

# **Brunch & Learn:**

# **Email Design Best Practices for Desktop, Mobile, Tablet & Beyond**

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November 7, 2013

**A special thank you to:**



**Thank you for joining us – we will be starting at 12:30 PM ET/9:30 AM PT**

If you are unable to hear music at this time, please make sure that your computer speakers are turned on and that your system has not been muted.

**#DMIQWebinar**

# Today's Speakers

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**Jason Rodriguez**

Community Manager  
Litmus

Author, *Modern HTML Email*



**Daniel Sears**

Interaction Designer  
Trendline Interactive

Moderator



**Ethan Boldt**

Chief Content Officer  
*Direct Marketing IQ*

**#DMIQWebinar**

# Tips for Webinar Attendees

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- **Technical difficulties?** Let us know by using the “Q and A” box, or trouble-shoot by clicking the “Help” widget below

→ **Quick tip:** Common problems (like loss of sound and/or stall in the slides) can often be fixed by a quick refresh of your browser.

- **Have a question for today’s speaker?** Submit via the “Q and A” box
- Please **disable pop-up blockers**



- **See what this console can do!** Click on the “Tips for Attendees” widget for the complete rundown.

Don’t forget to “share” this webinar!



#DMIQWebinar

# Email in the Age of Touch

Why mobile email matters  
and how to optimize for touch.



# Some Quick Info

**Jason Rodriguez**

Community Manager at Litmus

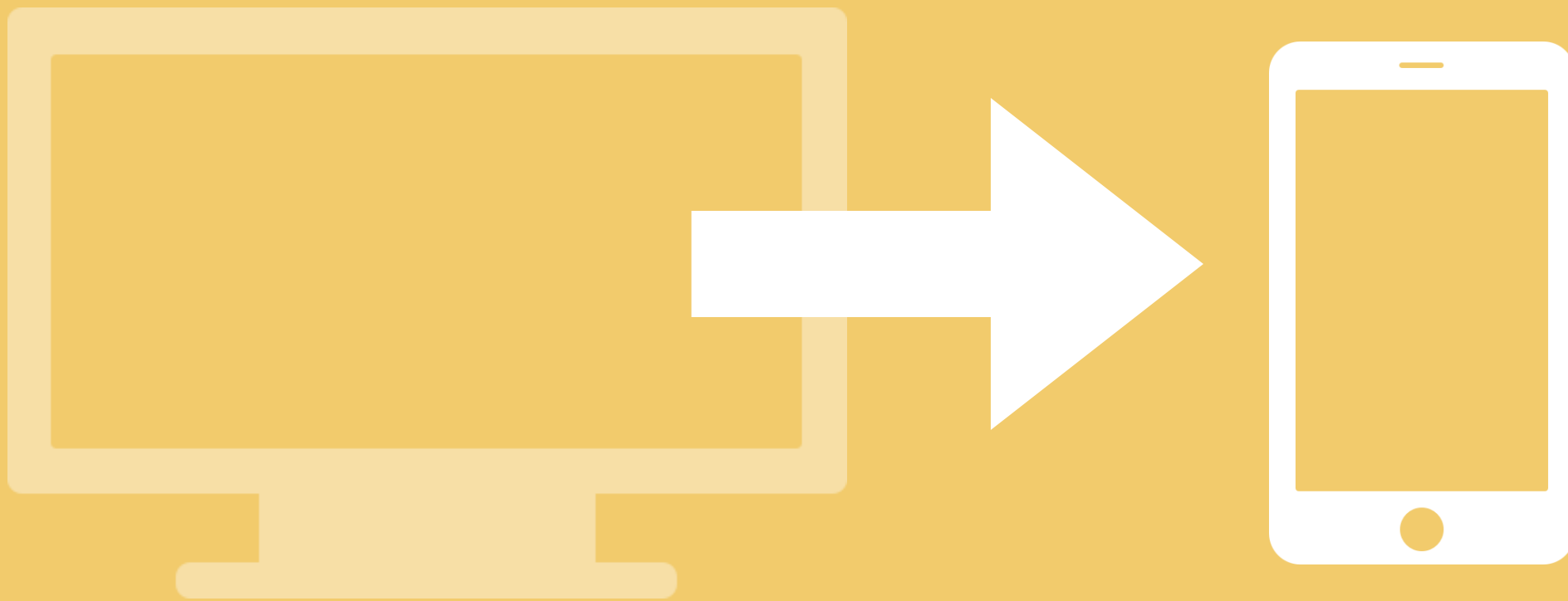
Wrote Modern HTML Email  
<http://modernhtmlemail.com>

Follow me on Twitter  
[@rodriguezcommaj](https://twitter.com/rodriguezcommaj)



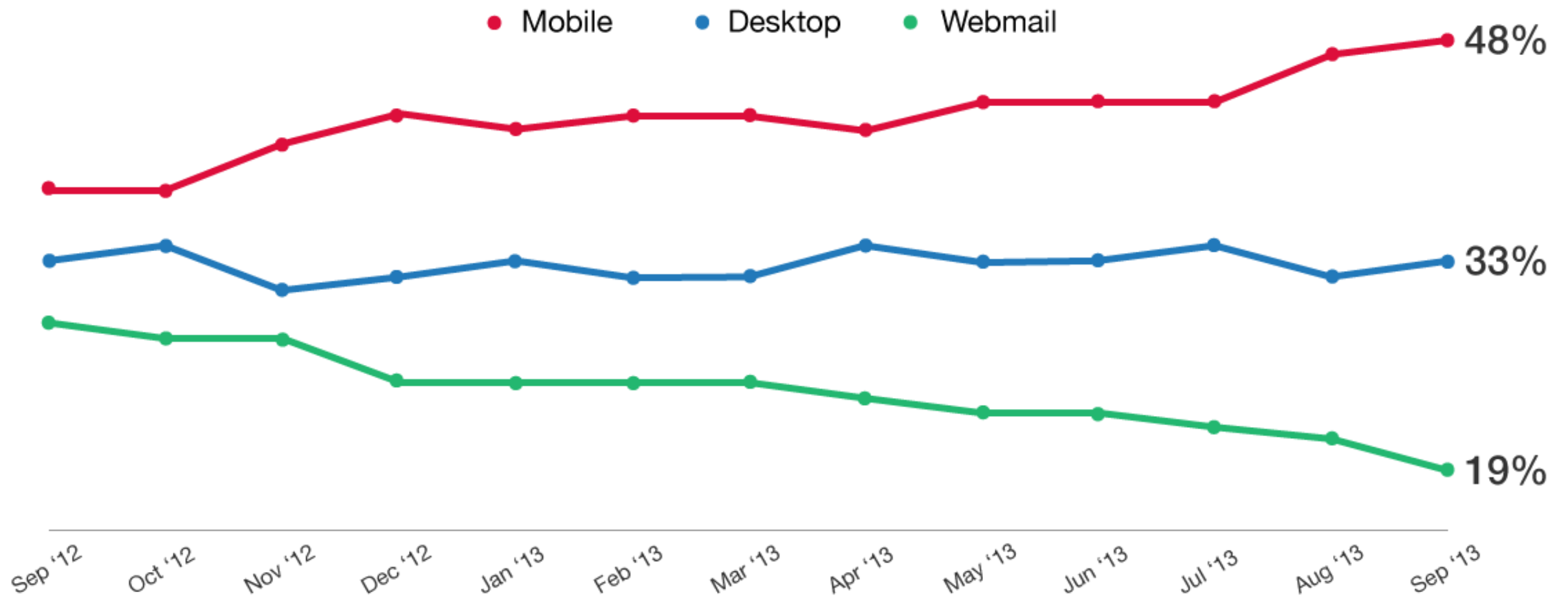
# The Changing Face of Email

Mobile is the new inbox.



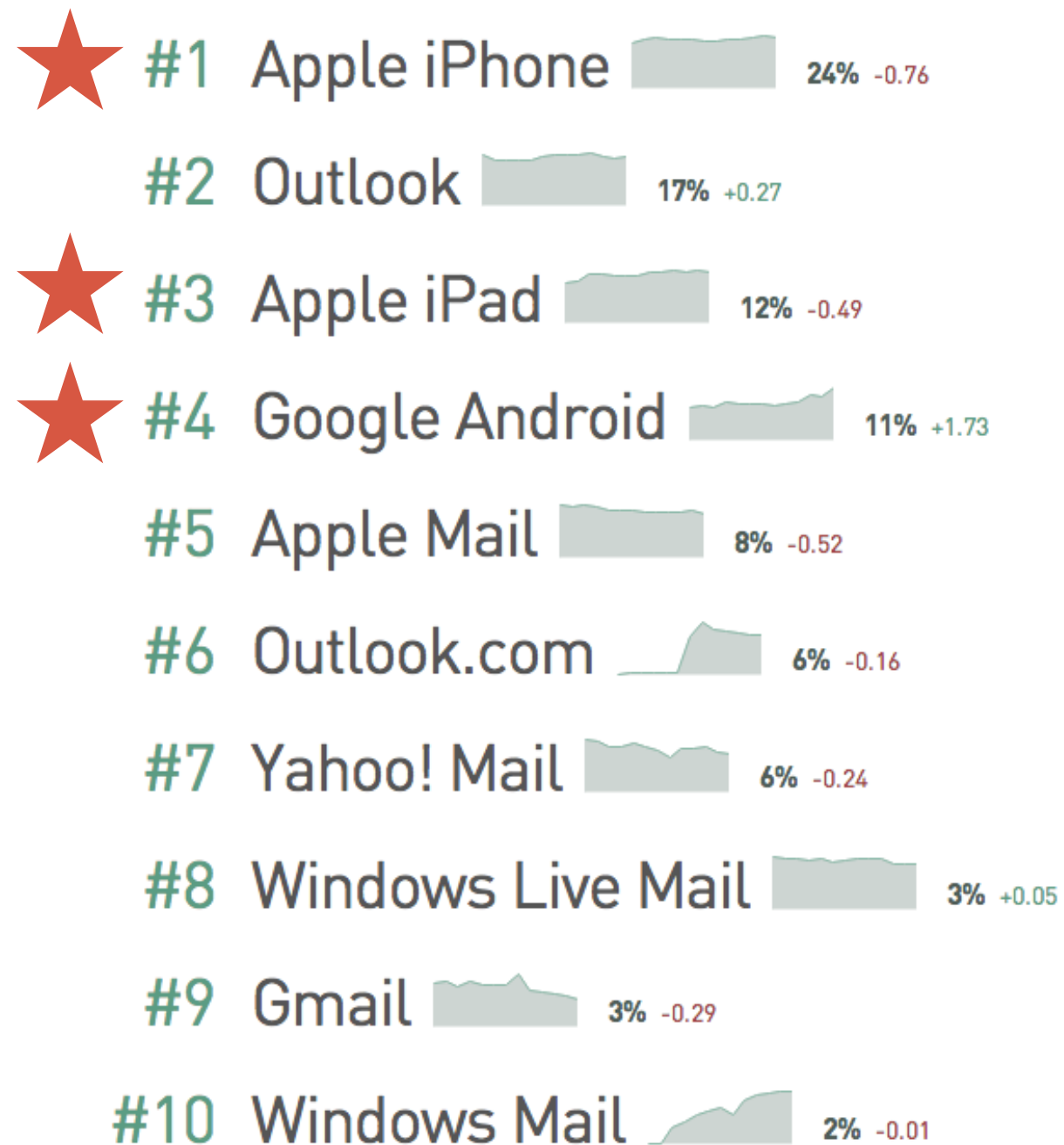
# Mobile Opens Are Increasing

## Change in Overall Opens



<https://litmus.com/blog/48-of-emails-are-opened-on-mobile-gmail-opens-down-20-since-tabs>

# Which Clients Matter?



## iOS:

Mail for iPhone

Mail for iPad

Gmail

Mailbox

Sparrow

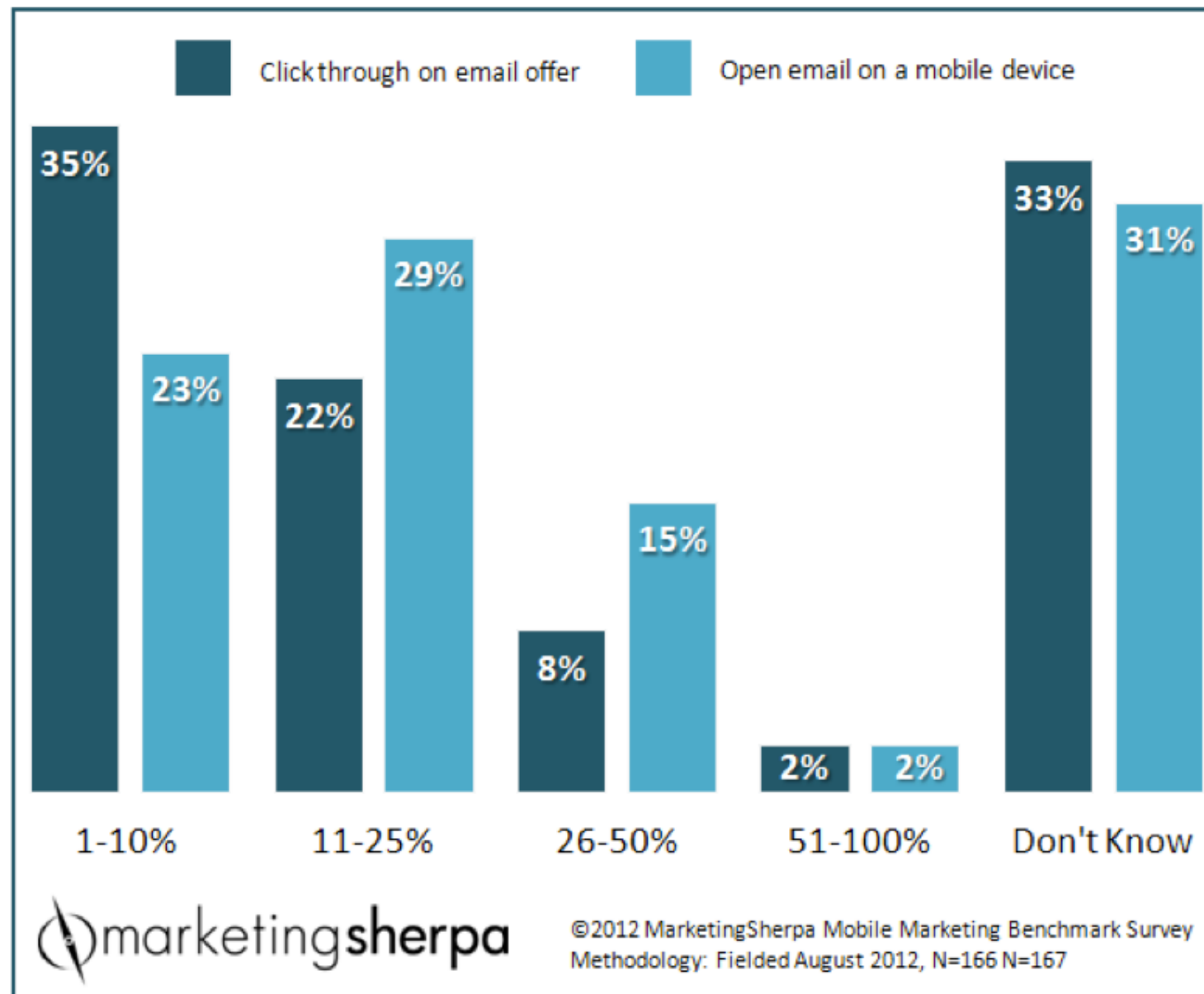
## Android:

Mail App

Gmail for Android



# Know Your Audience



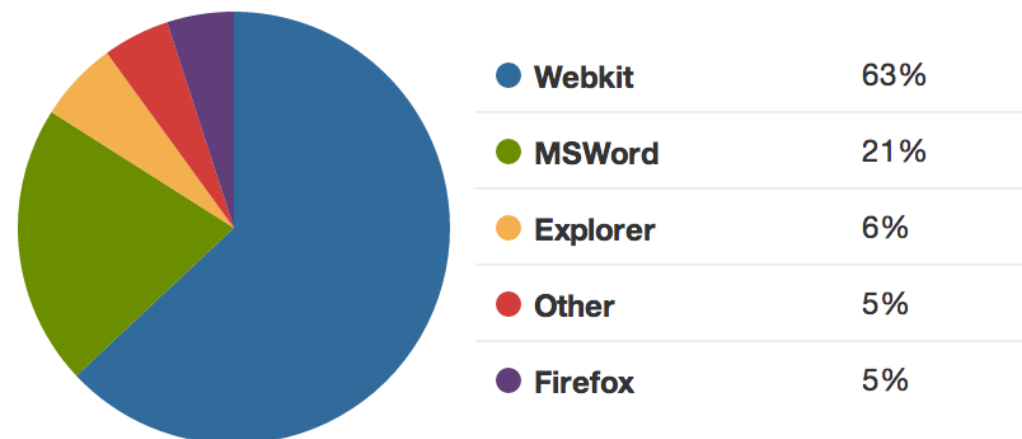
**31%** of marketers don't know their mobile open-rate.

