

Welcome to the CIO Hour!

July 2025

The Art of Email Deliverability

Today's Panel



ERICA SALM RENCH

CMO, Sidecar.ai

erica@sidecar.ai

Erica Salm Rench has spent over a decade helping organizations stand out in a crowded digital world—and now, she is helping them navigate the AI revolution. Now, as CMO of Sidecar.ai, she is dedicated to educating the world on AI, helping associations and business leaders understand and implement AI-driven strategies to future-proof their organizations.



JAMES C. MARQUIS

Chief Information Officer, 501Works

marquis@501works.com | 703.459.9779

James C. Marquis is a seasoned senior executive with more than 30 years of experience working in technology with a wide variety of associations and nonprofits. James' work experience includes serving as CIO for a large medical association, CEO of a technology consulting organization and senior roles in product development and business consulting with for-profit and nonprofit clients. He also has designed and built multiple Internet-based business applications including Mojo Middleware™.



PAUL CHRISTMANN

Chief Innovation Officer, Rasa.io

paul.christmann@rasa.io

Paul Christmann started down the path of software development nearly 30 years ago, delivering solutions for the scheduling of aircraft maintenance for one of the largest US Airlines. He has since brought that same passion for solving problems to many different platforms and industries. At rasa.io, Paul is blessed to work with a great group of developers who consistently challenge each other to never rest on our laurels, and always find new paths to further develop our skills and improve our ability to solve the problems of our users.

The CIO Hour: The Art of Email Deliverability

- Tackling the problems and questions that are on your mind with real-world technology advice
- Featuring experts in their field with decades of real-world experience
- Usually the first Thursday of every month



Visit www.theCIOHour.com for upcoming topics and events.

Ground rules...

- No question is off limits!
- If the question is too specific to a particular situation, we may defer it but are happy to talk to you offline or after the event.
- This is a safe space, but we understand if you wish to remain anonymous.
- You may claim 1 CAE credit – details will be emailed tomorrow

Agenda

- In the News – A few highlights that might interest you
- Fast Facts – Introduction to the topic of the month
- Q & A – 40 min – Discussion with our experts and taking your questions
- The CIO after Hour – 30 minutes of open mic discussion

In the News...

1. Porn age-gating is the future of the internet, thanks to the Supreme Court
<https://www.theverge.com/internet-censorship/686042/supreme-court-fsc-paxton-porn-age-verification-ruling>
2. Don't Be Fooled: 7 VPN Myths That Could Put You at Risk
<https://www.pcmag.com/explainers/dont-be-fooled-7-vpn-myths-that-could-put-you-at-risk>
3. AT&T's \$177 Million Data Breach Settlement Still Open: Who Qualifies and How Much You Can Get Paid
<https://www.cnet.com/tech/mobile/at-ts-177-million-data-breach-settlement-still-open-learn-who-qualifies-and-how-much-you-can-get-paid/>
4. Surge AI, the Hot Tech Startup You've Probably Never Heard of, Is Already Outpacing Rivals
<https://www.inc.com/jennifer-conrad/surge-ai-edwin-chen-scale-ai-meta-alexandr-wang/91204563>

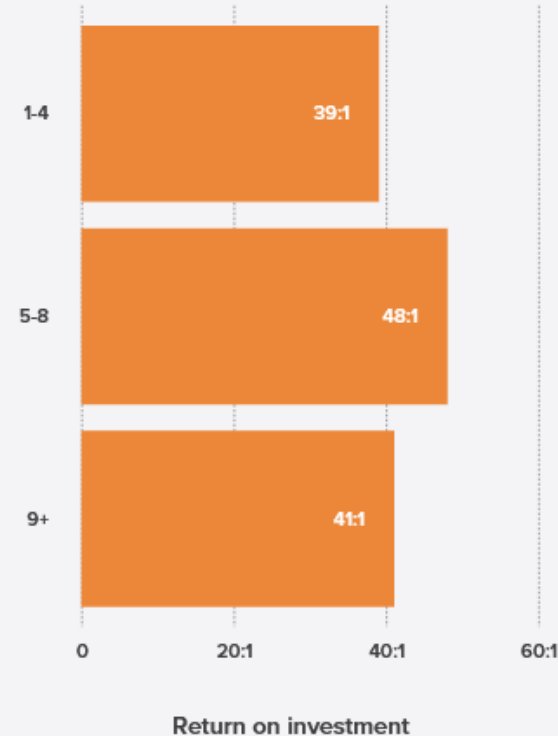
Today's Topic: The Art of Email Deliverability

A few fun facts...

- Companies that use a **DOI** process for all or most of their subscriber acquisition sources generate an **ROI of 45:1**, compared to an **ROI of 40:1** for those using mostly **SOI**. (Litmus, 2025)
- More than **376 billion** emails are sent and received each day. (Prosperity Media, 2025)
- Constant Contact reports that for **every \$1** a company spends on email marketing, they can expect to **earn \$38 of revenue on average** (Constant Contact)
- For every **12,500,000** emails sent, spammers receive **1** reply (Tech Radar)

Sending too few or too many emails hurts email marketing ROI

How many emails do the majority of your brand's subscribers receive from you each month on average?



SOURCE: <https://www.litmus.com/state-of-email-reports>

On to Your Questions...

Given the wider diversity of available channels, is email still king when it comes to marketing?

To what extent does your choice of email marketing platform (like Mailchimp) impact deliverability?

What role does AI education play in helping marketers and associations improve email deliverability today?

Why is knowing the breakdown of your audience important?

Please talk a little about strategies for selecting sending address.

How has the use of open rates changed over time and how should we view them now?

What are SPF, DKIM and DMARC and how do they fit into email setup?

How is the more complex compliance environment impacting email?

Can you talk about “unsubscribes” and how they can be a good thing?

Any last parting advice,
especially for smaller organizations...

Other Questions?



Thank you to our panel of experts!



Erica Salm Rench

erica@sidecar.ai



Paul Christmann

paul.christmann@rasa.io



Delivering technology that
WORKS for your association.

CONSULTING

501WORKS

- IT Consulting Services – vCIO Service
- Software Selection & Implementation Services
- Customized Software Solutions and Integrations

INTEGRATION



Mojo Middleware™ - Easily integrate your different association software packages with over 40 available connectors.

SOFTWARE



Software Mage™ – Online tools helping you navigate the AMS/CRM selection process, gather requirements, draft your RFP, and evaluate vendor responses.



We are here to help!

Call or email us for a **30 minute free** consulting session



703-459-9779



marquis@501works.com
theCIOHour@501works.com



501works.com
theCIOHour.com

Final Thoughts

- Join us September 4th for **Evaluating a Vendor's Integration Capability**
- An archive of this presentation and today's Webinar will be posted on theCIOHour.com in a few days.
- Any suggestions for future programs? Topics you would like to see covered? Please email us: theCIOHour@501works.com
- For CAE credit – you will receive a link via email tomorrow so you can claim your credit and receive your certificate.