
From: Alex from Boomerang [REDACTED] on behalf of Alex from Boomerang [REDACTED]
Sent: Tuesday, August 23, 2016 12:14 PM
To: jeevacation@gmail.com
Subject: Announcing Responsible – Personal AI Assistant for Writing Better Emails

Boomerang Responsible - the first AI assistant that helps you craft perfect emails.
View this email in your browser <<http://us1.campaign-archive2.com/?u=3D0eca1021e28f74a9a30df3a88&id=e13df3c996&e=2be669948b>>

Hello!

We write emails for all sorts of reasons. For some of those emails, like requesting information or asking a coworker to take action, it's important to write messages that are easy to read, process, and respond to. Until now, there's never been a way to know if your messages are optimized to get a response before sending them.

Today, there is! We are delighted to announce Boomerang Responsible - the first AI assistant that helps you craft perfect emails.

Boomerang Responsible uses machine learning algorithms trained on hundreds of millions of messages to isolate what factors impact response rates. It understands how different aspects of your writing combine to affect the quality of the emails you send.

Responsible brings that intelligence directly into your compose window to help you write more effective emails. Responsible gives you unique insight into your writing style and how it impacts the likelihood that the messages you send will receive a response. And it's built right into Boomerang. Just reload your Gmail window, and the new features will appear. Or, if you need to reinstall Boomerang, click the button below:

Get Boomerang for Gmail <<http://baydin.us1.list-manage.com/track/click?u=eca1021e28f74a9a30df3a88&id=e1a6f1ac52&e=2be669948b>>

After reloading Gmail, Boomerang will add a new bar into your compose window. The display updates in real-time to show you the quality of your message as you write.

<<https://gallery.mailchimp.com/0eca1021e28f74a9a30df3a88/images/cf83ddea-38cb-4197-860e-b1a8c19f55ac.png>> <<http://baydin.us1.list-manage.com/track/click?u=0eca1021e28f74a9a30df3a88&id=46e87b53bd&e=2be669948b>>

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Click the Responsible button to see insights into how Responsible's algorithms analyzed your message. You can see how each aspect of your writing impacted the quality estimate and see where you might want to make changes.

<<https://gallery.mailchimp.com/0eca1021e28f74a9a30df3a88/images/dfc00ca2-f8fd-4fba-81=5-fa7bd9170c87.gif>>

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<<http://baydin.us1.list-manage.com/track/click?u=0eca1021e28f74a9a30df3a88&id=fa779d2266&e=2be669948b&target=>>

For more detail about each parameter, just click the graph associated with it. Boomerang provides a description of each measurement and an overview of the findings from our research. Each detailed view provides actionable advice, based on your individual message, about how to adjust the writing to improve the likelihood that your message will get a response.

<<https://gallery.mailchimp.com/0eca1021e28=74a9a30df3a88/images/e86aa762-8c25-4be2-9b41-68948bd8ad0e.png>>

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We're in=redibly excited about these new features! There are two major reasons why=2E

First, a lot of recent news cover=ge about artificial intelligence has focused on the possibilities that ma=hines can someday replace humans. Respondable doesn't try to write import=nt emails on your behalf. Instead, it helps you unlock your creativity.=It's an editor that works alongside you - and one that you can and should=ignore when your judgment says otherwise.

Second, we're excited abo=t the prospect of using machine learning to provide actionable writing ad=ice based on data. Historically, authors of writing style guides have n=t had access to large amounts of data or had the tools to process it. Our=company library includes a dog-eared copy of Strunk and White, and we d=n't see ourselves throwing that out. Still, this is the first t=me in history that anyone has ever been able to get an unbiased, data-d=iven, real-world view into what kind of writing is *actually* effective=2E And it's the first time in history that there has been a way to=bring that analysis to bear on your own writing in an accessible way. We=hope you'll find it illuminating - as we've been testing=it, we certainly have.

For six years, Boomerang has help=d millions of customers get more responses to the messages they send. Boo=erang can help you send emails at the optimal time, include a read rece=pt that boosts response rates by 25%, and remind you to follow up. The=whole Boomerang team is grateful for your support. Thanks for helping us=keep the lights on so we could take that one step further with Respondabl=.

