



Solving Email Overload for the SMB

The science behind email productivity and AI for email service providers



Email overload has become a huge problem in the business world. Not only are professionals spending an insane amount of time managing their inboxes and responding to messages (according to a recent report, office workers spend an average of 4.1 hours per day checking email), but a solid 50% of that time is spent on emails that should have never been sent to them—or emails that flat out just don't need an answer.

And this problem? It shows no signs of slowing down. As the sheer volume of emails flooding professionals' inboxes continues to grow, SMBs will need a solution to keep their teams productive and on task. In this whitepaper, we'll examine the email overload issues SMBs are facing—and, more importantly, how to deliver the services they provide the solution to those issues.

SECTION 1:

Email Overload Facts and Figures

Email overload is an epidemic in the business world—and it's having a negative impact on SMBs and the workforce



Email is overwhelming workers

- According to a [2017 survey](#), 74% of the workforce in America feels overwhelmed by the number of emails hitting their inbox each day
- 33% say the overwhelming number of emails they have to deal with makes them feel stressed out—and nearly 20% say it makes them angry
- Nearly half (44%) are worried about missing an important communication from their boss, co-worker, or work contact because of email overload

Email is wasting time and making the workforce less productive

- The McKinsey Global Institute [found](#) the average employee spends 28% of their time reading and responding to email—making it, by far, the most time-consuming work activity facing the workforce today
- A [recent survey from Adobe](#) found the average workers spends over 4 hours per day checking/managing work-related emails
- According to [a study by the Danwood Group](#), it takes 64 seconds to recover from an email interruption and return to the preceding level of productivity; with the [average worker receiving 94 emails per day in 2018](#), that's an additional 100 minutes per day of lost productivity for each worker

The majority of emails are completely irrelevant and unimportant

- According to SaneBox's internal data, only 42% of emails received contain important or relevant information—which means a whopping 58% are unimportant and don't need the reader's attention

Email isn't going anywhere—so SMBs need a solution to better control their email overload

- According to a [report](#) from technology market research firm Radicati, the number of emails sent and received per day will surpass 281 billion in 2018. By 2022, that number will jump to 333.2 billion—an increase of over 18.5%
- Restricting email isn't the answer—but offering employees better tools to manage their inbox is. A study by the Grossman Group [found](#) that employees who were losing 100 hours per year on unimportant emails found didn't want their email access limited or taken away—but they did want policies put in place that would reduce the volume of emails they had to deal with



- Email overload is costing SMBs billions of dollars per year
- Workers are wasting hours each week managing emails that aren't helping SMBs hit their bottom lines
- Email overload is increasing stress in the workforce — and will eventually lead to burnout
- Email is here to stay—so SMBs need the right tools to combat email overload

SECTION 2:

SaneBox Is The Solution To Email Overload

SaneBox leverages the latest in AI and machine learning technology to deliver the email solution SMBs have been waiting for





The science behind SaneBox

At SaneBox, we're committed to using state-of-the-art technology—which is why we leverage cutting-edge AI and machine learning software into our application.

Here's how it works:

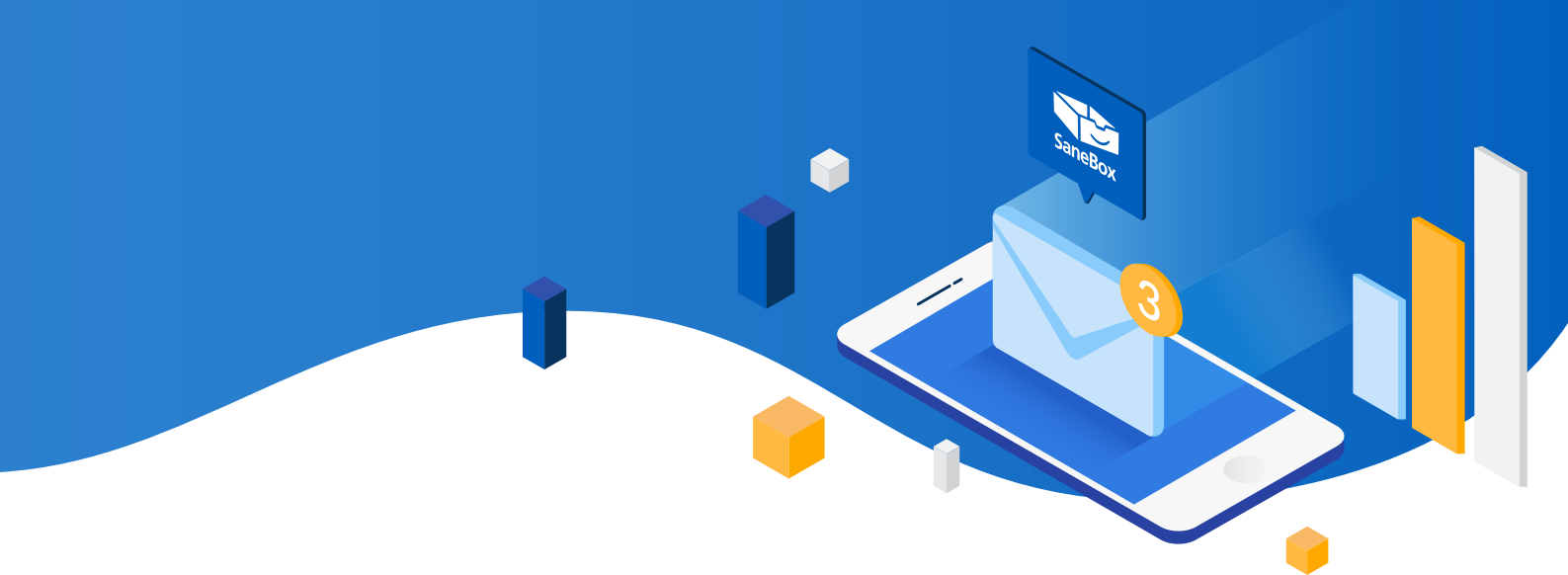
- When we see a long list of different objects—like emails—mixed together, our brain has to use a serious amount of energy to sort through the objects, prioritize, and determine next steps. However, when those objects are categorized based on relevant criteria (like level of importance or project), processing becomes significantly easier—and error rates plummet as a result
- SaneBox leverages AI and machine learning technology to categorize email, making it easier for users to process. In particular, categorizing less important emails (also known as noise) into a separate folder allows us to process them in bulk—and eliminate attention switching costs
- In the unlikely event an email gets mis-categorized, it's easy to fix—the human brain is great at pattern recognition, so when an email ends up in the wrong category (or, in other words, the pattern is broken), it's natural for the brain to notice and correctly categorize the email. And thanks to the machine learning technology, all future emails from that sender will be placed in the appropriate category



