

# BACK TO THE FUTURE OF EMAIL

Verified Hypermedia Communications is **HTMAIL**  
covered by US Patents: 11,405,346 / 11,646,988

2025

**SCOUTWARE™**  
scoutware.com

**HTMAIL**  
htmail.io

**Lincoln™**  
linkln.io

# TABLE OF CONTENTS

I.	Introduction: <b><i>The Problem with Gen Z and Email</i></b> .....	3
II.	<b>HTML in a Nutshell</b> .....	5
	A. How HTML Works .....	6
	<i>HTML Key Distinctions</i> .....	8
	B. Verified Hypermedia Communications .....	10
	C. HTML Features and Benefits .....	13
III.	<b>Link-Driven Messaging</b> .....	16
	A. Innovative Distribution Model .....	17
	<i>Advantages of Link-Driven Messaging</i> .....	19
	B. Powered by Recipients .....	21
	C. Sender Features and Benefits .....	25
IV.	<b>Link-Driven Email</b> .....	28
	A. Think Outside the Inbox .....	29
	<i>Advantages of Link-Driven Email</i> .....	31
	B. Natural Email Enhancement .....	33
	C. Provider Features and Benefits .....	36
V.	Conclusion: <b><i>The Future of Email</i></b> .....	39



# I. Introduction:

## The Problem with Gen Z and Email

A decade ago, we developed technology to help NCAA coaches reach elusive Gen Z student-athlete recruits with email — by utilizing links to bypass the inbox and deliver messages alternatively over realtime platforms. Today, this technology holds the key to engaging Gen Z audiences with email now, and into the future.

**Gen Z doesn't mind email — They despise the inbox.**

Gen Z is 25% of the US workforce in 2025. They're already influencing workplace communication tools.

We believe the future of email thrives outside the inbox.

**Introducing HTMAIL — Link-Driven Messaging.**

Patented as Verified Hypermedia Communications, HTMAIL is a revolutionary new web protocol for private, sustainable, person-to-person communications where messages are driven by links and viewed in a browser.

HTMLMAIL reimagines the conventional send-and-receive method of communications by flipping the traditional sender-initiated messaging paradigm to a demand-driven delivery model, powered by recipients.

HTMLMAIL's self-serve, recipient-powered approach provides for an inherently spam-free experience and features unprecedented message privacy, reporting, and control.

### **HTMLMAIL is Link-Driven Email.**

When paired with email, HTMLMAIL transforms outgoing messages into links which skip the inbox, delivering messages across all platforms to reach recipients on their devices — right where they live — wherever they may be.

### **Why HTMLMAIL matters.**

HTMLMAIL provides a tremendous competitive edge to email service platforms by solving the problem of engaging Gen Z with email.

### ***HTMLMAIL enriches Email Service Platforms of all types.***

- Bypass the inbox and deliver email on any platform.
- Create just one message for delivery on all platforms.
- Appeal to younger generations with a realtime messaging experience.

HTMLMAIL outfits email service platforms with a powerful new mechanism that enables senders to deliver email messages far beyond the confines of the inbox and stand out in an already crowded marketplace.

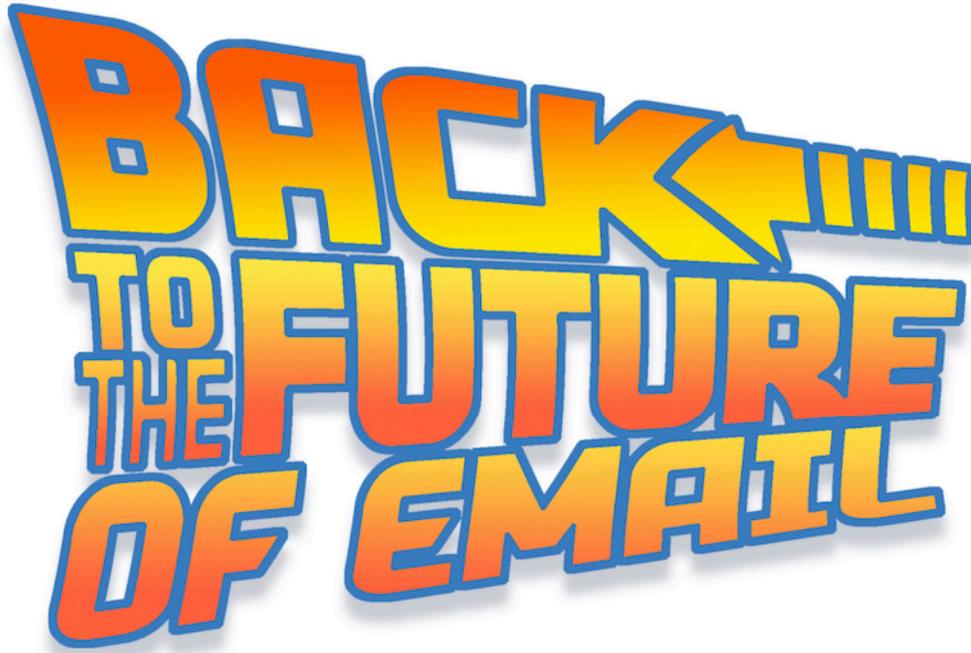
### **Why Us?**

I'm Jeff Murphy, co-Founder and CEO at Scoutware. We developed HTMLMAIL more than a decade ago in response to young Gen Z prep recruits abandoning email in favor of more modern realtime communications options like text, DM, and social media.

Patented as Verified Hypermedia Communications (US11,405,346 and US11,646,988), HTMLMAIL introduces an insanely useful new web protocol for private, sustainable, person-to-person communications where messages are driven by links and viewed in a browser.

*HTMLMAIL transforms email messages into links that bypass the inbox, extending the reach of email delivery out to recipients on virtually any realtime communications platform known to man.*

Discover here why HTMLMAIL is the pivotal email innovation uniquely well-positioned to help service providers of all shapes and sizes immediately move to extend, enhance, revitalize, and future-proof core enterprise email platforms, systems, and solutions.



## II. HTMAIL in a Nutshell

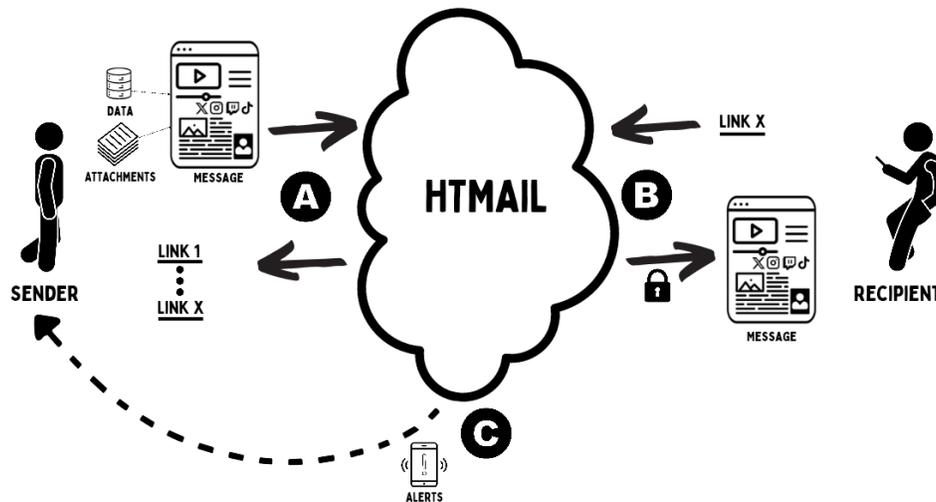
**Patented as VERIFIED HYPERMEDIA COMMUNICATIONS, HTMAIL introduces a new web protocol for private, sustainable, person-to-person communications where messages are driven by links and consumed in a browser.**

In this section, a no-nonsense overview of HTMAIL is provided, including brief summaries of what the technology is, how it works, the fundamentals of content, data and distribution, and then concludes with nine remarkable features and benefits of HTMAIL you can't find anywhere else.

# A. How HTMAIL Works

HTMAIL messages, powered by links, are seamlessly accessed and engaged within the recipient's default web browser.

Let's break down how HTMAIL works:



- A. **Sender Posts Message:** All content and attachments are posted centrally, accompanied by distribution list data if there's more than one intended recipient.  
**HTMAIL Returns Link(s):** Upon message posting, HTMAIL generates and returns a correlated branded short link—one unique message link per each individual recipient on the distribution list.
- B. **Recipient Clicks Link:** Recipients power message delivery simply by clicking the unique, branded short link, then...  
**Message is Delivered:** HTMAIL dynamically assembles and serves individualized message. HTTPS protocol ensures point-to-point privacy from sender to recipient.
- C. **Sender is Notified:** HTMAIL senders can optionally choose to be alerted in real time—offering timely and accurate insights into individual recipient engagement.

Links are distributed from sender to recipients externally, outside of HTMAIL, nested inside realtime text messages, instant messages, social media DM's, and posts.

Through its unique feature set, HTMAIL offers unparalleled benefits to both senders and recipients alike, promising a more efficient, engaging, and individualized messaging experience.

# HTMAIL is Content, Data, and Distribution

The essence of HTMAIL's innovation lies in its unique synthesis of external content, data, and distribution; each component a pillar that supports and drives the entire messaging architecture:

- **Content:** The cornerstone of any message, HTMAIL allows for a rich and dynamic content creation experience. Unlike traditional emails confined by size limits and format restrictions, HTMAIL embraces the full spectrum of digital expression—from text and images to videos and interactive elements. This freedom empowers senders to craft messages that truly resonate, ensuring engagement and response.
- **Data:** Individualization elevates the messaging experience, making each communication feel bespoke and valued. HTMAIL harnesses data to tailor messages to individual recipients, enhancing relevance and connection. This could range from incorporating the recipient's name to customizing content based on past interactions, thereby fostering a deeper, more meaningful exchange.
- **Distribution:** The linchpin of HTMAIL's approach is its innovative distribution model. By decoupling the message creation from its delivery, HTMAIL allows for unparalleled flexibility and reach. Senders can distribute their message links across any platform, ensuring recipients receive and engage with the content in their preferred digital environment. This universality not only broadens the potential audience but also circumvents the pitfalls of traditional email delivery, such as spam filters and inbox overload.