**33%** don't know their mobile click-through rate.

# We Can Help With That

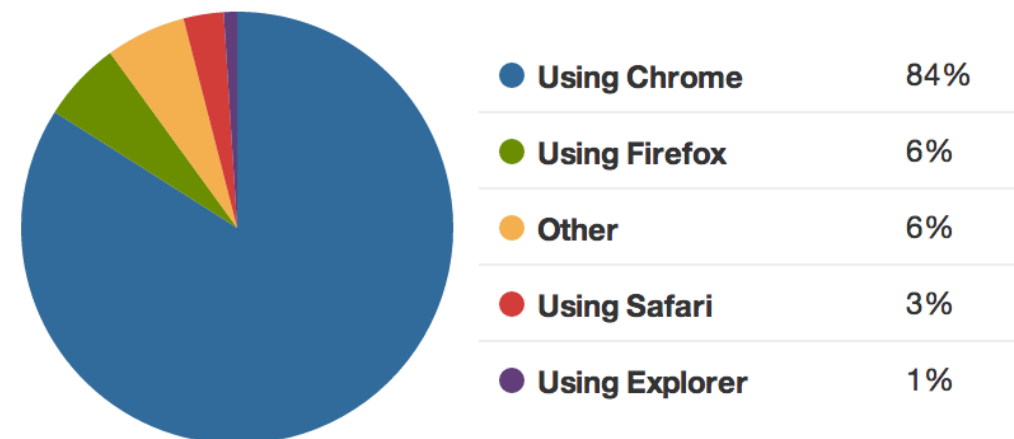
## Rendering engines

The comparative popularity of different rendering engines built into the email clients these recipients are using.



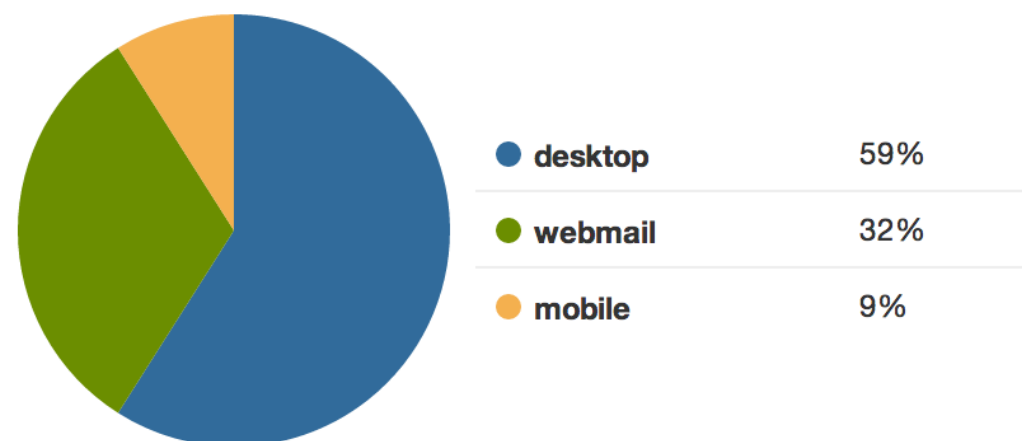
## Browser usage

The popularity of different web browsers used by recipients when reading their email in a web-based email client such as Gmail.



## Reading environment

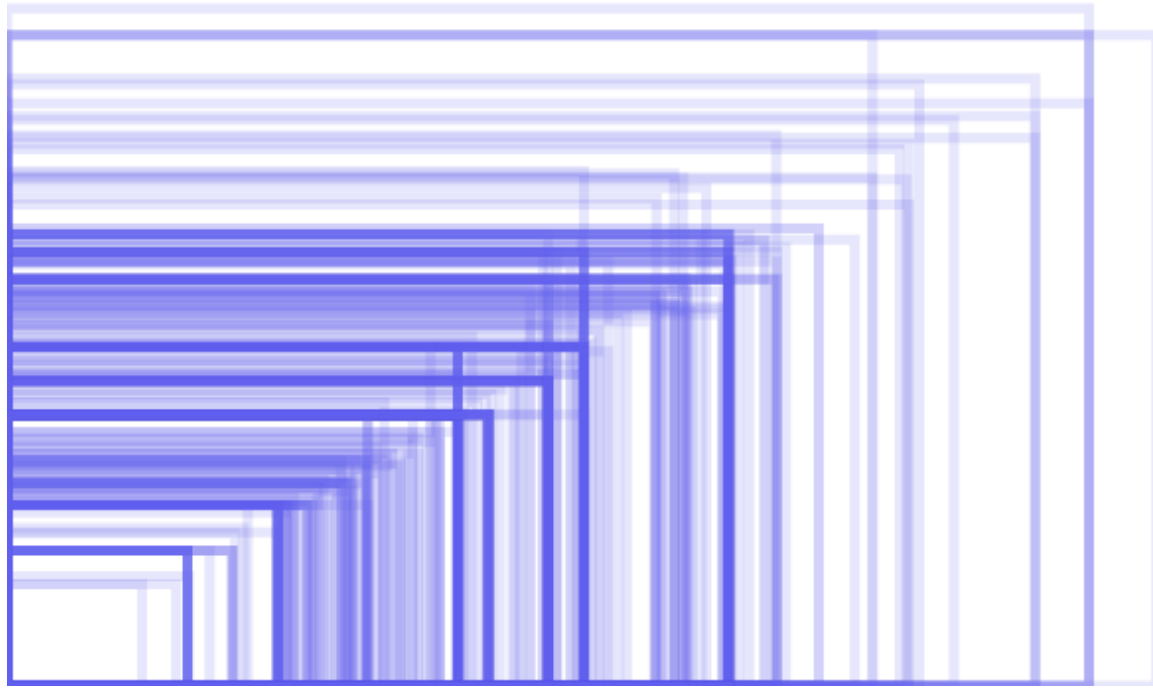
The popularity of different environments, such as web-based email clients (Gmail, Outlook.com, etc.), desktop-based (Apple Mail, Outlook, etc) or mobile devices (iPhone, iPad, Android etc)



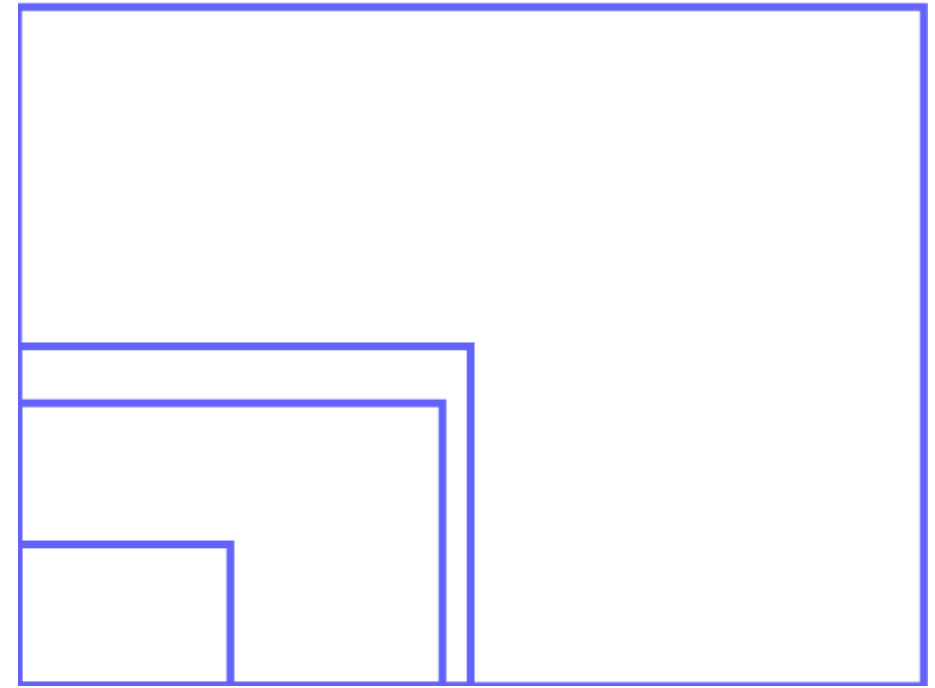
Use **Litmus Email Analytics** to get in-depth metrics on clients, rendering engines, devices, locations, and interactions.

<http://litmus.com/email-analytics>

# Know Their Environment



**Android Device Sizes**



**iOS Device Sizes**

<http://opensignal.com/reports/fragmentation.php>

# It's all about the Subscriber Experience

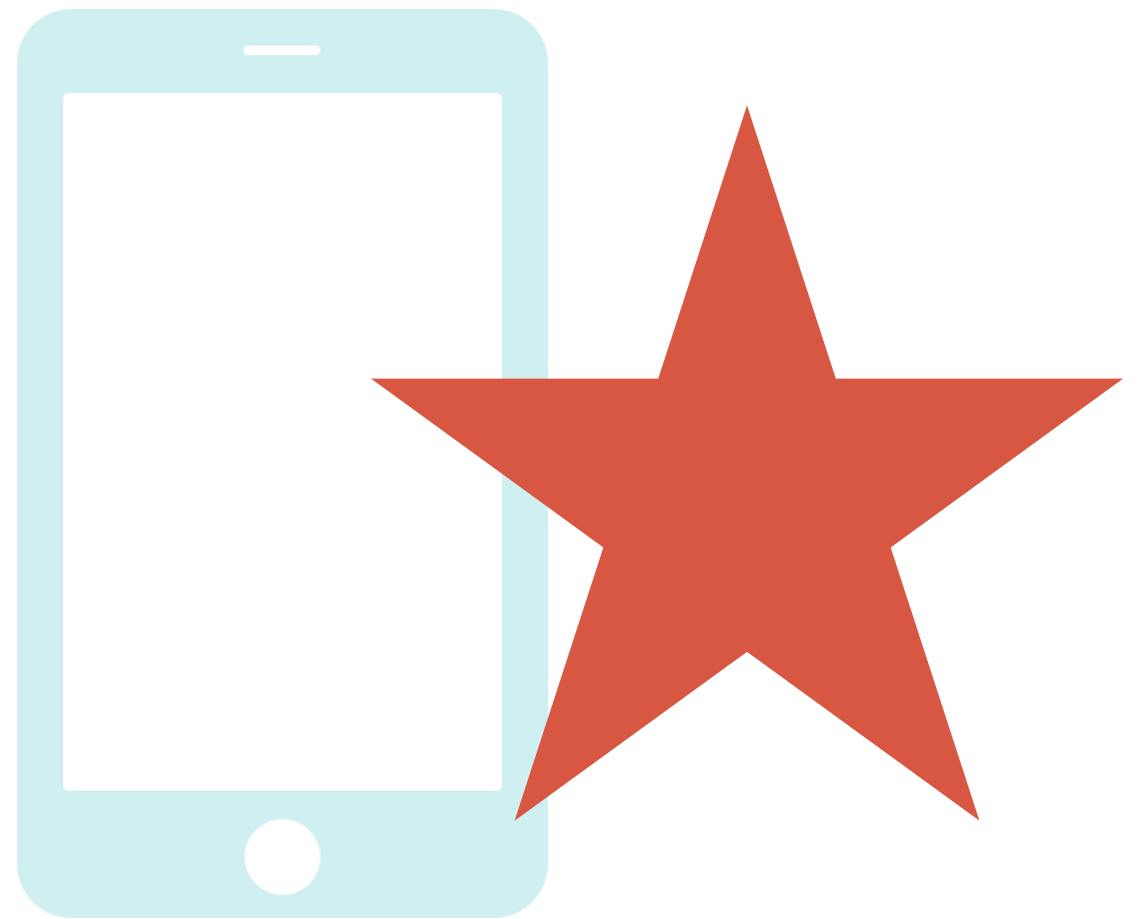
Not just how your emails look.



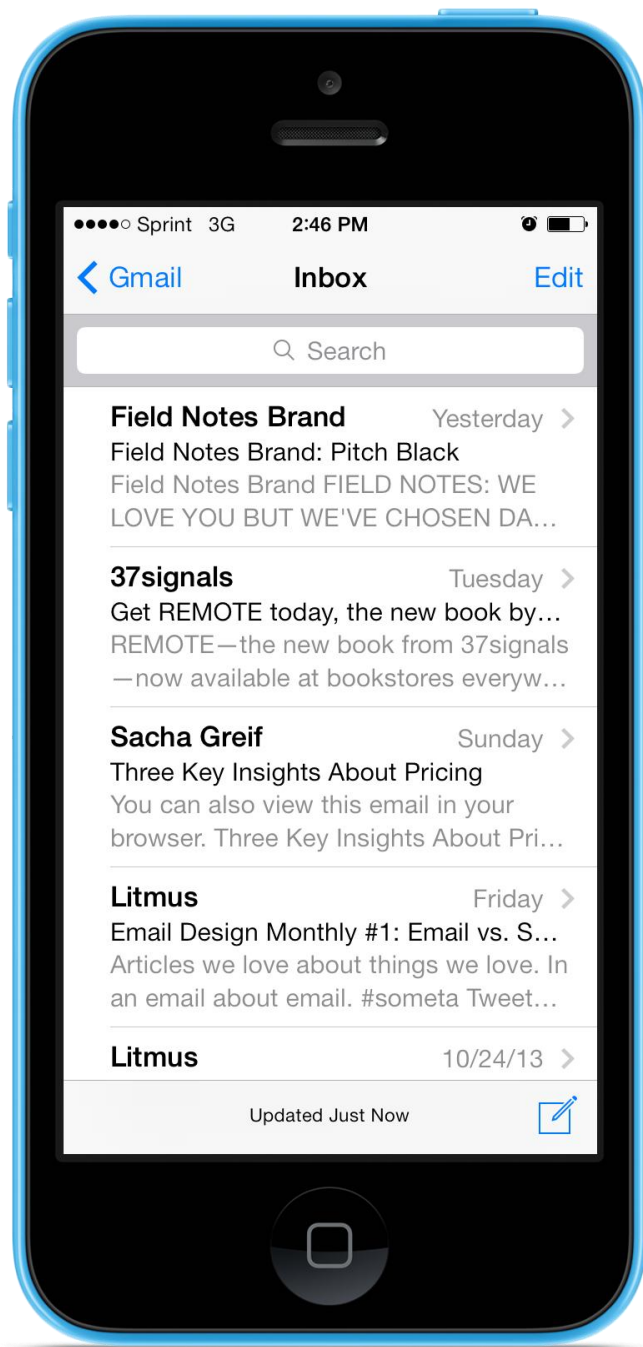
# The Subscriber Experience

## 3 Points in the Subscriber Experience

1. The Inbox
2. The Email
3. The Landing Page



# First Impressions



The **inbox** is the subscriber's first impression.

Keep your **from name relevant** and **familiar**.

Put your **subject line** to work.

User **preheader text** to elicit opens.

# Mobile Subject Lines

Test **length** on real devices.

Stay **relevant** and **specific**.

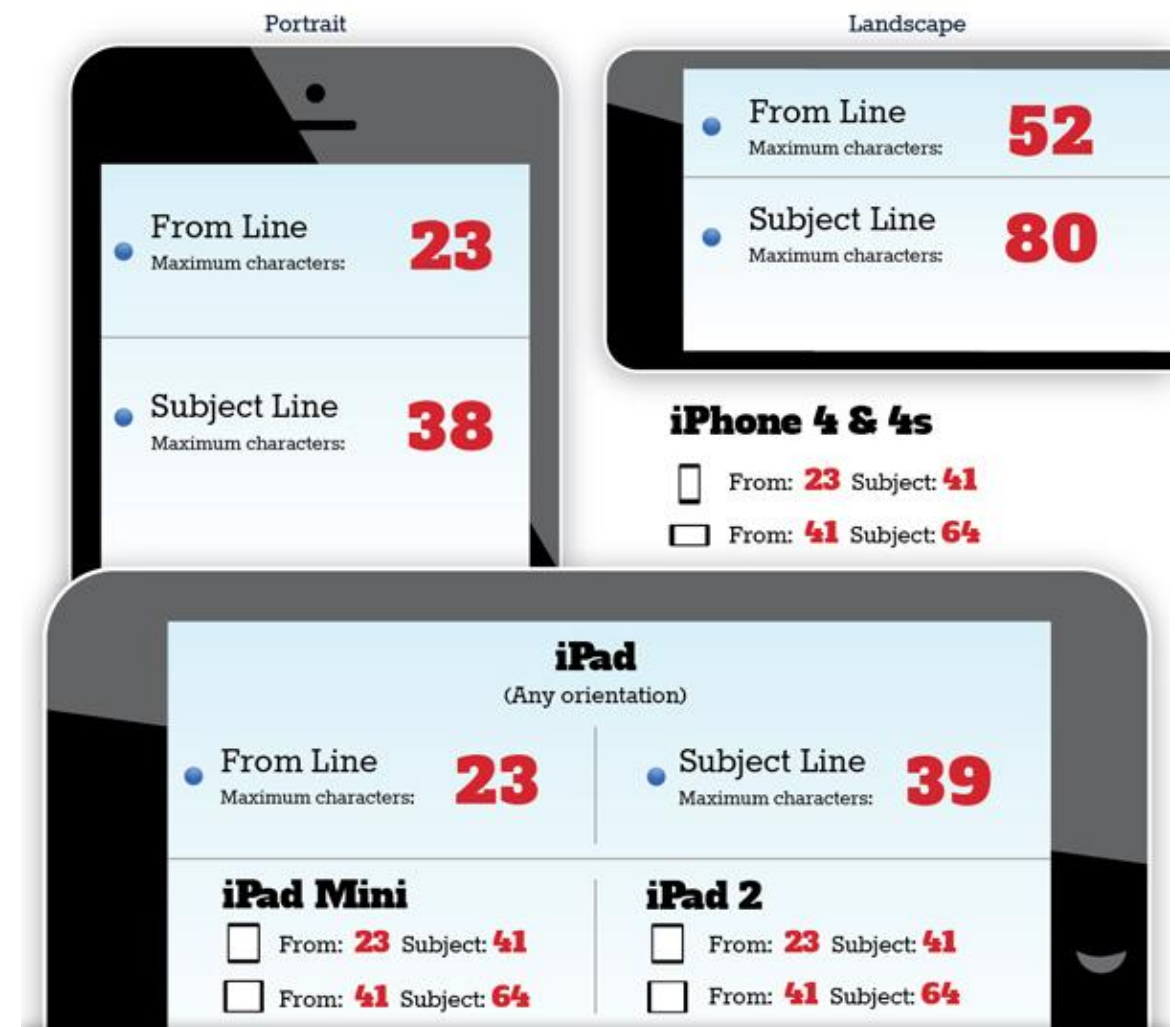
Create a sense of **urgency**.

