

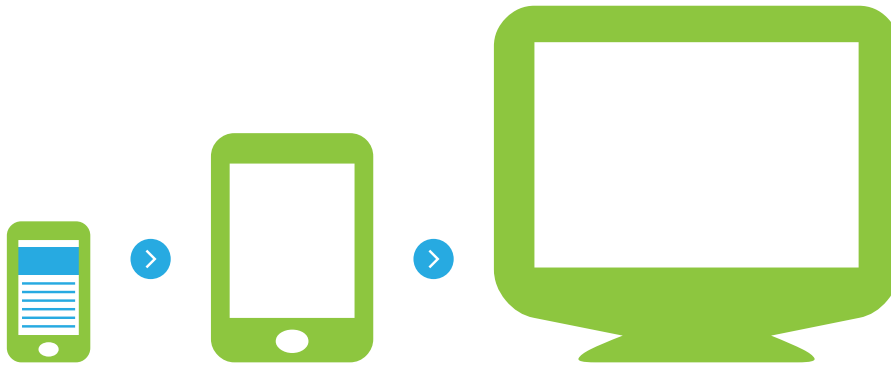


EMAIL DESIGN

BEST PRACTICES



MOBILE FIRST



“ You can't say emails without saying mobile

You can't say emails without saying mobile. There is just no way around it, if you want to stay competitive in your email marketing. If you look at the figures below, you'll see why.

According to Litmus, over the course of 2015, mobile opens increased by 17% and now make up 55% of opens. Webmail opens decreased by 13% ending the year with 26% of opens, and desktop opens decreased by 17% with a total of 19% of the market share.

91%

of consumers check their email at least once a day on their smartphone in 2014, which makes it the most used functionality (ExactTarget)

33%

of email opens come from iPhones making it the most used email client of 2015 (2015, Litmus)

55%

of email opens come from mobile devices (2015, Litmus)

When thinking about email strategies it's important to keep up with the times and take advantage of every bit of technology to support your brilliant strategies. In terms of email, the first to-do you need to check off your list is responsive emails and this PDF will explain what you and your design team should think about when designing new emails.

7 STARTER TIPS

1 Screen Width

Handheld devices have less space to bolster, consider using a one column layout.

2 Element Size

Consider the size of text and interactive elements, they should be easy to read and interact with. Call to actions should have a minimum of 44x44 pixels.

3 Crowded Content

Make sure all elements have space to breathe, especially buttons and links.

4 CSS3 Effects

Most devices support CSS3 and can deliver some neat effects like animations, text shadows and rounded corners.

*Make sure to implement fallbacks for unsupported desktop/web clients.

5 Styled Alternative Text

Consider what the email looks like when images are not displayed in the client. Styled alternative texts are a powerful tool to get the gist of what a blocked image is about, or just getting a message through without images.

*Note that not all clients support alt text the same way, so do not rely on alternative texts to get an important message out.

6 Less is More

Less but more relevant content. Multiple stories increases the scroll in your email. The longer the content, the less likely it is that your users reach the bottom.

7 Click Events

Consider click events in your email, like a collapsible navigation or collapsible content.

*Make sure to design fallbacks for unsupported desktop/web clients.

DESKTOP AND WEB CLIENTS



“ Implement fallbacks for unsupported features

Designing mobile first does not mean that the desktop / web client layout should go unattended. Most features for mobile are relevant for desktop/web clients as well but be aware that mobile devices read emails far better than most desktop/web clients do. Because of this, you have to implement fallbacks for unsupported features.

Consider the following design guidelines for desktop/web clients:

1. A max width of 650 pixels on your desktop/web client version for better support across clients. Some clients cut the email if it is too wide.
2. Do you have a lot of information to display? A multi-column layout could be an option but think about the amount of columns and how it transfers to mobile.
3. Most desktop/web clients display your emails without images so make good use of your alt texts. Style them to increase readability before images are switched on.
4. Information on client opens is very useful; with these figures you can establish popular email clients among your readers. This can help you decide on which modern features to use in your design.