

Peak Sale Season

What's New, What's Next & Why Planning Starts Now!

Guy Hanson

16th June, 2026

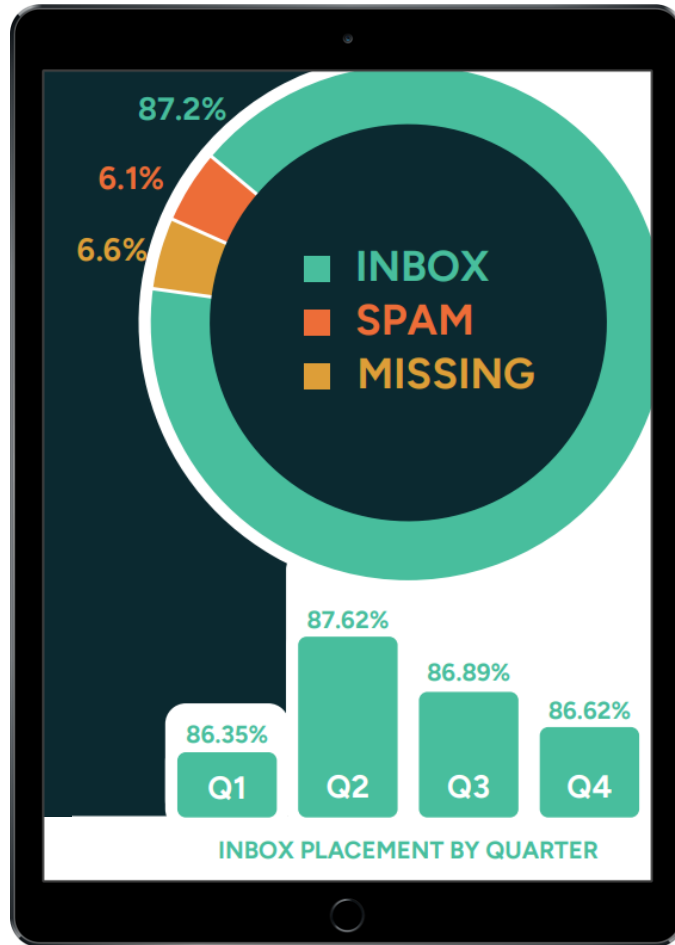
Guy Hanson

VP of Customer Engagement



Deliverability Trends

Global Benchmarks



New bulk sender requirements



