

Marketing Emails

UI/UX Design Guidelines

V1.0



What's the Difference Between Mobile-Friendly, Responsive, and Hybrid Email Design?

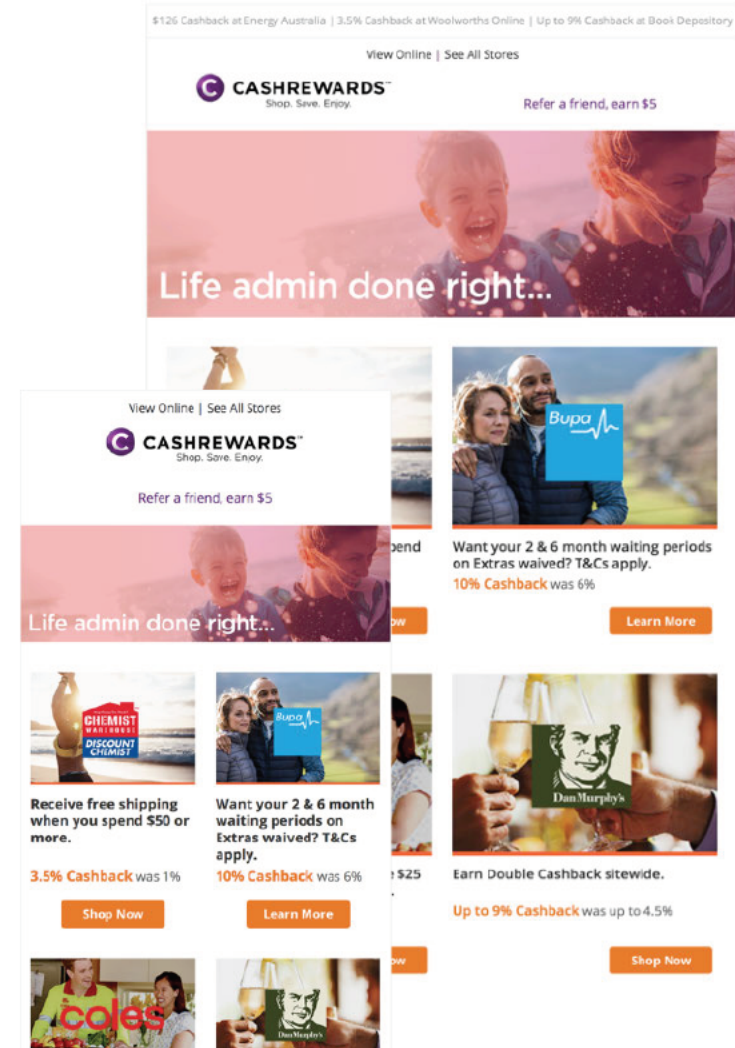
<https://www.emailonacid.com/blog/article/email-development/whats-the-difference-between-responsive-mobile-friendly-and/>

The world has fully embraced mobile email. More than half of all email opens worldwide are now on mobile devices, and 40% of consumers say that their mobile phone is their primary device for checking email.

Developing email for mobile isn't always straightforward, and all the different mobile email terms can be confusing. Should our email be mobile-friendly, responsive, or hybrid? Is there a difference? Let's break down each term, what they mean and when to use them.

Our Email Template Pros and Cons.

- + Responsive
- + Supported across all devices and most of email clients
- + Integrated with Mailchimp and everyone can create/edit a campaign
- + All in one template
- + Auto Feeds with 1 and 2 columns
- + Covered Outlook 2007-2013
- Too many primary colors (Buttons, Texts, Lines...)
- Doesn't have enough space
- Main banner is too small and less standout on mobile
- Images are not optimised on Mobile
- Font-size and color are not optimised perfectly on mobile
- Clipped by Gmail










Our Email Report

Our emails are opened **at least 55.5%(iOS 32.8%+Android 22.7%)** by Mobile devices.

