

# EMAIL TEMPLATE DESIGN

Agillic Dialogue Emails are built by inserting a variation of 'blocks' from a pre-configured HTML template. Our developers build these template 'blocks' from a Photoshop file (PSD) which is why it is important that this file reflects exactly how the email should look when it reaches your end user.

## GENERIC TEMPLATES

To show you how Agillic Dialogue will eventually understand your PSD file the 'blocks' in the example on the right have been put into green dashed boxes. Emails are built by adding these different 'blocks' together. For example in one email you might choose to have what is given in the example on the right, but in another you might choose to place Heading 1 at the top, followed by 2 half width images and then paragraph text. The options are endless.

For this reason it is important to 'future proof' your template by creating a generic template with blocks that can be used for different purposes. So when designing the template think about what kinds of content you need to accommodate so that a new template or new blocks don't have to be created for every email.

## ONLY SOME OF IT'S EDITABLE

It is important to keep in mind that only some visual elements of your blocks are easily editable (without recoding the template) in Agillic Dialogue. While the interface offers options for formatting the text and HTML can be added to many elements, there are some parts of your email that won't be editable. The colour of the background, for example, cannot be edited in the interface. It is therefore important to create visual elements that don't need to be customised for every email.

## MOBILE FIRST

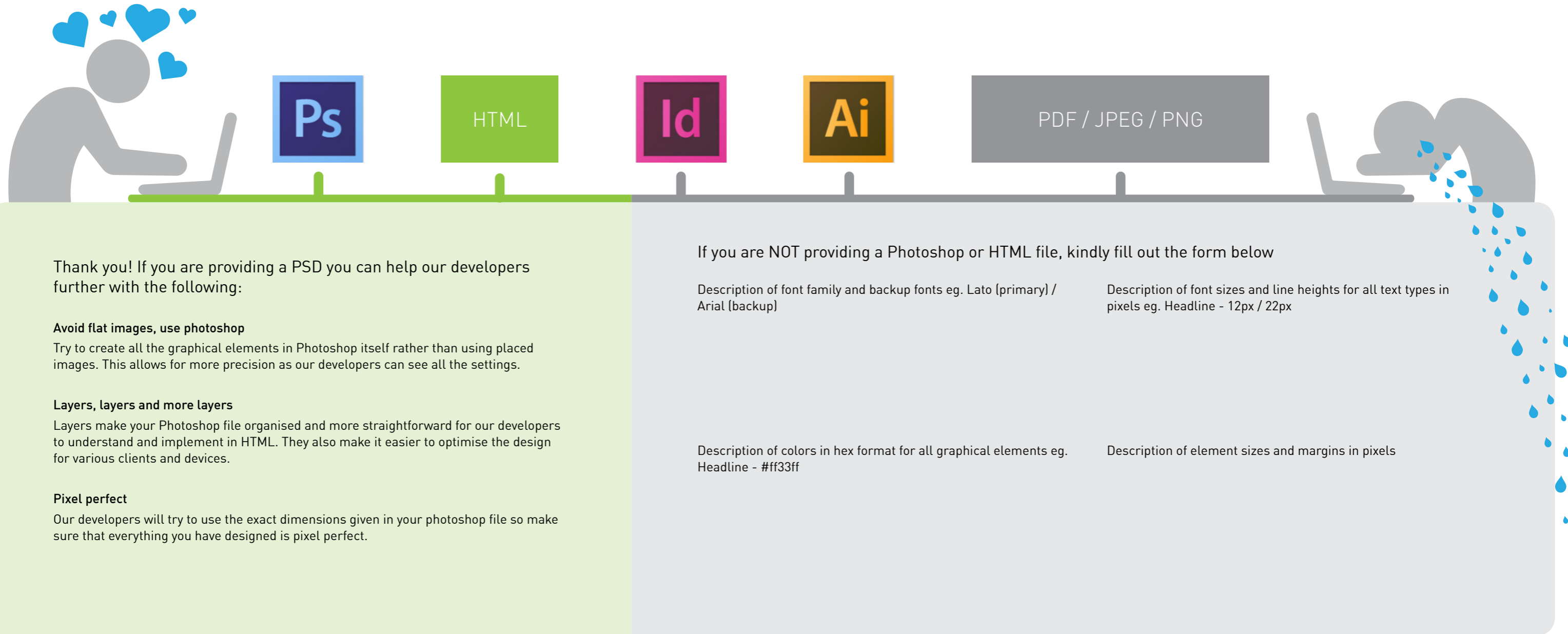
With mobile email opens increasing, thinking about the mobile layout first is important. Consider a narrow template width for mobile screens (for example 320px) and a width of between 600-650px for desktops. The desktop width will be true to the size you specify however the mobile width will be used as a guideline to understand your desired layout because mobile templates are designed to be fluid so that they can accommodate a variety of different devices. Contact us to learn more about mobile first email best practices.