New laws



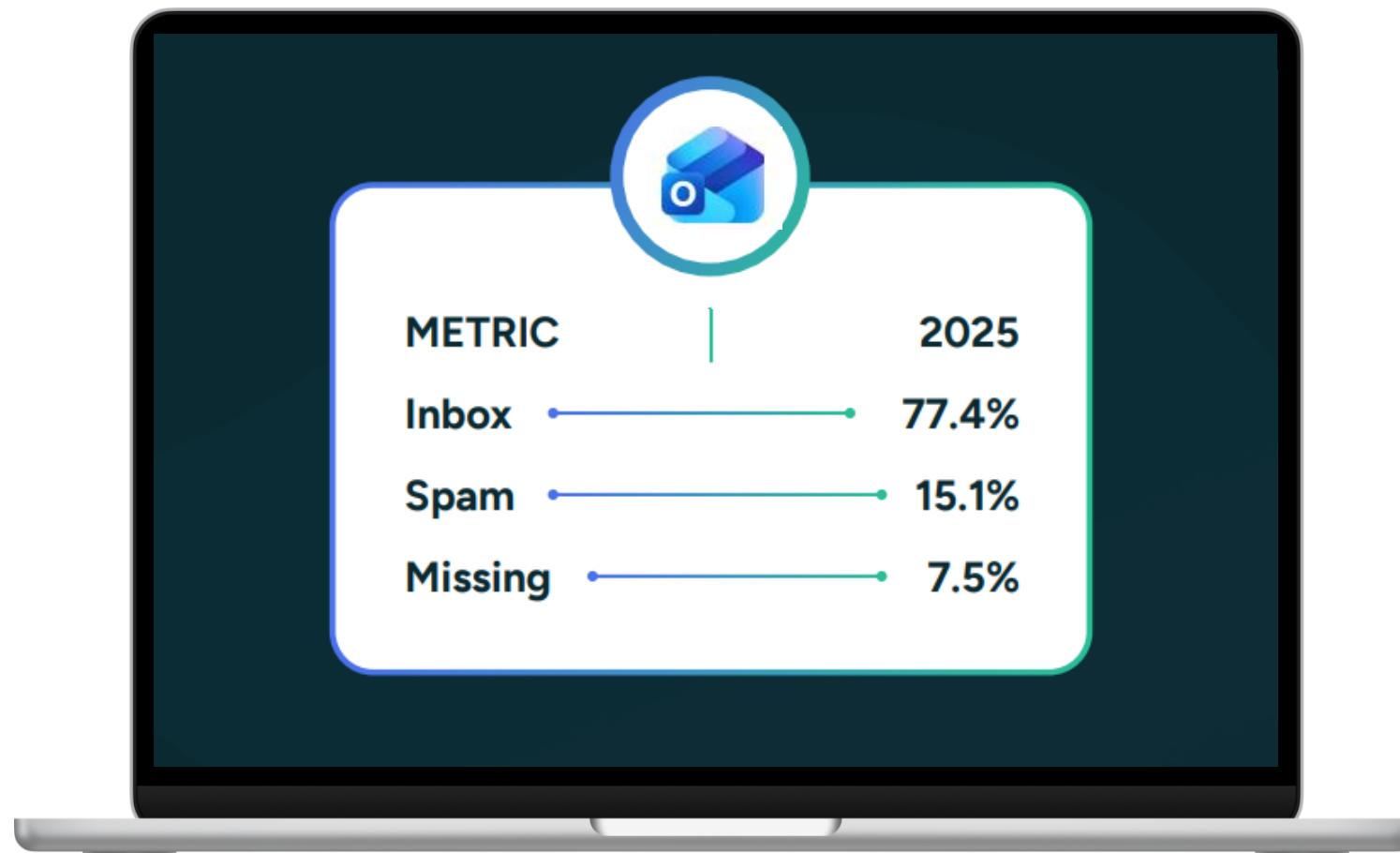
Accessibility



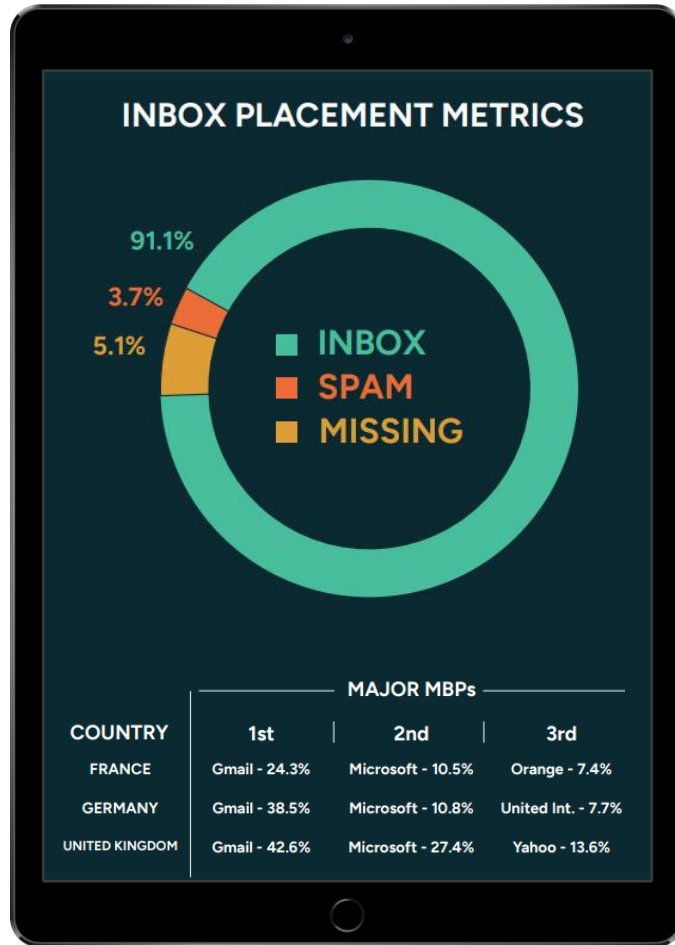
AI's influence

- helping senders personalize at scale
- increased MBP focus on engagement
- more convincing email fraud