Top Operating Systems









[View All](#)

OS	Opens	Clicks
 iOS	[REDACTED]	[REDACTED]
 OS X	[REDACTED]	[REDACTED]
 Windows	[REDACTED]	[REDACTED]
 Android	[REDACTED]	[REDACTED]
 Windows 7	[REDACTED]	[REDACTED]
 Windows 8	[REDACTED]	[REDACTED]
 Windows 8.1	[REDACTED]	[REDACTED]

Almost half of users opened our email with Gmail.

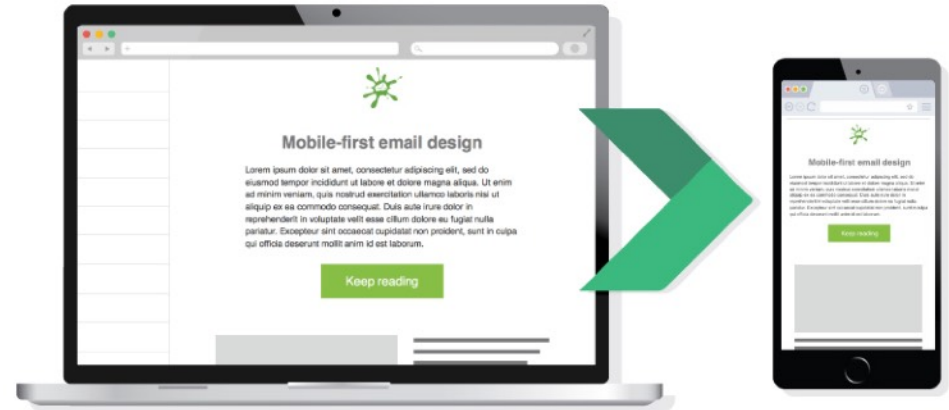
Top Email Clients

[View All](#)

Email Client	Opens	Clicks
 Gmail image proxy	[REDACTED]	[REDACTED]
 Mobile Safari	[REDACTED]	[REDACTED]
 Apple Mail	[REDACTED]	[REDACTED]
 Android browser	[REDACTED]	[REDACTED]
 Chrome	[REDACTED]	[REDACTED]
 IE	[REDACTED]	[REDACTED]
 Outlook 2013	[REDACTED]	[REDACTED]
 Outlook 2010	[REDACTED]	[REDACTED]

What Is Mobile-Friendly Email?

Mobile-friendly email, also known as mobile-first, scalable or mobile-aware, is a method of creating emails that look great on all device sizes. These emails rely on a single-column layout, large fonts and large calls to action (CTAs). This helps ensure the emails are still readable when they scale to the different screen sizes.

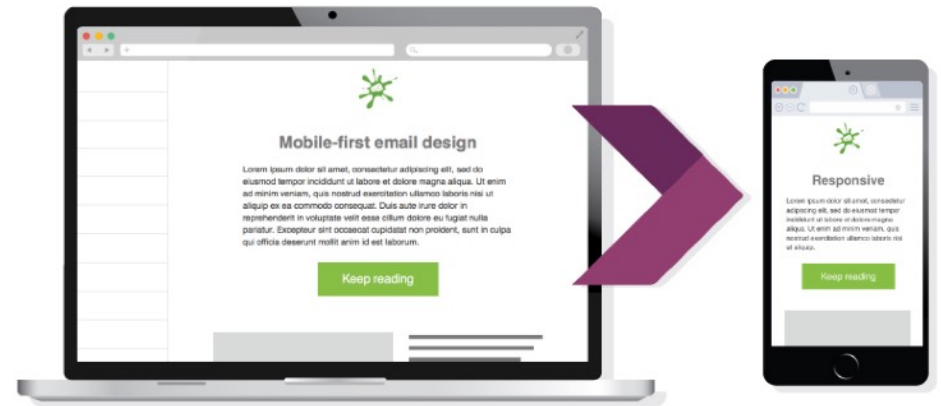


Mobile-First Email Pros and Cons

- + Simple to design and code
- + Supported across all devices
- Limited design options; primarily single-column layouts
- Not technically optimised for mobile devices

What Is Responsive Email?

Responsive emails are emails that rely on CSS media queries that change and modify the email based on specific rules you set. These emails will adapt to fit any screen width, which means you can make changes to font sizes, colors or content order. Making these adjustments can help create a better reading experience on mobile. Late 2016 as Gmail moved to support media queries.



