

Stop talking about AI. Start **shipping** with it.

What it really takes to use AI in enterprise CRM and email marketing.



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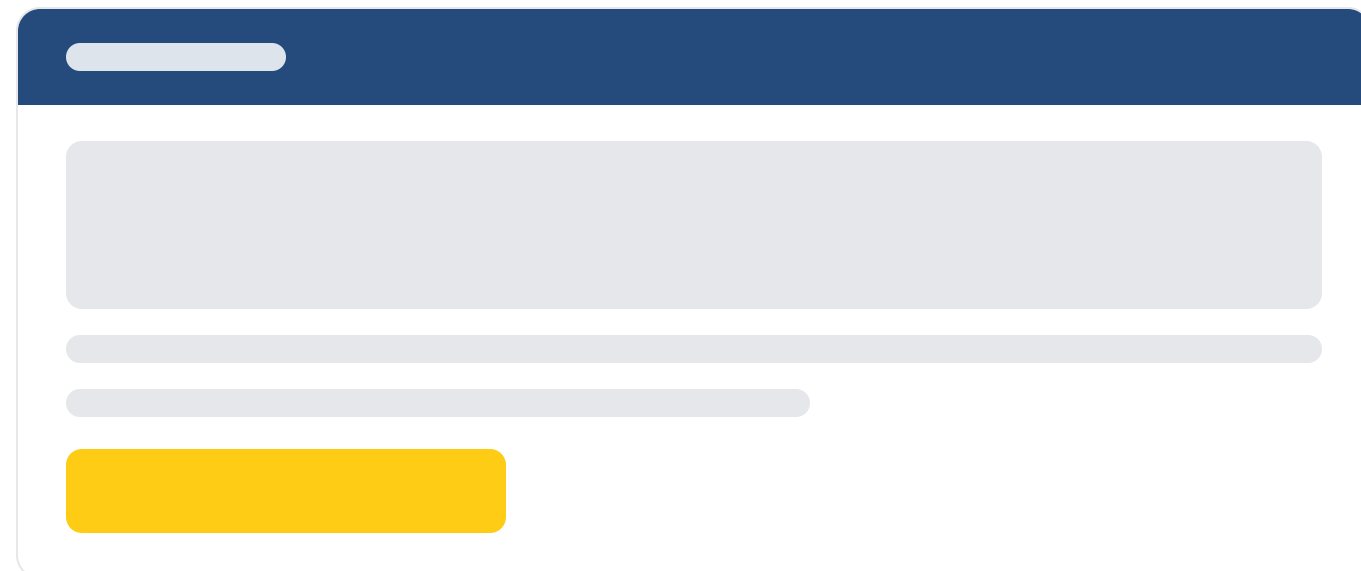
Everyone has seen the AI demo. CRM teams still have to ship.

THE DEMO

Write our spring sale campaign...



| GENERATES



Prompt in. Campaign out. Looks impressive.

THE PART THE DEMO SKIPS

- ☐ Is it brand-compliant?
- ☐ Can legal approve it?
- ☐ Does personalization still work?
- ☐ Does it work in Outlook?

The real problem is not producing more content. It is producing **send-ready campaigns** faster.

AI on top of chaos is just **faster chaos**

duplicate templates

old modules

brand rules in decks

legal copy from last time

approvals in Slack & screenshots

HTML one person dares touch

AI is not the mechanic. It is the accelerator. If the steering is loose, going faster is not progress — it is risk at higher speed.

A prompt knows language. It does not know how your organization ships.

GENERIC AI OPTIMIZES FOR PLAUSIBLE

“...and make it sound on-brand, please”