This groundbreaking integration of content, data, and distribution within the HTMAIL framework works to enable interaction that is personally impactful, timed and tailored to align with the individual preferences of each individual on the distribution list.

## There's No Email in HTMAIL

HTMAIL operates as a standalone system, entirely independent from email. The concept of email is reimaged — there's no traditional inbox — instead senders utilize HTMAIL to distribute their email messages in the form of links.

This innovative approach bypasses the cluttered email inbox, giving recipients control over when, where, and how they interact with messages. This ensures messages are not only seen but engaged with in a way that best suits each recipient's personal preference.

# HTML Key Distinctions

- **HTML is Link-Driven Messaging:** At the heart of HTML is its innovative approach to utilizing hypermedia links for message delivery. This method transforms the browser into a versatile messaging appliance, enabling recipients to access messages through a simple click. This link-driven messaging approach not only enhances engagement with many younger recipients but also opens up new possibilities for secure personal communications free from the constraints of traditional inbox-based systems.
- **A Protocol, Not a Product:** Unlike conventional email or messaging systems, HTML isn't a concrete product or software application. It's a patented method and web protocol for facilitating private, sustainable person-to-person communication. This core distinction means HTML offers a foundational framework upon which various platforms and systems can be built, allowing for a broad application across digital communication landscape.
- **Proprietary and Patented Technology:** HTML is backed by US patents, granting it a level of exclusivity and protection in the marketplace. This proprietary nature not only differentiates HTML from open source communication protocols, but offers a clear competitive edge for service platforms seeking innovative and legally protected communication solutions.
- **No Required Apparatus:** HTML stands out for its unique classification as a pure method, requiring no specific apparatus for its implementation. This means it can be integrated into existing digital environments without the need for specialized hardware or software. This flexibility is crucial for rapid adoption and integration into a wide array of platforms, enhancing its utility and applicability across different digital communication needs and scenarios.
- **Seamless Integration with Existing Digital Infrastructure:** HTML is designed for easy integration with current digital ecosystems, requiring minimal changes to existing infrastructures. This ease of integration ensures that businesses and individuals can adopt HTML without significant overhauls to their current systems, reducing barriers to entry and facilitating a smoother transition to more advanced communication methods.

- **Customizable and Scalable Communication Solutions:** HTMAIL’s architecture allows for extensive customization and scalability. Whether for service platform or enterprise-level deployments, HTMAIL can be readily tailored to meet specific communication needs and scaled to accommodate growth. This flexibility ensures that HTMAIL remains relevant and effective as the demands of personal communications — specifically email — continue to evolve.
- **Broad Applicability Across Digital Platforms:** The protocol's design allows HTMAIL to be utilized across a wide range of digital platforms from smartphones, tablets, and personal devices to desktop computers and beyond. This universality ensures that HTMAIL messages can reach recipients regardless of their preferred device or platform, significantly expanding the potential reach of communications. This adaptability makes HTMAIL an invaluable tool for reaching diverse audiences in our increasingly connected world, where users interact with digital content across multiple devices and platforms.
- **Enhanced Data Security:** HTMAIL’s protocol inherently supports enhanced data security and personal privacy. By structuring communications through hypermedia links accessed in browsers, HTMAIL minimizes the risks associated with data interception and unauthorized access. Unlike email there is no interim state between message transmission and receipt. This approach enables a secure channel for direct communication, ensuring that personal and sensitive information remains protected.
- **Sustainability and Privacy:** The HTMAIL protocol is designed with sustainability and privacy at its core. HTMAIL distributes messages on demand, as links are clicked, rather than initially all at once. By further leveraging links to deliver messages directly in a browser, HTMAIL circumvents many issues and security concerns associated with traditional email inboxes, thus creating a more sustainable messaging ecosystem that respects and prioritizes user privacy and data protection.

## B. Verified Hypermedia Communications

Patented as *Verified Hypermedia Communications*, HTMAIL distinguishes itself with a novel recipient-powered distribution method that is inherently and organically *spam-free* by design.

This unique protocol inverts the dynamics of traditional email by enabling the distribution of branded short links that lead directly to the message content in a browser — bypassing email inboxes — and leveraging realtime communications platforms preferred by many recipients today, especially appealing to younger demographics like Gen Z.

Through its exclusive, recipient-powered approach, HTMAIL transcends traditional email barriers with an efficient, dynamic, media-rich system of messaging system that caters to the modern communicator's needs.

### Technical Foundation and Innovations

**HTMAIL is Link-Driven Messaging:** At the heart of HTMAIL is its novel, recipient-powered approach which utilizes unique, branded hypermedia links to expedite the delivery of personal messages. The HTMAIL method transforms a web browser into a versatile personal messaging appliance, enabling recipients to easily access messages through a simple click. This link-driven formula not only works to enhance recipient convenience and engagement but also opens up bold new possibilities for secure, dynamic, multimedia-rich communications free from the constraints of traditional inbox-based messaging systems.

**HTMAIL is a Patented Method:** HTMAIL's foundation is bolstered by two key patents (US11,405,346 B2 and US11,646,988 B2), which secure its novel, innovative approach to sustainable, link-driven messaging — emphasizing efficiency, sender recognition, and recipient engagement — through **2039**.

**HTMAIL is a Web Protocol, Not a Product:** Neither a tangible product or a specific software application, HTMAIL offers a unique, patented, proprietary web protocol for facilitating private, sustainable person-to-person communication. Exactly what does this critical protocol, not product distinction mean? It means that HTMAIL offers providers a foundational framework upon which various platforms and systems can be built, allowing for a broad application across a wide spectrum of digital communication landscapes.

## HTMAIL Functional Mechanism

- **Centralized Content Hosting:** Storing messages centrally, rather than dispersing them among numerous inboxes, ensures that recipients are always accessing the most current version of a message. This dynamic messaging approach maintains consistency across communications while also reducing variability, competition for attention, and residual inbox risks.
- **Universal Message Delivery:** Senders have the unparalleled capability to share HTMAIL message links across any digital platform, ensuring content is viewed directly in the recipient's default web browser. This method works to significantly extend the reach of traditional email, pushing the boundaries far beyond the conventional inbox to any platform that can take a link... or even text. By leveraging diverse communication channels — from social media to SMS — HTMAIL ensures that messages meet recipients where and when they are most active, enhancing visibility, engagement, and interaction.
- **No Server Redirect:** HTMAIL links are SMS preview-friendly and inherently compliant with telco-backed A2P 10DLC regulatory protocols simply because message requests resolve directly to content, free of server redirection. This seamless A2P 10DLC compliance is critical to ensure links are deliverable as part of SMS text messages — without being blocked or filtered by carriers — thus maintaining the integrity and reliability of the communication.

## Operational Results

- **Interactive Engagement:** Recipients engage with messages directly in their own default web browsers — already a standard tool on virtually all connected devices — thus providing for a dynamic, more immediate and interactive communication experience.
- **Inherent Trust and No Spam:** The click-driven delivery system bypasses spam filters and delivers messages that recipients are more likely to engage with promptly.
- **Enhanced Tracking and Reporting:** Unlike email, there is no inherent delay between HTMAIL message transmission and receipt... both of which transpire when the link is clicked. Senders can be notified as messages are first accessed, offering valuable insights into recipient engagement and interest.

## The HTML Difference

- **Recipient-Powered Communications:** HTML places the power of engagement squarely in the hands of the recipient — a message can be sent only after link for it is clicked — aligning with a sustainable, no-spam philosophy.
- **Browser-based Messaging:** By leveraging the universal nature of web browsers into a self-service personal messaging platform, HTML completely redefines the concept of accessibility... ensuring that virtually anyone, anywhere, is already equipped, ready, and able to interact with HTML messages. This approach not only enhances user engagement through rich multimedia capabilities but also works to further democratize message access.
- **Dynamic Content:** HTML is not static — messages can be updated or deleted at any time by the sender — allowing for dynamic communication that adapts to changing information, situations and/or contexts.

## HTML Impact and Future Implications

**A Paradigm Shift:** By prioritizing message immediacy, sender recognition, and most of all — recipient trust — HTML works to address the critical shortcomings of traditional email, thus setting a new standard for personal and business communication alike.

**Redefining Email:** HTML is all of the message — and more — with none of the inbox. HTML offers up a significant, sustainable, non-disruptive evolution from the conventional email experience, aiming to better align with faster, more fluid, on-demand communication habits and preferences of today's younger generations and digital natives.

**Broadening Communication Horizons:** The adaptability of HTML to various platforms and its capability to personalize messages revolutionize the way organizations and individuals connect, offering a robust tool for marketing, outreach, and personal communication.

## C. HTML Features & Benefits

FEATURE	BENEFIT	RESULT	IMPACT
Link-Driven Messaging	Deliver messages on any platform	Increases recipient interaction	Enhances the effectiveness of communication efforts
Recipient-Powered Engagement	Empowers recipients	Boosts message relevance and timing	Improves satisfaction and trust in the communication process
Browser as a Messaging Appliance	Simplifies access across devices.	No need to download.	Everyone is already outfitted to receive HTML messages. Consistently reliable performance.
Enriched Personalization	Tailors content to individual preferences	Enhances recipient experience	Drives higher engagement rates
Dynamic Content Integration	Content updates in realtime	Ensures information is current and relevant	Keeps users informed and engaged. Senders can fix problems even after “sending”
Universal Recipient Accessibility	Accessible on any device with internet connectivity	Removes barriers to message access	Expands reach and inclusivity of messages.
Enhanced Data Privacy and Security	Secures data transfer	Protects sensitive information	Builds trust in the system's security measures
Premium Meta Data	Provides detailed insights into user interactions	Enables better decision-making based on data	Improves strategy and effectiveness of communication campaigns
Organically Spam Free	Messages are solicited by recipient actions	Reduces unwanted communications	Enhances user experience and compliance with regulations

**HTMAIL is Link-Driven Messaging:** This feature revolutionizes how messages are delivered. By requiring a recipient's interaction to trigger the sending of content, HTMAIL ensures that communications are not only expected but welcomed. The direct engagement leads to increased interactions, as recipients are more likely to engage with content they have chosen to receive. Moreover, HTMAIL's unique capability to deliver messages on any platform enhances this model's flexibility. Whether through social media, SMS, email, or direct links, HTMAIL adapts to the preferred communication tools of the recipient, ensuring accessibility and boosting the potential for engagement. This significantly enhances the effectiveness of communication efforts, making each interaction meaningful and tailored to the context and convenience of the recipient.

