



Inside Gmail's Promotions Tab – What's changed and why it matters

Meet The Speakers



James Deacon
Email Deliverability Lead, EU



Ankit Gupta
VP-Growth, EU



What does Email in Gmail look like in 2026

From inbox delivery to user experience

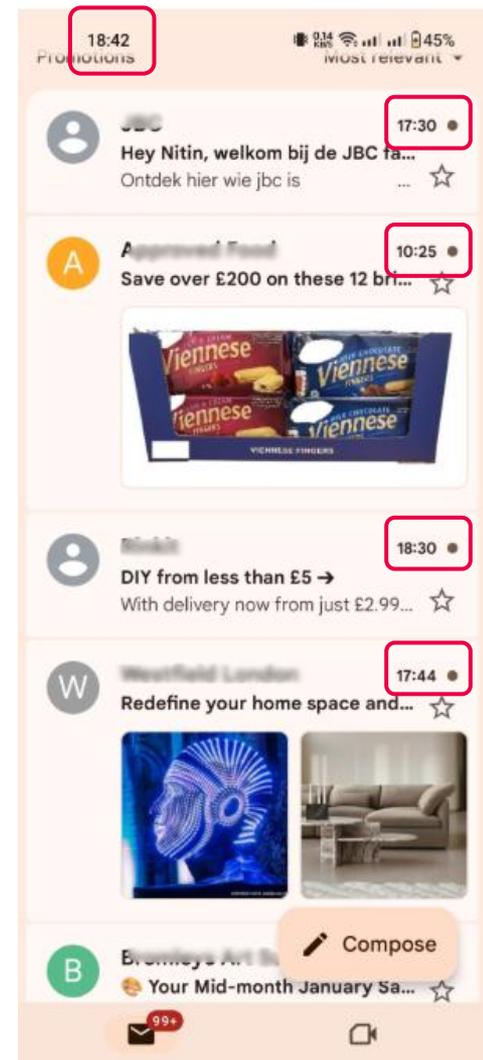
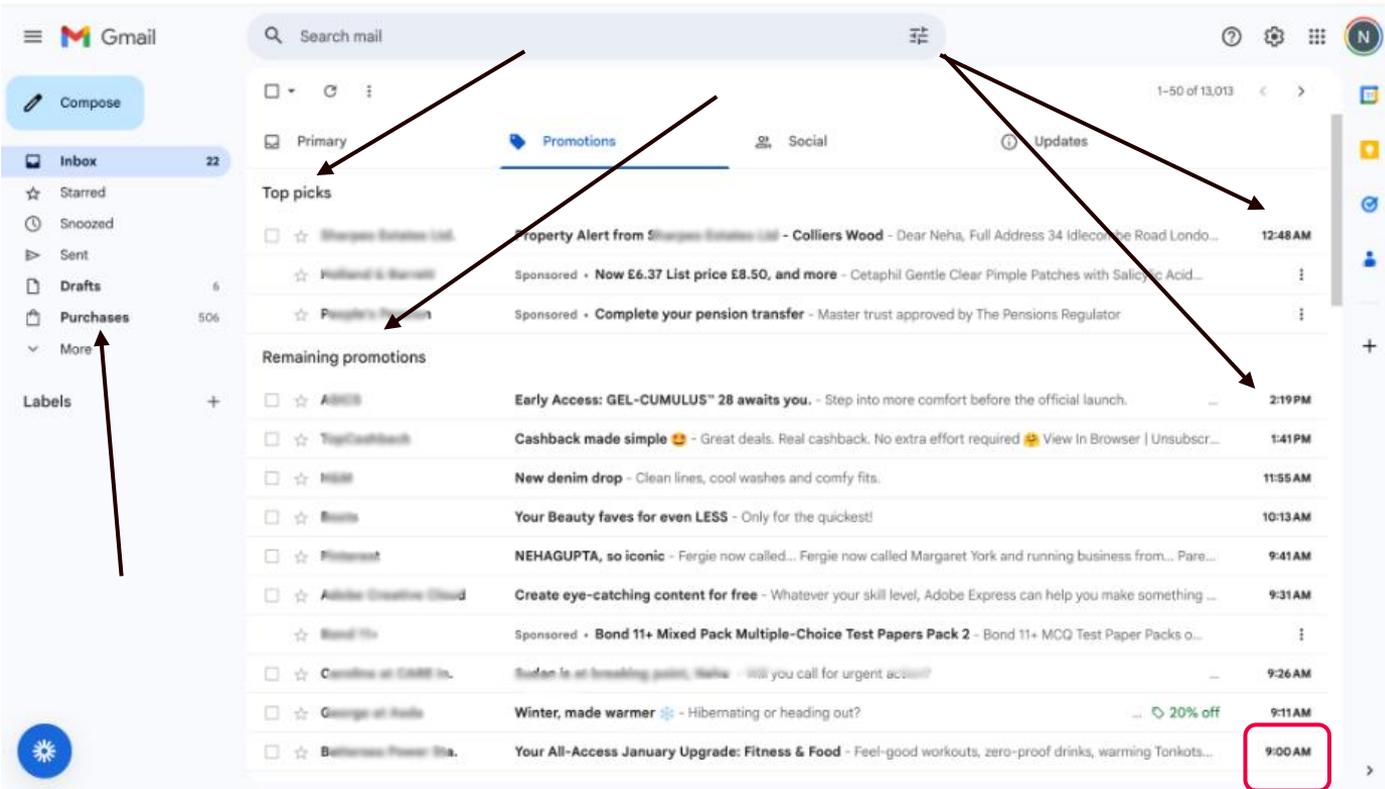
Relevance-based
sorting in
Promotions