Responsive Email Pros and Cons

- + Gives us more control over your email design
- + Supported across many clients, thanks to recent updates in Gmail
- Has a more time-consuming development process
- Not supported on every device

What Is Hybrid Email?

Hybrid email, often called “spongy” email, is a development style that allows us to adjust the email based on the device’s width. The major difference between hybrid and responsive is that hybrid email doesn’t rely on media queries or specific breakpoints to change the email layout. Hybrid emails will work universally across any email client or device. Hybrid emails use a combination of percentage-based widths, max-widths, and clever workarounds for Outlook clients to ensure this universal support. If you’re looking to get started with hybrid coding we created a handy hybrid primer, which is the perfect foundation for building bulletproof hybrid emails.

Hybrid Email Pros and Cons

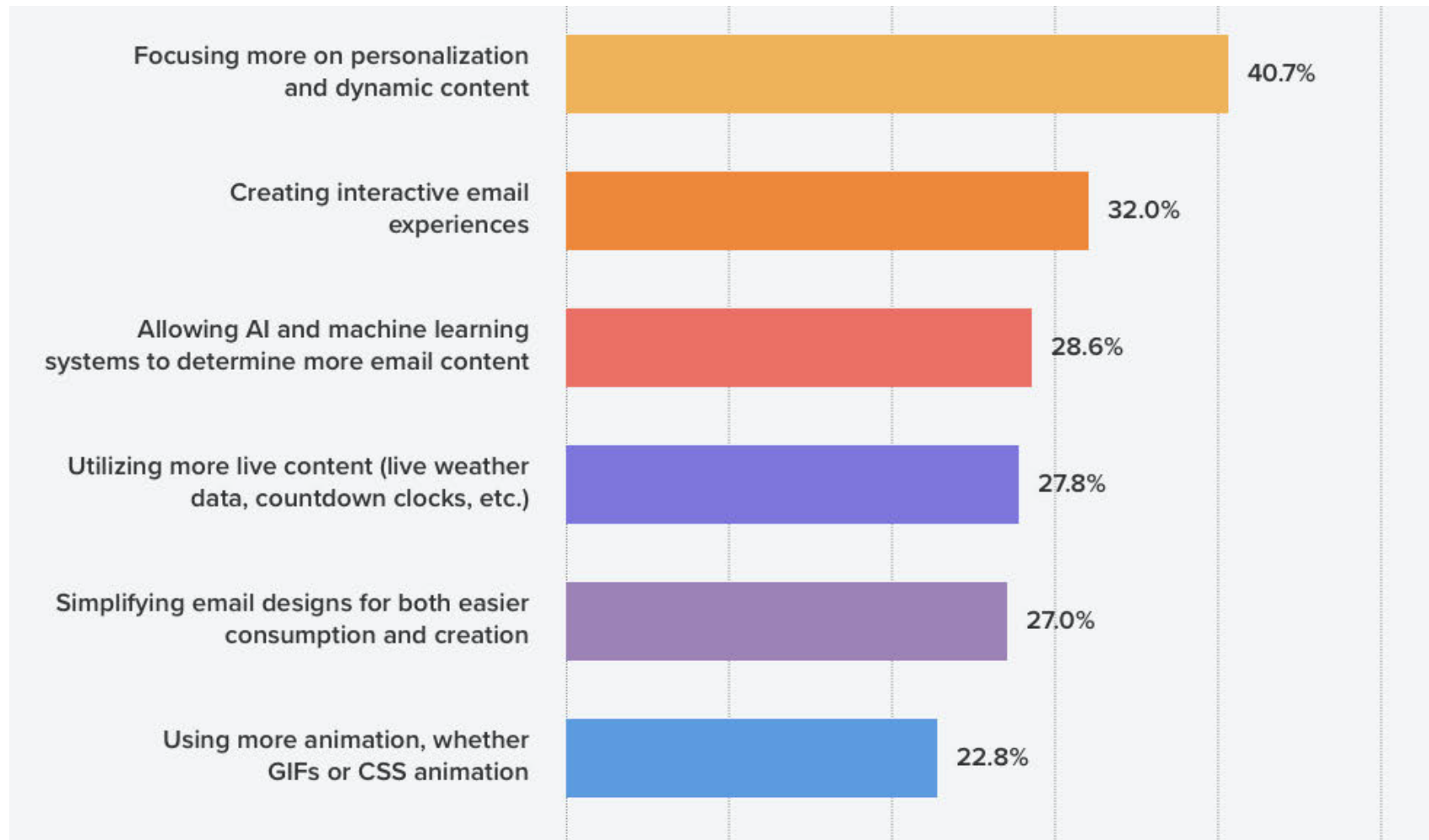
- + Works on all devices and email clients
- + Allows you more control over your email
- + Doesn’t rely on media queries
- Requires more development knowledge
- Can become tricky with complex layouts

