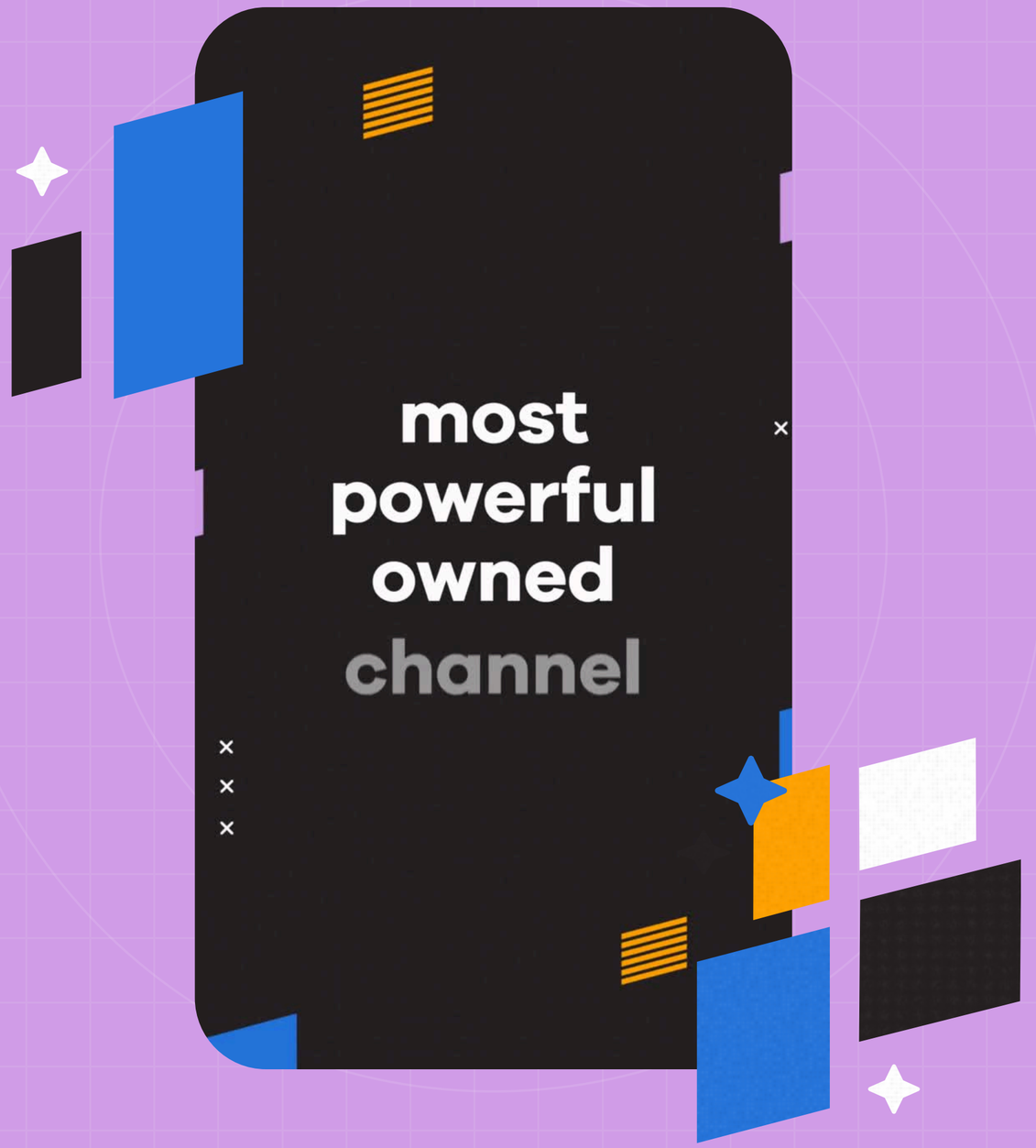
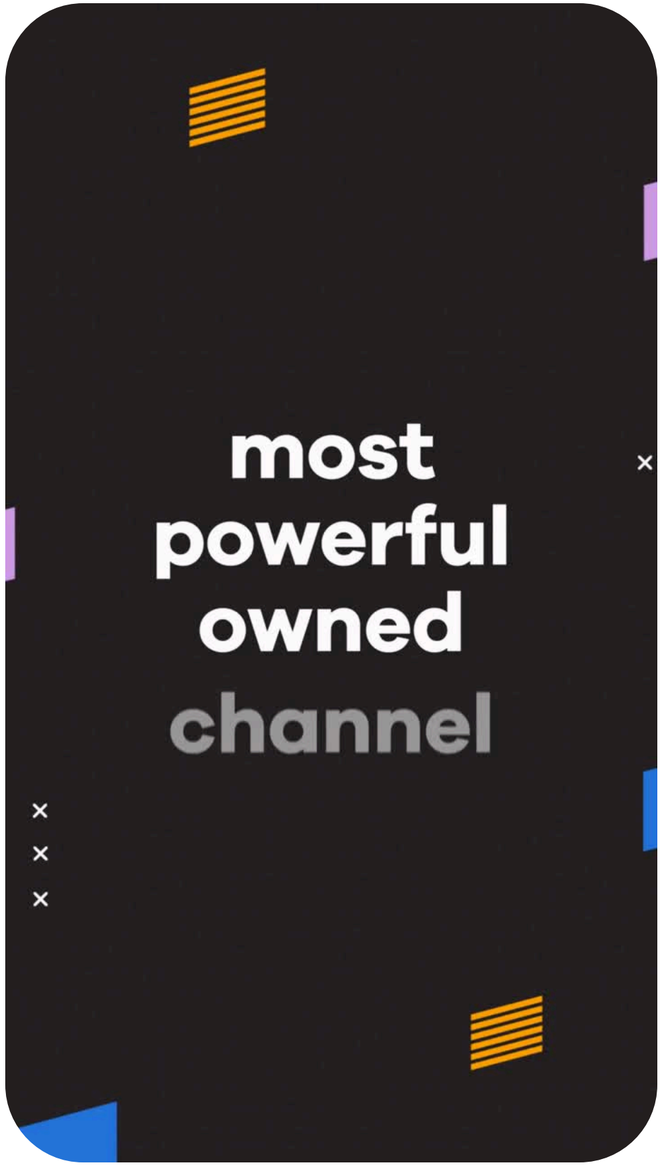
Adestra

INTERACTIVE GUIDE

AI enhancements features in *action*





NEW AI FEATURE ENHANCEMENTS

Accelerating email

Adestra's approach connects AI-assisted capabilities to the work marketers already perform:

Understand your audience

Surface patterns and make complex audience information easier to interpret.

