



Business Case: Attend Inbox Expo 2026

Email • CRM • Deliverability • Lifecycle Strategy | May 26–28, 2026 | Atlanta, GA

OVERVIEW

Inbox Expo 2026 brings together leading minds in email marketing, CRM, deliverability, and lifecycle strategy to share proven, real-world approaches that are driving results today.

The event is built for practical learning so strategies translate into actions you can apply immediately.

BUSINESS VALUE

- Improve lifecycle and omni-channel journey design
- Apply AI and automation to increase efficiency and performance
- Strengthen deliverability, privacy and compliance practices
- Advance personalization and segmentation using data
- Prove ROI from email, CRM and owned channels

WHO SHOULD ATTEND

- Email marketers and CRM specialists
- Lifecycle and retention managers
- Growth, performance and digital marketers
- Marketing leaders focused on owned-channel growth
- Product, data and analytics teams supporting CRM and email

KEY TOPICS

- Lifecycle strategy across email and omni-channel
- AI and automation in CRM and multi-channel workflows
- Deliverability, privacy and regulatory shifts
- Personalization at scale and segmentation
- Scaling CRM programs globally
- ROI measurement for integrated campaigns

SPEAKERS & WORKSHOPS

Hear from senior CRM and growth leaders plus technical experts running high-performing programs.

Panels and hands-on 1:1 workshops deliver case studies, frameworks and practical playbooks - not theory.

NETWORKING

Structured networking with marketers, deliverability professionals and technology partners - ideal for benchmarking, problem-solving and future collaboration.

LOGISTICS

Venue: Omni Hotel at Centennial Park, Atlanta, GA (USA)

Domestic travel: Fly into ATL (Hartsfield-Jackson). Approx. 20 minutes to the venue by rideshare or taxi. MARTA rail from ATL to downtown (Peachtree Center or Dome/GWCC).

International travel: ATL is a major global hub with extensive direct routes. Arrive at ATL and use the same ground transport options downtown.

Hotel estimate: Omni rooms typically \$250–\$300 per night (before taxes and fees). Budget \$750–\$900 plus taxes for a standard 3-night stay.

Return on Investment

Post-event: share learnings internally and apply a 30-day action plan to improve lifecycle, deliverability and ROI.