Engagement quality
prioritised over sent
time

Continued
strengthening of user-
first controls

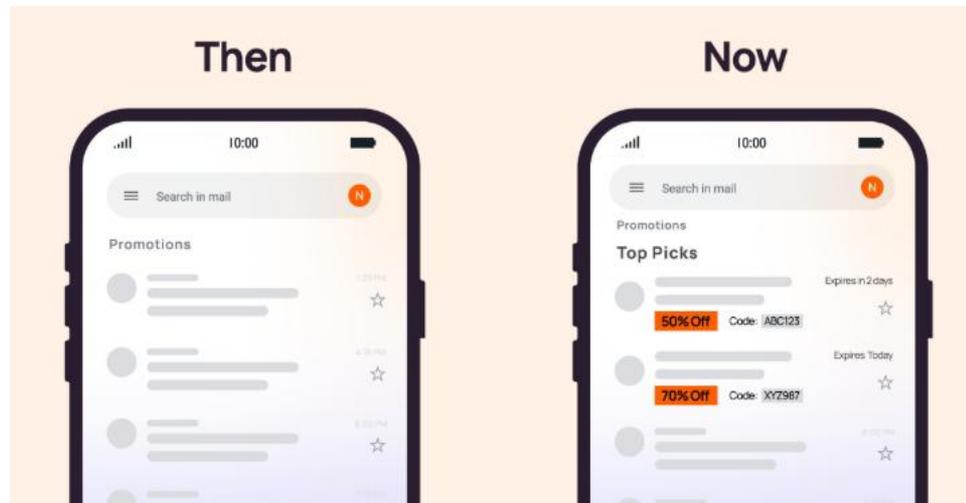
Together, these signal a shift toward engagement-driven inbox experiences

What does Email in Gmail look like in 2026



What's New: A race for emails to be at the top

- Promotions is no longer a neutral list of emails
- Gmail actively surfaces some emails more prominently than others
- The tab increasingly behaves like a curated, relevance-driven feed



**Why This Matters:
Ranking Is No Longer Guaranteed**

How Gmail Decides What Gets Seen (our view)