Improve email campaign creation

Review emails for accessibility and reduce repetitive 'production work.

Enrich subscriber intelligence

Translate content engagement into interest data that can support segmentation.

Move from insight to action

Use audience understanding within the email workflow rather than transferring it between disconnected systems.

Here’s what we’ve delivered

AI INSIGHT GENERATOR

→ Reveals better audience understanding

1

Uncover trends, anomalies, and meaningful data patterns.

AI ACCESSIBILITY CHECKER

→ Scan, fix and send within Email Designer

2

Scan for issues, get recommendations, review in designer workflow.

AI THEME GENERATOR

→ Generate themes to reduce design effort

3

Generate an email theme from an image, reduce the need to manually style email content.

AI AUDIENCE DESCRIPTION

→ Make audience management more scalable

4

Generate concise descriptions of audiences, supports faster onboarding.



1

AI INSIGHT GENERATOR

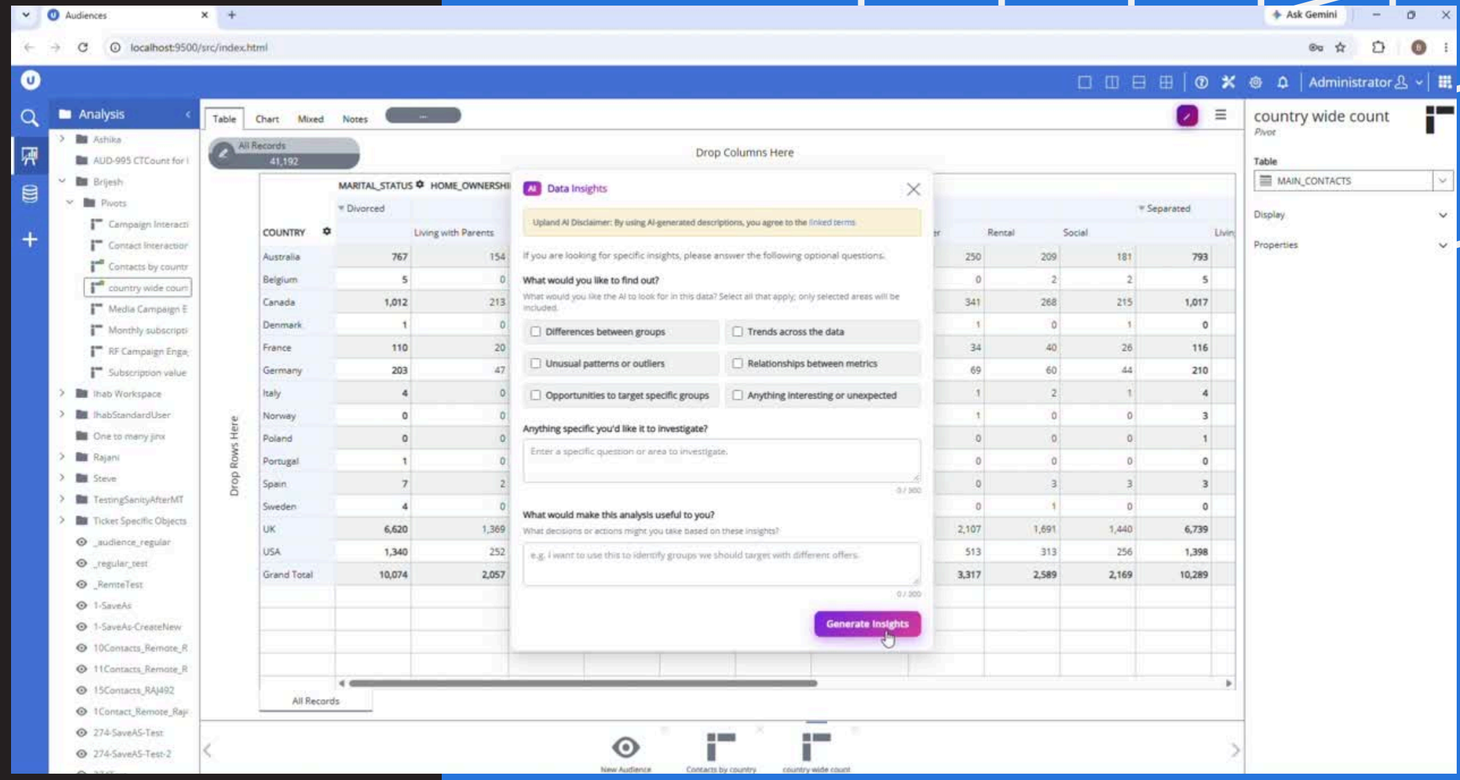
Reveal what your data is telling you

Identify key patterns, changes, and outliers across your audience data.