Have a clear **CTA**.

**Test** different subject lines.

“When it comes to email marketing, the best subject lines tell what’s inside, and the worst subject lines sell what’s inside.”

- The MailChimp Crew

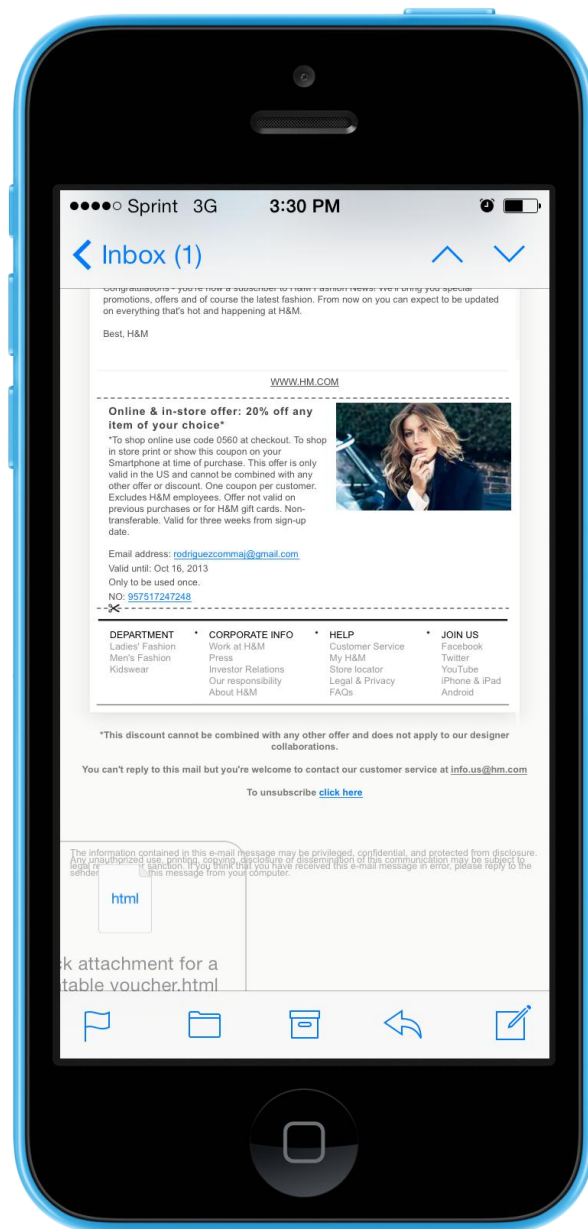


A From Name or Subject Line longer than the character counts shown will create ellipses which will shorten the line by 2 characters (all iOS devices all orientations).

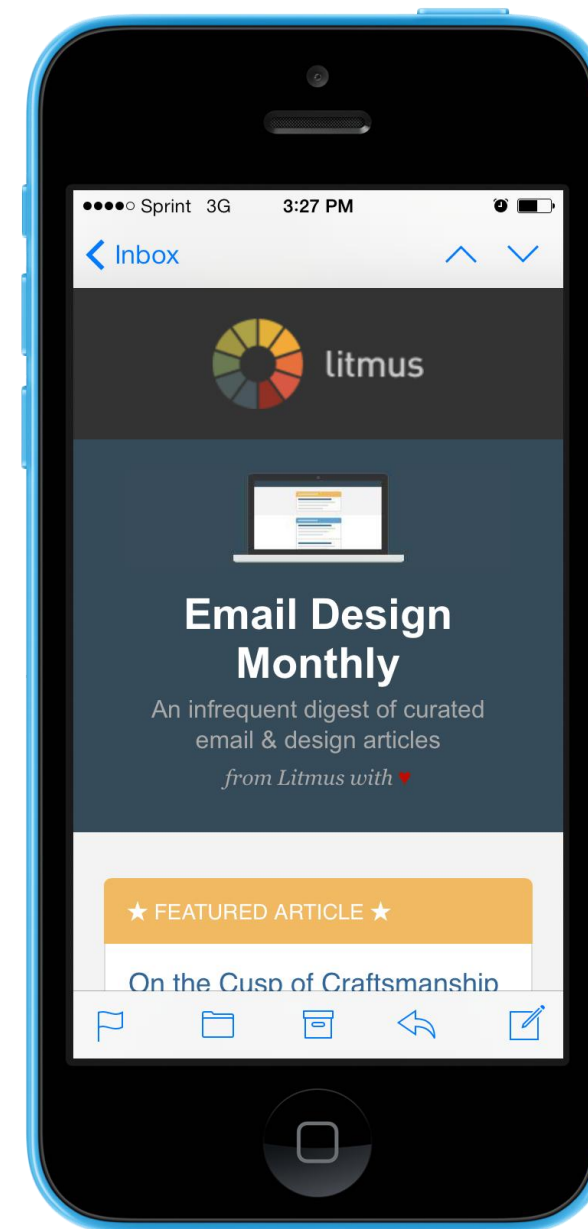
[http://masstransmit.com/broadcast\\_blog/mobile-email-from-name-and-subject-line-displays-infographic/](http://masstransmit.com/broadcast_blog/mobile-email-from-name-and-subject-line-displays-infographic/)

# Make It Look Good

Make your emails **look fantastic** on mobile devices.  
(We'll talk about how to do this later)



VS.





# Mobile Design Strategies

Choose a mobile design strategy that works for your **team** and **audience**.  
Find a solution that works with your **time table** and **resources**.

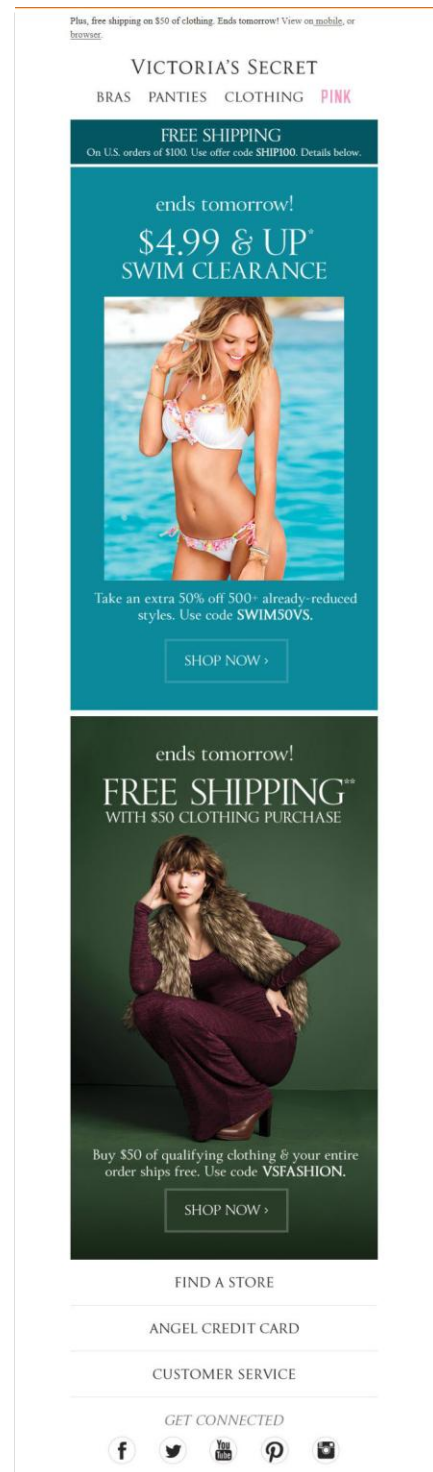
## 3 Main Strategies

Mobile-Aware

Fluid

Responsive/Adaptive

# Mobile-Aware



One layout for all devices.

Keep mobile in mind from the beginning.

Usually single-column.

Keep text, images, and CTAs mobile-friendly.

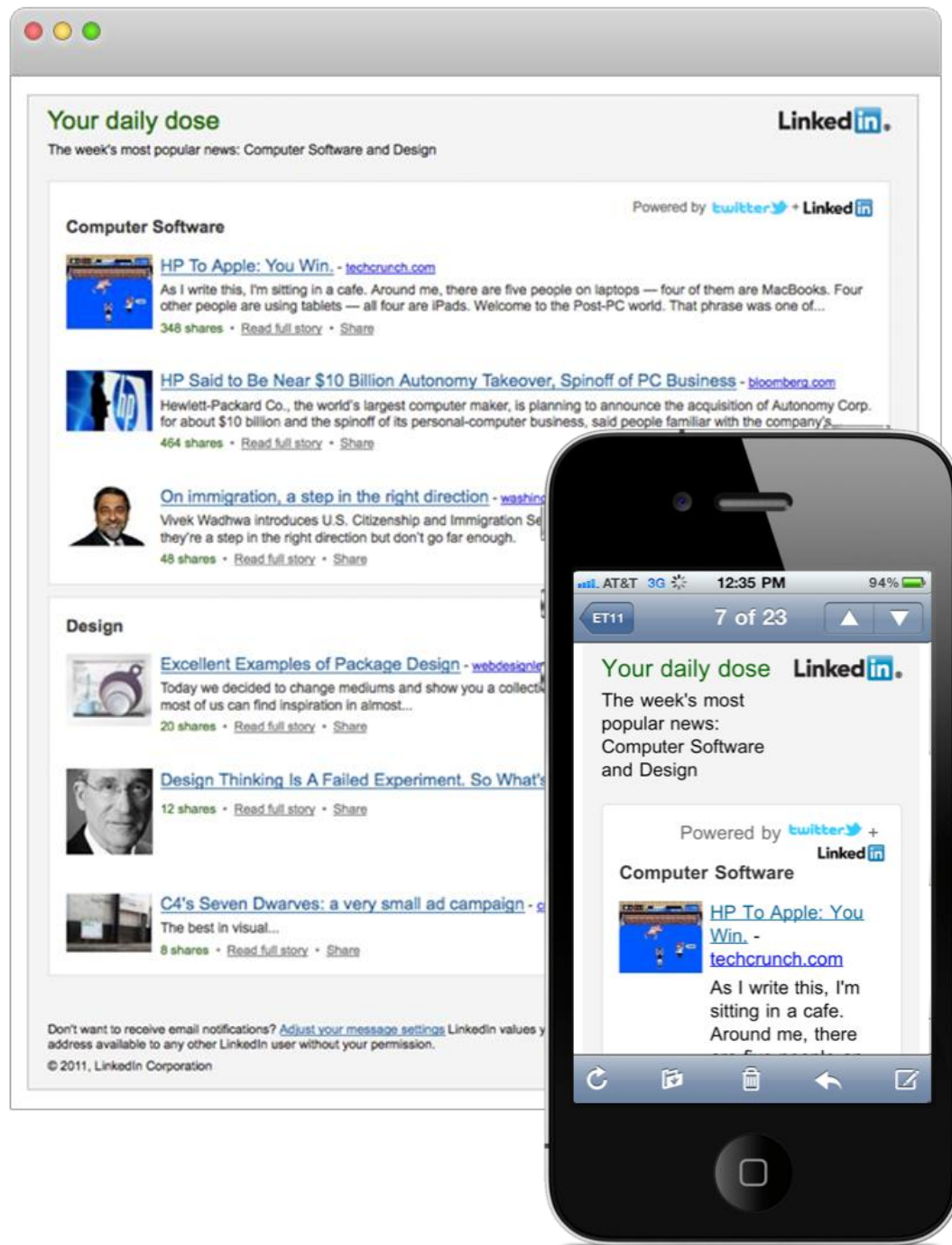
# Fluid

Layout doesn't change but expands/contracts for devices.

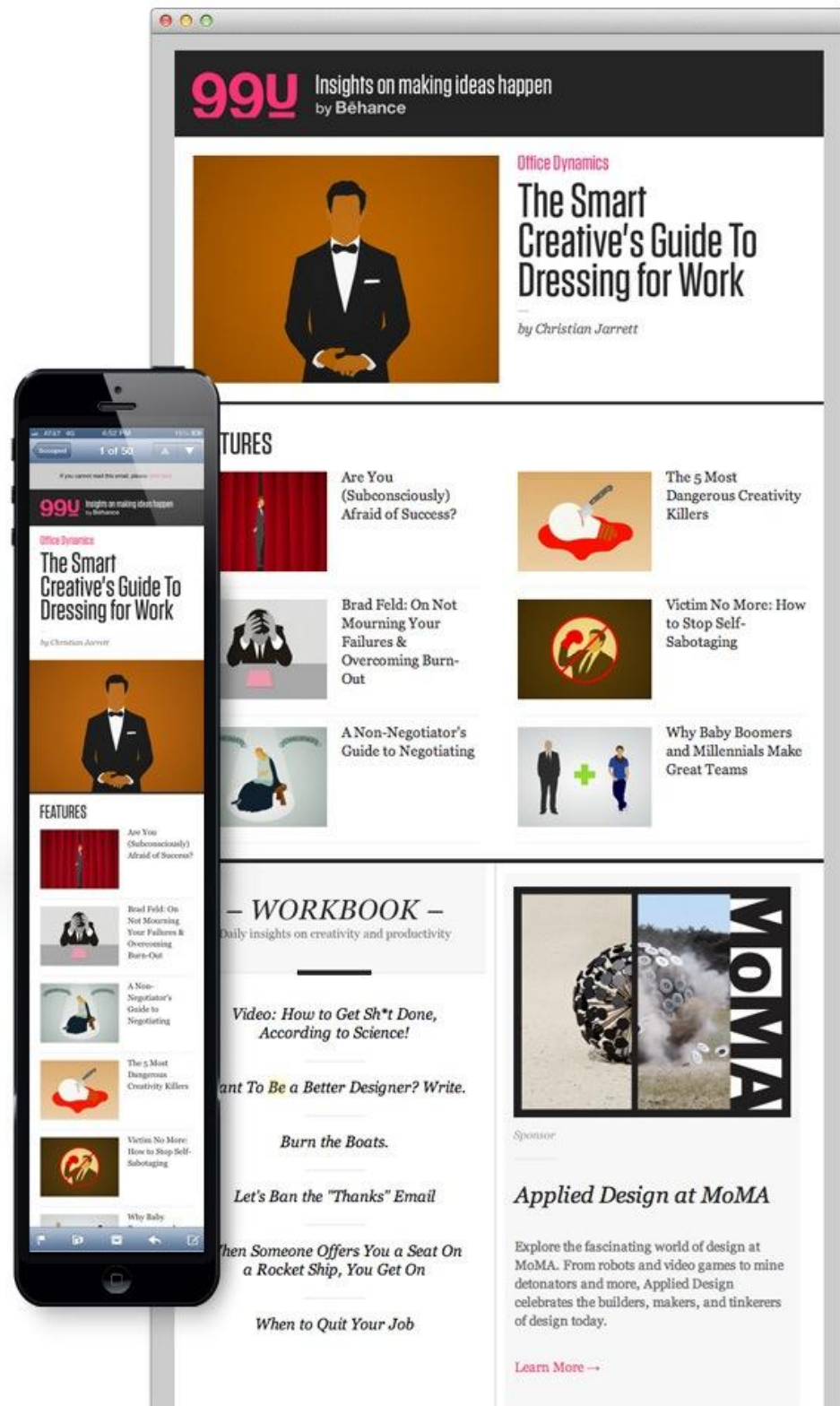
No swapping or restructuring of content.

Uses fluid tables and images.

Relatively quick and easy to implement.



# Responsive FTW



Email is restructured and optimized for varying device sizes.

Restructuring of content.

Uses **media queries** along with fluid tables and images.