- Copy that sounds fine
- Layouts that look likely
- HTML that passes a demo

CRM TEAMS NEED VALID

Approved modules 01

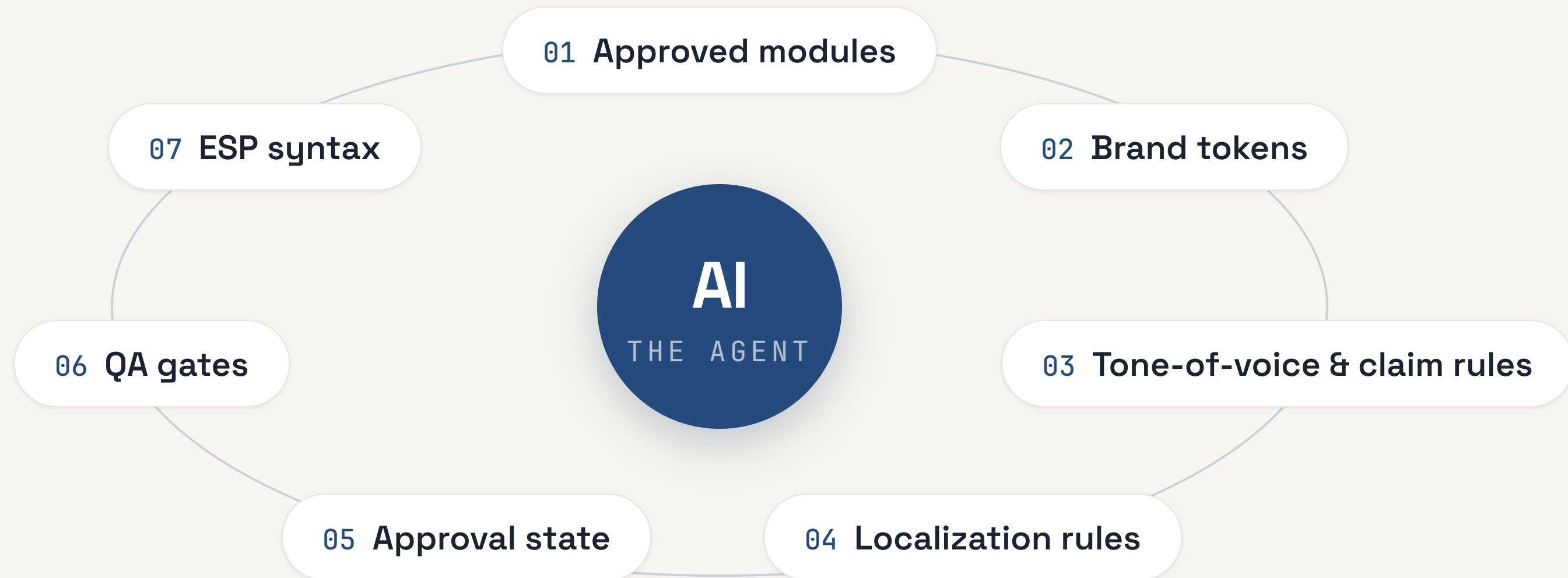
Market & legal requirements 02

Revision-scoped approvals 03

ESP-native personalization 04

The difference is not a longer prompt. It is **executable context**.

AI needs a harness the agent cannot bypass.

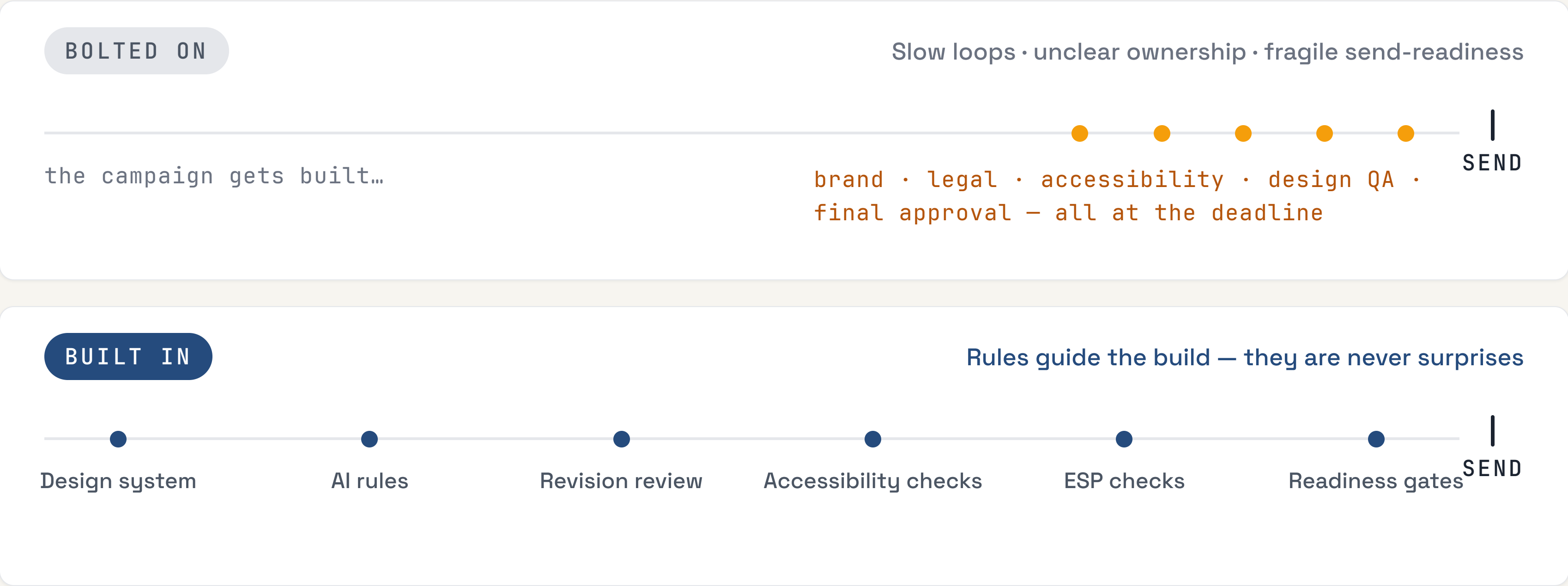


If AI is the accelerator, the harness is the **steering, brakes, dashboard, and guardrails.**

Humans and AI move faster when both has a defined job.