**Recipient-Powered Engagement:** In HTMAIL, the power lies in the hands of the recipients, giving them control over when and if they receive messages. This empowerment boosts the relevance and timing of each message, as communications are requested and received when most convenient to the recipient. This shift in power works to improve overall trust in the communication process, fostering a more personalized interaction environment.

**Browser as a Messaging Appliance:** HTMAIL leverages the universal tool that everyone has already — the web browser — thus making messages accessible across all types of devices without the need for additional software or applications. This simplicity not only reduces the operational costs associated with supporting numerous platforms but also increases the accessibility of messages, ensuring no user is left out due to technological constraints.

**Enriched Personalization:** With HTMAIL, messages can be tailored to the individual preferences and interests of each recipient. This personal touch enhances the recipient's experience by making each message feel specially crafted for them, which in turn drives higher engagement rates as recipients are more likely to interact with content that resonates on a personal level.

**Dynamic Content Integration:** HTMAIL's ability to integrate real-time updates into messages ensures that all information provided is the most current and relevant to the recipient at the time of opening. This feature is crucial for keeping users informed and engaged, especially in scenarios where time-sensitive information is critical.

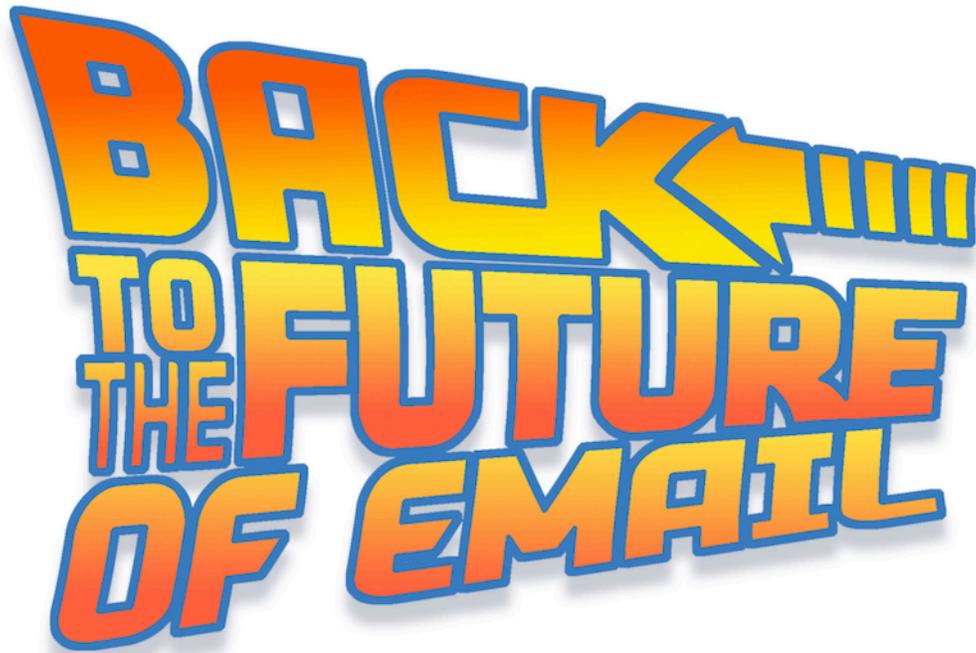
**Universal Recipient Accessibility:** HTMAIL is designed to be universally accessible, requiring only a device with internet connectivity. This feature breaks down barriers traditionally associated with software compatibility, ensuring that messages can now reach a much wider audience, seamlessly and immediately, without conventional technical limitations.

**Enhanced Data Privacy and Security:** By securing a direct data transfer process from sender to recipient, HTMAIL protects sensitive information from unauthorized access. This security is paramount in building trust among users, who can be assured that their data is handled with the utmost confidentiality and integrity.

**Premium Meta Data:** With HTMAIL, the recipient decides to read a message before it is sent. This method eliminates any delay between message transmission and receipt, typical of traditional email systems. HTMAIL provides detailed insights into recipient interactions, offering invaluable data for senders to optimize their communication strategies. By analyzing actual user behavior, senders can develop more effective and impactful messaging campaigns, ensuring that each communication is tailored for maximum engagement..

**Organically Spam Free:** The very nature of HTMAIL's link-driven messaging ensures that all communications are solicited by the recipient, drastically reducing the incidence of spam. This compliance with best practices not only significantly enhances the recipient experience but also aligns with newest sender regulatory standards, proactively working to prevent extraneous, often costly, issues arising from unsolicited communications.

**These features position HTMAIL not only as an alternative to traditional messaging systems but as a superior choice in terms of functionality, security, and recipient engagement. By embracing this new innovative approach, HTMAIL message senders can enjoy more controlled, secure, and effective broadcast-level personal communication.**



## III. Link-Driven Messaging

### **HTML is Link-Driven Messaging.**

Link-Driven Messaging offers up a fresh, novel, and sustainable approach to personal messaging by transforming the traditional sender-initiated direct messaging paradigm into a delivery model that's powered by recipients.

This section examines the key differences between conventional, sender-initiated direct messaging and Link-Driven Messaging, identifies nine advantages exclusive to Link-Driven Messaging, breaks down exactly what it means to be recipient-powered, including how both senders and recipients each interact with HTML. This section concludes with an in-depth look at the features and benefits of Link-Driven Messaging exclusive to HTML senders.

# A. Innovative Distribution Model

At the heart of HTMAIL's transformative power beats its most distinguished and key pioneering feature — Link-Driven Messaging — and along with it a wellspring of new, significant, and exclusive benefits only made possible by initially distributing links in lieu of messages.

## Flipping the Script on Traditional Messaging

HTMAIL's key differentiating feature — Link-Driven Messaging — fundamentally shifts the dynamics of how personal messages are distributed, accessed, interacted with and consumed. Unlike traditional email and direct messaging systems that rely on a push-based method driven by senders, HTMAIL instead applies a new, novel, trust-based approach where message delivery is entirely powered by recipients.

Consider for a moment that an HTMAIL message only exists potentially *but doesn't necessarily fully materialize* until the recipient acts by clicking a link. This click action initiates the realtime assembly of the message, merging the latest version of content with personalized data pertinent to the individual recipient.

This approach works to ensure that every outgoing HTMAIL message is not only tailored to the individual, but also up-to-date and timely, providing a contextually rich and engaging experience.

## From Passive Reception to Active Engagement

HTMAIL's Link-Driven Messaging shifts the control from the sender to the recipient, empowering the latter to dictate the timing and context of the communication. This fundamental paradigm shift not only works to enhance the reach and receptiveness of the message but it also ensures that communications are tailored to the moment's necessity.

The traditional model of emailing, where messages are pushed to recipients regardless of their immediate relevance or timing, often leads to overcrowded inboxes and overlooked communications. HTMAIL elegantly circumvents this issue by ensuring that messages are accessed when the recipient is most receptive.

# Comparing Traditional and Link-Driven Messaging

Traditional direct messaging systems operate on a predictable, sender-driven framework: messages are crafted and then sent, only to sit dormant in an inbox, waiting to be opened.

This method, while familiar, remains inherently passive on the part of the recipient and so often leads to clutter, overlooked communications, and a one-size-fits-all approach to message delivery. By stark contrast, HTMAIL's Link-Driven Messaging revolutionizes this approach by placing the power of engagement directly in the hands of the recipient.

The fundamental differences are as follows:

**Recipient vs. Sender Control:** Traditional systems prioritize sender convenience, pushing messages regardless of the recipient's readiness or interest. HTMAIL respects the recipient's control over their communication timeline, activating messages only upon their engagement.

**Dynamic vs. Static Content:** In conventional models, once a message is sent, its content remains static, irrespective of any new developments or changes. HTMAIL, however, allows for dynamic content that can be updated in real time even after the link has been sent, ensuring that the recipient always receives the most current and relevant information with each new click.

**Privacy and Spam Concerns:** While traditional email continues to clutter inboxes and provide ready targets for spam and phishing attacks, HTMAIL's model inherently combats spam by altogether eliminating unsolicited messages. HTMAIL messages are served only upon recipient click request.

**Engagement and Interaction:** Traditional emails offer limited interaction, typically confined to reading, replying, and forwarding. Conversely, HTMAIL provides a native, browser-based messaging experience, where recipients engage with content directly through their browsers, allowing for richer media integration and more streamlined, immediate interactions.

**Efficiency and Reach:** Where traditional email systems face extreme challenges in both scalability and penetration, HTMAIL's streamlined, Link-Driven Messaging approach ensures high deliverability and engagement, bypassing traditional barriers and seamlessly reaching recipients across a wide variety of disparate messaging platforms.

# Advantages of Link-Driven Messaging

- **Write Once, Engage Anywhere:** HTMAIL's model excels in reaching users across all platforms through a single link. Be it a smartphone, tablet, or desktop, the message lives in the cloud and is accessible to recipient anywhere, ensuring a consistent experience across diverse devices. Write one message for delivery on any platform.
- **Get Attention in Real Time:** The immediacy of Link-Driven Messaging is simply unparalleled. Messages often gain immediate attention when delivered through conversational SMS, chat, and DM platforms. This speed to attention ensures that important communications can be seen and acted upon without traditional inbox delays, particularly crucial when communicating time-sensitive information.
- **Browser-Based Access:** Link-Driven Messaging leverages the recipient's browser as a powerful platform for self-service message delivery, allowing for rich hypermedia experiences and full web capabilities. This advantage not only enhances interactivity but also guarantees immediate accessibility, ensuring that messages can be consumed consistently today across any device, anytime, anywhere. This deep, direct integration with the web environment enables messages that are not just read but to be experienced, making every communication an opportunity for rich engagement.
- **Edit or Unsend Anytime:** With messages stored centrally and available on demand, rather than pre-distributed to individual recipient inboxes, HTMAIL provides unprecedented control over communication. Users can edit or retract messages anytime, adapting to new information or correcting errors in real-time. This dynamic messaging capability introduces a level of control and flexibility previously unheard of in conventional direct messaging systems, thus making HTMAIL much more adaptive and forgiving than traditional email can ever be.
- **Youth-Friendly Format:** Recognizing the preferences of younger generations for realtime communication and quick links over traditional email, HTMAIL caters directly to this demographic, making it a preferred choice for engaging with whippersnappers. Younger demographics, who prefer rapid and interactive forms of communication find HTMAIL's approach more aligned with their daily digital behaviors. This format speaks directly to their preferences, setting HTMAIL apart as the go-to solution for reaching younger generations.