The MAGY



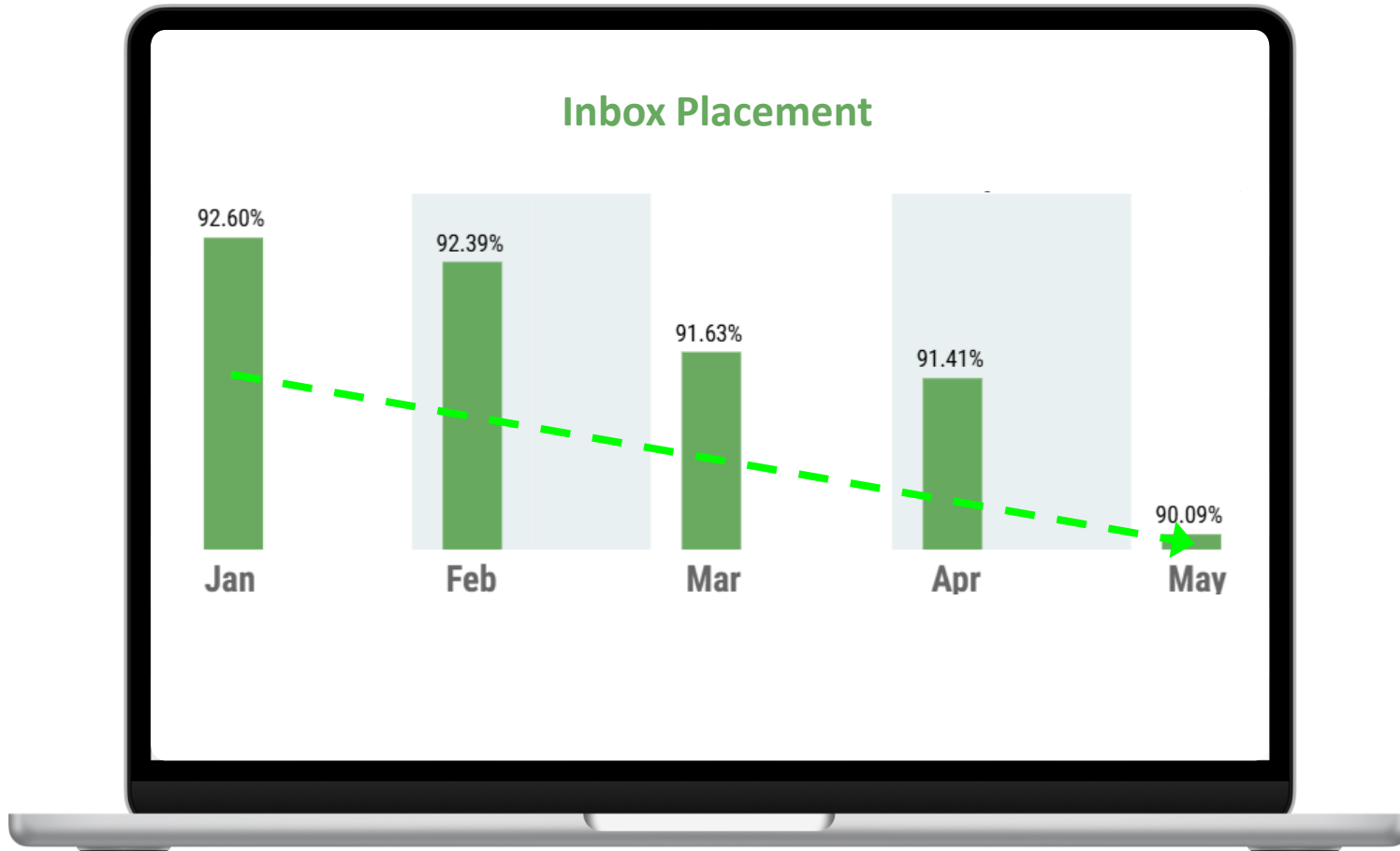
United Kingdom & Europe



INBOX PLACEMENT METRICS

COUNTRY	INBOX	SPAM	MISSING
FRANCE	94.0%	3.7%	2.4%
GERMANY	97.5%	1.9%	0.7%
UNITED KINGDOM	91.5%	1.7%	6.9%

2026 Year to Date (UK)



Robust enforcement of bulk sender requirements



Increased focus on subscriber engagement

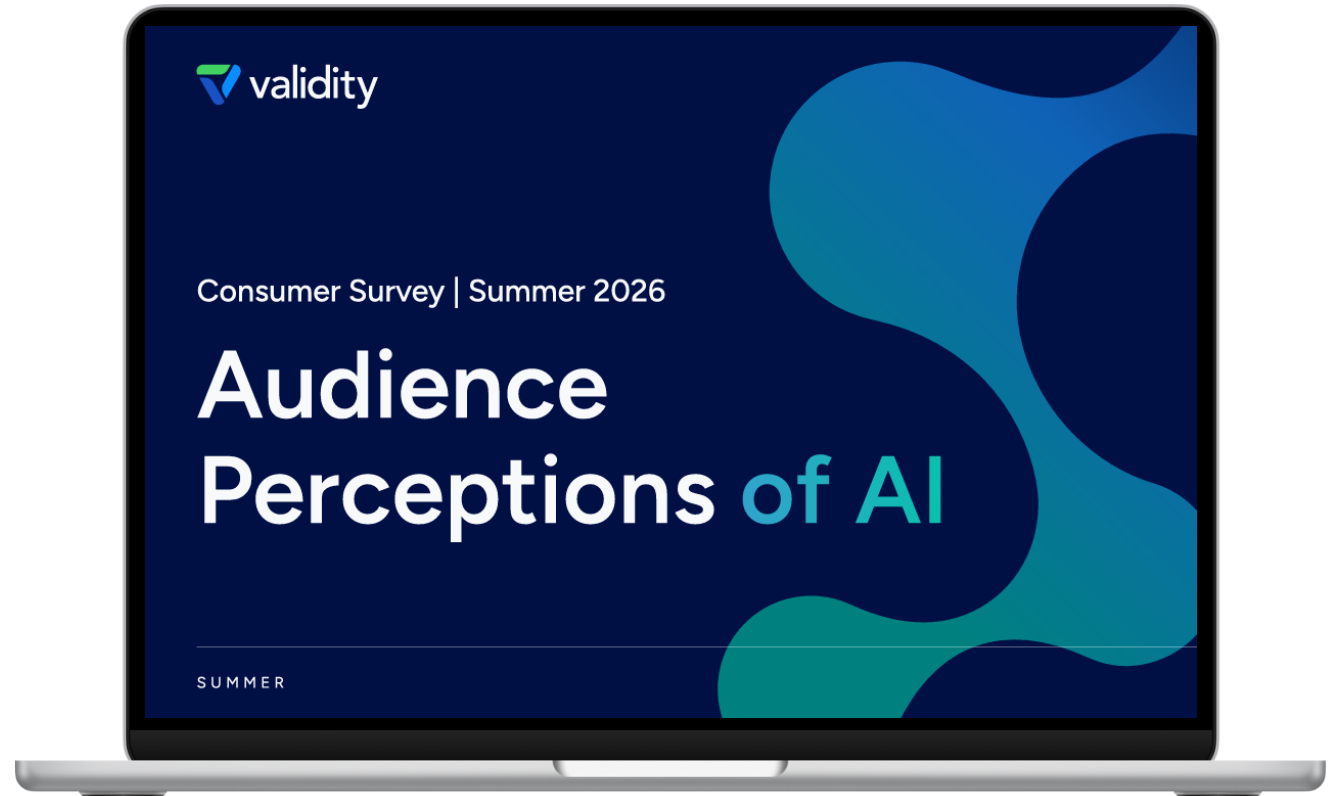


Changing consumer behaviour in the inbox

Changing Consumer Behaviour in the Inbox