Please take it for a spin, and le= us know what you think. Or, for answers to a bunch of possible questio=s, read on!

Productively yours,

- Alex and the Boomerang Team

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How do I get Respondable?
Respondable is included as part of Boomerang. It is immediately available=for all Boomerang users - just reload your Gmail page, and the new feat=res will appear. If you do not see Respondable, try restarting your bro=ser. New users will receive Respondable immediately upon installing Boome=ang.

Responsible is also available as part of Boomerang for Outlook - if you want to use it in Outlook, visit <http://www.boomerangoutlook.com> <<http://baydin.us1.list-manage.com/track/click?u=0eca1021e28f74a9a30df3a88&id=61f38c8a3b&e=2be669948b>> to install.

Can I turn Responsible off?

Yes. If you'd rather not see Responsible, just click the Boomerang button in the top right corner, choose Settings, and then uncheck the box labeled "Enable Responsible"

Is Boomerang reading my emails?

No. By default, Boomerang Responsible works entirely within your browser. It does not transmit any message data anywhere, for any purpose. If you choose to enable advanced machine learning features, Boomerang transmits message data using enterprise-grade encryption, analyzes the message data on a secure server, then transmits the analysis back via encrypted communication channels. After performing the analysis, Boomerang's servers immediately discard any personally-identifiable information connected with the analysis. Boomerang employees do not have access to any message data transmitted as part of your use of Responsible.

Do I have to pay?

Access to Responsible for unlimited messages is included in the free Basic plan. Advanced features, including positivity, politeness, and subjectivity are available for users on Boomerang for Gmail's Pro and Premium plans. Because these advanced features require several layers of machine learning, all calculated in real-time, they are expensive for us to provide. You can find out which plan you are currently subscribed to by visiting the Boomerang manage page <<http://baydin.us1.list-manage.com/track/click?u=0eca1021e28f74a9a30df3a88&id=1c2ed8deb6&e=2be669948b>> . To upgrade to a Pro or Premium plan, click here <<http://baydin.us1.list-manage.com/track/click?u=3D0eca1021e28f74a9a30df3a88&id=e16e03ecb8&e=2be669948b>> .

Machine learning sounds complicated. Does Responsible slow Gmail down?

Thanks to new technology in HTML5, we were able to build Responsible in a way that does not slow Gmail down. All of the calculations for the basic version of Responsible are performed in a background worker thread that does not interfere with the Gmail UI. Calculations related to advanced features are performed in the cloud via a proprietary architecture we developed to allow us to deploy machine learning that operates in real-time. It also doesn't slow down the Gmail UI.

If you're interested in the technology behind Responsible, we'll be doing a technical talk about its architecture at a later date and we'll also be writing a super geeky blog post about how we built it - stay tuned! If you're really interested in the technology behind Responsible, we're looking for engineers <<http://baydin.us1.list-manage.com/track/click?u=0eca1021e28f74a9a30df3a88&id=35660cc62d&e=2be669948b>> !

I added a rude word, but it said my politeness increased. Or I added a negative word, but Responsible's positivity score increased. What gives?

You've discovered one of the limitations of artificial intelligence in its current form. In any individual email, the machine learning can arrive at answers that do not make sense. In those cases, trust your judgment rather than the calculation.

Politeness, positivity, and subjectivity rely on machine learning techniques that compare your writing to other samples of text that were used as training data. Because there's no "objective" set of data that can translate how positive, polite, or subjective a set of words is, the machine learning techniques look for similarities between your writing and writing samples that come with an approximate numeric score for positivity, politeness, or subjectivity. One common source of positivity training data is actually movie reviews - words that appear in reviews for poorly-rated movies tend to be more negative!

As a result, if a bunch of movies about asteroids all got panned by movie critics, and words about asteroids were not present in other training data, it's possible that the neural networks could conclude that those words add negativity to

your writing. There are even some names (there is a very polite Tom somewhere!) that can mistakenly affect the measurements.

As such, you should treat the calculations as a general guidepost rather than a source of absolute truth. They will usually make sense, but not always.

How did you decide to build this?
Long story! I'm so glad you asked!