- **Not Yet Another Inbox:** Without the need for a traditional inbox, HTMAIL sidesteps issues like email overload, spam filters, and the risk of important messages being overlooked or buried. This approach not only simplifies management but also reduces the legal risks often associated with email storage.
- **Organically Spam Free:** By its very design, HTMAIL eradicates the concept of spam. Messages are sent only when a recipient clicks to request them, establishing a 100% trusted communication line. This entirely consent-based model builds trust and ensures that all communications are wanted and expected by the recipient. Each interaction is intentional, enhancing the value and relevance of every message, compounding over time to build recipient's trust in sender, thus increasing the likelihood of future click requests.
- **Enhanced Privacy and Security:** HTMAIL's on demand, direct-to-recipient model minimizes the risk of interception by connecting the sender and recipient directly, free of intermediaries, and only upon recipient's request. Each link serves a unique, personal interaction that shields against common vulnerabilities found in traditional email systems by eliminating all unnecessary intermediaries. This structure enhances privacy, fortifies security, and provides peace of mind for both senders and recipients alike.
- **Realtime Analytics:** There is no delay between the transmission and receipt of an HTMAIL message — unlike a traditional email message — where there's an inherent time period between when a message is originally sent and when it's opened by the recipient. This immediate and clear feedback loop is invaluable for next-level communication strategies, allowing senders to better understand how and when messages are interacted with and gain valuable new insights into communication efficacy.

Top to bottom, each one of the nine advantages listed above underscore the transformative potential of HTMAIL technology. Collectively, this comprehensive suite of benefits not only sets HTMAIL protocol apart today, but as you'll soon discover, it establishes an entirely new standard in sustainable personal communications going forward that promises to reshape the landscape of personal and business communication.

## **B. Powered by Recipients**

The HTMLMAIL recipient is empowered with the unprecedented ability to decide whether or not to read a message... before it is sent.

Traditional direct messaging systems place the sender in the driver's seat, bombarding recipients with messages at the sender's discretion. HTMLMAIL revolutionizes this dynamic by making the act of message reception a proactive choice as a message's outbound journey can begin only after a recipient clicks the link to access it.

By empowering recipients to initiate messages, HTMLMAIL not only prioritizes recipient readiness and willingness to engage, but also elevates the relevance and timeliness of each communication. Each message is pertinent and anticipated, received in a context and at a time deemed most suitable by the recipient, aligning well with modern expectations for privacy and control.

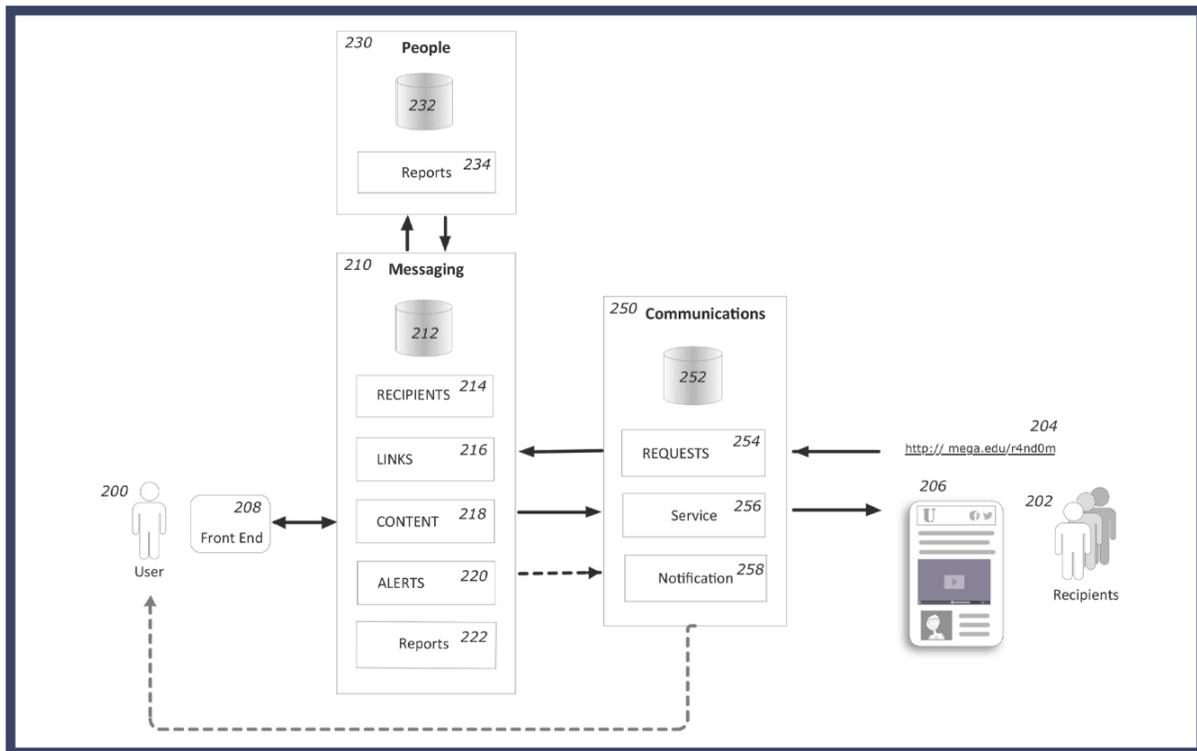
This fundamental shift in dynamics effectively turns the HTMLMAIL recipient into the sender, working to better align message delivery with actual recipient demand, and create a more synchronized communication flow that demonstratively respects the recipient's time and attention.

# The HTMAIL System

While recipients hold the power to decide which messages are transmitted and when, senders are undeniably the primary functional users of the HTMAIL system.

The following diagram, extracted from the original system drawing exhibit of the 2016 provisional patent application for VERIFIED HYPERMEDIA COMMUNICATIONS, illustrates the sender and recipient dynamics within the HTMAIL architecture.

**Figure 3.1: The HTMAIL System**



On the far left of the diagram, sender user (200) utilizes front end (208) to interface with the HTMAIL system to post messages, generate links, and access reporting.

The HTMAIL front end can easily interface with a wide variety of applications, systems, and protocols, including (but not limited to) SMS, direct message (DM), realtime chat, CRM, database, bespoke website page, mobile app, and email.

This extreme diversity and flexibility of sender source inputs combined with universal recipient platform outputs ensures that HTMAIL can quickly and seamlessly integrate into realtime communications, web, and email provider platforms of all shapes and sizes.

# HTMAIL System Interactions

## Senders

- Post new messages, update and delete existing messages, manage content.
- Manage personal data related to recipients, including uploading new data, updating existing information, or removing data as needed.
- Create new HTMAIL links, manage and delete existing links.
- Access detailed reports and analytics, view and/or download activity-related data to track and analyze the performance and engagement of their messages.
- Configure, set, and manage alert notifications to be appropriately aware of important message interactions.
- Exercise comprehensive control over all HTMAIL settings and configurations.

## Recipients

- Click links to download messages.

The above breakdown of HTMAIL System Interactions showcases the comprehensive control and flexibility provided to senders within the HTMAIL system, while recipients enjoy an easy, streamlined, user-friendly experience.

***Clicking links is the extent of hands-on engagement recipient has with HTMAIL.***

While the HTMAIL system empowers recipients to control their communication intake, the irony lies in the simplicity and singularity of their interaction: the sole act of clicking a link to receive messages. This stark contrast highlights the sophisticated yet straightforward nature of HTMAIL's design, where complexity in sender functionality meets ease in recipient experience.

## **Fueled by Trust**

Trust must be the cornerstone of any communication method where the flow of information is dictated by the recipient, rather than the sender.

With HTMAIL, every message is not just a piece of communication but an affirmation of trust between the recipient and sender. The protocol is designed so that each interaction is initiated by the recipient, ensuring that every HTMAIL message is explicitly desired and inherently trusted. The recipient-initiated nature of HTMAIL creates a communication environment naturally devoid of spam and unwanted messages, as no message is sent without the recipient's proactive engagement.

This structure not only respects recipient preferences but also enhances the relevance and reception of each message, ensuring that communications are timely and pertinent. Boiled down, success or failure hinges entirely on the recipient's trust in the sender, a trust that is visibly affirmed with every link click.

## Ignited by Clicks

We find that the decision-making process on whether or not to click a given link tends to hinge on a handful of key considerations:

1. **Recognition:** Do you recognize the sender of the link?
2. **Permission:** Has the sender obtained explicit or implied consent to send you a link? Recognition alone does not imply consent.
3. **Interest:** Are you interested in the content that is promised beyond the link?
4. **Trust:** Does the link appear legitimate? Is the domain familiar and does it align with the sender's identity?

Clicks represent the lifeblood of HTMAIL and a formula for obtaining them consistently and reliably is an integral part of the method and baked right into the patent claims.

Unlike traditional email where the sender initiates contact, HTMAIL entirely flips the script as engagements begin with the recipient's decision to click the link, emphasizing recipient autonomy and control.

When obtaining initial recipient permission, a proactive approach is advised before sending first link. This not only ensures compliance but also primes the recipient, setting the stage for anticipated and welcomed communication. On the other hand, it also gives those who prefer not to be contacted a chance to opt out without incident, further demonstrating a proactive sender respect for recipient preference.

To drive clicks, it is crucial to accompany links with appropriate context a compelling call to action — a performance-enhanced subject line if you will — the ideal position from which to influence and entice a click. Furthermore, consistency in using a recognizable, branded, short domain continually enhances trust and recognition, crucial for securing repeated engagement.

The HTMAIL method incorporates common sense, human nature, and a best-practice framework designed to garner consistent, reliable engagement from people who are interested. Clearly inappropriate for cold outreach, Link-Driven Messaging may be the most effective option a sender has to get a timely personal message in front of someone who knows them, particularly in spots where email is an unreliable option.