AI INSIGHT GENERATOR

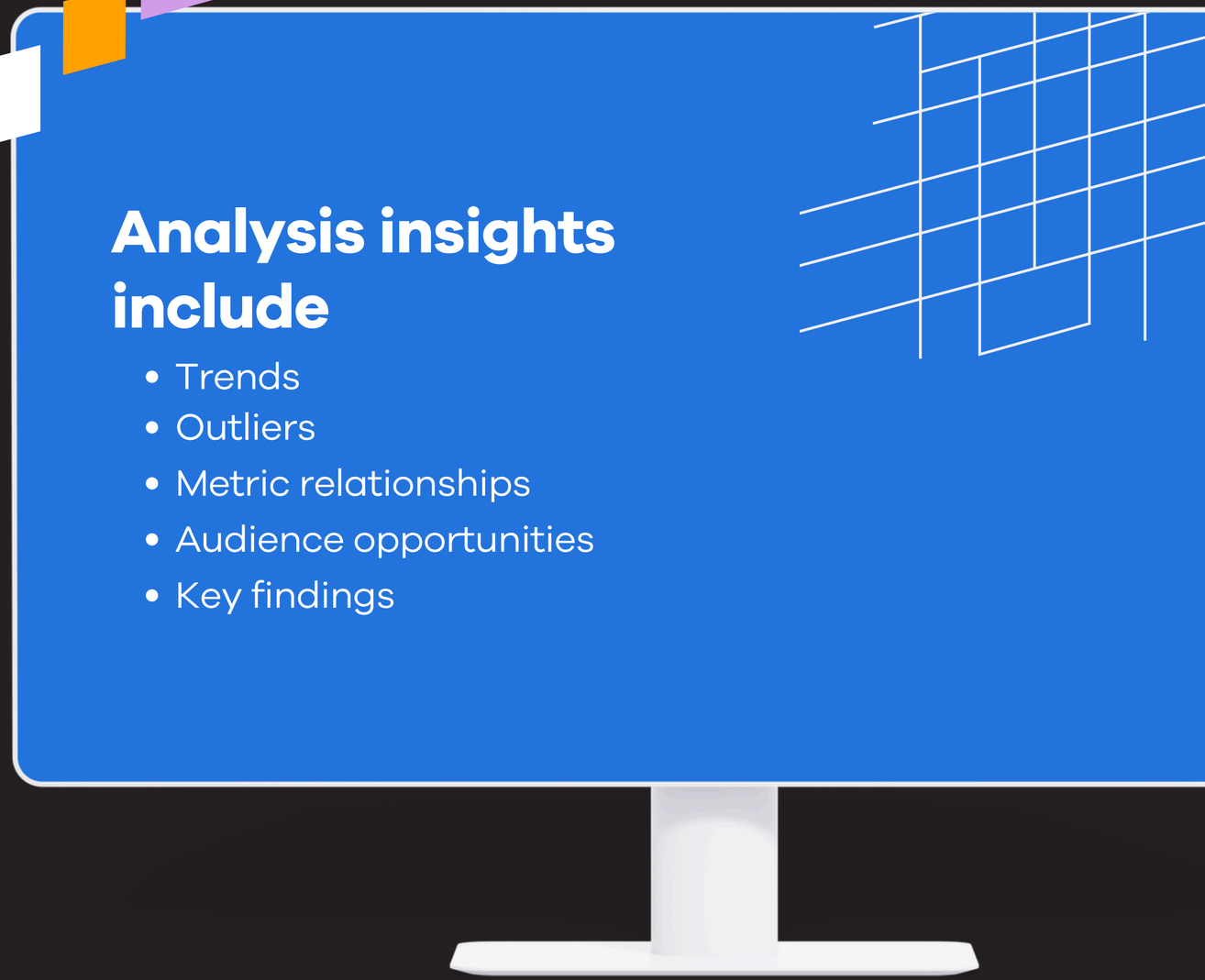
Key features

- Analyses pivot table data using natural language prompts and user-defined objectives
- Investigates specific areas of interest
- Allows users to provide additional context about the questions they want answered
- Generates clear, easy-to-understand summaries and recommendations



AI INSIGHT GENERATOR

Transforms audience data into actionable intelligence by helping marketers identify opportunities, validate assumptions and make data-driven decisions without requiring advanced analytical expertise.





2

AI ACCESSIBILITY CHECKER

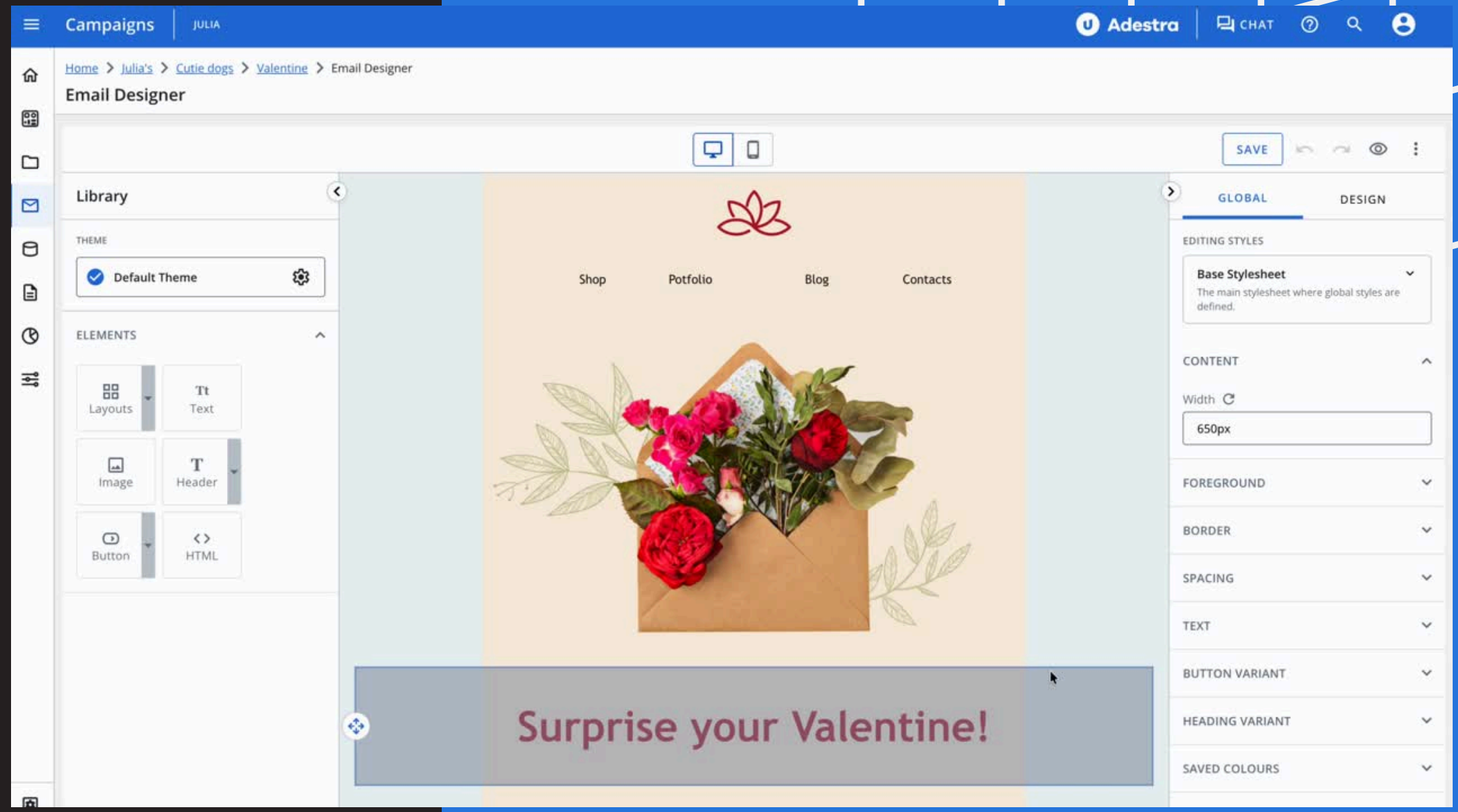
Scan, fix and send with confidence

Accessibility isn’t a tick box - it’s how you help more people engage with, read, and act on your emails.