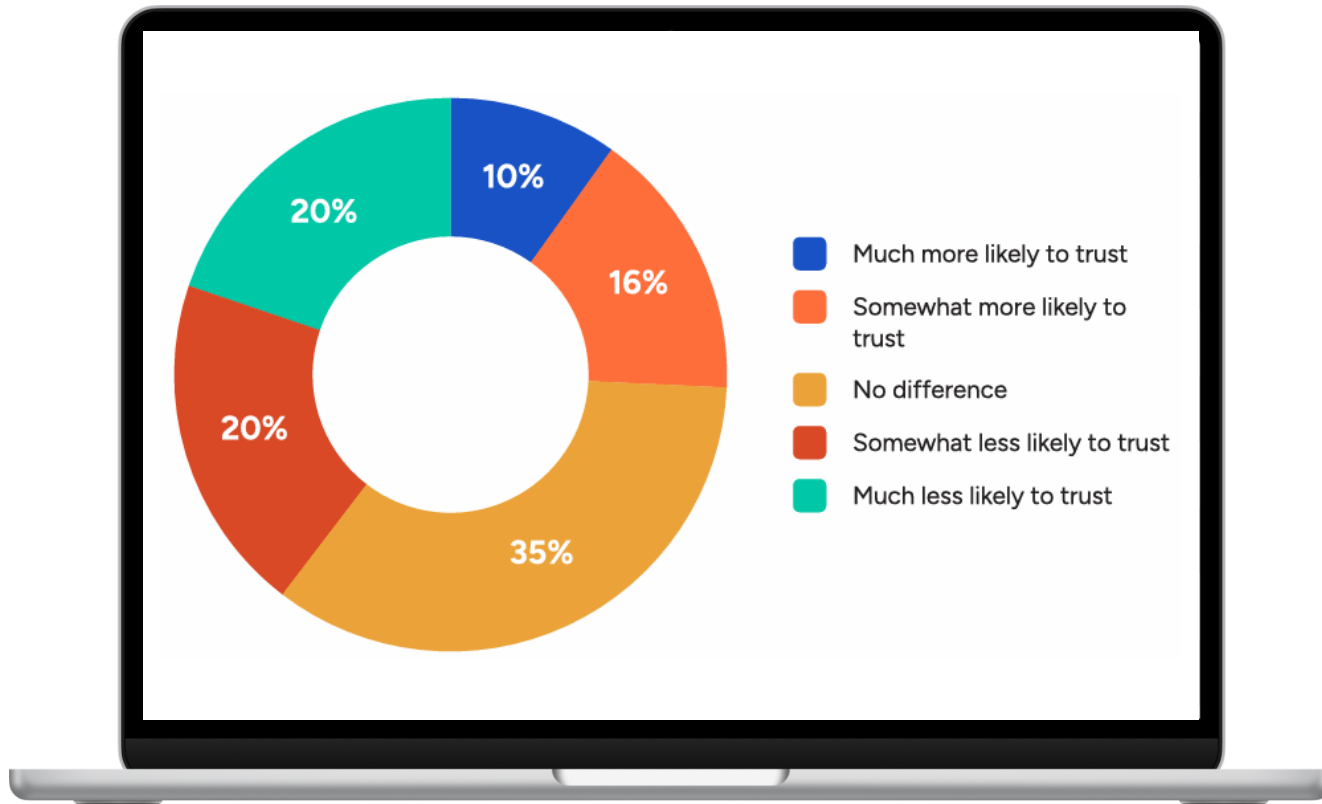
The Evolving Inbox

-  Deal cards
-  Auto annotations
-  Subscriptions management
-  Purchases tabs
-  Relevance sorted inboxes
-  AI message summaries
-  Integration of AI assistants
-  Change email addresses



www.validity.com/resource-center/summer-consumer-survey-audience-perceptions-of-ai

Less Trust in AI-Generated Content



Would you be more or less likely to trust a retailer's marketing emails if you knew they were written by AI?