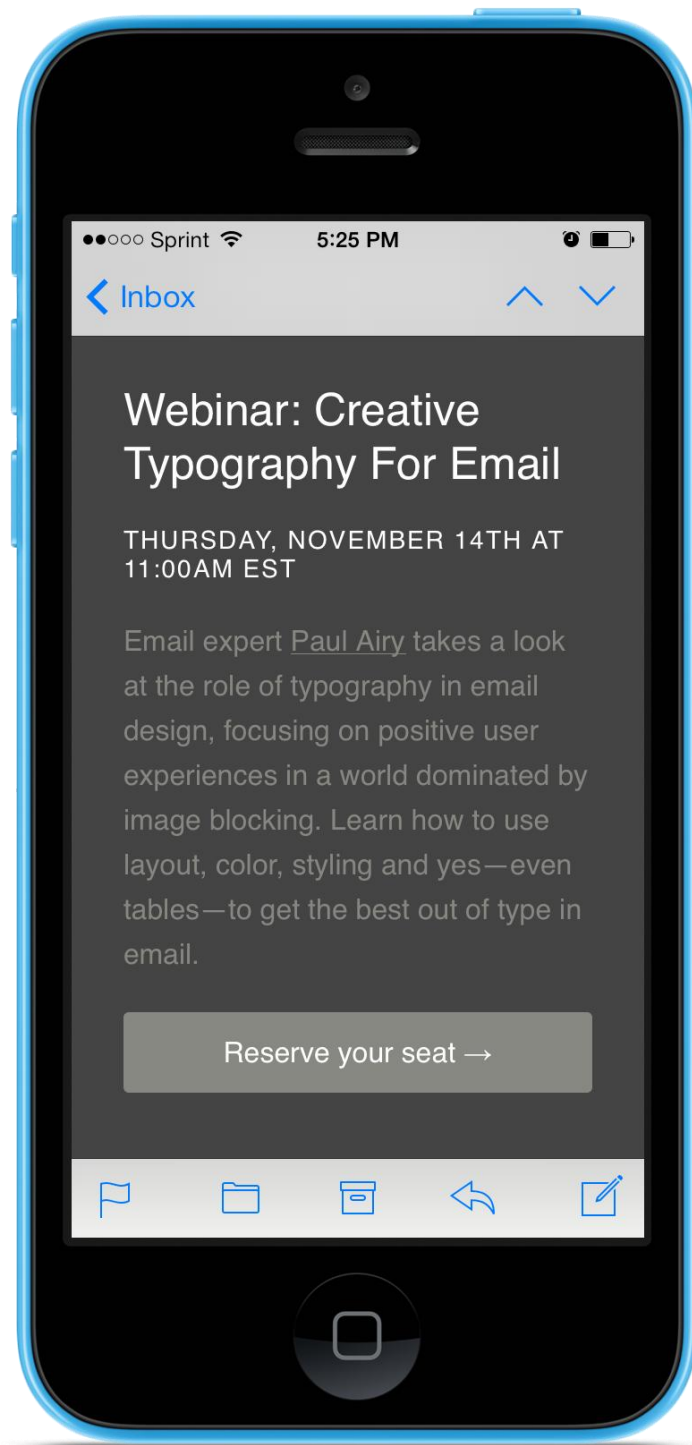
Can swap content for different device sizes.

# Get Them To Take Action

Your job is to get subscribers to **interact** with the email.

Accomplish this with **compelling content** and  
splendidly **touchable CTAs**.

# Mobile CTAs



Make your mobile CTAs touchable.

Value spacing around touch targets.

Make buttons at least **44x44** pixels.

Use compelling button text.

Supplement with symbols.

Use bulletproof buttons, not images.

# Follow Through

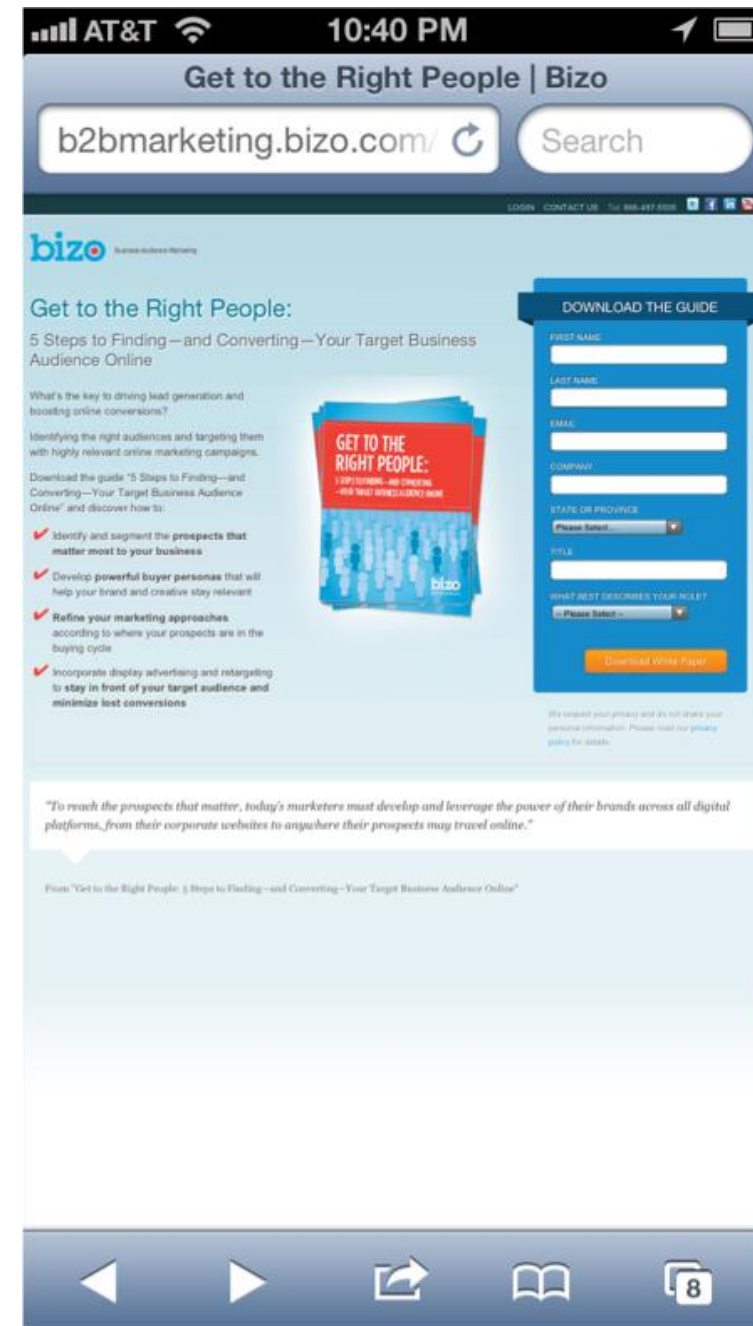
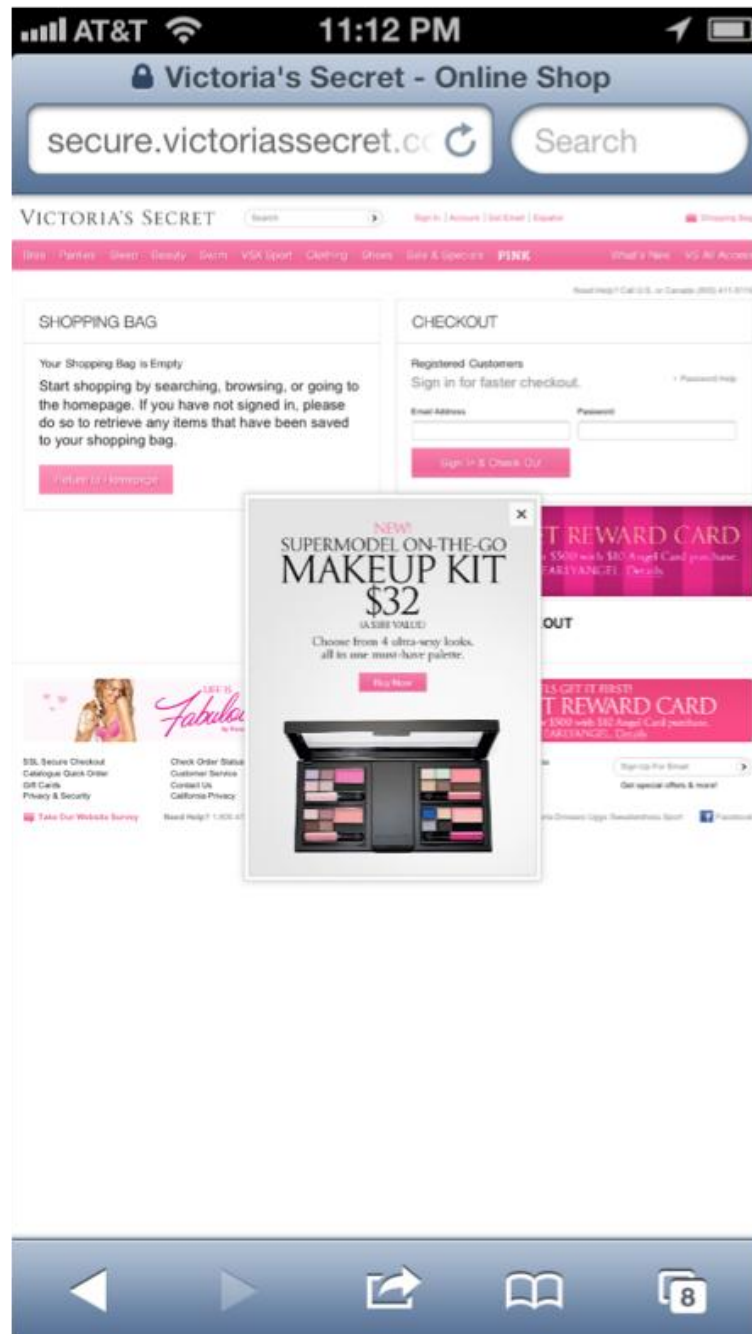
**The subscriber experience doesn't end at the email.**

The email is there to get subscribers to **take action**,  
which typically happens on the **landing page**.

If you don't optimize your landing pages for mobile,  
why even bother with optimizing your emails?



# Don't Do This





# Do This Instead

AT&T 10:36 PM

## Webinar Registration

**Sign in here:**

Email  \*

Address

☐ Remember me

Login

**New to Sitecore:**

First Name  \*

Last Name  \*

Email  \*

Address

Job Title  \*

State/Prov  \*

Country  \*

Organization  \*

Phone  \*

AT&T 11:11 PM

Keyword or Item #  SEARCH ▶

happy easter

FREE SHIPPING ON EASTER ENTERTAINING >

SHOP BY CATEGORY

New >

Furniture >

Outdoor >

Rugs & Windows >

Bedding >

Bath >

Lighting >

# It's About The Experience

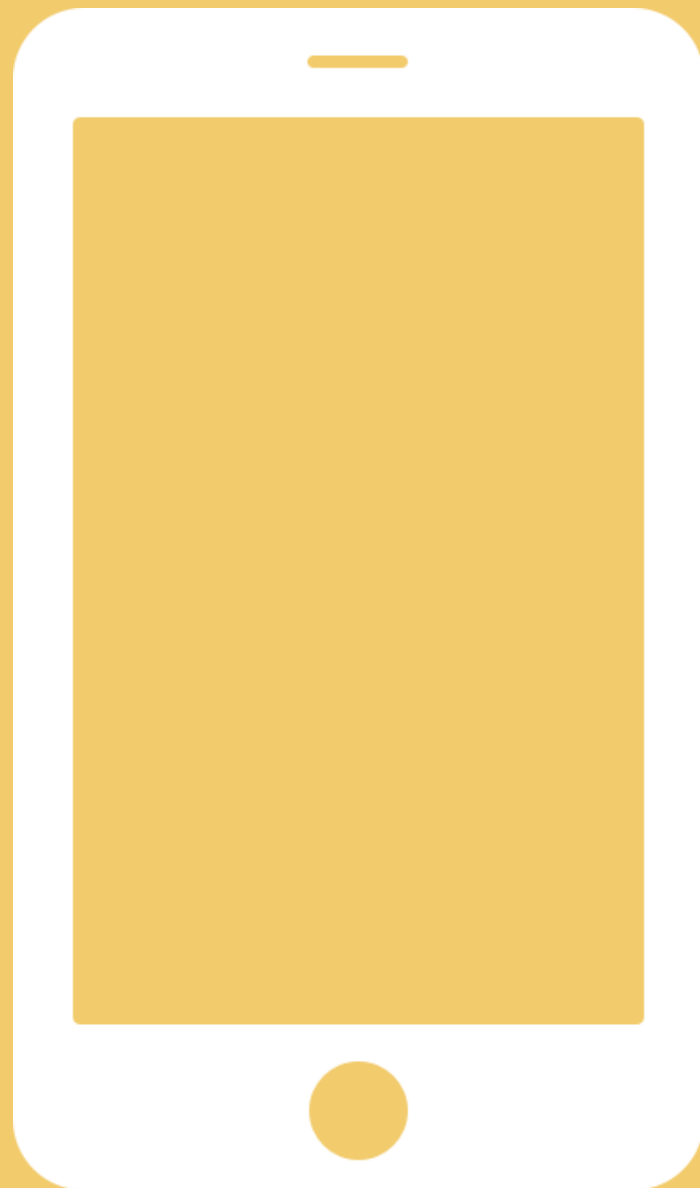
Take into account the **entire subscriber experience**  
- from inbox to email to landing page.

Optimize all three for mobile, it is increasingly  
the **most important platform**.

Your job doesn't end with the email - coordinate with web teams  
to **optimize landing pages** for mobile, too.

# Quick Wins for Mobile

Start with mobile in mind.



# Use Preheader Text

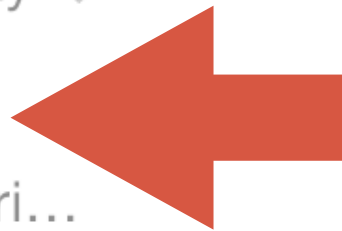
The inbox will show something - put it to use.

**Sacha Greif**

Sunday >

Three Key Insights About Pricing

You can also view this email in your browser. Three Key Insights About Pri...



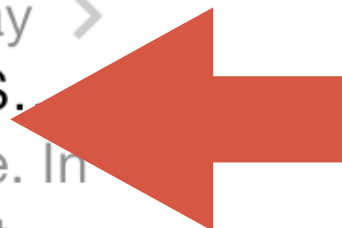
Don't let your "view in the browser" message be the first thing subscribers see.

**Litmus**

Friday >

Email Design Monthly #1: Email vs. S.

Articles we love about things we love. In an email about email. #someta Tweet...



Use your preheader to entice an open.

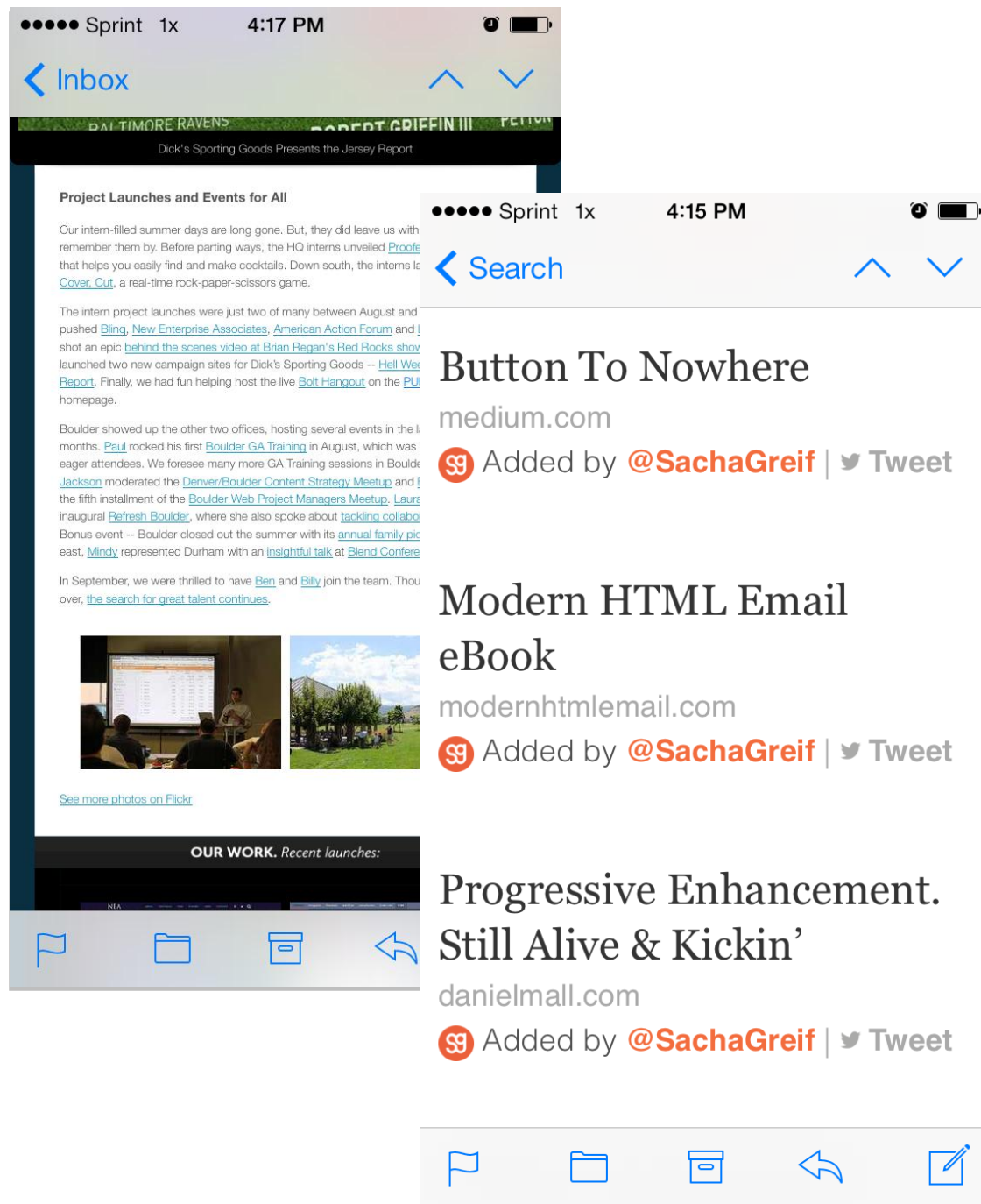
# Keep Text Big

Which one looks better?