AI ACCESSIBILITY CHECKER

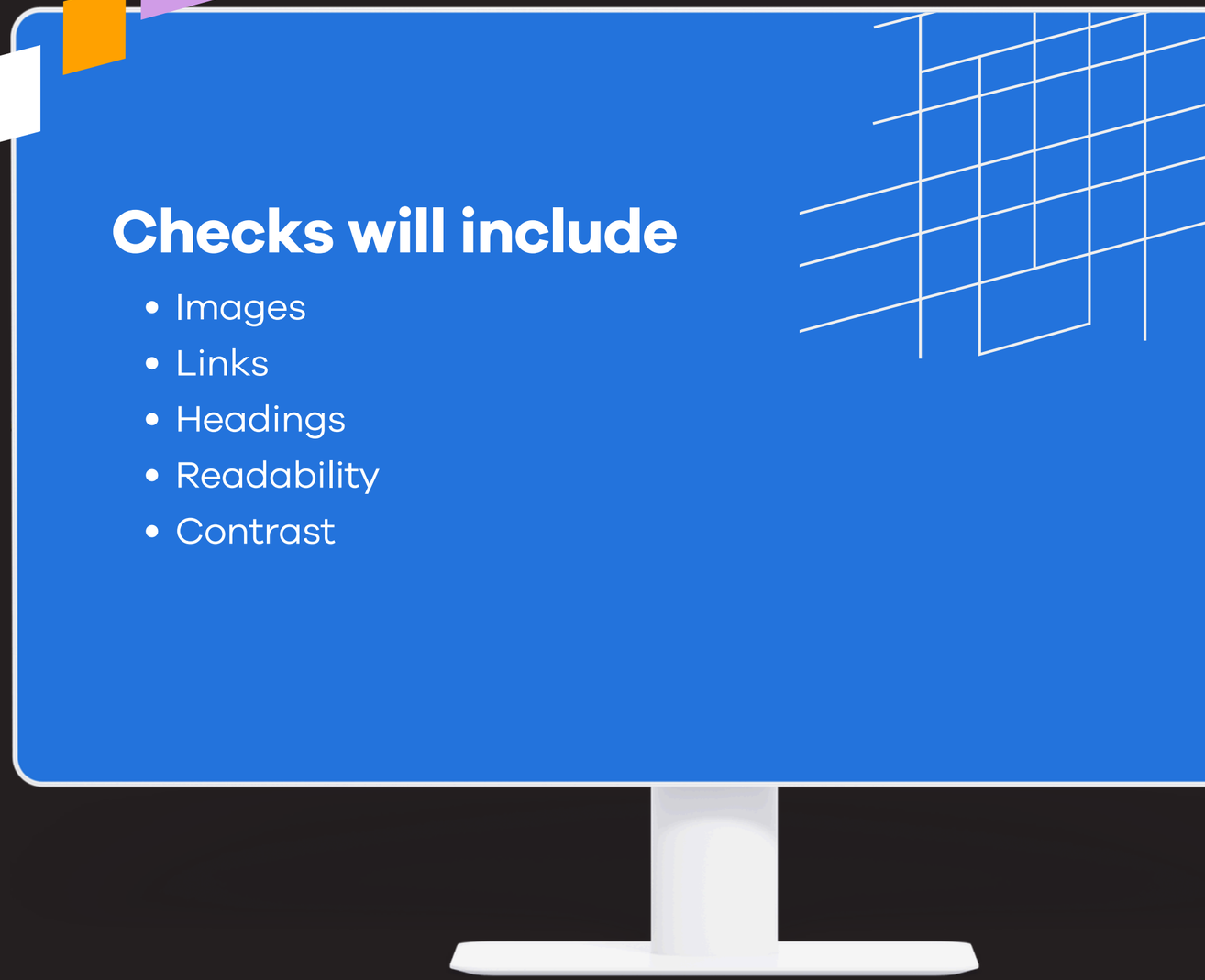
Key features

- Automatically scans email content for accessibility concerns
- Highlights potential issues and areas for improvement
- Provides AI-generated recommendations to improve accessibility
- Supports more inclusive customer communications
- Helps reduce manual accessibility review effort



AI ACCESSIBILITY CHECKER

Enables marketers to create more accessible email experiences, improving customer engagement and reducing compliance risk.