40% of consumers are less likely to trust AI-generated emails

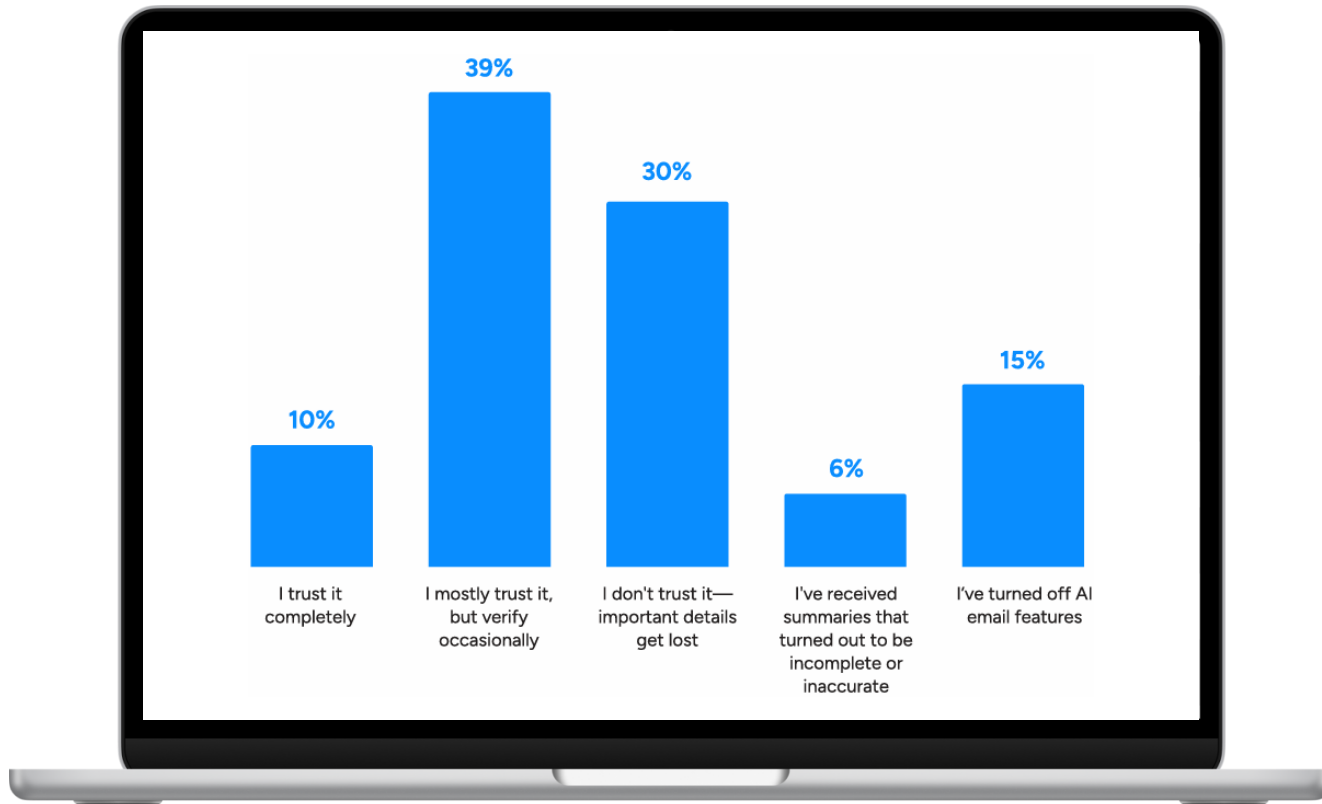


Main concerns are with data privacy and misuse



Marketers must balance increased scale with reduced trust

Impact of AI Summaries



Do you trust AI to represent email content fairly, or do you worry it might miss something important?



Only **10%** of consumers fully trust AI summaries

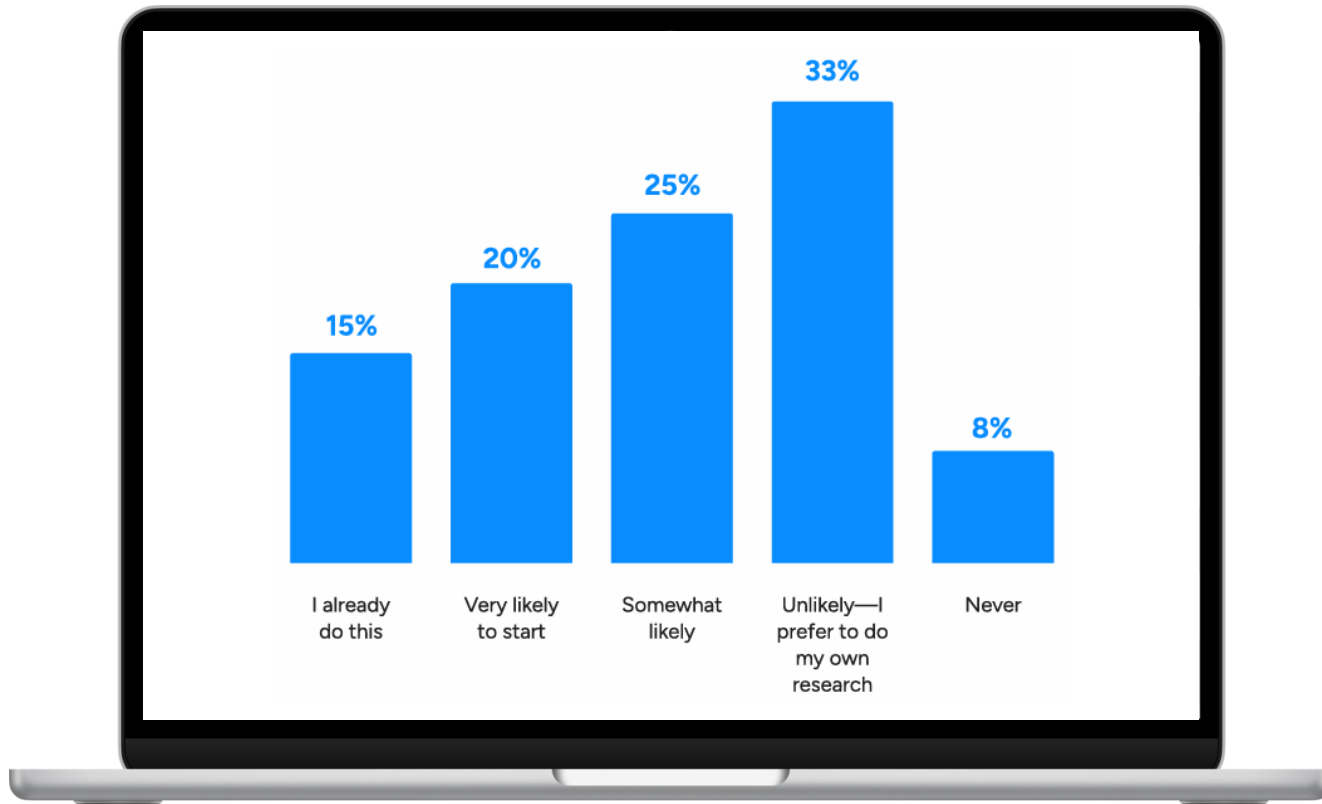


Main concerns are “important details get lost” and “incomplete or inaccurate”



However **55%** of consumers are making inbox decisions based on AI summaries alone

Integration of AI Assistants



How likely are you to use AI assistants to analyse your emails to find the best deals or offers?