## CUSTOM FONTS

You can use your own fonts provided that you package them in woff2 format with the delivery of your files. You can also specify a Google Font for us to use. Otherwise please make sure to use an accessible web and email safe font in your design. In all cases please remember to designate backup fonts.



# FILE FORMATS ... ON A SCALE OF OUR DEVELOPERS' HAPPINESS



## REMEMBER TO PACKAGE...

- A custom font in woff2 format, if you're using one
- Original images included in the template design eg. logo files, static banner images

# EMAIL CLIENT SUPPORT AND OPTIMISATION

The rendering of an email varies a lot from client to client so there is no guarantee that an email looks exactly the same across them all. Listed below are the email clients that Agillic email templates are optimised for. These email clients occupy 90% of the [email client market share](#).



## MOBILE CLIENTS

### iOS

- iPad Retina iOS 8 ✓
- iPad Mini iOS 8 ✓
- iPhone 5s iOS 7 ✓
- iPhone 5s iOS 8 ✓
- iPhone 6 iOS 8 ✓
- iPhone 6 Plus iOS 8 ✓
- iPhone 6 iOS 9 ✓
- iPhone 6 Plus iOS 9 ✓
- iPhone 6s iOS 9 ✓
- iPhone 6s Plus iOS 9 ✓

### Windows Mobile

- Windows Phone 8 Windows 8.0 ✓
- Outlook 2016 OS X 10.10 ✓

### Android

- Android 4.4 Android 4.4 ✓
- Android 5.1 Android 5.1 ✓
- Android 6.0 Android 6.0 ✓
- Outlook App Android 4.4 ✓
- Outlook App Android 5.1 ✓



## DESKTOP CLIENTS

### Apple Mail

- Apple Mail 7 OS X 10.9 ✓
- Apple Mail 8 OS X 10.10 ✓

### Lotus Notes

- Lotus Notes 8.5 Windows 7 ✓
- IBM Notes 9 Windows 7 ✓

### Thunderbird

- Thunderbird 38.2 Windows 7 ✓

### Outlook

- Outlook 2000 Windows 7 ✓
- Outlook 2002 Windows 7 ✓
- Outlook 2003 Windows 7 ✓
- Outlook 2007 Windows 7 ✓
- Outlook 2010 Windows 7 ✓
- Outlook 2011 OS X 10.10 ✓
- Outlook 2013 Windows 7 ✓
- Outlook 2016 OS X 10.10 ✓



## WEB-BASED CLIENTS

### AOL Mail

- AOL Mail Explorer ✓
- AOL Mail Firefox ✓
- AOL Mail Chrome/Safari ✓

### Gmail

- Gmail Explorer ✓
- Gmail Firefox ✓
- Gmail Chrome/Safari ✓

### Google Apps

- Google Apps Explorer ✓
- Google Apps Firefox ✓
- Google Apps Chrome/Safari ✓

### Office 365

- Office 365 Explorer ✓
- Office 365 Firefox ✓
- Office 365 Chrome/Safari ✓

### Outlook.com

- Outlook.com Explorer ✓
- Outlook.com Firefox ✓
- Outlook.com Chrome/Safari ✓

### Yahoo Mail

- Yahoo Mail Explorer ✓
- Yahoo Mail Firefox ✓
- Yahoo Mail Chrome/Safari ✓

### GMX.de

- GMX.de Explorer ✓
- GMX.de Firefox ✓
- GMX.de Chrome/Safari ✓

### Web.de

- Web.de Explorer ✓
- Web.de Firefox ✓
- Web.de Chrome/Safari ✓



Unless otherwise specified, email clients that do not feature on this list will not be taken into consideration when an email is developed. If you would like optimisation to an email client that does not feature on this list, we need time to discuss the possibilities and obstacles, and decide whether it's possible to deliver a satisfying result. Any work done on templates to fit clients outside of the list is not included in the original pricing for development.

We monitor changes to email clients all the time and will give you notice about any rendering issues in your email templates and propose solutions to fix them. However, any work to accommodate these changes is not included in the original pricing.

Questions? Write to [rasmus.esbensen@agillic.com](mailto:rasmus.esbensen@agillic.com)