Emails ordered based on inferred relevance, not send time

User-specific Ranking -
Same brand can perform differently per user

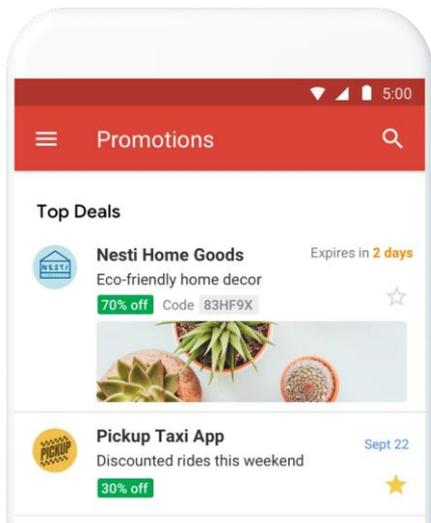


The Four Levers of Relevance

What Drives Relevance in Gmail Promotions

Annotations

Help Gmail understand and surface promotional intent



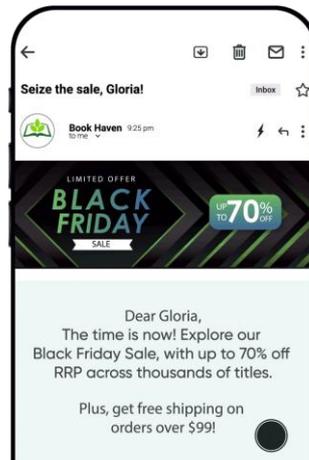
Segments

Protect engagement by targeting the right users



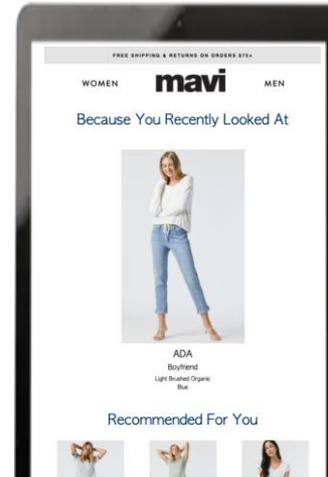
AMP

Drive meaningful interaction inside the inbox



AI

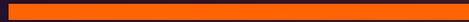
Adapt relevance continuously based on user behaviour