60% of responders either already do this, or are likely to start

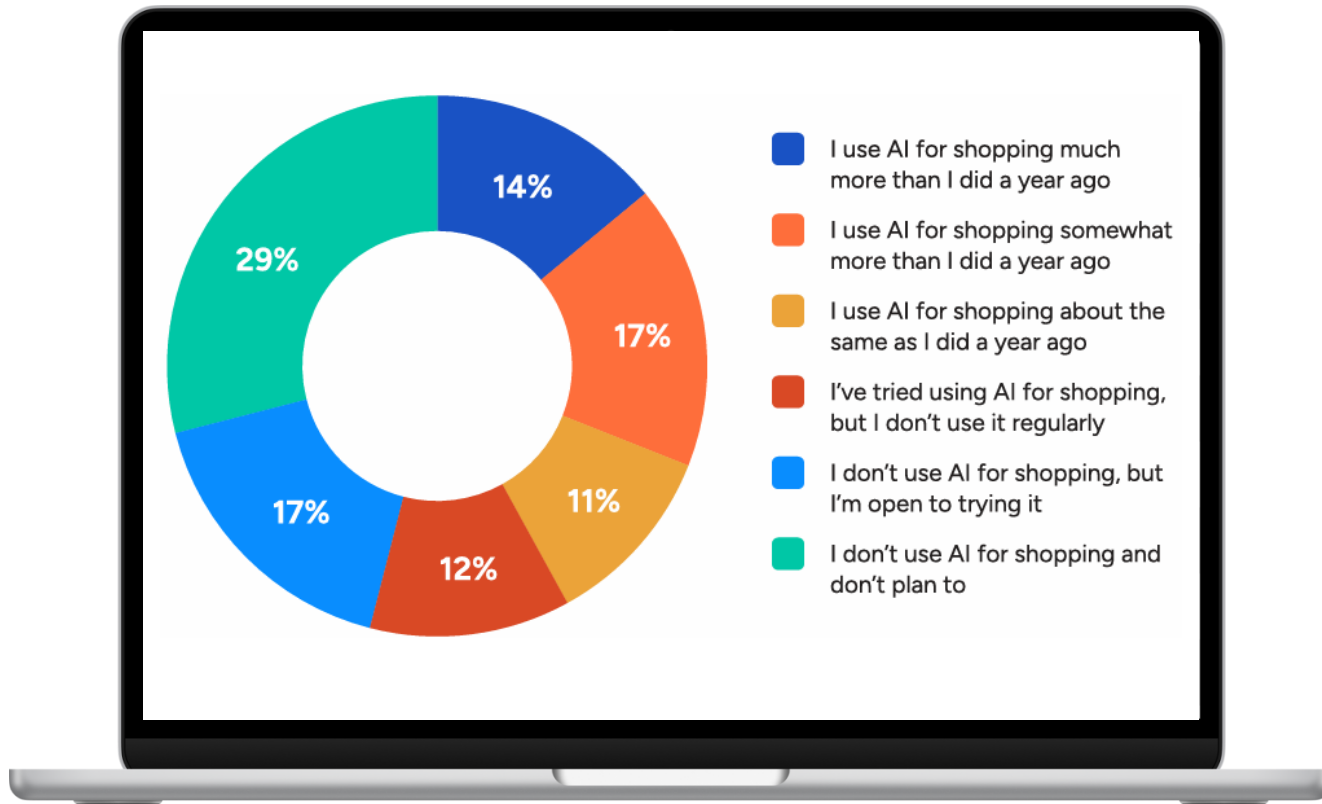


Main concerns are around “lack of transparency”, “inaccuracy”, and over-automation”



Convenience outweighs those concerns – as long as additional value is delivered

AI Use for Online Shopping



How is AI changing the way you carry out your online research and shopping?



AI is rapidly reshaping product discovery



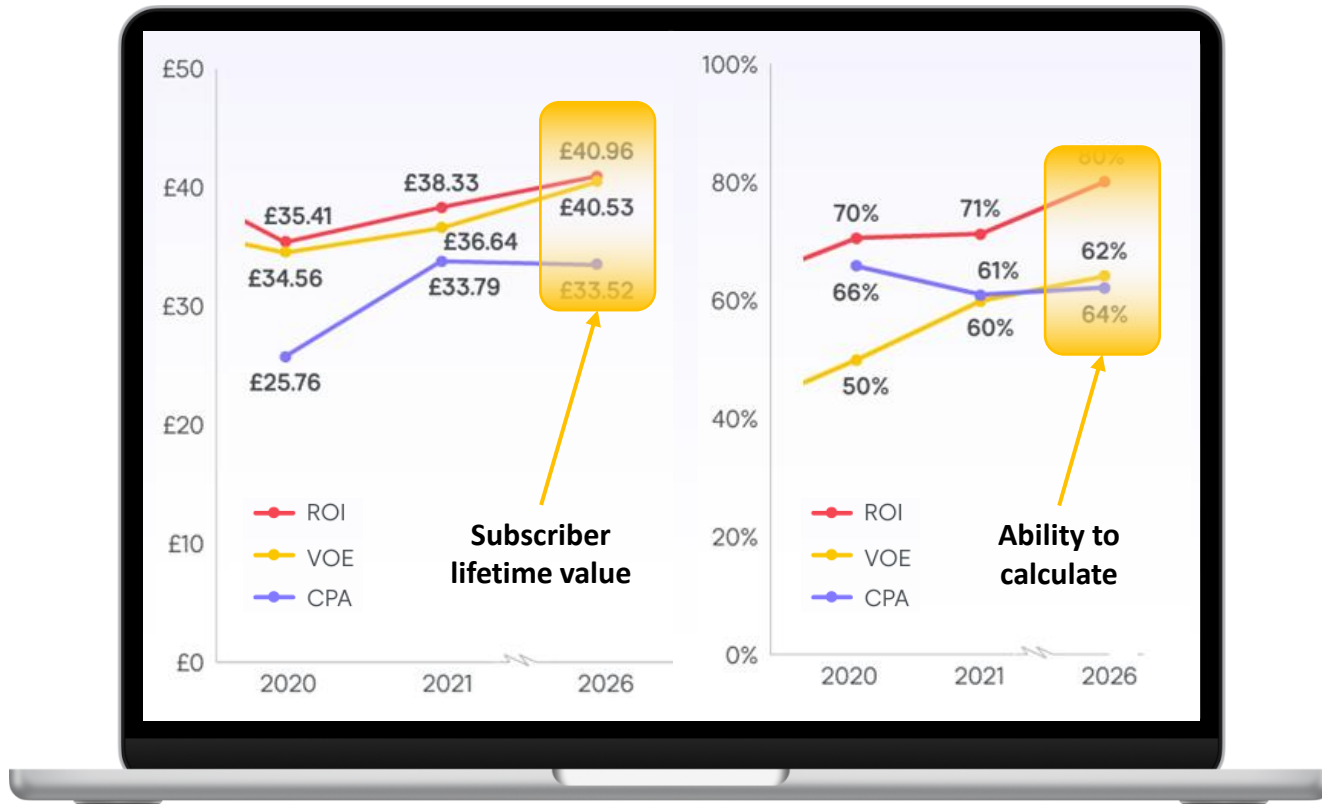
12% of consumers now use AI products like ChatGPT & Gemini as their primary research tool