How SaneBox determines importance

SaneBox relies on AI and machine learning to determine the importance of each email that enters a user's inbox—and then assign that email a category. But how do we determine importance?

- The AI technology that drives SaneBox analyzes a user's past interaction with their inbox by focusing on the header (SaneBox never reads the content of user emails). It pulls multiple data points, including which emails are opened and responded to, how quickly they were opened, how often they were responded to, and which were never responded to, and applies machine learning algorithms to determine the importance of each incoming email
- Once SaneBox has analyzed an email, it moves any unimportant messages into a separate folder and summarizes them in digest
- If an email is categorized and stored incorrectly, simply moving that email to the correct folder trains the algorithm in the user's behavior and preferences—and makes it easier to categorize emails in the future



Smart, simple, flexible and customizable

SaneBox may leverage the latest in AI and machine learning technology—but it's also simple, straightforward, and easily customizable for SMBs.

- SaneBox works with anywhere anyone checks email—on any email provider, client, or device
- All SMBs have to do to implement SaneBox is add folders. That's it. There's nothing to download, install, or learn
- SaneBox automatically creates the @SaneLater folder to manage unimportant emails. But SMBs have the ability to easily create multiple folders for emails of varying importance levels and contexts (like newsletters, notifications, or training folders)—all with the click of a button
- Implementing SaneBox is so simple, SMBs can get up and running in as little as five minutes—and SMBs respond to simple. SaneBox's current trial-to-subscription rate is 25% with a 1.7% monthly churn

Full suite of features to outsmart any inbox

We surveyed SMBs to find out their most pressing email issues—and then developed a suite of AI-powered solutions to address those issues. In addition to filtering, SaneBox offers several additional features, including:

- **Snoozing non-urgent emails:** Some important emails don't require an immediate response. SaneBox allows you to move those emails out of your inbox until it's time to respond—whether that's the next day, next week, or any other specific time
- **Reply tracking:** It's easy to lose track of a sent email—and not get the necessary response. With reply tracking, if a sent email goes unanswered by a specified time, SaneBox sends the user a reminder to follow up
- **To-do management:** With SaneBox, users can send email reminders to stay on top of their to-do list and notify them of important tasks or events in the future
- **Cloud storage integration:** SaneBox integrates with multiple cloud storage solutions—including Dropbox, Box, and IBM SmartCloud—to allow SMBs to clear up storage space and better organize their attachments
- **One-click unsubscribe:** Unsubscribing to individual emails is not only a waste of time, but can actually lead to more spam. With SaneBox, users can unsubscribe to any sender with a single click—and send all future emails straight to the trash bin



- SaneBox categorizes emails to make analyzing inboxes easier for users – and to give SMBs back time in lost productivity
- SaneBox only analyzes the header, protecting SMBs privacy
- SaneBox works everywhere SMBs do

5 Ways To Work With Us

As a SaneBox reseller, you have the unique opportunity to offer SMBs the solution to what is, hands down, their biggest time, productivity, and revenue waster.

Here's how we can work together:

1. Extended Trial

- Sign up for a free trial of SaneBox at SaneBox.com/newpartner
- Invite your team and/or key customers

2. One-click Signup Integration

- One-click integration into your existing email UI
- Implement a button on your control panel directing users to authenticate via email/password or OAuth
- Users are led to a co-branded site to set up their SaneBox account

3. Referral

- Easy, fast, and effective way to try SaneBox with your SMB customers
 - *Current trials converting at 25%*
- SaneBox:
 - *Creates a custom landing page with an exclusive discount for your customers*
 - *Pays up to €50 per referral and/or MDF*
- You:
 - *Send an email blast to your customer base with a link to the landing page*

4. Odin APS Integration

- Easy to integrate Odin APS 2.0 package deployed in the IngramMicro marketplace

5. White-labeled integration into partner's control panel

- SaneBox is always natively integrated within a customer's email client; after enabling features on the SaneBox dashboard, customers never have to come back to the site
- White-labeled integration allows your customers to not only activate the SaneBox account, but to enable and customize features without ever having to leave your UI
 - *Each SaneBox feature can be enabled via an API call*

Questions?

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