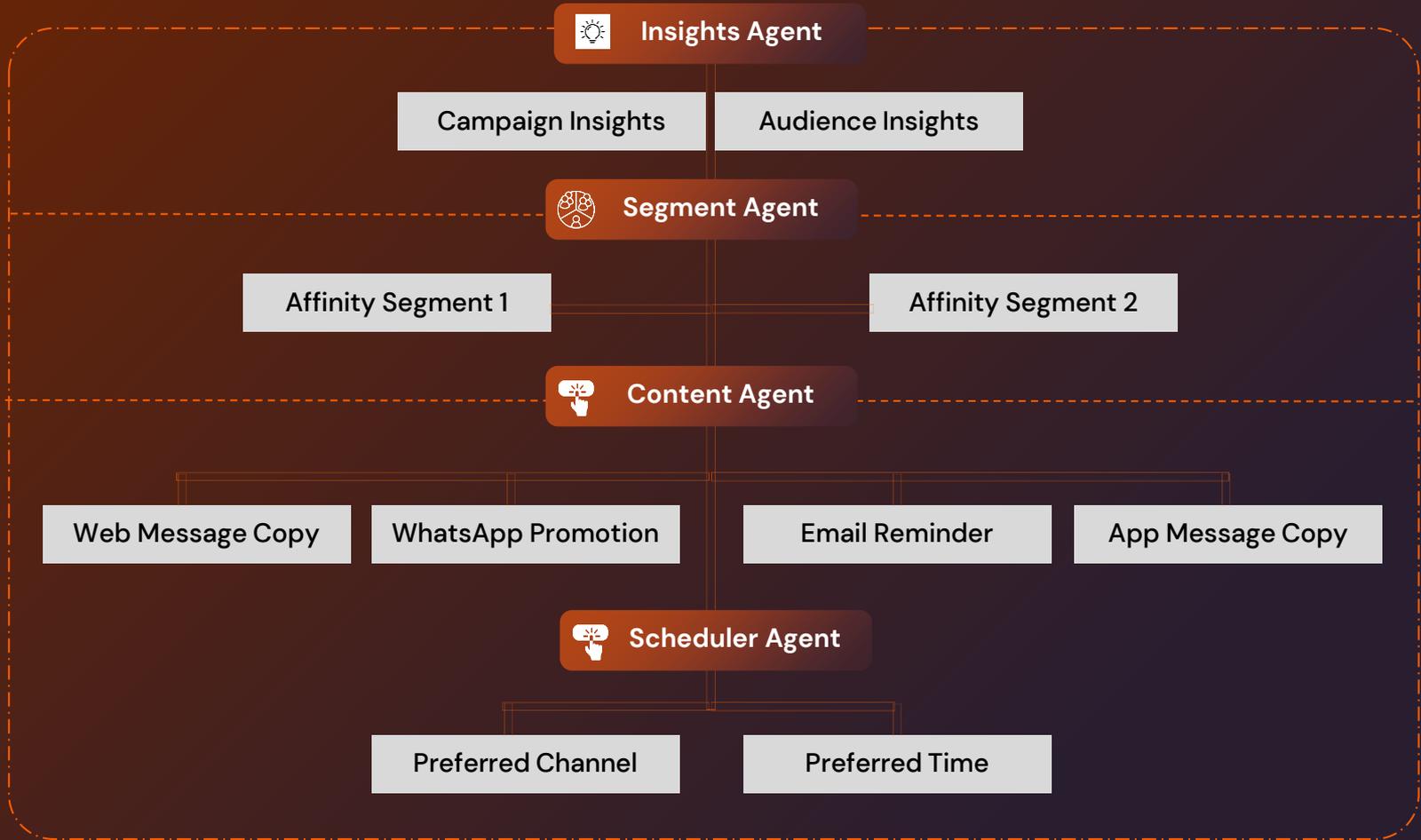
Making Relevance Actionable

Let's see it live

Shaping Tomorrow, Starting Today : Netcore's Agentic Marketing

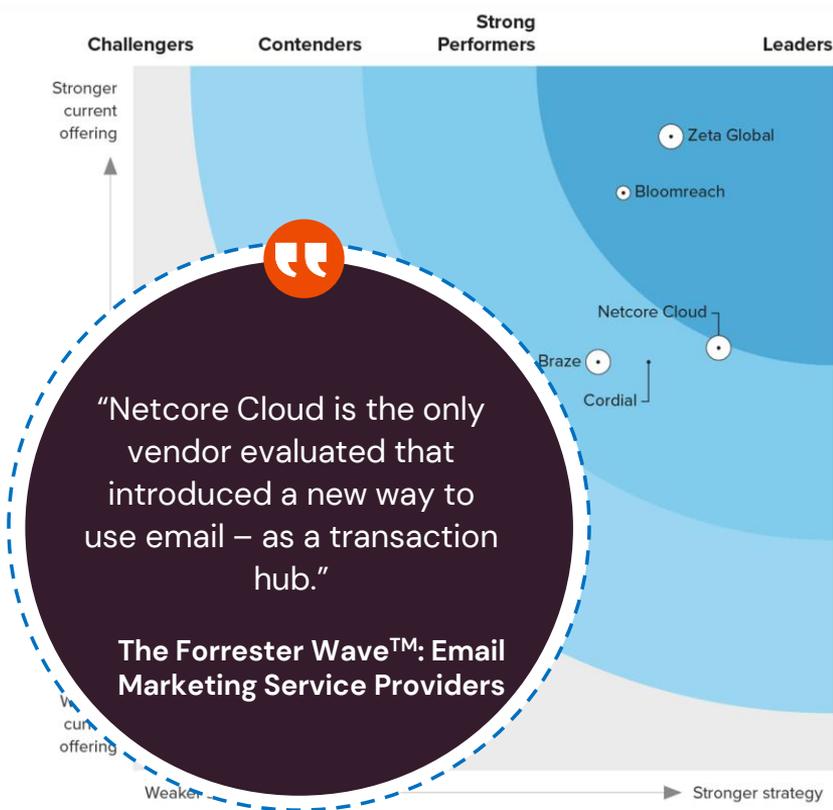


Multi-Agent
Framework
Powering the
Elevated
MarTech
Stack



Netcore | \$100M+ ARR | Bootstrapped & Profitable

A Leader Across Lifecycle Marketing



Top Ranked by Forrester, Gartner and Google



We have **Channel Scale**



75B+

Notifications per month

40B+

Unique Searches powered
per month

7B+

SMS sent per month

50B+

Emails sent per month

250M+

WhatsApp messages sent
per month

>96%

Inbox Placement Rate

Our Impact

30+ Verticals | 6500+ Customers Across The Globe

Impact

Fashion & Apparel



18X Increase in Marketing ROI

Health & Beauty



56% Increase in Revenue

Grocery



51% Increase in Transactions

Furniture & Home



34% Increase in AOV

Electronics & Coupons



10% Increase in Engagement

Sporting Goods & Footwear



42X Increase in Marketing ROI

Hardware & Auto Parts



17% Increase in AOV

Jewellery & Luxury



300% Increase in Engagement

Marketplace



140% Increase in Conversions

Thank You

14 Grays Inn Rd, London, WC1X 8HN

engage@netcorecloud.com