

# BACK TO THE FUTURE OF EMAIL

## Executive Summary

**The Problem With  
Gen Z and Email**

**+**

**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

**Linkln™**  
linkln.io



## **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.

# 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 message content and attachments 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 on the 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.*