** stop emailing anyone who still does not engage.

A three-email win-back sequence

Email	Message
1	"Still interested?" with your best recent content or offer
2	Ask what they would like to receive, with simple preference choices
3	"Last email unless you click": a polite goodbye with a one-click way to stay

Signs your list needs attention

- [x] Bounce rate creeping up
- [x] Spam complaints near 0.1% or higher
- [x] Sudden drop in clicks from Gmail or Outlook users
- [x] Emails landing in Promotions or spam in your own tests

> **Less can earn more.** Removing inactive subscribers often lowers platform costs and raises revenue, because more of your emails reach the inbox.

17

FROM SETUP TO STEADY REVENUE

Your 90-day email plan

Use this plan to build an email programme that reaches the inbox and earns money every month.

Days 1 to 30: Fix the foundations

- [x] Set up SPF, DKIM and DMARC and confirm they pass
- [x] Add one-click unsubscribe and a visible unsubscribe link
- [x] Register with Google Postmaster Tools
- [x] Remove hard bounces and very old inactive contacts
- [x] Write down your consent wording and sign-up sources
- [x] Add UTM tags and connect revenue tracking

Days 31 to 60: Build the money flows

- [x] Create or rewrite your welcome flow
- [x] Launch an abandoned cart or abandoned form flow
- [x] Set up a lead magnet and landing page
- [x] Create two segments: customers and non-customers
- [x] Send one genuinely useful newsletter every week or fortnight

Days 61 to 90: Optimise and scale

- [x] Add post-purchase or lead nurture flows
- [x] Run your first subject line and call-to-action tests
- [x] Launch a win-back sequence and sunset inactive contacts
- [x] Review revenue per flow and per campaign
- [x] Plan next quarter's content calendar

Monthly 30 minutes. Check spam rate, bounces, clicks, conversions and revenue. Fix the weakest number first.

18

PRINT THIS PAGE

The email marketing master checklist

Deliverability

- [ ] SPF, DKIM and DMARC passing
- [ ] From domain aligned
- [ ] One-click unsubscribe working
- [ ] Spam rate below 0.1%
- [ ] Postmaster Tools connected
- [ ] Separate sending subdomain

Consent

- [ ] Clear sign-up wording
- [ ] No bought or scraped lists
- [ ] Consent records kept
- [ ] Unsubscribes honoured within 2 days

List growth

- [ ] Lead magnet for each main offer
- [ ] Forms on key pages
- [ ] Honeypot spam protection

Content

- [ ] One goal per email
- [ ] Clear subject and preview text
- [ ] Mobile and dark-mode tested
- [ ] Alt text on images
- [ ] AI drafts reviewed by a person

Automation

- [ ] Welcome flow live
- [ ] Abandoned cart or form flow
- [ ] Post-purchase or nurture flow
- [ ] Win-back and sunset rules

Measurement

- [ ] UTM tags on every link
- [ ] Revenue tracked per email
- [ ] Clicks and conversions, not opens
- [ ] Monthly review

19

PLAIN-ENGLISH DEFINITIONS

Email marketing glossary

A/B test

Sending two versions of an email to see which performs better.

Bounce (hard and soft)

An email that could not be delivered; hard bounces are permanent, soft bounces temporary.

Bulk sender

A high-volume sender; Gmail's strictest rules apply above 5,000 messages a day to Gmail accounts.

Click rate

The share of recipients who clicked a link in an email.

DKIM

A digital signature proving an email was sent by your domain and not changed.

DMARC

A policy telling inbox providers how to handle emails that fail authentication.

Double opt-in

Subscribers confirm their address by clicking a link before they are added.

Flow (automation)

A series of emails triggered by a subscriber's action.

Lead magnet

A free resource offered in exchange for an email address.

Mail Privacy Protection

Apple's feature that preloads email content, making open tracking unreliable.

One-click unsubscribe

A header that lets people unsubscribe directly from their inbox.

Segmentation

Dividing your list into groups to send more relevant emails.

Sender reputation

How inbox providers judge your emails, based on complaints, bounces and engagement.

Soft opt-in

A UK rule letting you email existing customers about similar products if they could opt out.

SPF

A DNS record listing servers allowed to send email for your domain.

UTM tags

Labels added to links so analytics tools know which email sent the visit.

20

WORK WITH MANDEEP

About the author and next steps

Mandeep Singh Chahal is a digital marketing expert and the founder and CEO of SEO Discovery, which he started in Mohali, India, in 2004.

Over 22+ years in search he has grown the company into a 400+ person in-house team that runs SEO, AI search, paid ads and social media for businesses in more than 20 countries, from local service companies to brands such as ACKO, Mercedes-Benz, Toyota and ELLE. He is a member of the Forbes Agency Council, and SEO Discovery is a Google Partner and Meta Business Partner agency.

Selected results

Client	Result
ACKO (insurance, India)	Active users grew from 1.2M to 2.5M (+108%)
Chokhi Dhani (hospitality, Dubai)	+937.5% organic traffic and #1 for 400+ local keywords
Venom Motorsports (automotive, USA)	Organic traffic from 100K to 490K (+390%)

Results from published SEO Discovery case studies. See all case studies at mandeepchahal.me/results/.

Want an expert to set this up for you?

Get a free audit of your email setup, deliverability and lead follow-up, with the first three fixes most likely to grow revenue from your list.

Free audit: mandeepchahal.me/contact/ **WhatsApp: +91 98880 66659**

Email **mandeep@seodiscovery.com** · LinkedIn: **in/mandeepseodiscovery** · Web: **mandeepchahal.me**

© 2026 Mandeep Singh Chahal. You may share this e-book freely in its complete, unedited form. Statistics are taken from the public sources listed on the next pages; check them for full methods and dates. This guide is general information, not legal or financial advice.

21

REFERENCES

Sources

Every statistic in this e-book links to one of these sources. Numbers match the citation markers in the text.

1. Litmus, The ROI of email marketing (State of Email 2025 data). https://www.litmus.com/blog/infographic-the-roi-of-email-marketing
2. Google, Gmail email sender guidelines. https://support.google.com/mail/answer/81126?hl=en
3. Yahoo Sender Hub, Sender best practices. https://senders.yahooinc.com/best-practices
4. Microsoft, Strengthening email security: Outlook requirements for high-volume senders. https://techcommunity.microsoft.com/blog/outlook/strengthening-email-security-outlook-new-requirements-for-high-volume-senders/4399730
5. Apple, Mail Privacy Protection and privacy. https://www.apple.com/legal/privacy/data/en/mail-privacy-protection/
6. UK Information Commissioner's Office, Electronic mail marketing (PECR guidance). https://ico.org.uk/for-organisations/direct-marketing-and-privacy-and-electronic-communications/guide-to-pecr/electronic-and-telephone-marketing/electronic-mail-marketing/
7. Harvard Business Review, The short life of online sales leads. https://hbr.org/2011/03/the-short-life-of-online-sales-leads
8. EZ Texting, 2025 Consumer Texting Behavior Report (1,074 US consumers). https://www.eztexting.com/press/press-releases/2025-consumer-texting-behavior-report-consumers-demand-sms-notifications-and
9. Forrester, The State of Business Buying 2024. https://www.forrester.com/press-newsroom/forrester-the-state-of-business-buying-2024/
10. 6sense, 2025 B2B Buyer Experience Report (BusinessWire). https://www.businesswire.com/news/home/20251112018032/en/
11. Ahrefs, AI marketing statistics: the state of AI in content marketing. https://ahrefs.com/blog/ai-marketing-statistics
12. Google Analytics Help, Data retention. https://support.google.com/analytics/answer/7667196?hl=en