

Prepare for 2022

Use these resources to start the New Year off right.

In our Litmus Learning webinar, we talked about what to expect in 2022—and how you can prepare for it. Below are the four trends we talked about, along with helpful resources for each, so you can dig deeper and enter 2022 with confidence.



Trend 1: Uptick in new folks in email

New to email? Check out the following resources for email tips, tricks, and to chat with the email community.

- [Litmus Blog](#)
- [Litmus Community](#)
- [Litmus Weekly](#)
- [Email Geeks Slack channel](#)



Trend 2: Personalization is a must-have

- [Why Are Brands Still Failing to Deliver True 1:1 Personalization?](#)
- [The Secrets to Really Good Email Personalization](#)
- [Kickdynamic Personalization and Content Automation Platform](#)



Trend 3: Privacy measures will only increase

- [Apple Mail Privacy Protection Hub](#)
- [Defining the Four Types of Data and Knowing When to Use Them](#)
- [The Loss of Third-Party Cookies is Bigger Than GDPR or CCPA](#)



Trend 4: Brands are looking to agile to meet demand

- [A Brief Introduction to Agile Marketing](#)
- [Going Agile: The New Email Workflow](#)
- [5 Ways to Get Agile with Litmus](#)