HTML Email Development Standard Guide

1. Use single column design
2. Set 600px as the default width
3. Use email-safe fonts
4. Avoid image-only emails
5. Don't forget to add an unsubscribe link
6. Keep email file size under 100kb
7. Code for high DPI displays (@2x images)
8. Include pre-header text
9. Avoid Javascript, Flash, Forms and other Complex CSS/HTML
10. Use cellpadding for spacing
11. Take some extra time with background Images
12. Use inline styles(CSS)
13. Use absolute addresses for images
14. Having enough tests with Litmus

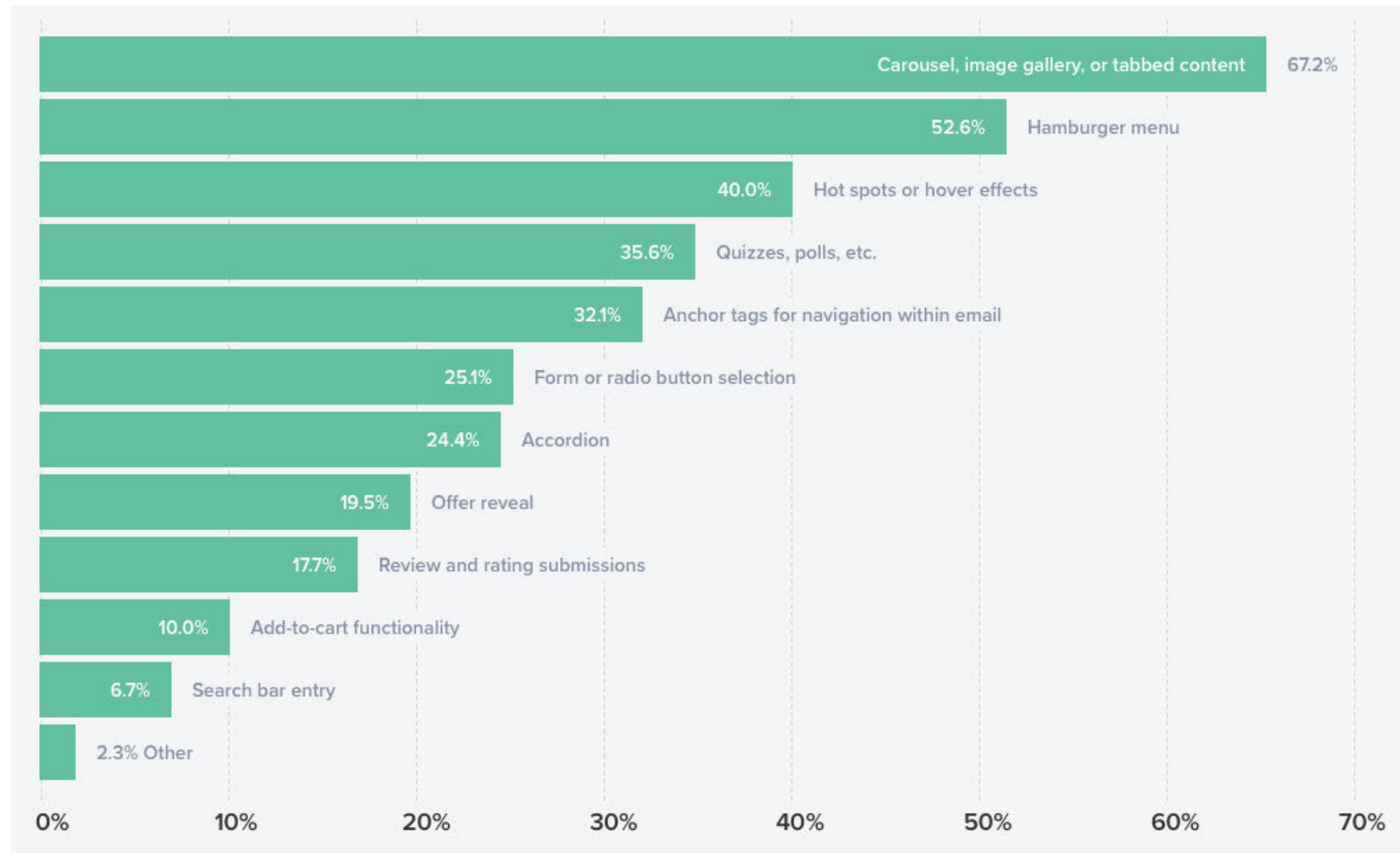
Email Design Trends for 2019

<https://litmus.com/blog/top-email-design-trends>



Creating Interactive email experiences

<https://litmus.com/blog/interactive-email-opportunities-and-challenges>



Send GIF(APNG) Emails in Marketing Campaigns

<https://aritic.com/blog/aritic-pinpoint/animated-gif-emails/>

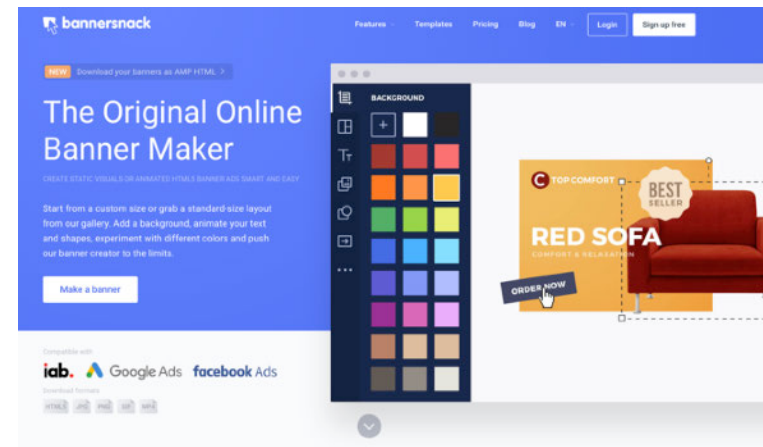
Marketers are using GIF emails a lot. GIFs have come across as a great way for marketers to tell their story in a more visually engaging way. Another catch point is personalisation. It immediately connects with the content, the email is properly personalised with your name, and is totally related to the event and your previous purchase patterns. If these were not in place, probably only a GIF could not trigger so much engagement.

Tool to Use

Bannersnack

<https://www.bannersnack.com/>

\$18/mo = we can create unlimited animated GIFs with good designs.




Pros of Animated GIFs

1. **Loads faster:** GIF animations load much more rapidly than other forms of animations. However, adding too many gif animations can make your email load slowly, and your subscribers may lose their interest.
2. **Better customer engagement:** Customers engagement levels are more with adding gif animations. For example email template of LOFT which shows watermelon seeds that come down as rain and reveal the keyword “Sale” had been efficient in being more visible to the subscribers and had generated large scale interest.
3. **Amuses the audience:** GIF animations entertains the audiences and keep the customers engages.
4. Animated GIFs are up to a point in **explaining the concept** or point.
5. Using GIF emails can increase click-through rates.
6. GIF animations **support greater transparency** when employed in emails.



Competitors

The limited-edition scent* of
12% Cash Back



Only available April 1

See All Stores

*The perfume isn't real, but the Cash Back is!