3

AI THEME GENERATOR

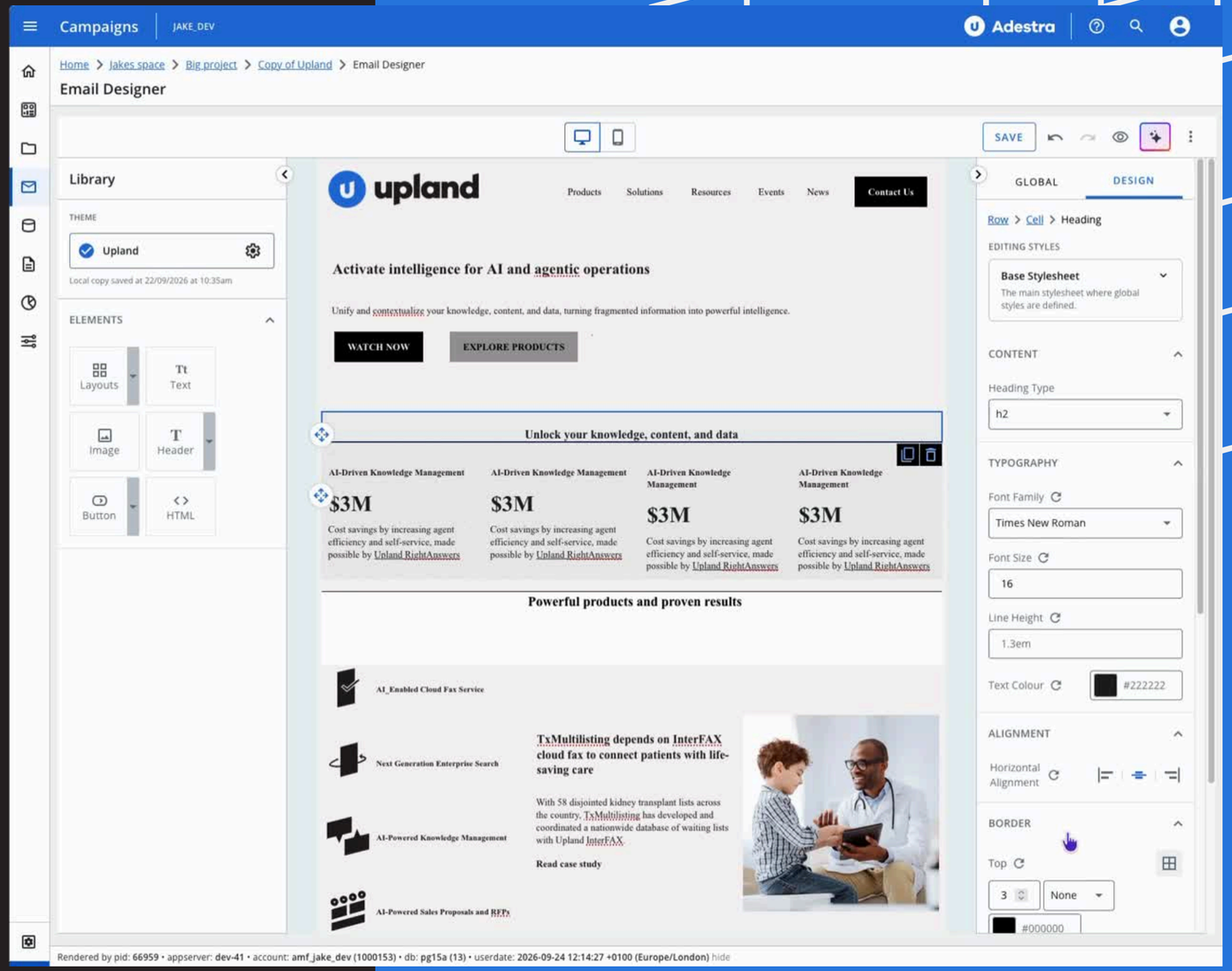
Keep branding consistent

Helping marketers create beautifully branded emails faster.

AI THEME GENERATOR

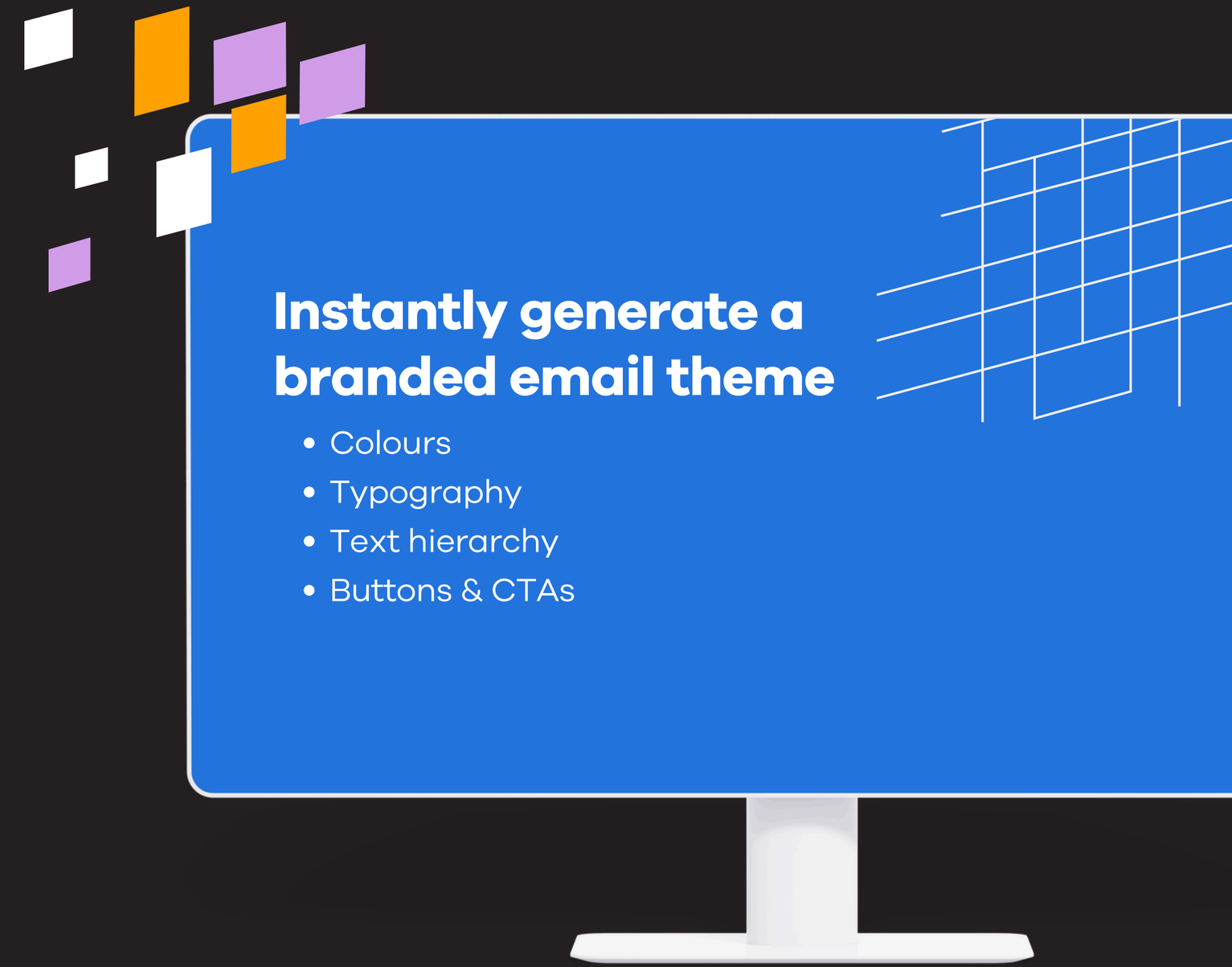
Key features

- Generates an email theme from a supplied image
- Extracts visual styling to help align email content with an existing brand or design
- Applies the generated theme within the email designer for faster content creation
- Reduces the need to recreate colours and styling manually



AI THEME GENERATOR

Speeds up branded email creation by turning existing visual assets into reusable design direction, helping marketers maintain consistency while reducing design effort.