	● HUMAN	● AI	● SYSTEM
01 Brief	Frame intent	Read inputs	Load rules
02 Build	Choose direction	Assemble modules	Lock components
03 Adapt	Judge tradeoffs	Create variants	Preserve structure
04 Review	Resolve risk	Apply comments	Version changes
05 Check	Approve	Surface issues	Gate readiness
06 Export	Own send	Prepare output	Sync ESP

Governance works best when it is the workflow, not the final meeting.



Quality checks should run before anyone has to apologize.

Deterministic

What machines can know

Links

Alt text

Heading order

Preheader

Unsubscribe

Required footer

Merge tags

Plain-text version

HTML size

AI-assisted

What needs understanding

Tone-of-voice

Claim risk

Image-copy match

Visual hierarchy

Spelling

CTA clarity

Subject-body match

Brand guidelines

Use **deterministic checks** for what machines can know. Use **AI review** for what needs understanding.

You don't need a new ESP. You need a better way to create.



The work **before the ESP** gets faster. The sending stack stays exactly where it is.

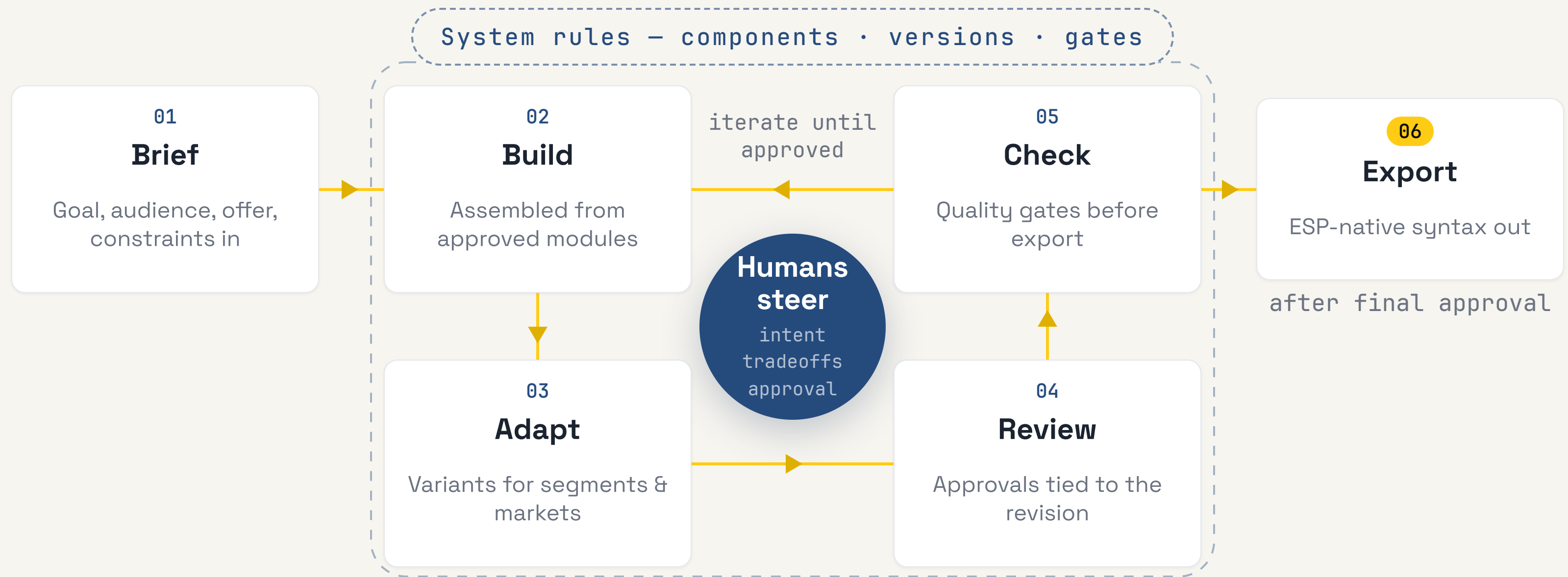
Are you ready for AI-accelerated email production?

- 01 Is AI locked to approved modules and brand guidelines?
- 02 Can the AI work with personalization, variants, languages and ESP-specifics?
- 03 Are the right checks enforced before export?
- 04 Can every stakeholder review and approve in one flow?
- 05 Can you export seamlessly to your existing ESP?

Five yeses, and you are ready to accelerate. **A no means: build the harness first.**

Build the harness. Then turn up throughput.

- Humans steer from the center
- AI accelerates the loop
- System rules guard the edge



Better •

ADVANCED EMAIL CONFERENCE
JUNE 16 • LONDON

Stop talking. Start **shipping**.

01 Design system

02 Betty AI

03 Review flows

04 Quality gates

05 ESP-ready export

Come see the harness in action at our booth — from brief, to AI-assisted build, to review, checks, and ESP-ready export.



“Built by experts who understand the intricacies of great email communication, Better Email gives us the flexibility and functionality to create accessible, on-brand campaigns at scale.”

Tara Knowles

Lead CRM Technology Developer, Co-op

LESS AI CHAOS • MORE CAMPAIGNS SHIPPED

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