



**litmus**  
FROM VALIDITY

# Practitioner to Leader Pitch Guide

A SAMPLE SCRIPT  
& TALKING POINTS.

We'd like to invest in better email. Here's why it matters.

# Why we're bringing this to you

Email is our highest-ROI marketing channel—returning \$36 for every \$1 spent on average. But the gap between a good email program and a great one comes down to the tools and processes behind it. Right now, we believe we're leaving performance on the table.

We've identified a platform—Litmus from Validity—that directly addresses the challenges slowing us down. We're not asking for a wholesale change. We're asking for the right layer on top of what we already have.

## The opportunity in front of us

**43%**

More ROI for Litmus users  
versus teams without it

**50%**

Less time to ship campaigns  
from start to send

**68%**

Fewer email errors for Litmus  
customers on average

# Where we are today—and what it's costing us

## RISK

### Broken emails hurt more than we see

Ninety-six percent of emails tested contain content issues—broken renders, formatting errors, missing images. Every one of those is a negative brand impression we can't take back. A single major failure can cost more than a year's subscription.

Source: [Litmus](#)

## RISK

### We're flying blind on performance

Without deep analytics, we can't tie email directly to revenue—making it hard to justify investment, optimize campaigns, or prove our program's impact. 4 in 5 teams can tie email directly to revenue... and we're falling behind.

Source: [Litmus State of Email 2025](#)

## INEFFICIENCY

### Production takes longer than it should

Litmus users ship email campaigns in half the time it takes everyone else. Manual QA, disconnected tools, and slow approval cycles eat into time we could spend on strategy and growth.

Source: [Litmus.com](#)

## MISSED REVENUE

### Personalization gaps are leaving money behind

Up to seventy-nine percent of subscribers delete emails that aren't mobile-optimized. Seventy-six percent of consumers get frustrated when interactions aren't personalized. Our audience expects consistent, reliable experiences, and every gap is a missed connection and lost revenue. The right platform makes that the standard, not the exception.

Source: [McKinsey](#), [Litmus](#)

# Our strategic solution

What Litmus gives our team—and our bottom line

Litmus works alongside our existing ESP—no rip-and-replace efforts, no major IT project. Every customer gets expert support from day one. Enterprise plans include a dedicated Customer Success Manager and Account Manager.



## Our subscribers get a flawless experience, every time

Litmus helps our team deliver emails that look right, load fast, and work flawlessly everywhere our audience reads email, catching rendering, layout, and performance issues before every send.



## We'll know exactly where our emails land—and why

Litmus brings inbox placement and deliverability insights into the same platform our team uses to build and test emails, so we understand where our emails are landing, why issues occur, and what to fix.



## Every send becomes an opportunity to improve

Litmus gives our team the competitive intelligence, performance insights, and sender trust signals we need to continuously learn from every send — so we can refine our strategy, benchmark against peers, and compound results over time.

# What we get back

## More revenue from email

Better testing, personalization, and analytics compound over time, driving measurably higher returns from our existing list.

***43% higher ROI vs. non-users***

## Time back for our team

Litmus customer VSP saves 100+ hours per month on email production. ezCater saves 2–3 hours per email. Zendesk saves three hours per email. That time goes back into strategy.

***50% less time per campaign***

## Brand protection at scale

Every email we send is a brand impression. Litmus ensures it's the right one, every time, across every device and client.

***Across 100+ email clients***

## This investment positions us for what's next



Agentic AI

Brands who use AI are earning more from email than brands who don't.

70% of marketers expect AI to drive up to half of their email operations by 2026.

Validity Engage brings the smartest AI in email together with an automated agentic team that works alongside yours.

This isn't just a better tool. It's a new era of email marketing—one where your team focuses on strategy while AI handles the execution. Leadership doesn't just invest in Litmus; they invest in being ahead.

*Source: Litmus State of Email 2025*

# Teams who've made this call



From the Litmus product to their customer service, you can feel that the whole company cares about making your email program better."

Lily Cardiner  
*Senior Email Marketing Strategist, Zendesk*

## RESULT

Zendesk cut 3 hours per email from their production process.



Litmus allows us to catch errors more easily and helps us be aware of how our emails look to our subscribers—insights we did not have before."

Sean Kennedy  
*Senior Marketing Ops Analyst, Zapier*

## RESULT

Dramatically reduced email errors at scale.



There is nothing more frustrating than working on something and then redoing it because there are issues. Litmus helps me save time and my sanity."

Ashley Morse  
*Email Designer & Developer at Lenovo*

## RESULT

Increased productivity, email quality, and team satisfaction by reducing email testing and production time by half.

# If you have questions

## "There's no budget right now."

Email's 36:1 ROI means the cost of underperformance far exceeds a tool subscription. The gap is the real cost.

## "How do we measure the impact?"

Litmus Deliverability helps tie email performance directly to revenue. It's the measurement visibility our program needs to prove its value.

## "We already have an ESP."

ESPs send emails—they don't ensure emails render correctly, perform optimally, or give you analytics to improve. Litmus works alongside any ESP and helps marketers realize its full value.

## "Implementation takes too long."

Litmus is live in hours, not months— and every customer gets expert support from day one.

## The bottom line

Our email program has the potential to be our strongest revenue channel. We have the data, the strategy, and the platform. All we need is the green light.