4

AI AUDIENCE DESCRIPTION

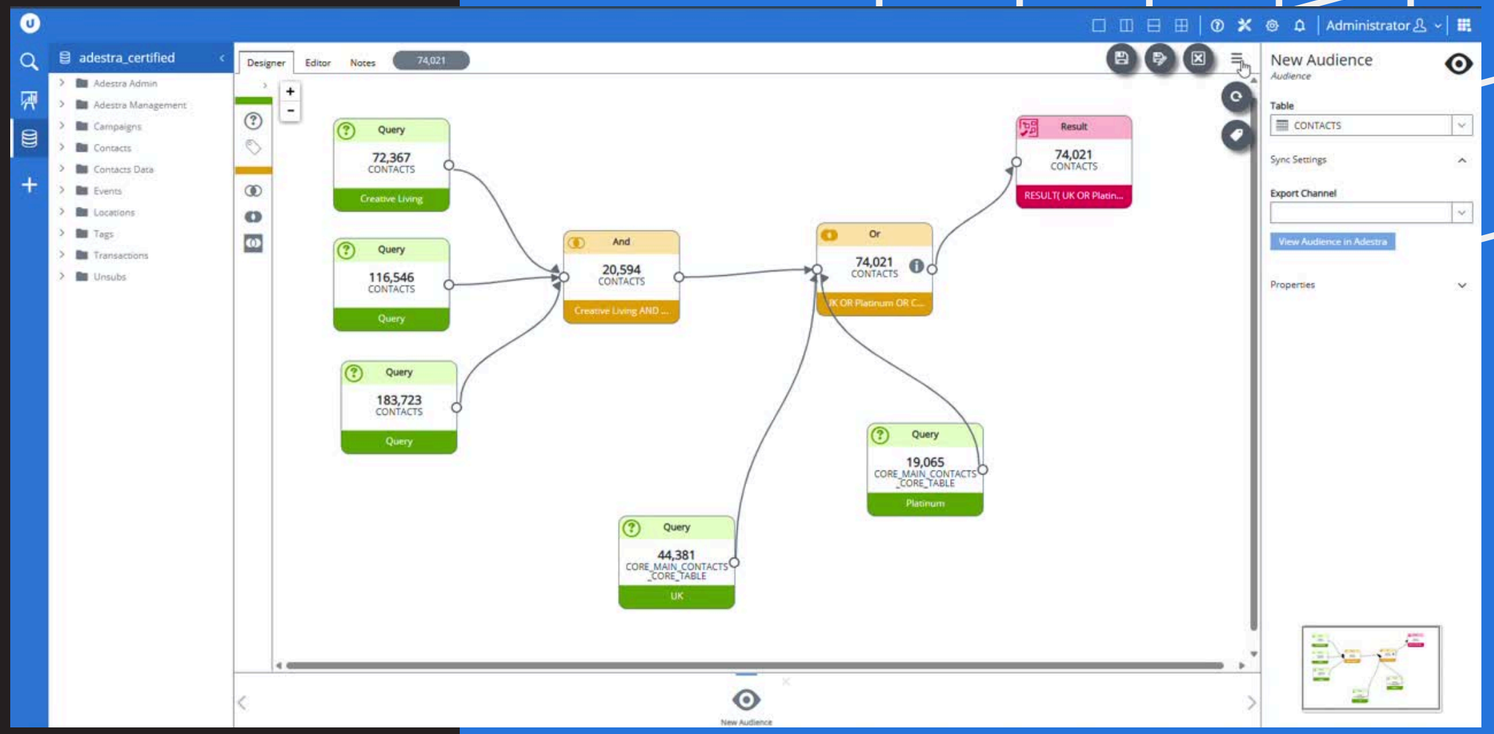
Quickly understand your audience

Create human-readable descriptions for audiences, helping marketers discover, manage and share segments across teams.