## C. Sender Features & Benefits

FEATURE	BENEFIT	RESULT	IMPACT
Browser as a Messaging Appliance	Simplifies the messaging process	Enhances recipient experience	Increases usage and engagement
Universal Accessibility	Accessible on any device with a browser	Removes barriers to communication	Expands potential user base
Deliver Messages On Any Platform	Messages can be viewed on any platform	Users aren't limited to one medium	Enhances flexibility and reach
Superior Message Control and Updates	Senders can update messages in real-time	Ensures information is always current	Reduces misinformation and enhances trust
Inbox-Free Messaging	Inbox not required for message delivery.	Reduces clutter and increases efficiency	Messages don't compete
Enhanced Data Privacy and Security	Enhances security through link-based access	Reduces risk of data breaches	Builds trust and engagement
Recipient-Driven Engagement	Recipients choose when and where to engage	Empowers users and can increase engagement rates	Deepens user investment and loyalty
Organically Spam Free Messaging	Reduces the likelihood of unsolicited messages	Improves message relevance	Increases effectiveness of communication
Realtime Message Delivery and Access	Immediate message delivery and access	Enhances communication immediacy	Facilitates timely and effective interactions

## **Browser as a Messaging Appliance**

The concept of using a browser as a messaging appliance leverages the ubiquitous nature of web browsers to turn any internet-connected device into a potential messaging tool, bypassing traditional app-based platforms. This means that messages can be exchanged seamlessly across any device without the need for specific software installations. The prime benefit here is the simplicity it brings to the messaging process, enhancing both the sender and recipient experience by making communication more accessible and less restrictive.

## **Universal Accessibility**

HTMLMAIL's design for universal accessibility ensures that anyone with a web browser can access messages, regardless of the device they are using. This feature breaks down the barriers that typically segment user communications into different platforms and devices. As a result, it significantly widens the potential user base, as messages can be accessed from anywhere, providing a crucial edge in today's mobile-first world.

## **Deliver Messages On Any Platform**

This feature allows messages to be delivered across any platform that can access a web browser, ensuring that users are not confined to a single service or device. It means that messages can reach the recipient regardless of the hardware or operating system they are using, which in turn enhances the flexibility and reach of communications. This is especially valuable in a globalized market where users may be spread across different technologies.

## **Superior Message Control and Realtime Updates**

With HTMLMAIL, senders can easily update outbound messages in realtime... even after they have been sent. This capability ensures that the information being communicated remains relevant and up-to-date, which is crucial in fast-paced environments where data changes rapidly. The impact of this feature is profound as it helps build trust and reliability between the sender and the recipient by reducing the risk of outdated or incorrect information.

## **Inbox-Free Messaging**

HTMLMAIL's inbox-free messaging fundamentally changes the way messages are delivered and consumed, providing a significant advantage to senders. By eliminating the traditional email inbox, HTMLMAIL ensures that messages are not just another item in a cluttered environment competing for attention. This direct delivery method means that messages reach the recipient in real time, bypassing the usual delays and distractions associated with standard email systems. The impact of this feature is truly profound, as it not only dramatically increases the reach and immediacy of messages, they're also noticed and acted upon that much faster than traditional emails often lost in a sea of spam and other inbox noise.

## **Enhanced Data Privacy and Security**

HTMAIL enhances privacy and security by utilizing link-based access for message retrieval. This method ensures that messages are only accessible through specific, secure links, significantly reducing the likelihood of unauthorized access and potential data breaches. This build-up of trust is crucial for user retention and satisfaction, as data privacy continues to be a significant concern for online users.

## **Recipient-Driven Engagement**

This feature places the power of engagement in the hands of the recipient, allowing them to choose when and how to engage with messages. This flexibility not only empowers the user but can also lead to higher engagement rates, as recipients are more likely to interact with content at a time that is convenient for them, thereby deepening their investment and loyalty to the sender.

## **Organically Spam Free Messaging**

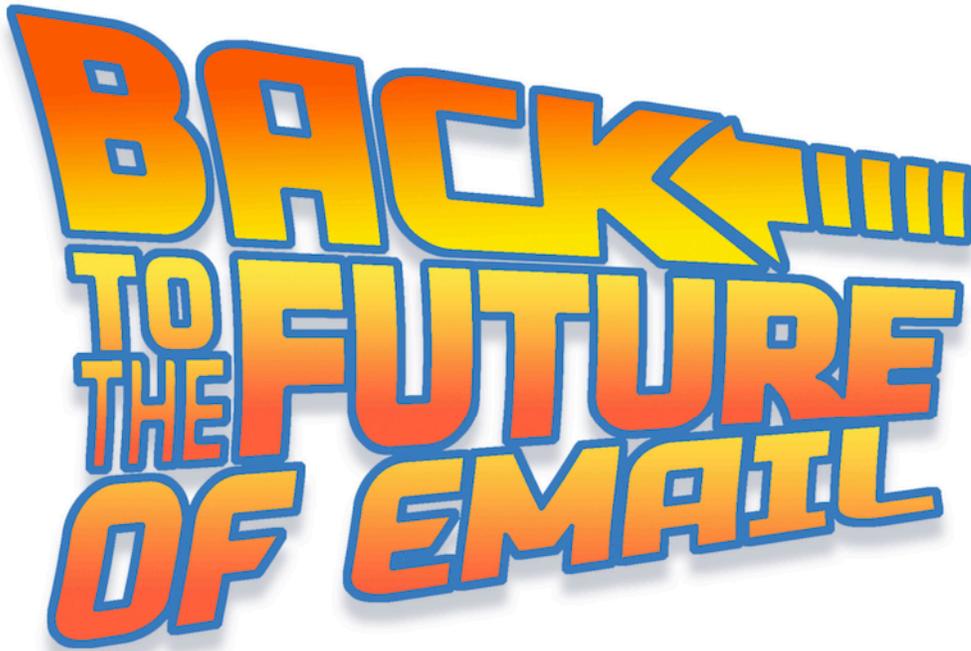
By reducing unsolicited messages, HTMAIL ensures that all communications are relevant and desired by the recipient. This not only improves the effectiveness of the communication but also enhances the overall recipient experience by avoiding the frustration commonly associated with spam messages.

## **Realtime Message Delivery and Access**

Immediate delivery and access to messages facilitate timely and effective interactions, which are critical in both personal and professional contexts. This immediacy ensures that communications can occur in real-time, mirroring face-to-face interactions more closely than traditional email ever could.

## **A2P 10DLC Compliance Statement for HTMAIL**

The patented HTMAIL method operates free of server redirects, which means that HTMAIL messaging links comply inherently with Application-to-Person Ten Digit Long Code (A2P 10DLC) standards. This compliance is critical because it ensures that messages delivered via SMS are not blocked or filtered by carriers as spam, which is a common issue with traditional SMS marketing techniques. Understanding the importance of A2P 10DLC compliance is crucial for any business looking to leverage SMS as a communication channel, as it ensures that their messages reach their audience effectively and without delay.



## IV. Link-Driven Email

Although clicking a link to view an email message in a browser is neither new or unusual, sending out the link *instead of the message* is.

**HTML5 utilizes links to facilitate email message delivery from any platform.**

A veritable flux capacitor for email, discover here why HTML5 is able to deliver exclusive, unparalleled email engagement with Gen Z and younger generations, where they live and breathe, on realtime platforms far beyond the clutter and confines of the inbox.

# A. Think Outside The Inbox

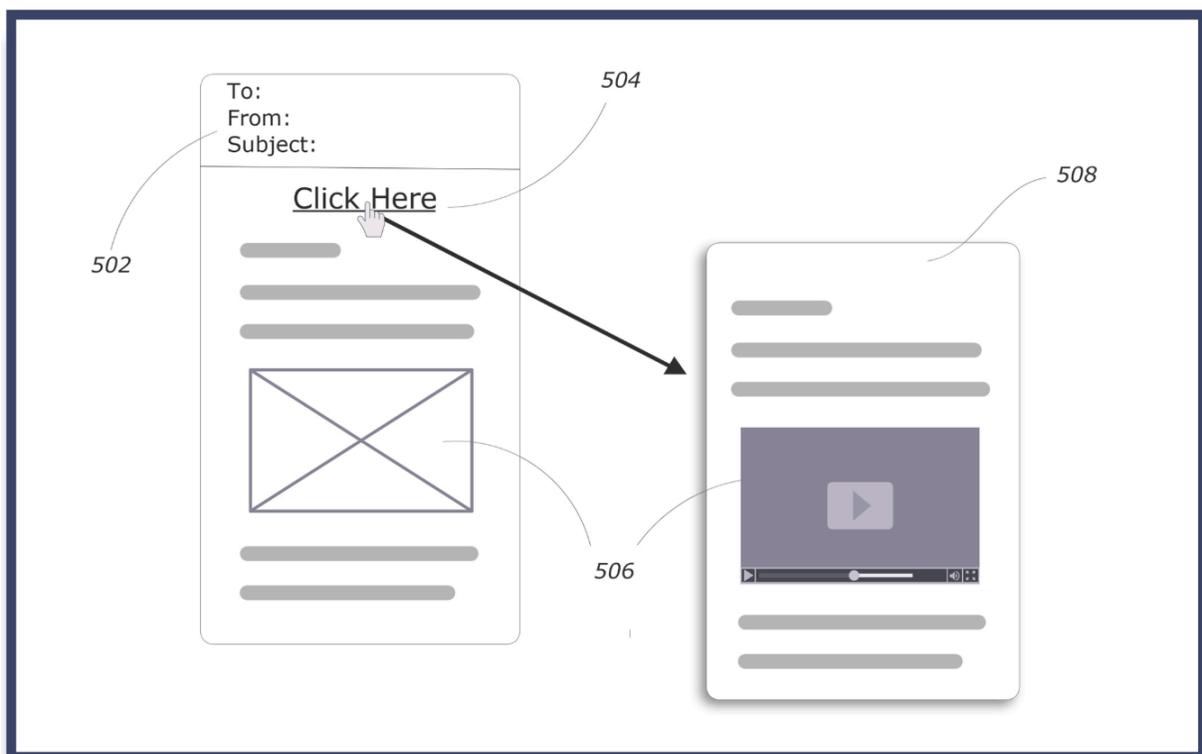
It's the inbox — not email itself — which fails to resonate with younger generations.

Younger generations crave immediacy and streamlined communication, which is why HTML5's innovative approach completely bypasses the inbox in favor of direct, link-driven interactions where messages are sent on demand and viewed in a browser.