31% of consumers are making greater use of AI for shopping compared with 1 year ago

Metrics to Monitor

Subscriber Lifetime Value



Source: DMA Marketer Email Tracker 2026



Average lifetime value of a UK subscriber is **£40.53**



Only **62%** of email marketers can calculate this value

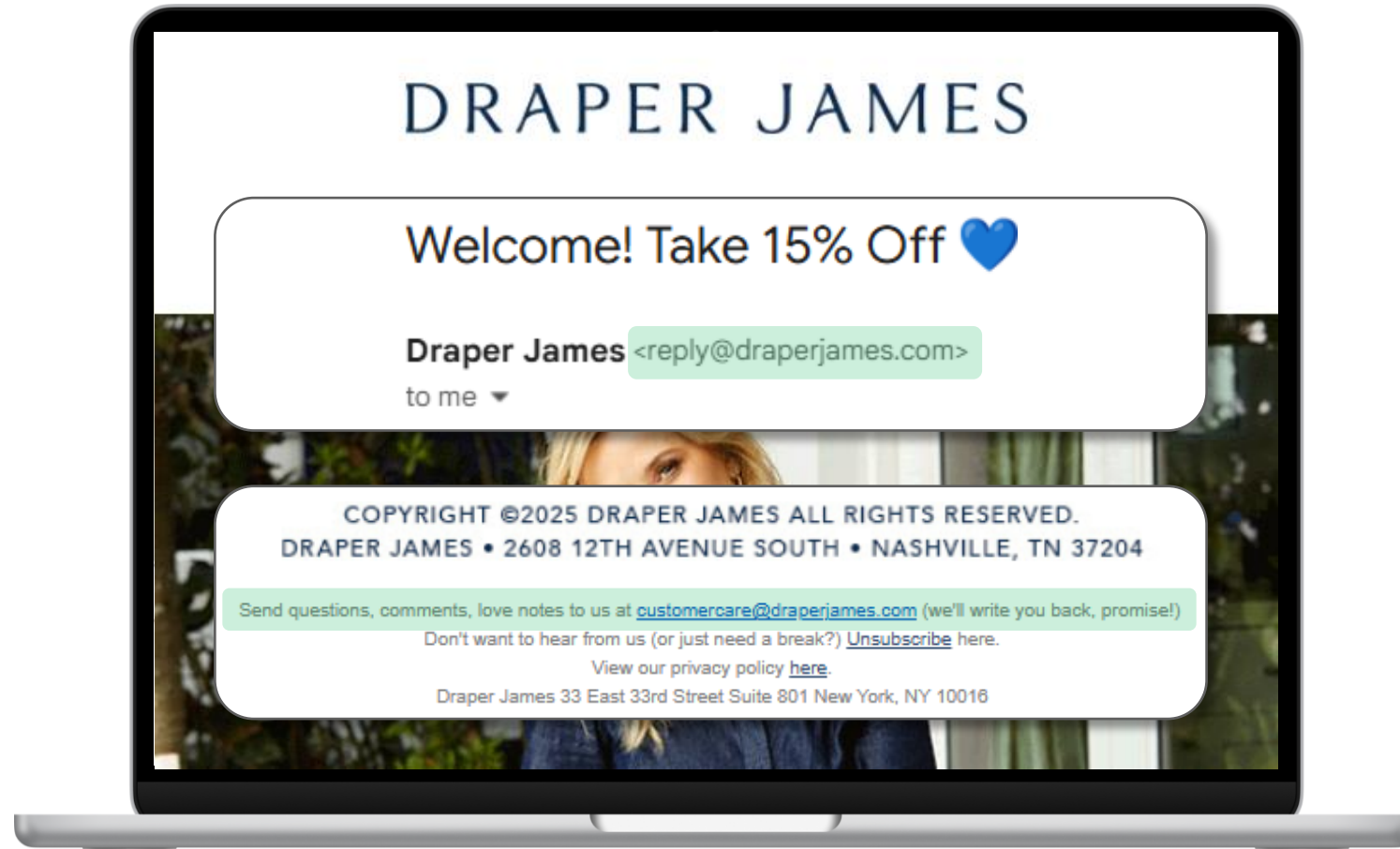
Disaffection Rate

$$\text{Disaffection Rate} = \frac{\text{Unsubscribes} + \text{Complaints} + \text{Bounces}}{\text{Clicks}} \times 100$$