AI AUDIENCE DESCRIPTION

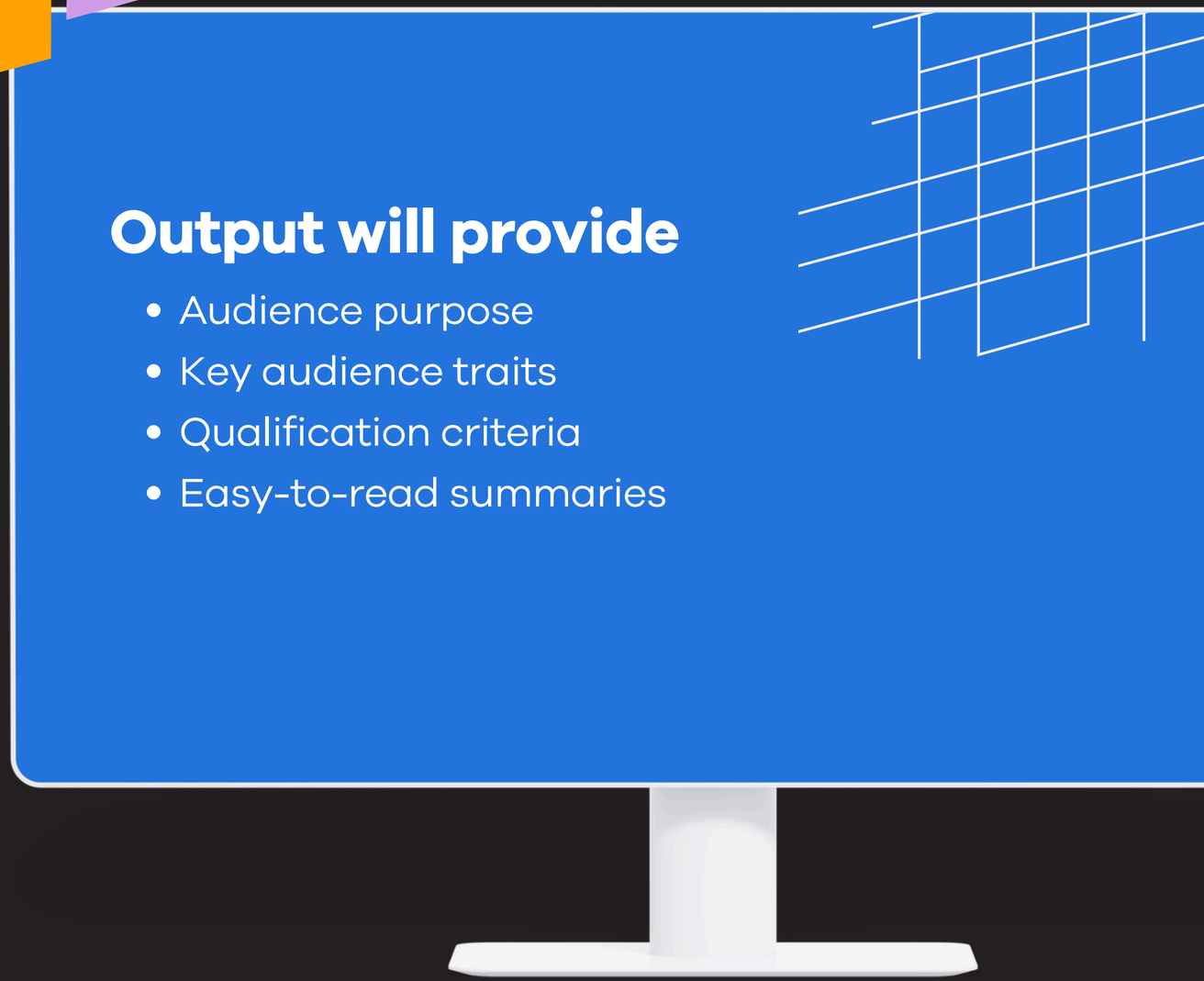
Key features

- Generates concise descriptions based on audience composition
- Converts complex segment criteria into easy-to-understand language
- Improves audience discoverability and governance
- Helps teams understand the purpose of segments at a glance
- Supports faster onboarding and collaboration between marketers



AI AUDIENCE DESCRIPTION

Makes audience management more scalable by reducing reliance on manual documentation and tribal knowledge.

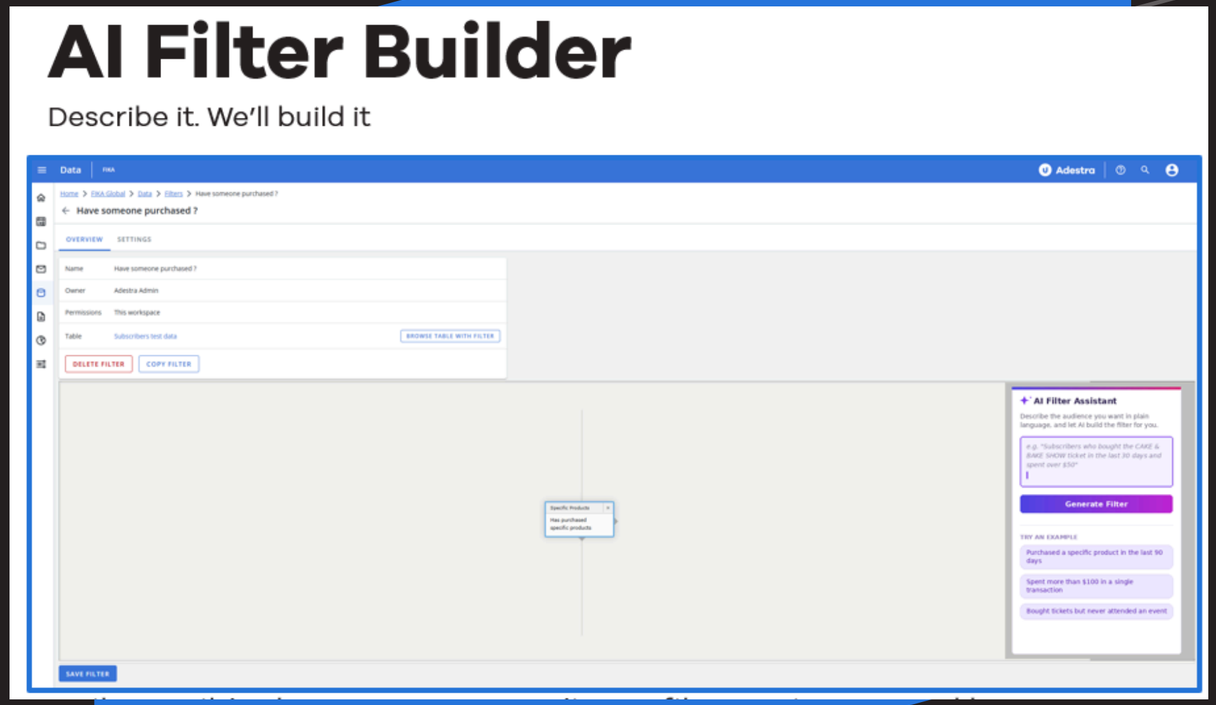


Adestra

Coming soon

AI FILTER BUILDER

- Natural language prompts
- Instant filter generation
- Simpler audience creation



