

2023 Year in Review

2023 was a year dominated by AI, and it's time to take a moment and dive into key releases and what they meant for our customers.

**86 NEW
PRODUCT
UPDATES**

**10 NEW
AI-POWERED
TOOLS**

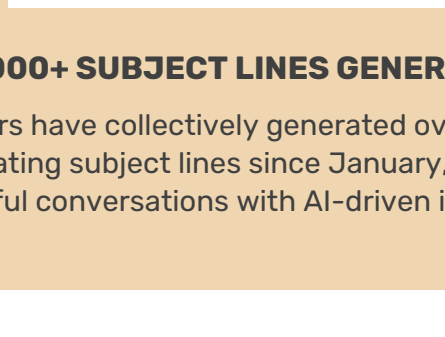
**1.7M
MESSAGES
SENT**

AI Subject Line Generator

84%

84% SATISFACTION

Our users were generally happy with this feature, and led us to develop more AI-powered tools throughout the year.



56,000+ SUBJECT LINES GENERATED

Our users have collectively generated over 56,000 captivating subject lines since January, shaping impactful conversations with AI-driven ingenuity.

4.2X MORE SUBJECT LINES GENERATED

Our paid users generated 4.2x more subject lines than our free trials.

60,9%

Users who used AI-powered subject lines saw 60.92% increase in their likelihood to hit 'send' on their emails.

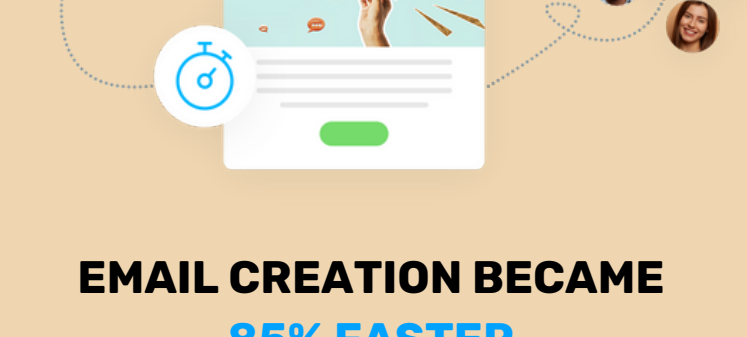
[Generate subject line](#)

AI Email Generator

71%

71% SATISFACTION

Our AI email generator continues to resonate positively with users, providing a reliable and user-friendly interface.



**EMAIL CREATION BECAME
85% FASTER**

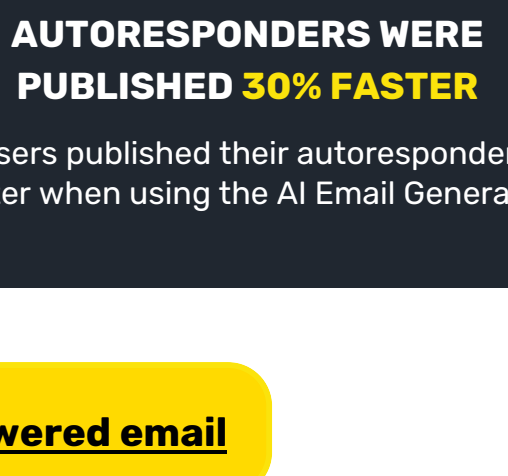


David Jones
CMO at Thundering Herd Marketing

"I love GetResponse AI Email Generator. It creates excellent copy and gives me ideas that I can edit and add to my email marketing. It has increased my open rates on the tested emails."

**40,000+
EMAILS SENT**

Our users sent more than 40,000 AI-powered emails, translating ideas into meaningful messages.



**AUTORESPONDERS WERE
PUBLISHED 30% FASTER**

Our users published their autoresponder 30% faster when using the AI Email Generator.

[Generate AI-powered email](#)

New Landing Page Creator

64%

64% SATISFACTION

While achieving a solid 64% satisfaction rate, it stands as a substantial upgrade from our legacy editor, laying a strong foundation for future enhancements.



10,000+ BUSINESSES ARE NOW ONLINE

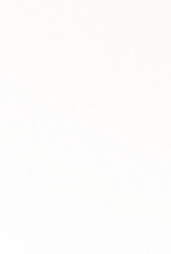
Over 10,000 businesses established their online presence by publishing a landing page, marking a significant milestone in their digital journey.

**USERS ARE 30% MORE LIKELY TO
PUBLISH THEIR PAGES**

When comparing to our legacy landing pages, our users are now 30% more likely to establish their business online with us.

**14% FASTER
CREATION**

Our users managed to create their landing pages 14% faster with our new landing pages, which are more complex and advanced.



**22% OF LANDING PAGES CREATED WERE
GENERATED BY AI.**

[Create landing page](#)

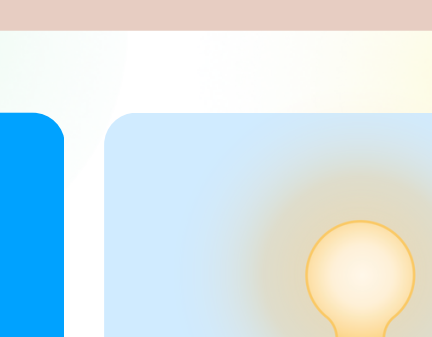


AI Campaign Generator

85%

85% SATISFACTION

With an impressive 85% satisfaction rate, our AI-generated campaigns captivate users, signaling a successful fusion of innovation and user contentment.



5,000+ CAMPAIGNS GENERATED

Our users have generated a staggering 5,000 AI-generated campaigns, seamlessly combining newsletters, welcome emails, and landing pages in a matter of minutes.

**10% OF OURS USERS GENERATE
CAMPAIGNS FOR "ONLINE
MARKETING"**

When comparing to our legacy campaigns, our users are now 10% more likely to establish their business online with us.

**17% SELECT A DARK
COLOR SCHEME**

17% of our users boldly embrace a dark color scheme in their AI-generated campaigns, adding a touch of intrigue to their creations.



**21% OF ALL AI-GENERATED CAMPAIGNS GET
FULLY PUBLISHED WITHIN 7 DAYS**

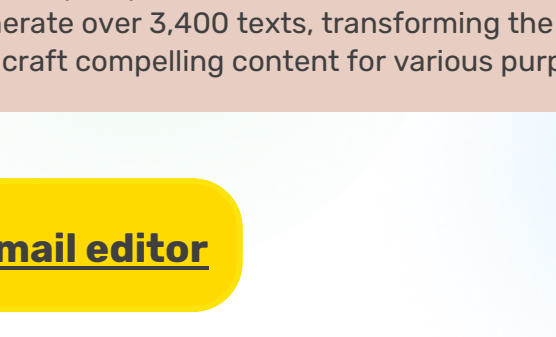
[Generate campaign](#)

AI Writing Assistant

84%

84% SATISFACTION

Our AI writing assistant achieved an impressive 84% satisfaction, providing users with a seamless and efficient way to craft compelling copy for their emails.



3,400+ TEXTS GENERATED

Creativity was at its peak, as our AI writing assistant already empowered 800 users to effortlessly generate over 3,400 texts, transforming the way they craft compelling content for various purposes.

[Access the email editor](#)

Wow! You made it this far! 🎉
**Enough of 2023, it's time to focus on 2024
and what it brings, specifically on Gmail &
Yahoo! regulations coming in February
2024**

[Download infographic](#)

**Thank you for being
our customer in 2023**