$$\frac{0.3\% + 0.1\% + 0.1\%}{1.0\%} = 50\%$$

Source: Validity Deliverability Benchmark Report 2026

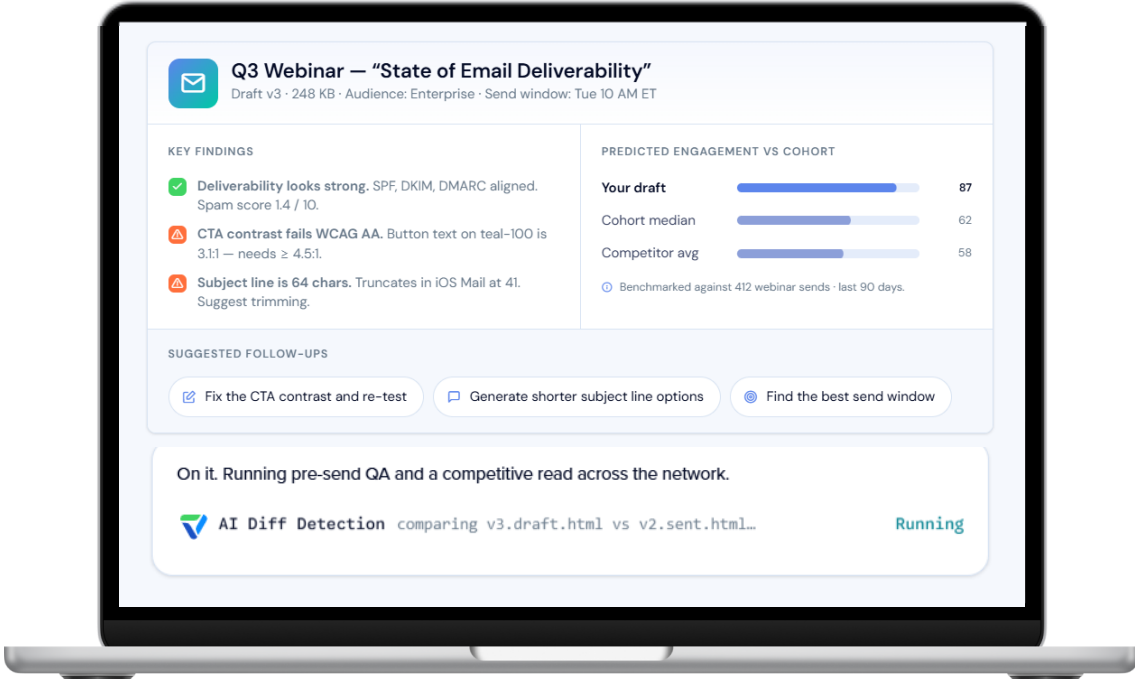
Reply Rate



Source: Validity Deliverability Benchmark Report 2026

Let's Talk





AI-powered email, backed by industry-leading data.

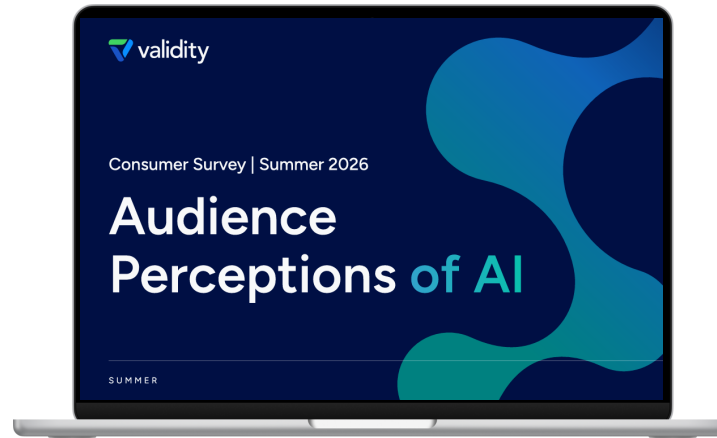


SCAN TO LEARN MORE ABOUT ENGAGE

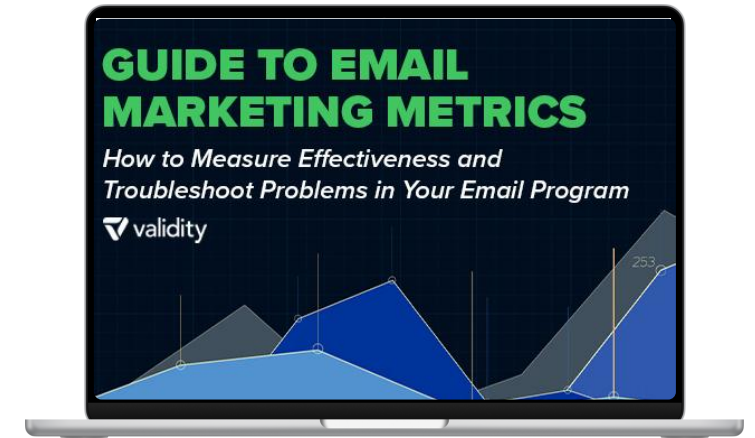
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www.validity.com/resource-center/2026-email-deliverability-benchmark-report



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