



# Inbox Goldmine Newsletter

## Email Evolved: Static vs. Dynamic

For decades, email has been a static, one-way message. Dynamic (AMP) email technology transforms the inbox into an interactive, app-like experience.

### The Old Way: Standard HTML Email

#### A High-Friction User Journey

Users must click, wait for a new page to load, then act.



#### Static and Outdated Content

Information like price or inventory is frozen the moment the email is sent.



#### A One-Way Broadcast

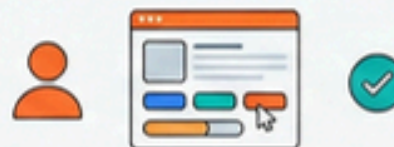
The email is a passive document designed only for reading and clicking through.



### The New Way: Dynamic (AMP) Email

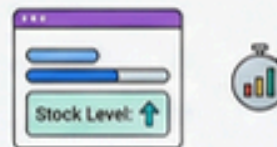
#### A Frictionless User Journey

Users can take meaningful actions without ever leaving their inbox.



#### Live and Current Content

Information like poll results or stock levels updates when the email is opened.



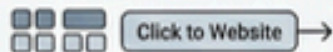
#### An Interactive Micro-Website

The email becomes a two-way channel for browsing, shopping, or submitting feedback.



### FEATURE COMPARISON

Static grid; must click to new page



Product Browsing

< > Live carousel; change colors in email

Link to an external website

Forms & Surveys

**Submit** Fill out and submit inside the email

Read → Click → Wait → Act

User Journey

Read → Act

<https://inboxgoldmine.news/subscribe>