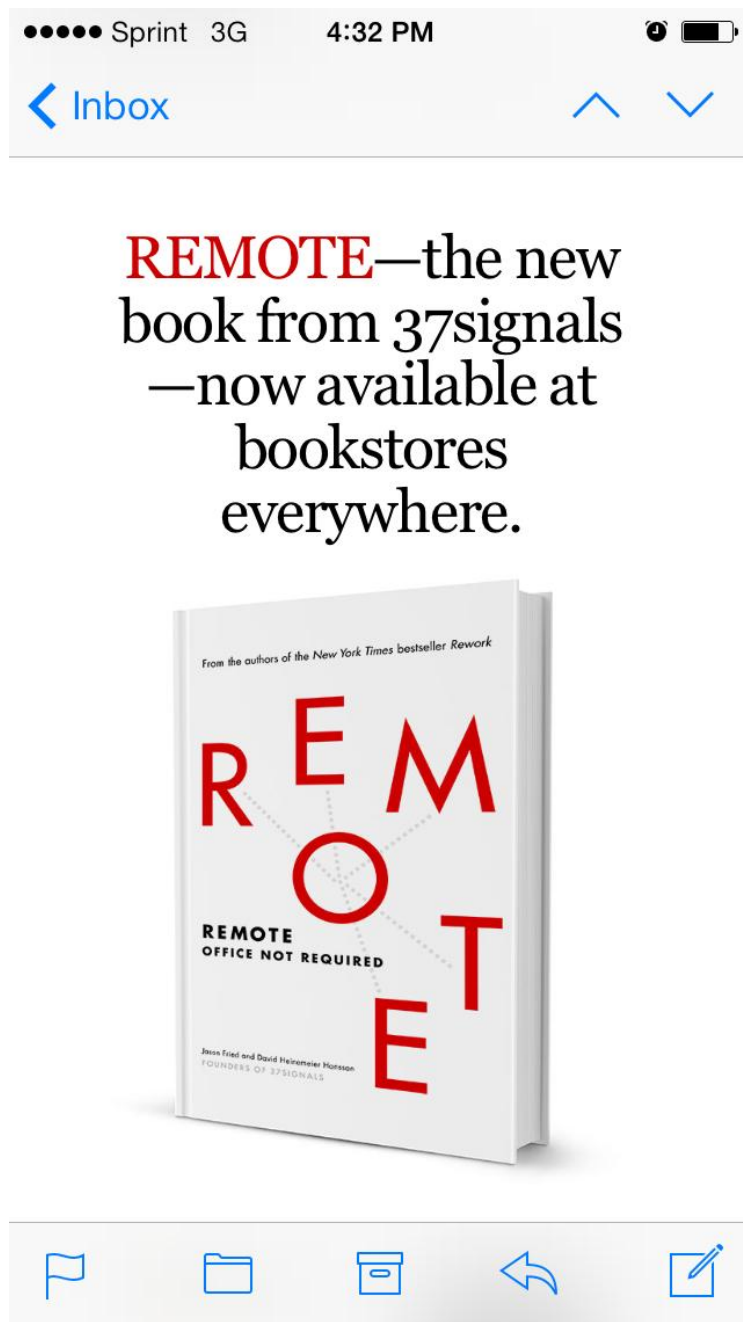
Keep text big and readable.

iOS will automatically resize text less than 13px in size. You can disable this with:

`-webkit-text-size-adjust:none;`



# Keep Copy Simple



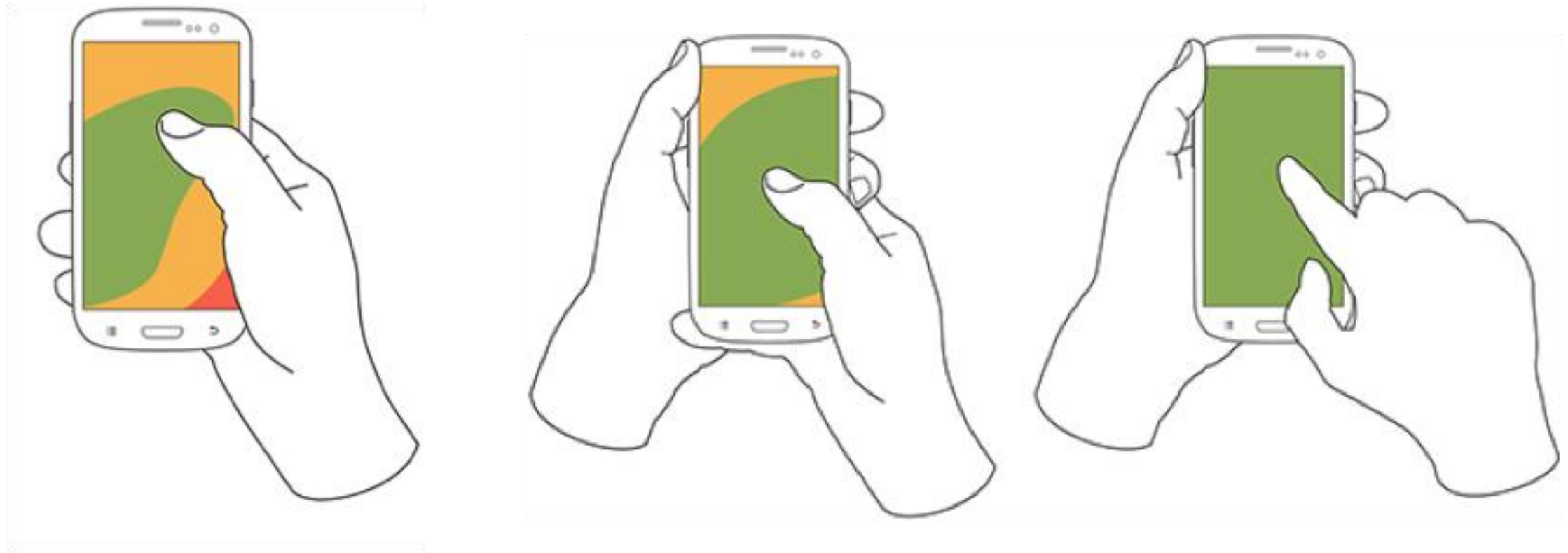
Short, concise copy makes your message **easy to remember**.

It forces you to distill your message to its **essence**.

It keeps your design **clean**.

Use great, simple copy to get subscribers to tap through to **where you want them** - your website.

# Design For Touch



Keep touch targets **big** and **in range** of thumbs.

# The One Thumb Rule

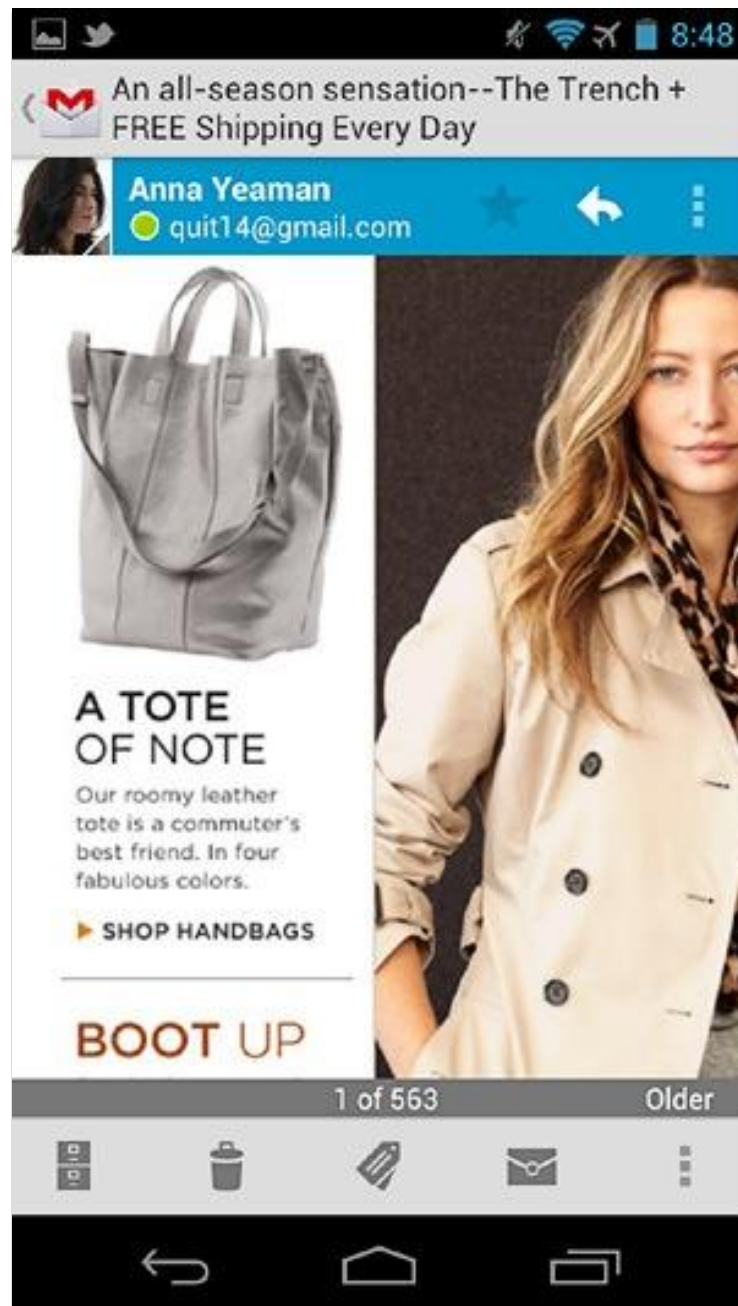
“People use their smartphones anywhere and everywhere they can, which often means distracted situations that require one-handed use and short bits of partial concentration. **Effective mobile designs not only account for these one thumb/one eyeball experiences but aim to optimize for them as well.**”

- Luke Wroblewski

<http://www.lukew.com/ff/entry.asp?1664>



# Keep Android In Mind



## Grid of Grim

Some Android mail clients won't render responsive designs or scale emails - resulting in a zoomed out "Grid of Grim".

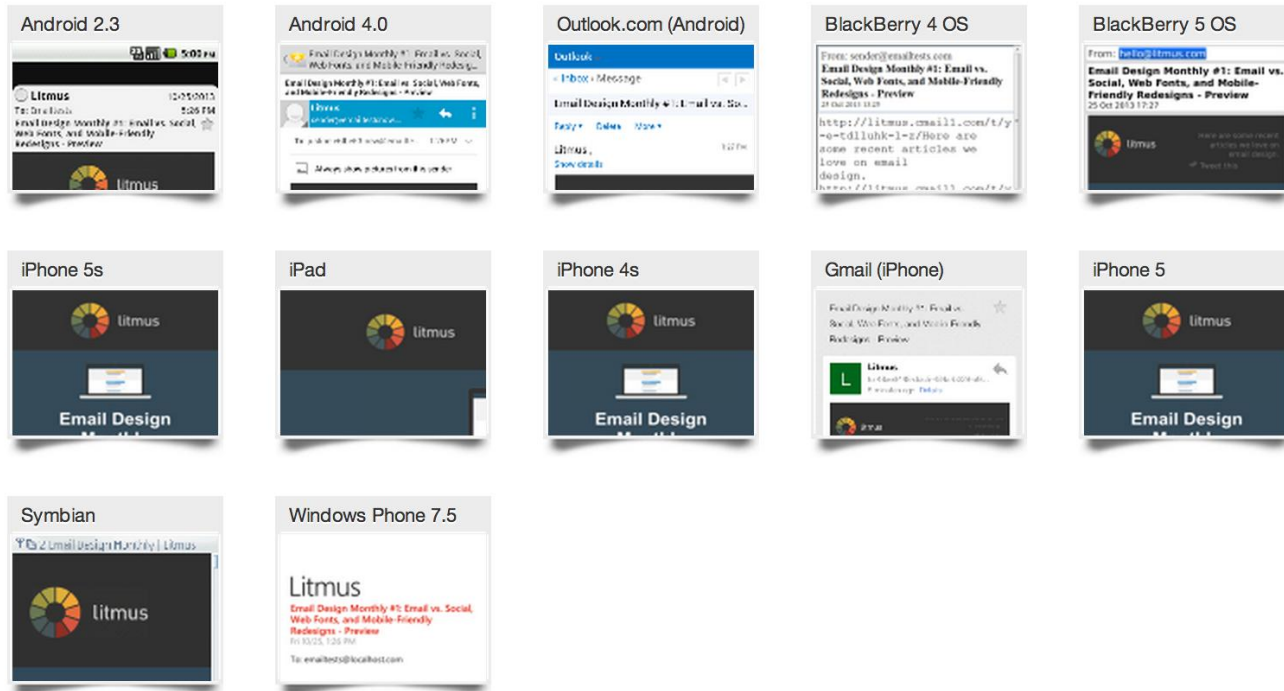
Design with **CTAs on the left side** of the email.

<http://stylecampaign.com/blog/2012/08/android-grid-of-grim/>

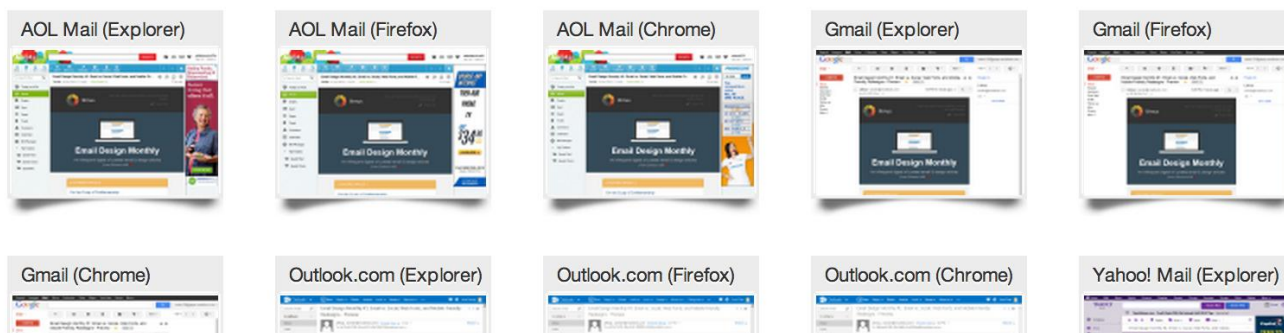
# Test, Test, Test



## Mobile Email Clients



## Web-based Email Clients



Test your design in as many clients and devices as possible.

Litmus makes it easy.

Test on **real devices** when you can.

# If You Have the Time

Level-up your mobile emails.