## Viewing Email in a Browser

Email has long utilized the browser as a standard workaround to skirt the limitations and frustrations commonly associated with email clients and filtering.

**Figure 4.1: Viewing Email in a Browser**



Consider the scenario depicted above in Figure 4.1, where an embedded media player (506) is unable to render within the native email client (502), yet loads and is able to play just fine when the message is viewed on a browser (508).

*Before the “Click Here” link can be accessed, **the email must be opened first.***

HTMLMAIL absolutely revolutionizes this process.

**Figure 4.2: The HTMLMAIL Message**

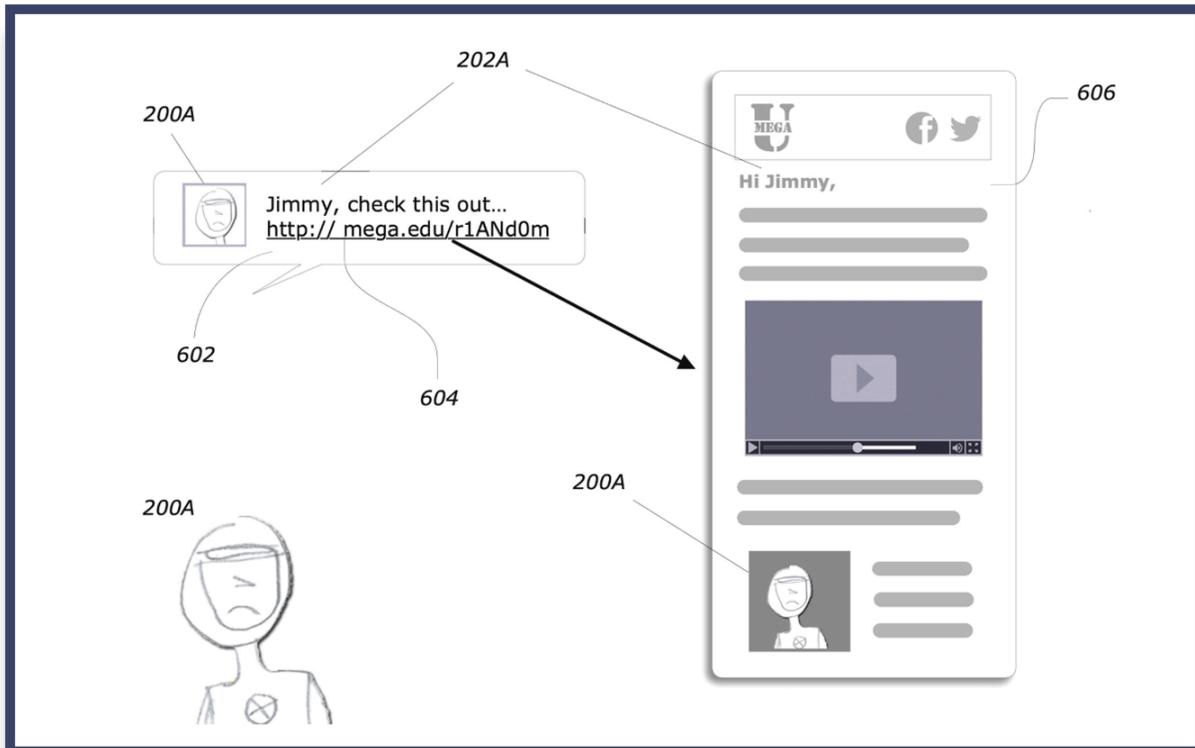


Figure 4.2 above showcases the initial distribution of an HTMLMAIL link (604) via realtime communications (602).

Unlike email, the sending of a link (604) instead of a message (606) allows for private, secure, point-to-point communication between sender (200A) and recipient (202A).

Furthermore, the recipient-powered HTMLMAIL method significantly enhances the immediacy and accessibility of the content, ensuring that messages are more engaging and effectively delivered — free of spam — with no need to navigate yet another inbox.

*This streamlined approach bypasses traditional inbox barriers and provides recipients with seamless access point-to-point plus more direct interaction with the content.*

# Advantages of Link-Driven Email

HTML5 excels in situations where timeliness, content richness, and platform preference vary widely among recipients, as it offers unparalleled flexibility in message management (such as updates or deletion post-send) and engagement across different digital communication platforms.

- **Unprecedented Message Control:** Utilizing links for email message delivery enhances control over both content and presentation. Senders can dynamically update or withdraw content even after dissemination, ensuring recipients always access the most current version. This not only delivers a dynamic communication experience as outdated or incorrect information can be corrected, minimizing potential miscommunications preserved in traditional email inboxes. *Significantly reduces threat of lingering legal liabilities in inbox.*
- **Instant Visibility:** Link-driven messages bypass the clutter and competition of an overcrowded email inbox, often ensuring more immediate attention. Links sent via text, direct messages, or chat platforms prompt instant engagement, which not only accelerates the communication process but further enhances the likelihood that the message will be seen and acted upon promptly, capitalizing on the immediacy that modern communication platforms offer.
- **Measurable Engagement:** Link-driven messages allow for detailed tracking of user interactions. Unlike standard email, where delays from transmission to receipt—and eventual opening—are a typical challenge, HTML5's system eliminates such lags. Each click on a link provides immediate data, revealing not only that a message was accessed but also when and how, with greater accuracy than email. This realtime feedback enables senders to understand recipient behavior without the traditional "time to open" metric, offering a more dynamic and responsive way to gauge message effectiveness.
- **Easily Shared:** Links are naturally more adaptable to sharing across a wide range of digital platforms. When sent in a text, DM or chat — a link can overcome the restrictive constraints of traditional email — allowing for messages to be spread quickly and efficiently across multiple platforms. This broadens the reach significantly and enhances the impact of the message by enabling straightforward sharing without the need to forward or replicate the original content multiple times.

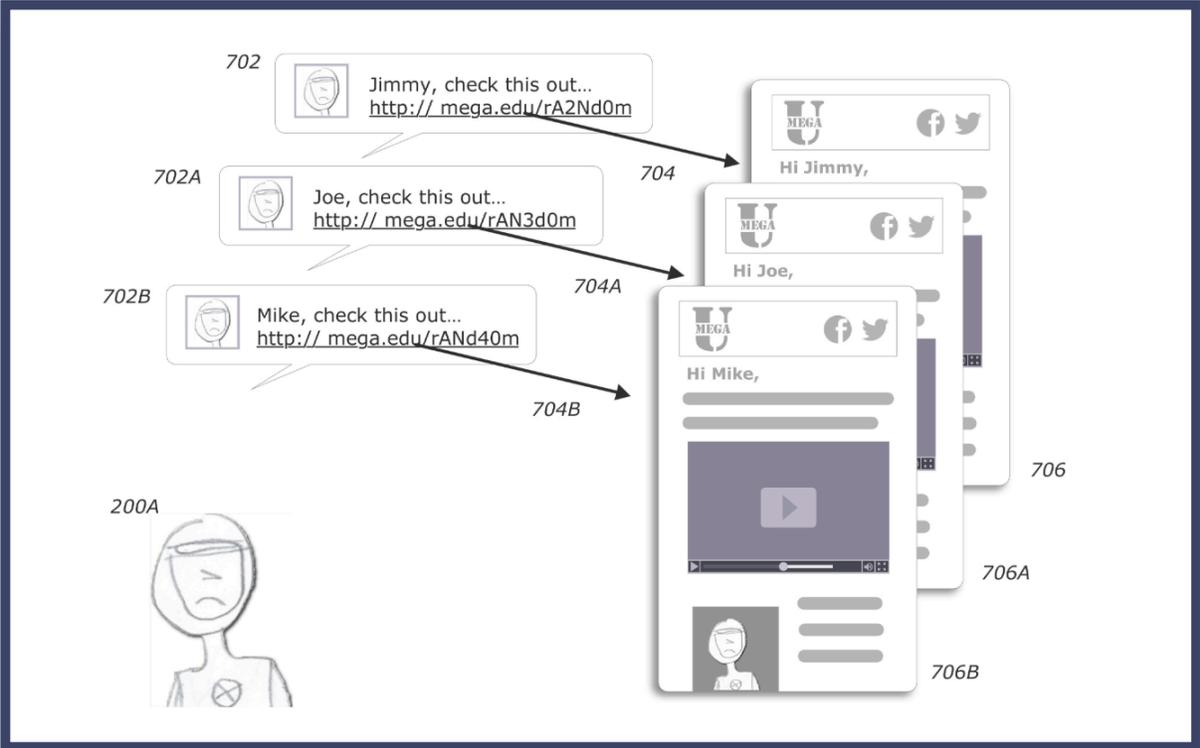
- **Bypass Spam Filters:** Links to browser-based messages are not subject to entanglement in spam filters, unlike traditional email attachments and embedded content. This significantly enhances deliverability and ensures that messages reach their intended audience without interference.
- **Universal Accessibility:** Everyone already has a browser! Links provide immediate, universal access, transcending the limitations of email clients and network restrictions. There's nothing to download, configure, or do—just click! Regardless of the device or email client, recipients can view messages as intended, ensuring consistent communication across diverse technological environments.
- **Enhanced Security:** Links to browser-based messages can incorporate advanced security measures like encryption and password protection, shielding sensitive information from unauthorized access to provide a more secure method of direct, point-to-point personal communication than more vulnerable email pathways.
- **Scalability:** Links for viewing messages in browsers streamline the handling of large recipient lists, alleviating the bandwidth and resource constraints associated with bulk email transmissions. This scalability ensures efficient communication during high-volume scenarios, reducing system strain and improving overall performance, making HTMLMAIL ideal for reaching large audiences quickly and effectively.
- **Sustainability:** Link-driven messaging not only aligns with contemporary digital communication trends but also ensures adaptability to future technologies, particularly with respect to AI. By bridging with traditional email and other digital platforms, HTMLMAIL lays a “future-proof” foundation to support a robust, flexible, sustainable, long-term communication strategy today... that can also evolve with the technological advancements of tomorrow.

*HTMLMAIL not only addresses today's challenges but is also engineered to evolve with emerging trends and user expectations. Flexible, adaptable, and resilient, HTMLMAIL is ready now to meet the future needs of email communication, offering sustained relevance in an ever-changing digital landscape.*

# B. Natural Email Enhancement

HTMLMAIL amplifies both the distribution and messaging capabilities of traditional email.