Amazon
 The limited-edition scent of **12% Cash Back**
 Only available April 1
 See All Stores

Macy's 20% off + free shipping on orders over \$75
 Overstock 20% off + free shipping on orders over \$75
 Neiman Marcus Earn up to a \$500 gift card with select regular-price orders
 eBags 20% off + free shipping on orders over \$75
 Overstock.com 20% off + free shipping on orders over \$75
 Farfetch 20% off + free shipping on orders over \$75
 Carter's 20% off + free shipping on orders over \$75
 Macy's 20% off + free shipping on orders over \$75
 Overstock.com 20% off + free shipping on orders over \$75
 GNC 20% off + free shipping on orders over \$75
 Ulta Beauty 20% off + free shipping on orders over \$75
 Neiman Marcus 20% off + free shipping on orders over \$75
 Macy's 20% off + free shipping on orders over \$75
 Farfetch 20% off + free shipping on orders over \$75
 Herl 20% off + free shipping on orders over \$75
 Earn \$25 for every \$100 you spend
 Get the 12% Cash Back App
 We've selected the Cash Back companies
 Get Cash Back on the latest trends
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 Amazon
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Lowest Prices of the Season - 20% off + free shipping at \$75.

Code: **SAVE**

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Spring Markdown Event - Up to 70% off.

overstock.

+12.0% Cash Back >

Earn up to a \$500 gift card with select regular-price orders.

Neiman Marcus

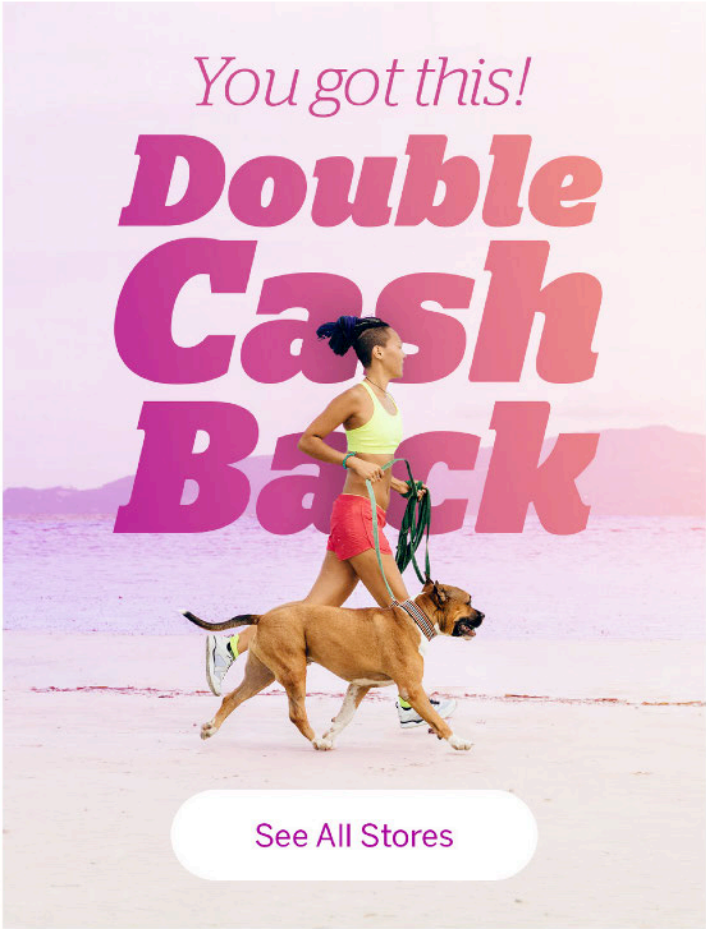
Code: **APRILGC**

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Rakuten

You got this!









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 <p>Up to 8% Cash Back ></p>	 <p>9% Cash Back ></p>
 <p>6% Cash Back ></p>	 <p>4% Cash Back ></p>
 <p>6% Cash Back ></p>	 <p>4% Cash Back ></p>

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Suggestions

1. Mobile First (Content Width 480px)
2. Gmail optimisation (Don't be clipped)
3. Use purple for the primary color instead of orange (Keep Clean)
4. Don't be afraid of scrolling down
5. Make the hero banner to be more stand out.
6. Increase font-size
7. Align with the standard email development guidelines
8. Simplify header and footer
9. Keep more clean, having more spaces
10. Use animated gif or png to get more attractions