# At Least Go Fluid



# Fluid Tables

**Fluid tables allow your email structure to adapt to different screen sizes.**

Easy enough to implement:

```
width="100%"
```

```
style="max-width:600px;"
```

# Fluid Images

**Fluid images allow your images to scale with the email.**

Easy enough to implement:

```
<img src="" width="" height="" class="image" />
```

```
img[class="image"] {  
    height:auto !important;  
    max-width:600px !important;  
    width:100% !important;  
}
```

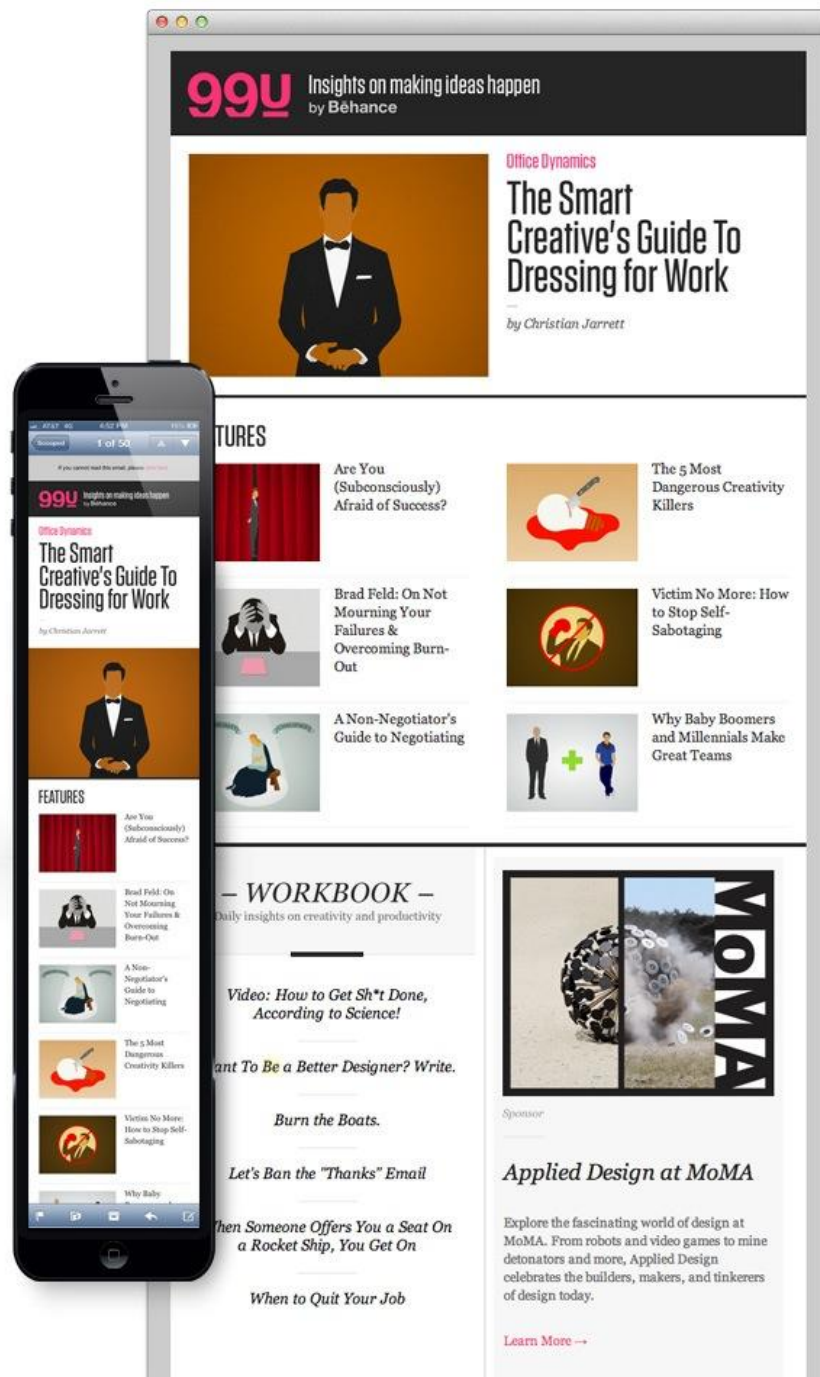


# Go Responsive

Use responsive design for full control across devices.

Combine fluid tables and fluid images with **media queries** to control layout.

Swap out and customize content for different screen sizes.



# The Media Query

**CSS Media Queries allow you to set conditions for altering styles.**

Not a one-line solution, you need to **think** about what you're doing.

Allows you to **toggle** and **swap content** based on screen size, orientation, aspect-ratio, resolution, etc.



# Building a Media Query

Media Type

Expression

```
@media only screen and (max-width:480px) {  
  img[class="hide"] {  
    display:none !important;  
  }  
}
```

Conditional CSS

# Limited Support

media query support	
iPhone native	Yes
iPhone Mailbox app	Yes
iPhone Gmail app (0.25% of opens as of June 2013)	No
iPhone Sparrow app	Yes
iPhone Evomail app	Yes
iPhone Boxer app	Yes
iPhone Yahoo! Mail app	No
iPad full-sized native	Yes
iPad mini native	Yes
iPad Birdseye Mail	Yes
iPad Incredimail	Yes
iPod Touch native	Yes
Android 2.1 Eclair native client	No
Android 2.2 Froyo native client	Yes
Android 2.3 Gingerbread native client	Yes
Android 4.0 Ice Creme Sandwich native client	Yes
Android 4.1 Jelly bean native client	Yes
Android Outlook Exchange via native client	No

Media Queries are not universally supported.

## Android Gmail & Windows Phone

Best for heavy mobile audiences, mobile apps, tech companies, or travel alerts.

<http://stylecampaign.com/blog/2012/10/responsive-email-support/>

# CSS 3 Goodies

If you have the audience, embellish your emails with CSS 3.

An orange rectangular button with the text "Text Shadows!" in white. The text has a subtle drop shadow, making it stand out slightly from the orange background.

Text Shadows!

## Text shadows

```
<span style="text-shadow:2px 2px 2px #000;">  
    Text Shadows!  
</span>
```

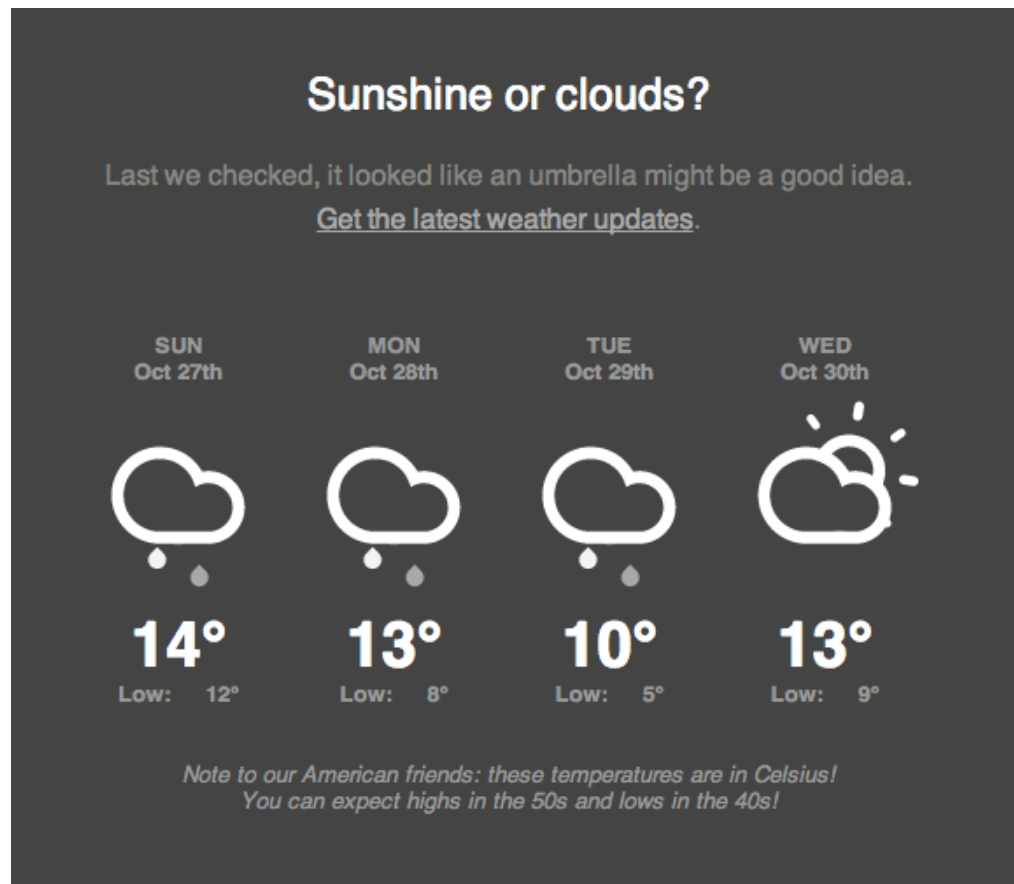
A dark grey rectangular button with rounded corners. Inside, there is an orange rectangular button with the text "Read More" in white. The orange button also has rounded corners, demonstrating the border-radius CSS property.

Read More


## Border Radius

```
<span style="border-radius:8px;">  
    Text Shadows!  
</span>
```

# Push The Boundaries



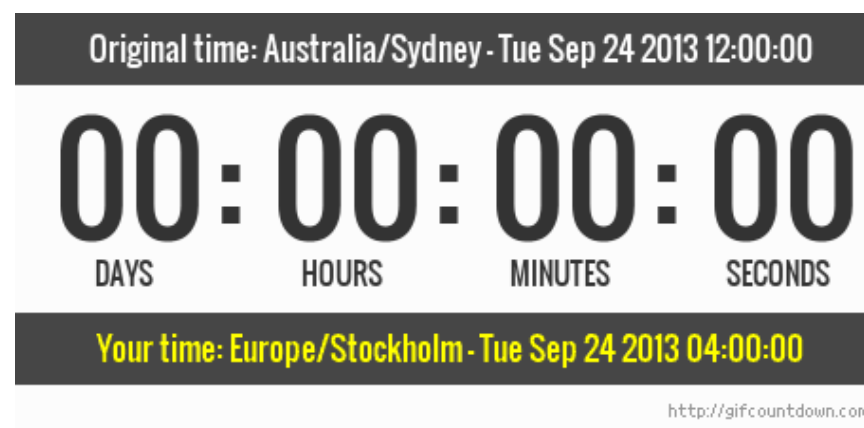
## SVG & CSS 3 Animations



**Latest market share stats: Mobile opens continue to climb while Gmail drops again**

Emails opened on smartphones and tablets now account for 48% of total opens. We break down mobile market share and take a look at the continuing effect of tabs on Gmail opens.

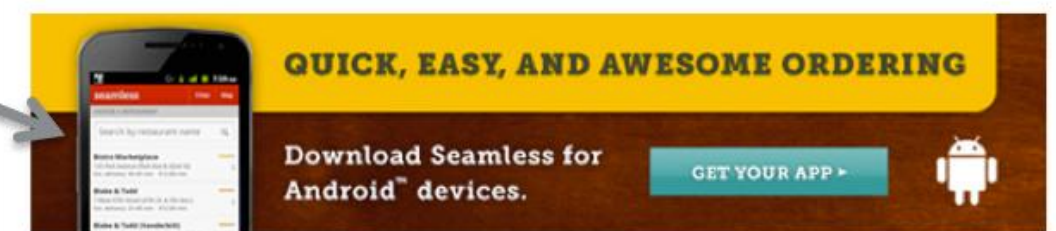
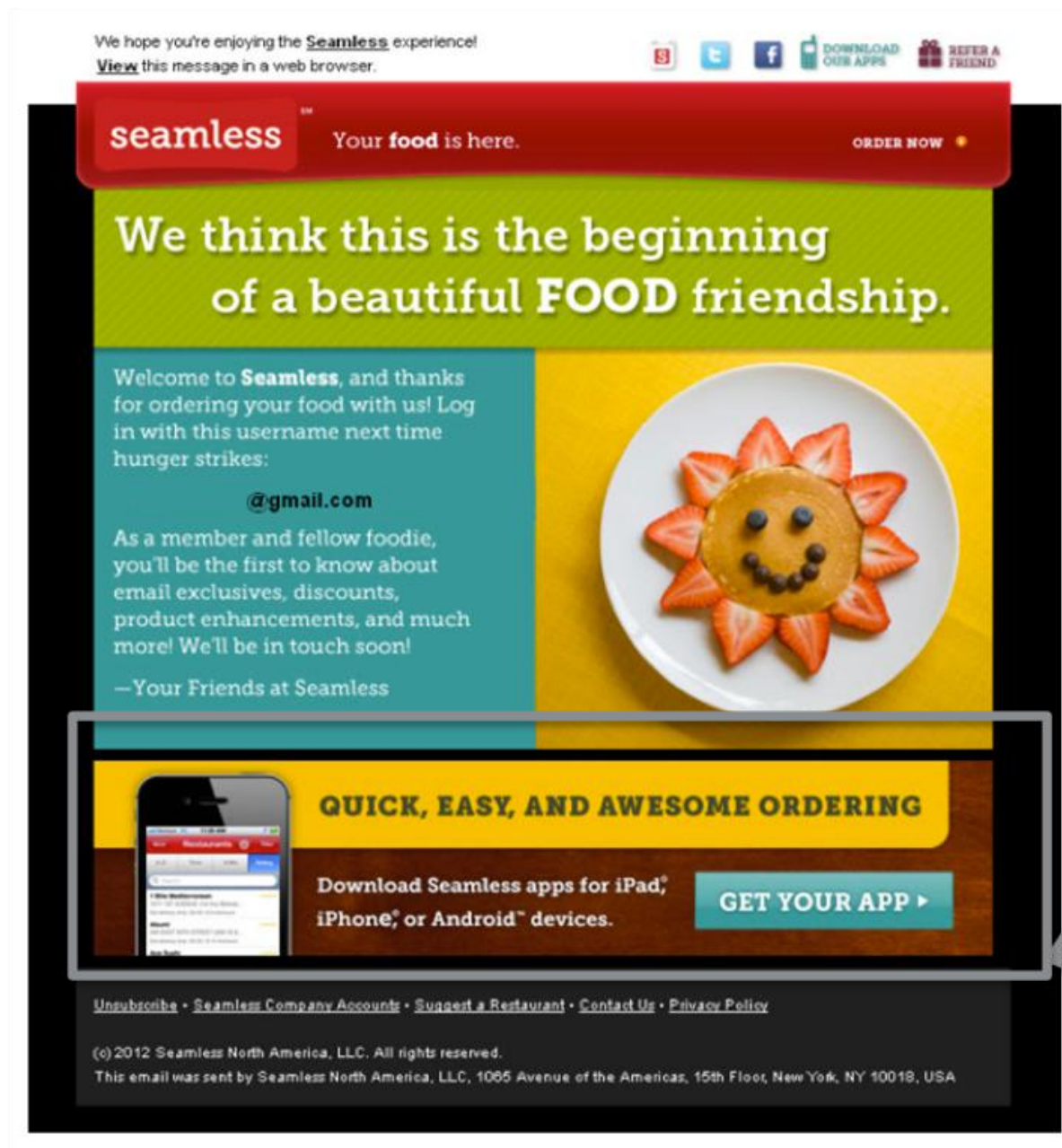
## Video in Email



## Live Content

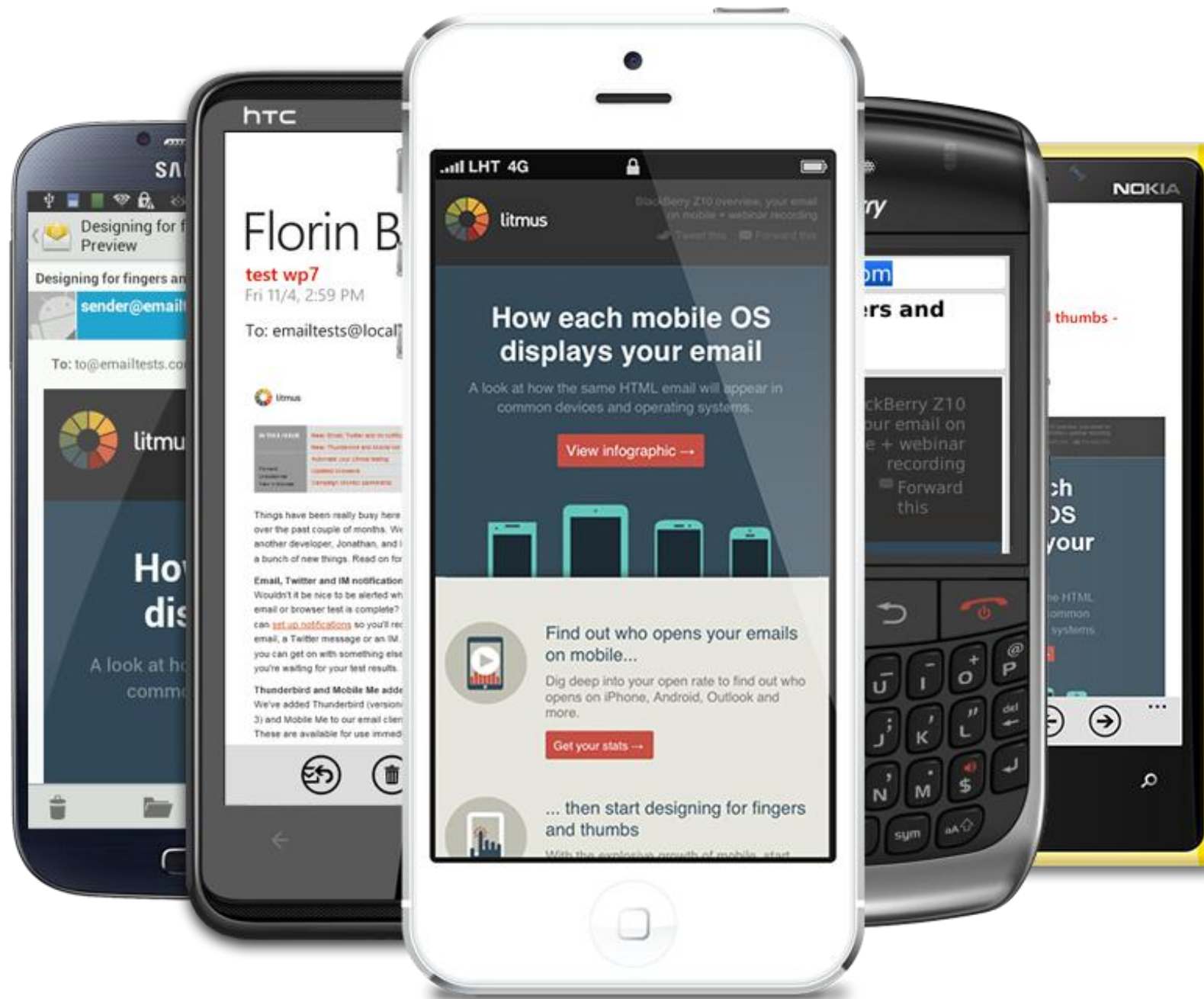
# Target Devices

Use media queries to **target** mobile platforms and swap out content **per device**.