**Figure 4.3: Write Once, Engage Anywhere**



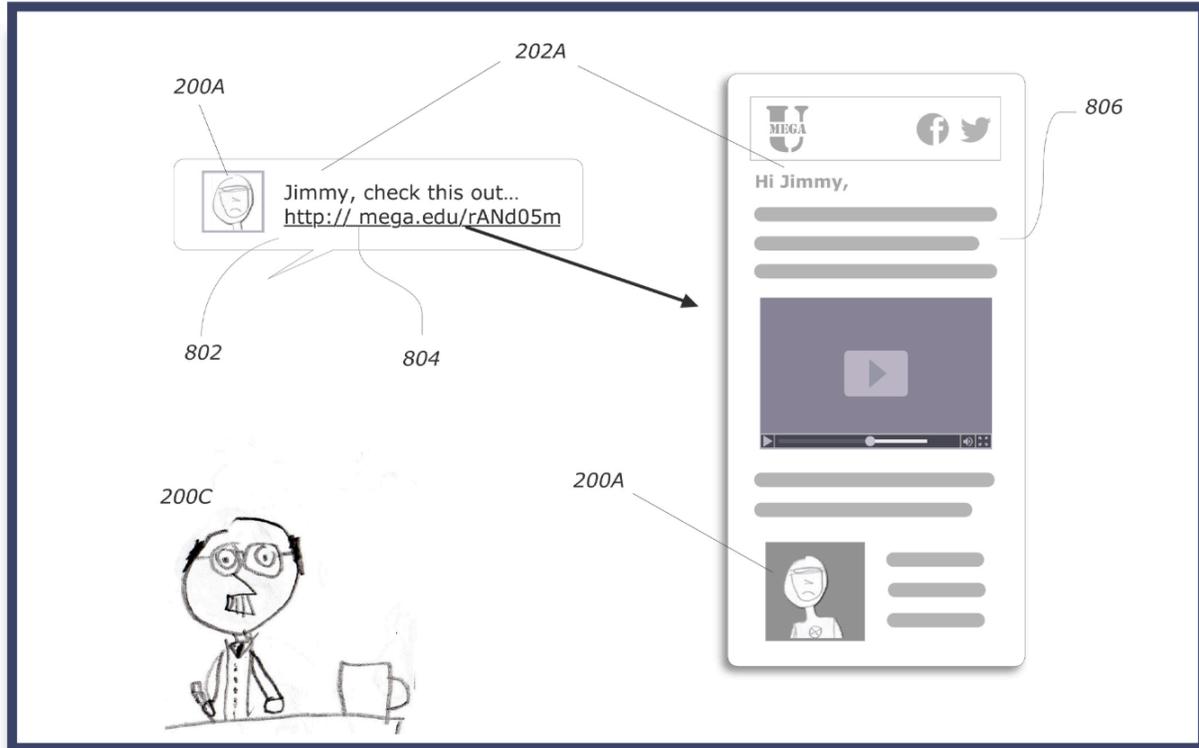
In Figure 4.3, HTMLMAIL enables senders (200A) to compose a single message (706) that can be personalized (706, 706A, 706B), linked to (704, 704A, 704B), and ultimately engaged with by intended recipients across a wide spectrum of realtime communications platforms (702, 702A, 702B).

This unique capability signifies a monumental leap in communication technology, as it finally fulfills the long-standing promise of true cross-platform compatibility.

Whether recipients operate on mobile devices, desktops, or move in-between different personal and business computing environments, the HTMLMAIL message effortlessly retains its integrity, form, and functionality.

*No matter where the recipient chooses to click and engage, the message delivered remains consistent, effective, and accessible, epitomizing the elusive ideal of write once, engage anywhere.*

**Figure 4.4: Leverage Time, Recognition and Influence**



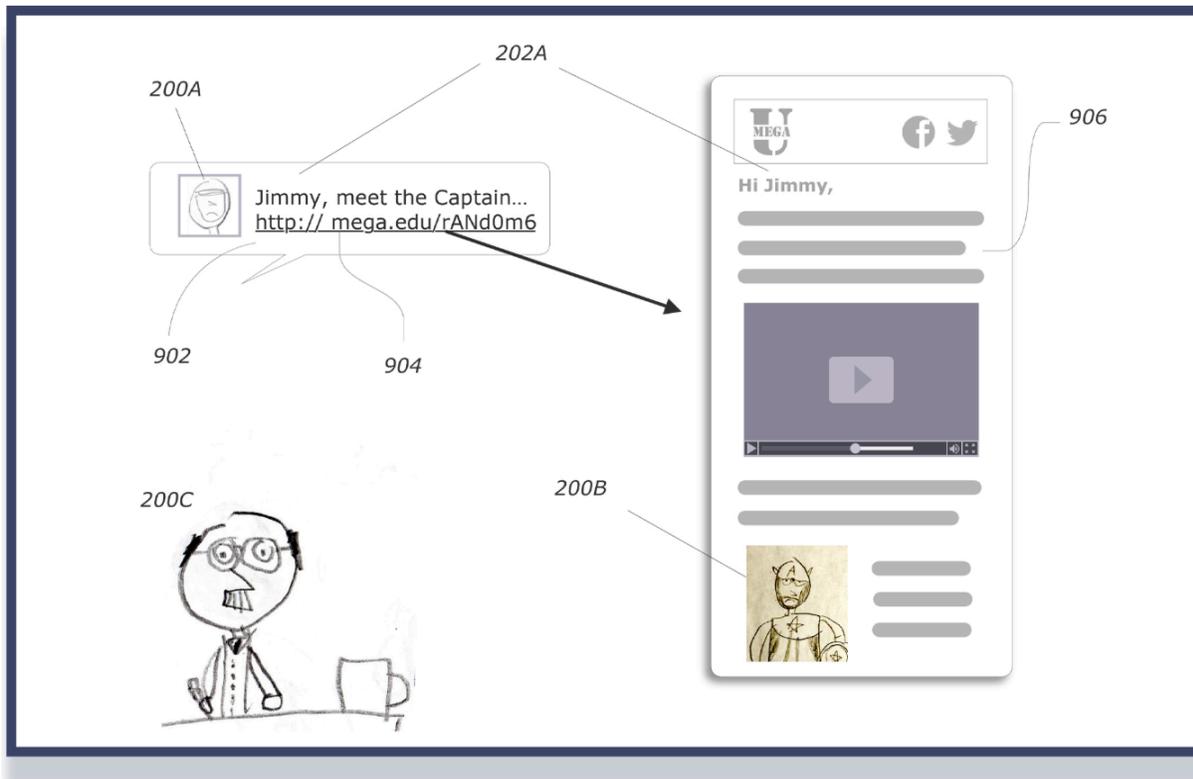
In Figure 4.4, HTMAIL works to elevate team dynamics by enabling a less recognizable staff member (200C) to leverage the higher influence quotient of another in order to communicate effectively and efficiently on behalf of a more prominent figure (200A) within the organization.

Authorized team members are empowered to deliver messages with the same level of attention, authority, and presence — regardless of their own personal recognition — so lesser-known team members become able to distribute content that bears the weight and influence of the team’s leaders.

This highly leveraged approach not only elevates message visibility both within and outside the organization, but it works to further ensure consistency in communication quality and effectiveness. The ability to operate seamlessly under a unified team banner allows for strategic distribution of workload, ensuring that messages are timely and impactful while fully optimizing the collective expertise of the team

*HTMAIL redefines the dynamics of message distribution by emphasizing the importance of the sender of the link, rather than the sender of the message itself. This distinction is crucial in determining whether a link is clicked, fostering a unique environment where operational senders can effectively send links on behalf of others who are more immediately recognizable and carry greater influence.*

**Figure 4.5: Third-Party Warm Transfer**



In Figure 4.5 above, as in the previous example, a less recognizable, operations-level sender (200C) sends out an SMS text message (902) on behalf of a more prominent staff mate (200A), except this time the HTMAIL link (904) points back to a message (906) from a third person (200B).

Known as a “warm transfer”, this recipient (202A) “Jimmy” clicks to receive a message (906) from the person he is being introduced to (200B), transparently distributed by a staff person (200C), who is carrying the express endorsement of an influencer (200A).

The HTMAIL technique inherently enhances both the trustworthiness and receptiveness of messages whose links carry the endorsement of a recognized sender, affirming those messages are engaged with in a personal and impactful manner.

HTMAIL’s ability to deliver timely, targeted messages across various platforms means that every team member, regardless of location or role, receives pertinent information in the most digestible format. This isn't just an enhancement of the email experience — it’s a complete redefinition of how communication can foster more dynamic, responsive, and cohesive teams — making it a cornerstone for any entity looking to future-proof email through enhanced connectivity and engagement.

*HTMAIL technology carries the potential to reshape the very fabric of communication within distributed teams, particularly in the vast realms of marketing, sales, support, and human resources.*

## C. Provider Features and Benefits

FEATURES	BENEFIT	RESULT	IMPACT
Strengthen Competitive Position	Enhances service attractiveness	Attracts more customers	Increases market share and customer loyalty
New Markets and Revenue Streams	Opens new business opportunities	Generates additional revenue	Diversifies company revenue and reduces market risks
Growth in User Base	Appeals to broader demographics	Expands user adoption rates	Boosts overall usage and scales operations
Innovative Leadership and Market Differentiation	Establishes or confirms as a market leader in innovation	Sets apart from competitors	Solidifies brand authority and influences industry standards
Advanced Data Analytics and Insights	Provides deeper insights into user interactions	Improves decision-making and service customization	Enhances user satisfaction and retention
Brand Reputation and Trust	Builds trust through enhanced privacy and security	Strengthens brand loyalty	Ensures long-term customer relationships
Wide Corporate and Enterprise Appeal	Meets diverse business communication needs	Attracts large enterprise clients	Increases enterprise contracts and stable revenue sources
Cross-Platform Integrations	Facilitates seamless integration with web content, data, and RTC distribution	Repurposes data and existing web content to extend and enhance email	Promotes consistent recipient engagement across all platforms
Operational Sustainability	Messages are delivered only upon recipient click request.	On demand communications are trusted and organically free of spam	Significantly enhances open rate and operational efficiency

**Strengthen Competitive Position:** HTML5 significantly enhances the competitive position of email service providers by offering cutting-edge features that differentiate their services in a saturated market. By integrating HTML5, providers can offer users a novel, more interactive communication method that drives both user engagement and retention, effectively boosting their market standing and appeal.