Last September, we brought our entire team to Maui for our fall workday. Twice a year, we take our team somewhere outside the office to reflect on our culture and to work on projects that are important but not urgent. One of our projects last fall was to explore natural language processing and machine learning, as they can be applied to email.

We experimented with a bunch of technology, found that holiday support emails are the most positive <http://baydin.us1.list-manage.com/track/click?u=0eca1021e28f74a9a30df3a88&id=3D759d0c19d5&e=2be669948b>, and then went back to the office to resume working on urgent things. And we posted a job listing for a data scientist.

Then, around the holidays, Chris from our marketing team came up with an inspired idea - let's send a useful, thoughtful year-in-review email to our customers. It took us a while to build it, but if you were already a Boomerang user back in February, you may remember getting an email from us that showed a set of data-backed principles for writing effective emails. We also published the data as a blog post <http://baydin.us1.list-manage1.com/track/click?u=0eca1021e28f74a9a30df3a88&id=c82149f=74&e=2be669948b>, had a ton of stories written about it, and made our first appearance on the Today show.

Several dozen of you asked if we could build a real-time version of our blog post that would apply to emails as you write them. We still had a healthy appetite for machine learning (and a data scientist), so we decided to see if we could bring the recommendations from the data to your fingertips.

I can't wait to see what we'll come up with at our next workday.

Why did you pick these aspects to focus on?

Boomerang Responsible makes its predictions based on machine learning algorithms applied to a corpus of hundreds of millions of data points in public and proprietary (aggregated and anonymized) email datasets and other datasets.

Our research from the past several months isolated a number of factors that correlate strongly with the likelihood of receiving a response to an email:

- * Message subject length
- * Message word count
- * Reading Level
- * Question content
- * Positivity
- * Politeness
- * Subjectivity

We looked at several other factors that didn't make the cut. Some of them just didn't correlate strongly enough to getting a response. For others, we couldn't find good enough data sources to train machine learning algorithms effectively yet.

We'll continue to explore other factors that influence response rates and incorporate them into the product in the future.

Can you tell me more about the machine learning techniques? We used a variety of machine learning techniques for Respondable, including neural networks, deep learning, and decision trees/forests. Responsible layers these techniques together in a manner that provides a balance between consistency and quality of results, the ability to translate these results into actionable information, and the speed and performance to deliver results in real-time for a satisfactory user experience. We will write more in an upcoming blog post - once our engineers have a chance to rest their fingers from getting ready for today's release

Can you give me one more download button since I read this whole email?

You bet!

Install Boomerang <http://baydin.us1.list-manage.com/track/click?u=0eca101e28f74a9a30df3a88&id=d4b2ad3f5e&e=2be669948b>

P.S. Respondable thinks this email is too long. We know... You can lead a horse to water...

P.P.S. Want to work on stuff like this? We're hiring! <http://baydin.us1.list-manage.com/track/click?u=0eca1021e28f74a9a30df3a88&id=efac9a27c0&e=2be669948b>

P.P.P.S. We are making good progress on an iPhone app for Boomerang - hang in there, it won't be long now!

Our mailing address is:

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Mountain View, CA 94041

USA

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Our other products:

Boomerang for Android <http://baydin.us1.list-manage1.com/t=ack/click?u=0eca1021e28f74a9a30df3a88&id=4509366dfb&e=2be669948b>

- Advanced Boomerang functionality for Gmail and Exchange accounts on your Android phone

Boomerang for Outlook <http://baydin.us1.list-manage1.com/t=ack/click?u=0eca1021e28f74a9a30df3a88&id=8b7fb8b43a&e=2be669948b>

- The ultimate productivity add-in for Outlook and Office 365

Boomerang Calendar <http://baydin.us1.list-manage1.com/t=ack/click?u=0eca1021e28f74a9a30df3a88&id=2bc14b9946&e=2be669948b>

- Smart scheduling assistant built into Gmail Inbox Pause <http://baydin.us1.list-manage.com/track/click?u=0eca1021e28f74a9a30df3a88&id=9a33b88b3c&e=2be669948b>

- Stop the flood of incoming emails

The Email Game - Lightweight Gmail client that helps you handle emails more efficiently

<http://baydin.us1.list-manage.com/track/open.php?u=0eca1021e28f74a9a30df3a88&id=e13df3c996&e=2be669948b>