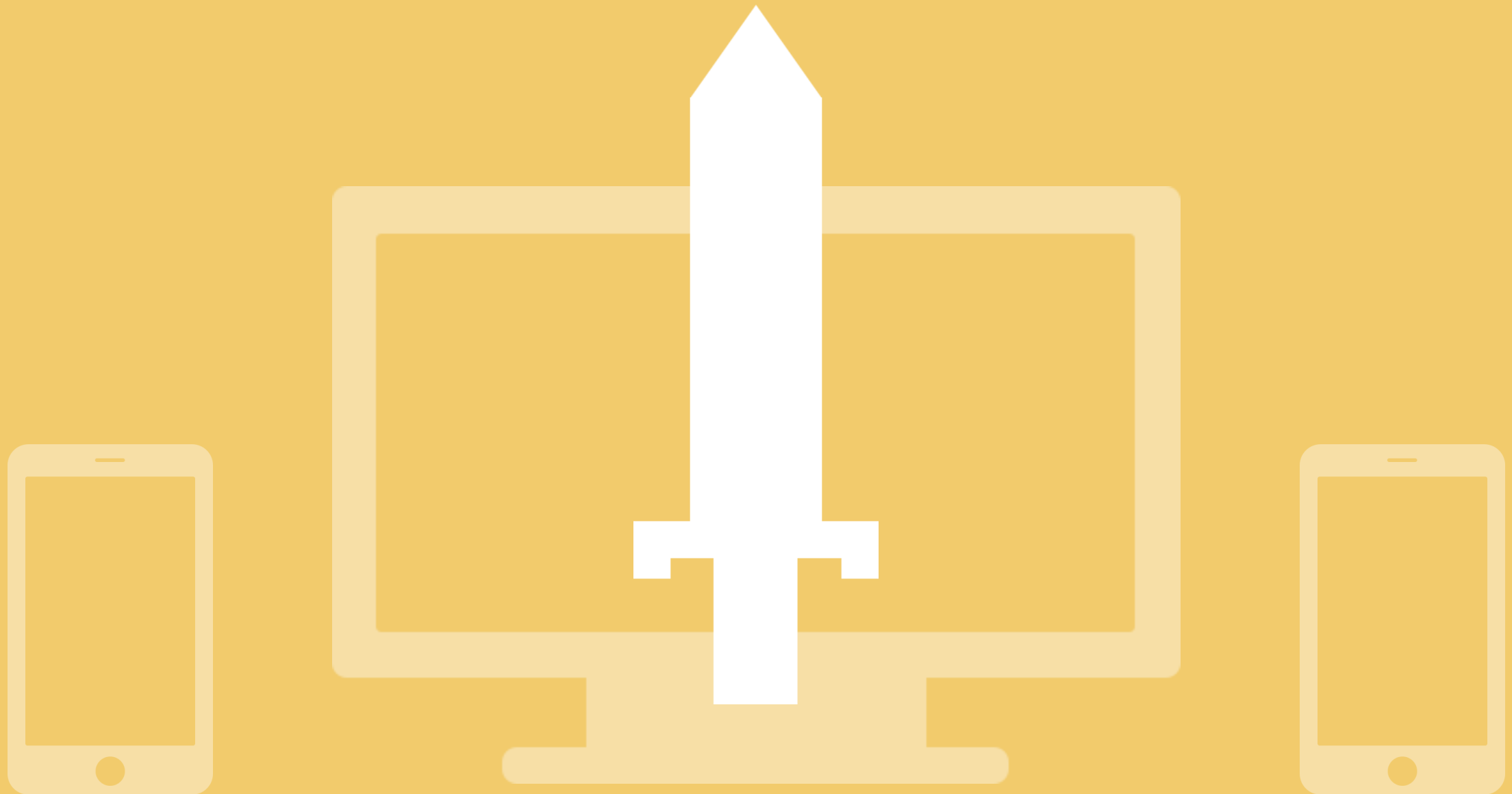


# Did I Mention To Test?



# Resources

It's dangerous to go alone...





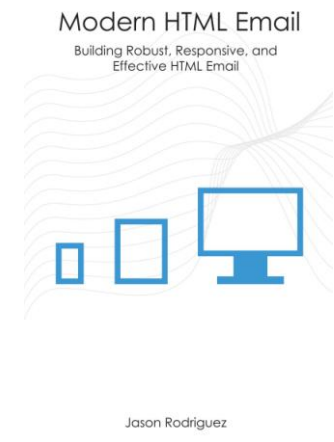
# Learn About RWD



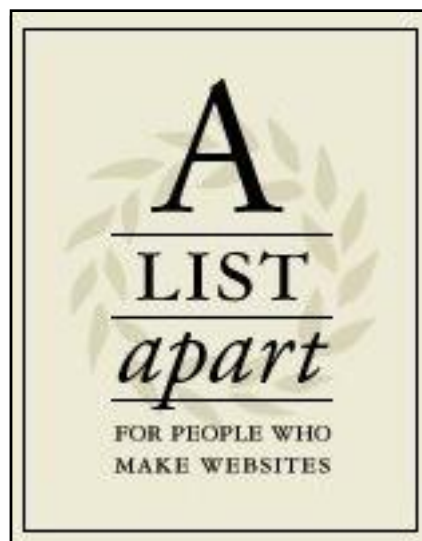
**Responsive Web Design**  
by Ethan Marcotte



**Implementing Responsive Design**  
by Tim Kadlec



**Modern HTML Email**  
by Jason Rodriguez (Me)



## **Responsive Web Design**

<http://alistapart.com/article/responsive-web-design>

## **Designing For Breakpoints**

<http://alistapart.com/article/designing-for-breakpoints>

# Some Frameworks

## **Antwort Email Framework**

<http://internations.github.io/antwort/>

## **Zurb Responsive Email**

<http://zurb.com/playground/responsive-email-templates>

## **Responsive Email Patterns**

<http://briangraves.github.io/ResponsiveEmailPatterns/>

# Some Tools

## **Litmus Builder**

<http://litmusbuilder.com/>

## **Litmus Scope**

<https://litmus.com/scope/>

## **Guide To CSS Support**

<http://www.campaignmonitor.com/css/>

# I'm Here To Help!



Continue the conversation  
over on Twitter -

**@rodriguezcommaj**



**Thank You!**

# The Screen Size Sweet Spot

Tips for constructing flexible email layouts/elements



Daniel Sears  
Interaction Designer, Trendline Interactive



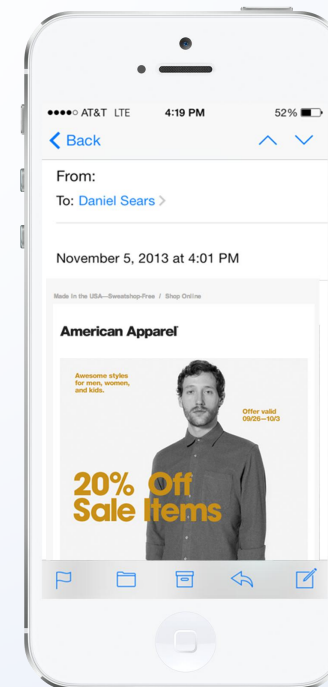
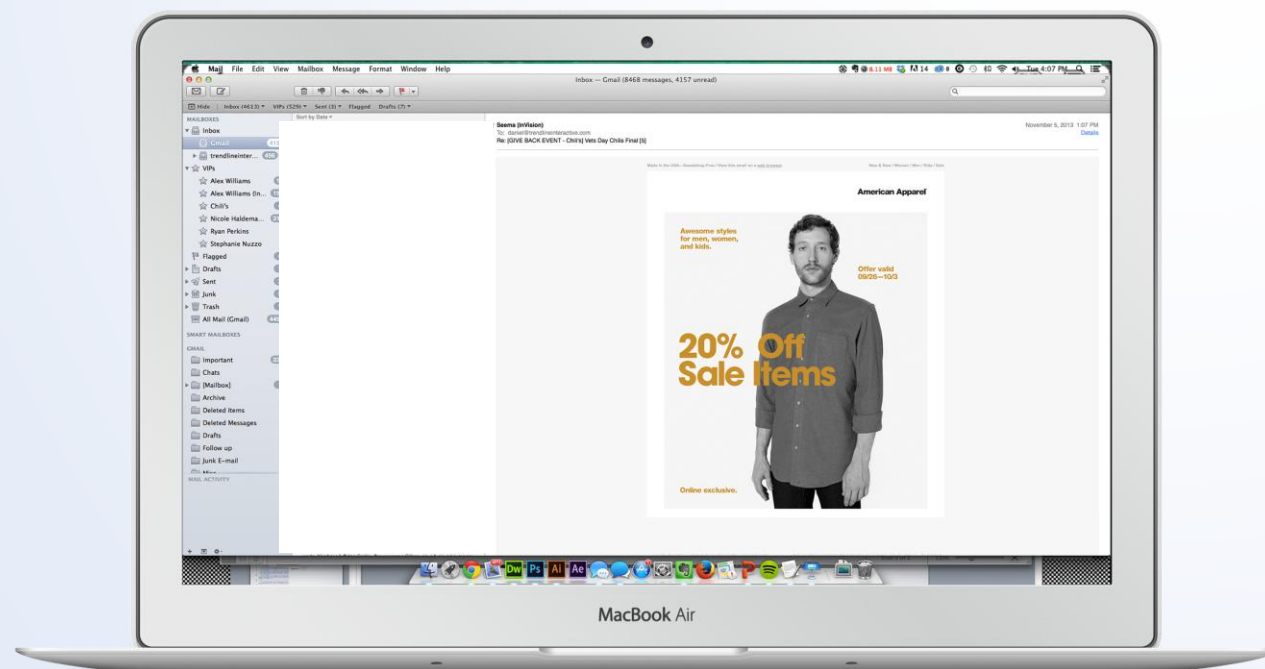
# Overview





# Responsive Design

- More than a “line of code”
- Set of conditional statements that enables specific styles
  - If the screen size is x, then display y
  - If the screen size is x, then increase headline size to y
  - If screen size is x, then show image at 100%
- Detects screen size, not device type



# Pros and Cons

## Pros

- Restyle, resize or reorder elements
- Ability to hide/show desktop or mobile specific images/content
- Customized calls to action
- Adjust content based on various screen sizes, enhancing experience

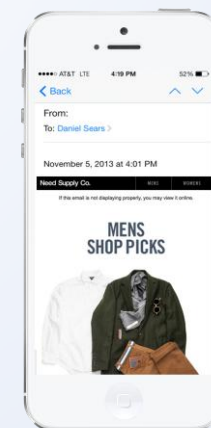
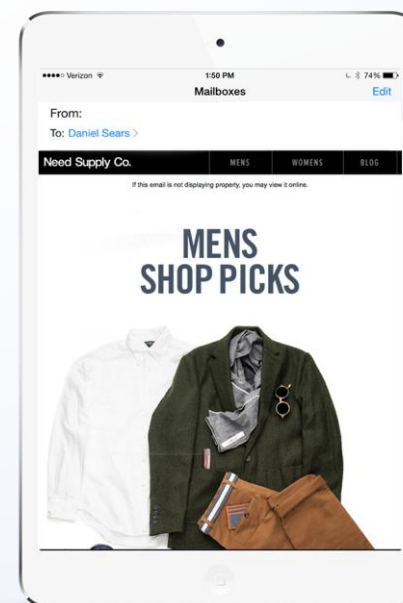
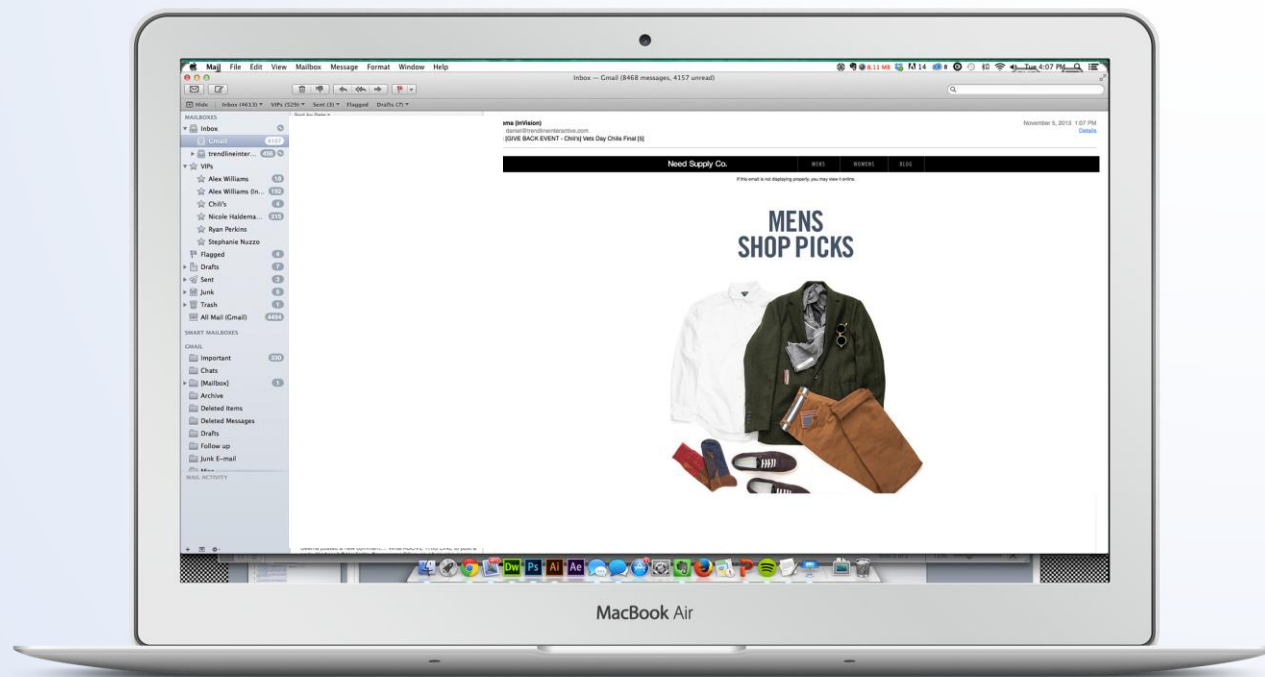
## Cons

- Coding learning curve
- Forces tough choices
- Increased production and QA time
- Checking rendering for multiple devices can force your hand



# Fluid Layout

- Percentage-based widths
- Adapts to fill the screen it's viewed on; text wraps automatically
- Often fits better within a wide-range of devices/screen sizes



# Pros and Cons

## Pros

- Relatively simple execution
- Smaller learning curve
- No reliance on media queries