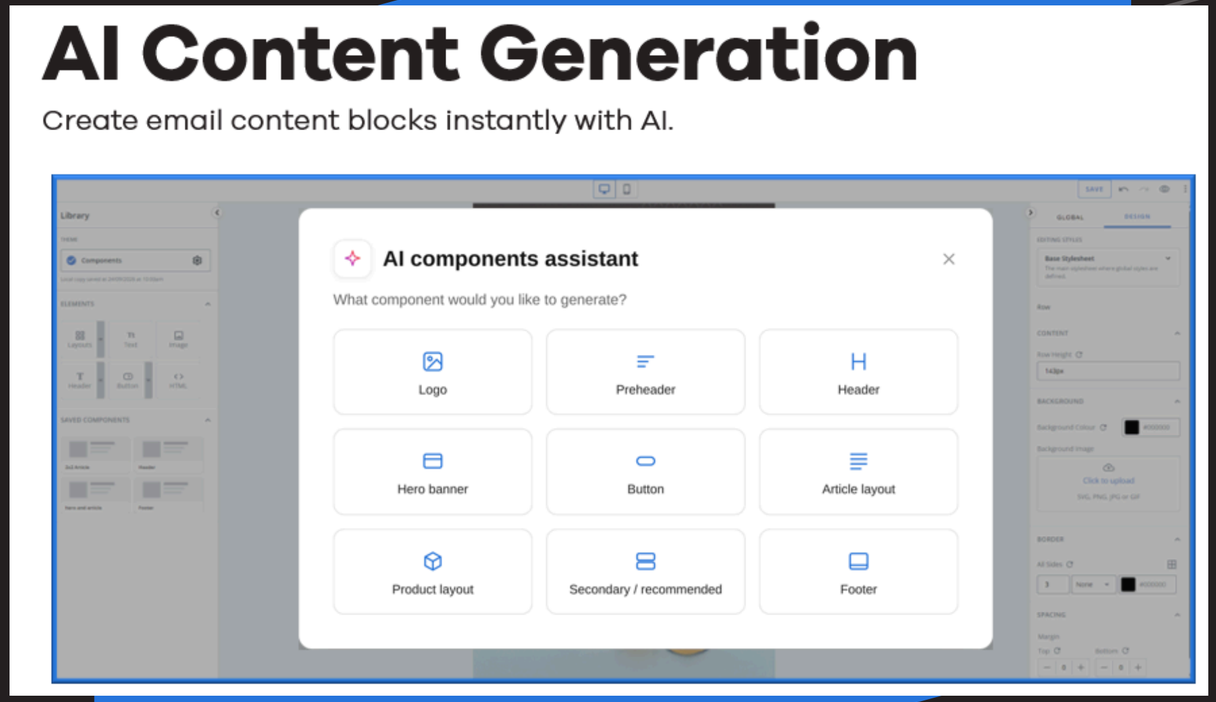
Adestra

Coming soon

AI CONTENT GENERATION

Create email content blocks instantly with AI content generation enhancements

- Instant generation
- Design assistance
- Faster creation to send



Adestra

Coming soon

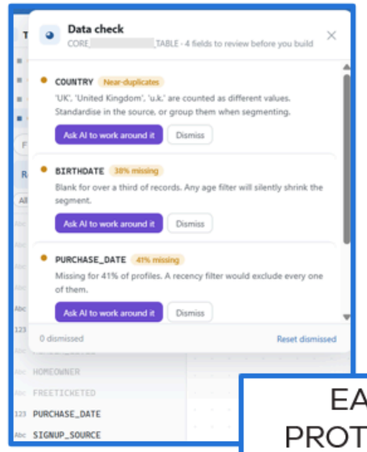
AUDIENCES' AI DATA HEALTH

Know your data is ready - before you build

- Field-level health checks
- Clear issue explanations
- Guided workarounds

Audiences' AI Data Health Review

Know your data is ready – before you build.

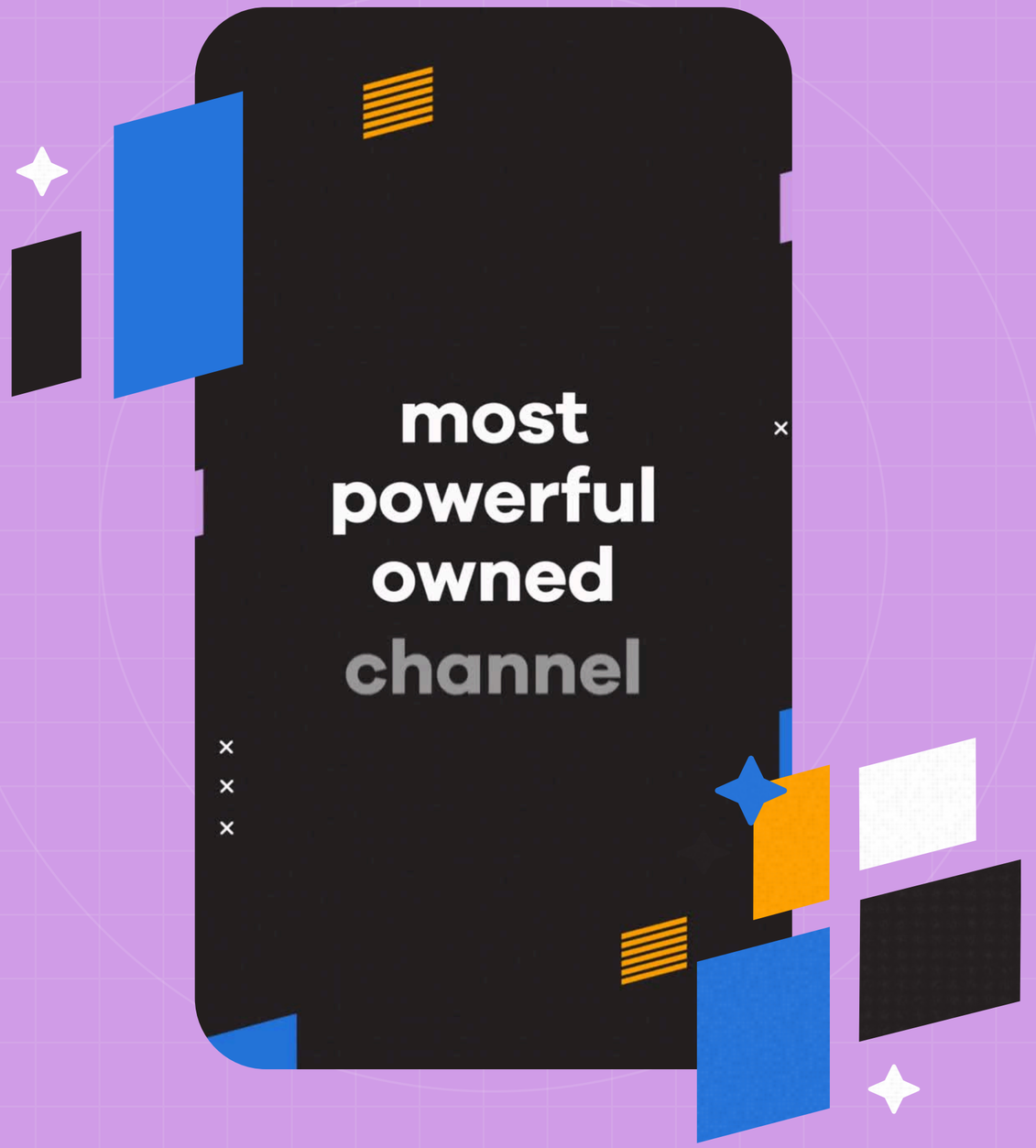


EARLY PROTOTYPE

Adestra

AI ENHANCEMENTS

- AI INSIGHT GENERATOR
- AI ACCESSIBILITY CHECKER
- AI THEME GENERATOR
- AI AUDIENCE DESCRIPTION



Talk to an Adestra expert

Schedule a demo to learn more about our AI enhancements.

Book a demo