**New Markets and Revenue Streams:** The integration of HTML5 opens up untapped markets and potential revenue streams by catering to niches that require omnichannel communication tools. For providers, this means an opportunity to explore sectors that value innovation in communication, such as interactive marketing and customer service industries, thereby diversifying their business and increasing financial stability.

**Growth in User Base:** HTML5's unique features attract a wider audience, from tech-savvy youth to enterprises looking for more efficient communication solutions. This broad appeal can significantly expand the user base, contributing to a rapid growth in adoption rates and solidifying the provider's presence in the market.

**Innovative Leadership and Market Differentiation:** Adopting HTML5 positions email service providers as leaders in technological innovation. This leadership enhances their market differentiation, as they are perceived as pioneers in adopting new technologies that redefine email communications, setting a benchmark in the industry.

**Advanced Data Analytics and Insights:** With HTML5, providers gain access to sophisticated analytics on how users interact with messages. This data is invaluable for tailoring services to meet user preferences more accurately, thus improving personalized offerings and enhancing user satisfaction.

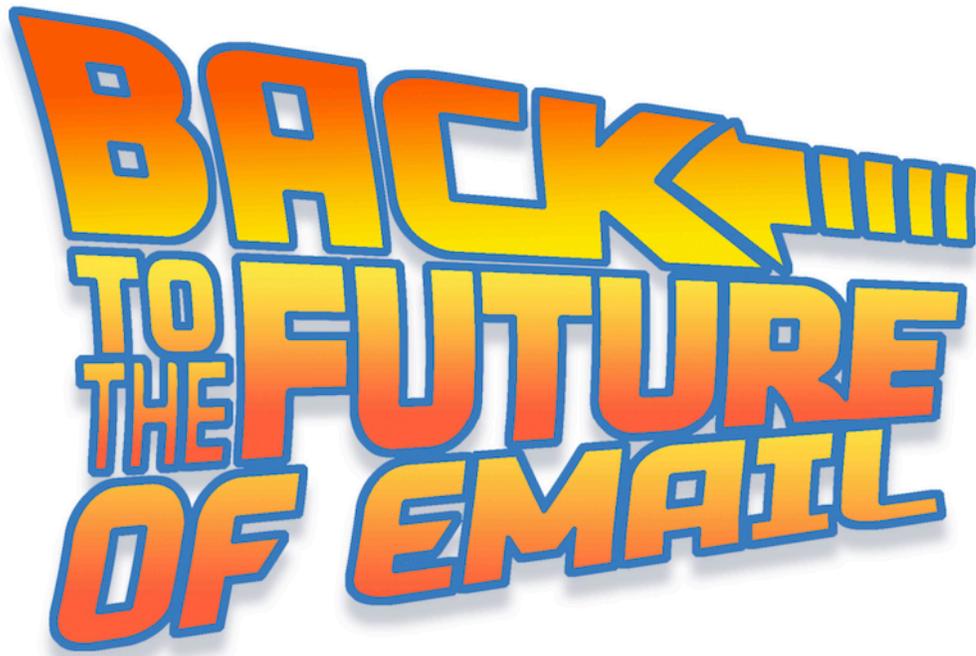
**Brand Reputation and Trust:** HTML5's emphasis on enhanced data privacy and security directly translates to greater trust from users. For providers, this means a strengthened brand reputation, crucial for maintaining loyalty in a competitive market where trust is a significant differentiator.

**Wide Corporate and Enterprise Appeal:** HTML5's ability to meet varied communication needs makes it highly attractive to corporate and enterprise clients who require reliable, scalable, and secure communication solutions. This appeal helps providers secure lucrative contracts with stable revenue streams from large organizations.

**Cross-Platform Integrations:** By seamlessly integrating into existing web, data, and distribution ecosystems, HTMAIL not only enhances the overall communications strategy of a provider but also unlocks the potential to repurpose and elevate existing web content and data. This capability allows providers to extend the utility of their current assets across multiple platforms, ensuring that email communications are not only more engaging but also more consistent.

**Operational Sustainability:** HTMAIL's on-demand message delivery model inherently streamlines sender workflows, significantly enhancing operational efficiencies. This method ensures that messages are dispatched only when recipients engage, drastically reducing unnecessary communications overhead and focusing resources on interactions that recipients deem valuable. As a result, recipient satisfaction becomes self-perpetuating, cultivating a cycle of positive feedback that bolsters their engagement and trust.

***By appealing to those who favor instant, interactive communication and engaging on realtime platforms, patented HTMAIL technology introduces a transformative paradigm shift in personal messaging that profoundly resonates with younger generations and integrates seamlessly with the way they already do things today.***



## **V. Conclusion:**

### **The Future of Email.**

Spoiler alert—*The future of email is choice.*

Email today remains both a foundational tool and continuous source of friction. As realtime communications technology continues to rapidly evolve and advance, email faces a critical challenge just struggling to keep pace with shifting preferences of modern audiences.

The meteoric rise of alternative platforms like text, social media, and instant messaging underscores the growing demand for immediacy, interactivity, and adaptability—qualities which, by comparison, email delivery famously lacks.

Younger generations don't actually mind email—it's the inbox they don't like.

Link-driven messaging offers an alternative means of email distribution—bridging email message content with the immediacy of realtime delivery—to tremendous effect and benefit.

### **Think Outside the Inbox**

Clicking a link to view an email in a browser is already second nature.

But there's always been a catch—to access the link, the recipient had to open up the email first.

### **Link-Driven Email:**

- Deliver email on any platform.
- View messages in a browser.
- Bypass the inbox, entirely.

### **Why This Matters:**

- **Meet recipients where they are**—younger generations prefer messaging in real time over traditional inbox workflows.
- **Solve the inbox problem**—email isn't ignored; *the inbox is*.
- **Deliver messages faster, in context**—reach recipients instantly, on their preferred platforms, without delay.

In his epic masterpiece, [Permission Marketing](#), guru Seth Godin teaches the massive advantages and benefits of connecting with people who want to be connected to.

Within this realm, *Permission Messaging* is the sustainable, systematic delivery of anticipated, relevant, personal messages to people who want them AND have opted in to receive them.

Link-driven email represents *Permission Messaging* in its purest form—each click for message is a fresh, new opt-in.

### **Engage in Real Time**

Link-driven emails deliver everywhere, are accessed instantly, and messages open up directly in the recipient's browser. *No inbox required.*

The click initiates delivery—messages are anticipated, expected. and welcomed.

## **Deliver Email on any Platform**

Links provide instant, easy access to email content—anywhere, on any platform—by utilizing three things all recipients already have: a device, a browser, and an internet connection. Nothing to download. No disruption of flow.

Links act to liberate email messages from the oft-unfriendly confines of the inbox, thereby allowing senders many additional options to hit recipients in stride with email where they already live—on their devices, across many platforms, at any given moment.

## **Unprecedented Privacy and Control**

Unlike traditional email, link-driven email is delivered point-to-point from sender to recipient—*with no interim state*—easily and routinely secured end-to-end in transit between sender and recipient.

*Links to messages are safely distributed via text.* Precise verification of intended recipients can be authenticated in-between click request and message access—ensuring privacy and compliance for sensitive communications without sacrificing engagement.

## **Spread the Gospel**

Sharing links is often faster, easier, and more convenient than forwarding an email—highly impactful when accompanied by context or a call to action from the sharing recipient

Readily identify who is performing well and advancing your objectives. Equally important, know who's not.

## **Preach to the Choir**

Deeply engage those people who already know you.

The very act of signing up to receive opt-in communications is effectually granting consent to be influenced. When awarded this privilege, it becomes crucial to deliver the very best communication experience possible.

Make it easy for people—fit in to the way they already do things—don't make them go out of their way to receive your communications. Foster deeper connections and higher email engagement simply by offering recipients more ways to receive your messages.

## **Treat Different People Differently**

Standard email, distributed as links, becomes immediately deliverable across virtually every form and flavor of text, social media, and instant messaging available on this planet.

This new omnipresence of email allows senders to engage recipients directly on preferred realtime platforms. Deliver timely, curated, individualized content at exactly the right moment—when the recipient wants it. *100% spam-free. No inbox required*

## **Reach Younger Generations with Email**

The on demand, self-service mode of linked message delivery resonates profoundly with today's younger generations, aligning conventional email perfectly with modern expectations for preference, immediacy, and convenience.

Links present senders with a bona fide new mechanical advantage engaging younger audiences with email—helping to ensure that email remains a vital, relevant, and effective communications tool today and into the future.

## **Cater to the Individual at Scale**

Tailor broadcast messages that resonate personally with each individual recipient on your list.

Individualization delves beyond traditional personalization and prior purchases to incorporate a broader, deeper far more comprehensive base of contextual information consisting of personal preferences, habits, patterns, tendencies, relationships, affiliations, prior purchase history, and communications activity including clicks, opens, downloads, views, shares, etc.

## **Hyper-Individualization with AI**

By automating decisions about whom to contact, as well as where, how, why, and when to engage, AI can often determine the most influential message, offer, and sender for each recipient.

Moving forward, AI promises to play an increasingly pivotal role in analyzing available data for relevance, determining applicability, and automating optimal message elements for each individual recipient, including content, offer, timing, tone, and any supporting context.

## **The Future is Here**

Gen Z is 25% of the US workforce in 2025—and they're starting to flex new decision-making muscle in the workplace.

Link-driven messaging broadens the horizon of conventional email delivery far beyond the inbox—and immediately breathes new life into current email provider platforms, solutions, and services by providing avenues for senders to reach people with email on any platform.

Links further future-proof existing email systems by making them continuously adaptable to new realtime delivery options as they continue to emerge and evolve.

Email platforms which are already outfitted to place links into outbound messages—to view an HTML copy of that opened message in a browser—may have a massive head start in deploying live HTMAIL service, provided links are able to be refitted for initial distribution ahead of message.

Email is here to stay. So is the inbox. A great many people still love their inbox and don't want to be engaged with email at all in real time.

The difference is—the inbox is now no longer the final destination for email.

Inbox or out—*The future of email is choice.*