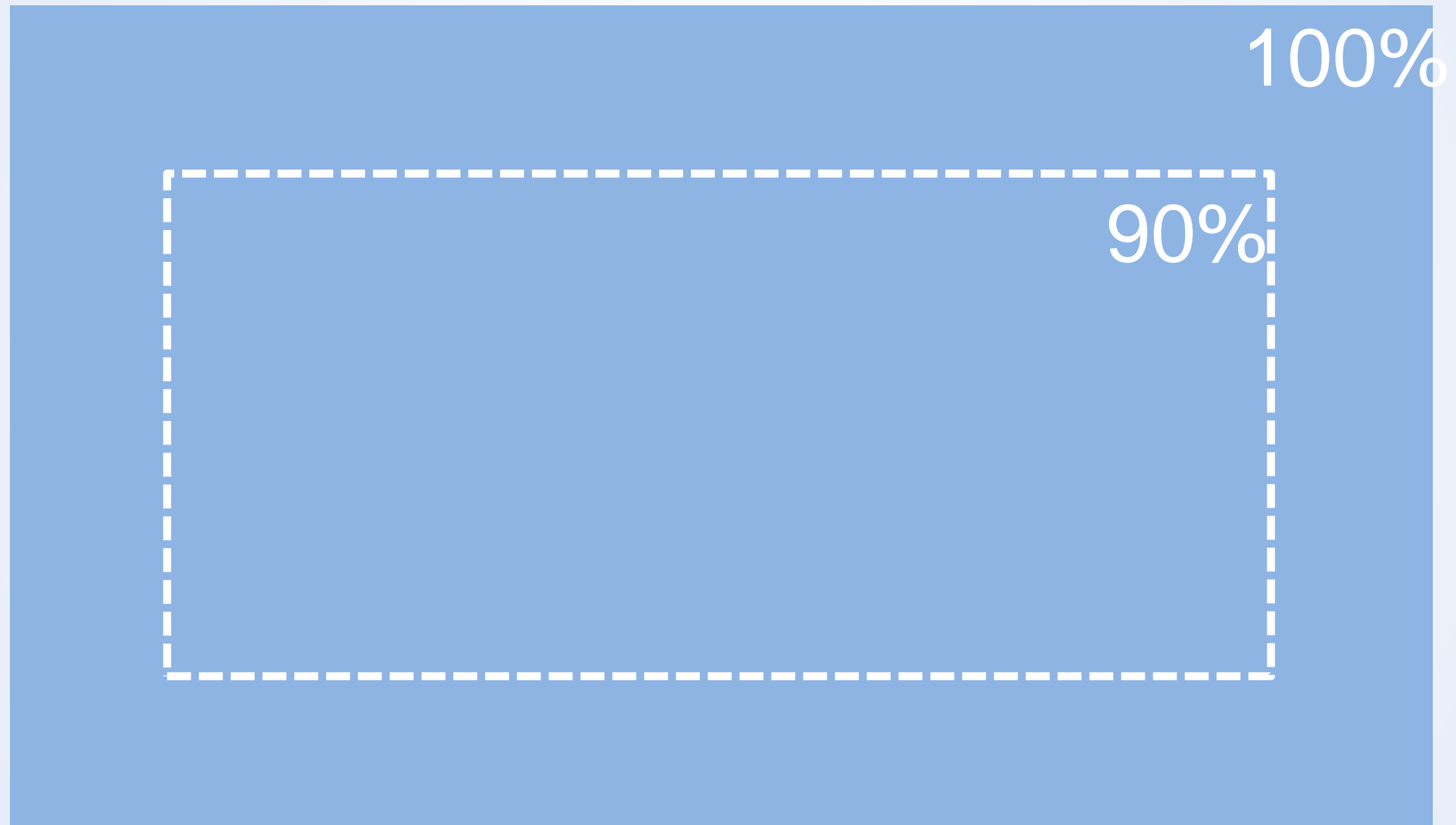
## Cons

- Fewer design choices
- Very narrow or very wide emails can get awkward and hard to read

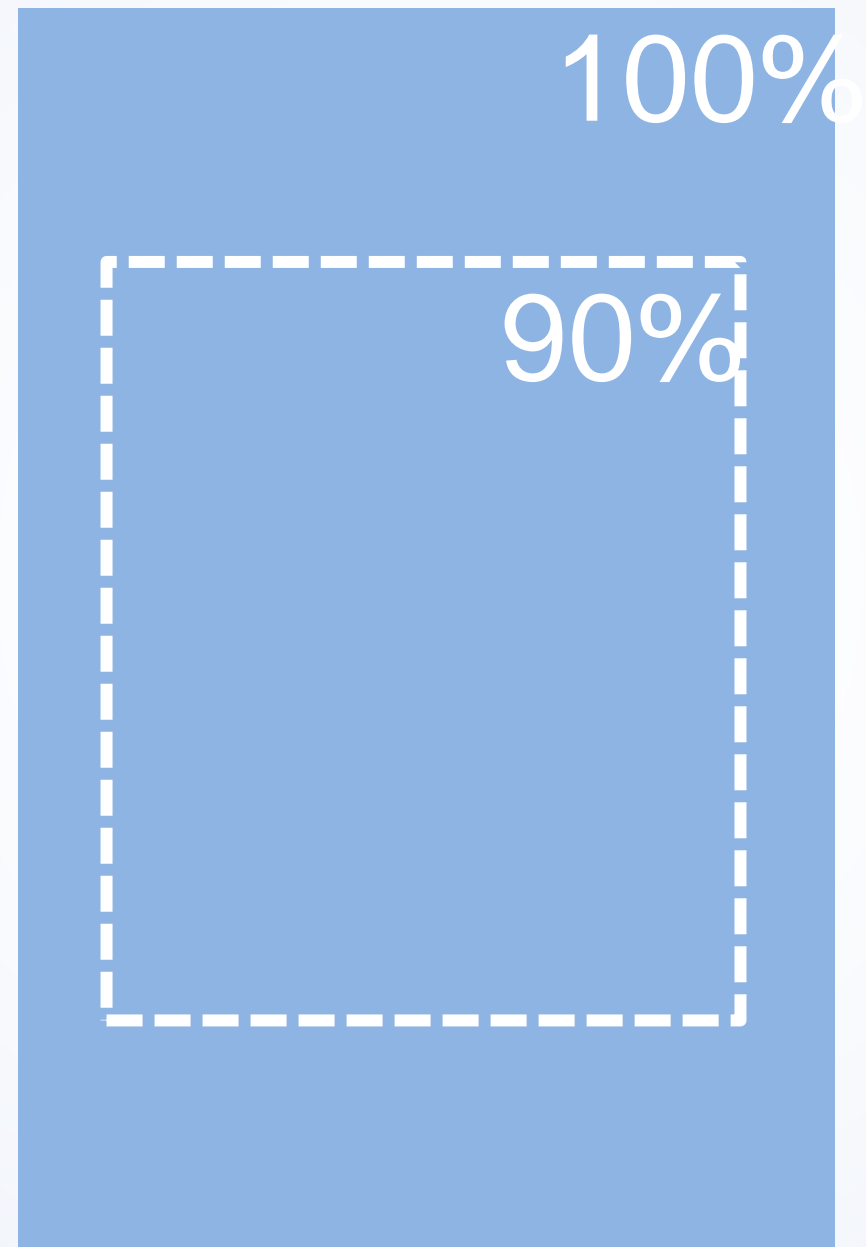


# Width Inception

So 'Meta!'



# Width Inception



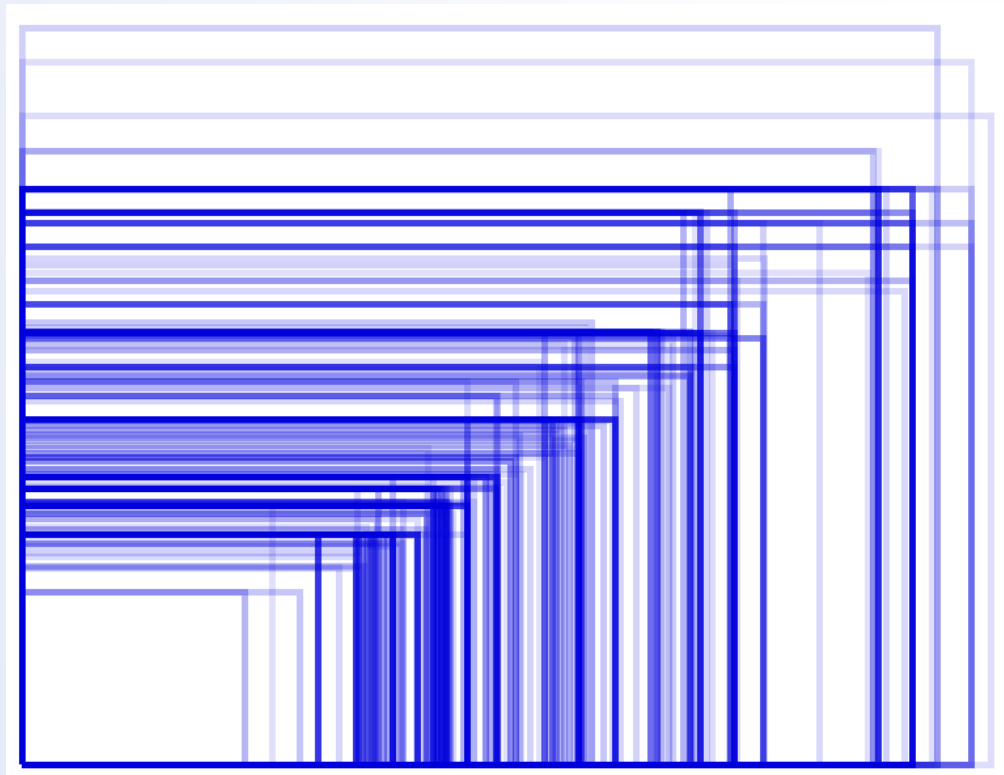
# The Sweet Spot





# The Best of Both Worlds

- Allows content to flow freely based on screen size
- Also allows you to stipulate how content should be arranged once it reaches certain sizes.
- Takes the load off of having multiple media queries
- Is the most flexible approach to target multiple screen sizes while catering different experiences for screen sizes you'd like to focus on.



Android Screen Size Fragmentation

Source: <http://opensignal.com/reports/fragmentation-2013/>

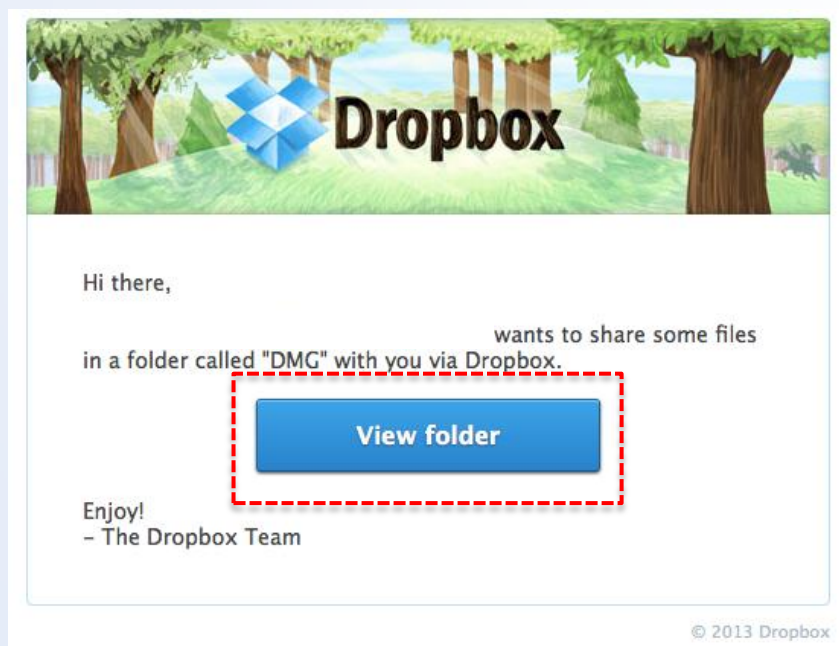


# Some Quick Tips

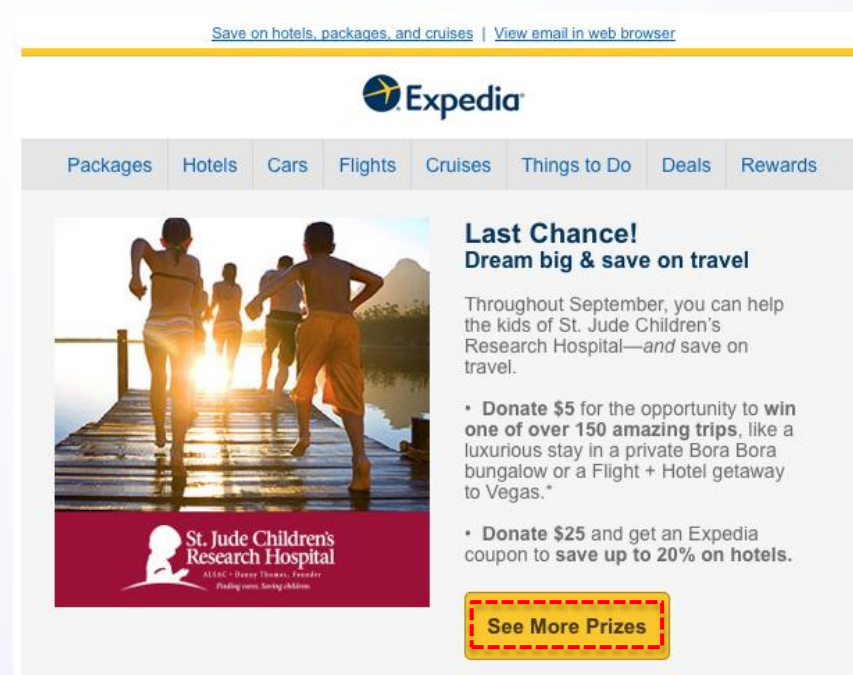


# Buttons

- Depends on your design approach
- CSS3 buttons enable fluidity, ease of use for templates, but not without limitations
- Click area is a concern
- Image only buttons often become stifling for mobile, concern when images are off



CSS3 styling on <a> tag

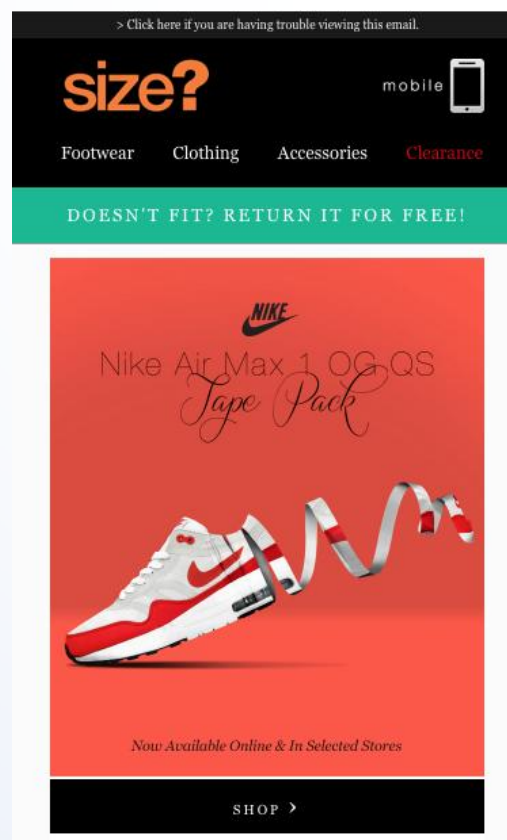
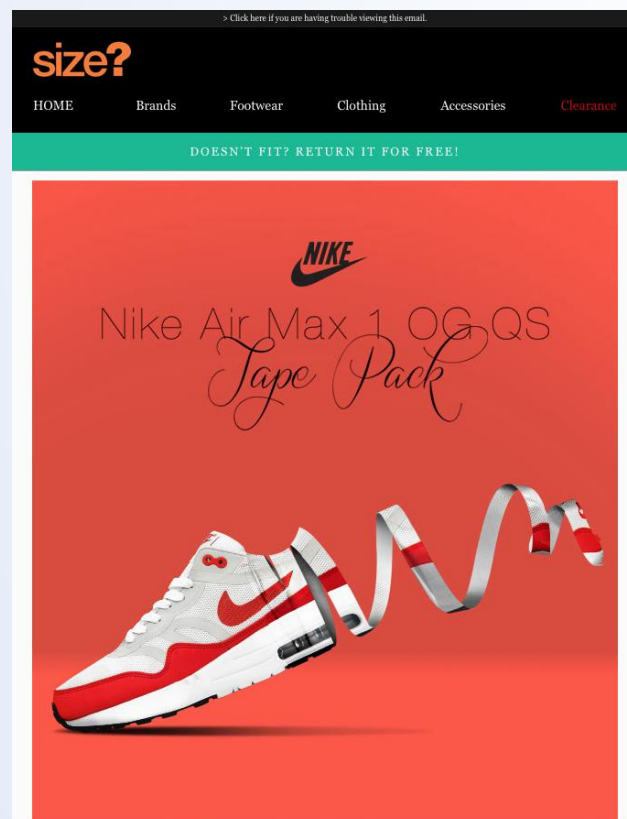


CSS3 styling on <td>



# Images

- Consider how your images can/should be fluid with your layout
- Can they be sized dynamically? Do you want them to be cropped or swapped at different screen sizes?
- Some devices have a higher pixel density (retina), consider the image quality

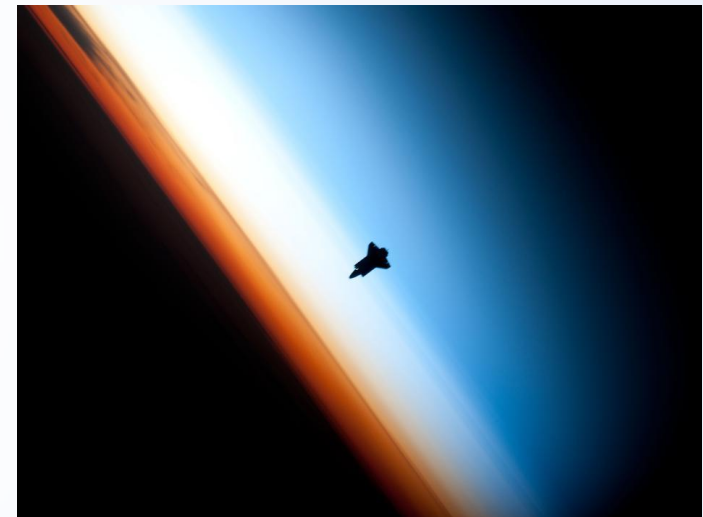


# Retina Optimization

- My method: ensure the image is twice as large as you want it with a higher resolution, compress it, resize in HTML/CSS to the correct size.



600px X 450px @ 70% compression

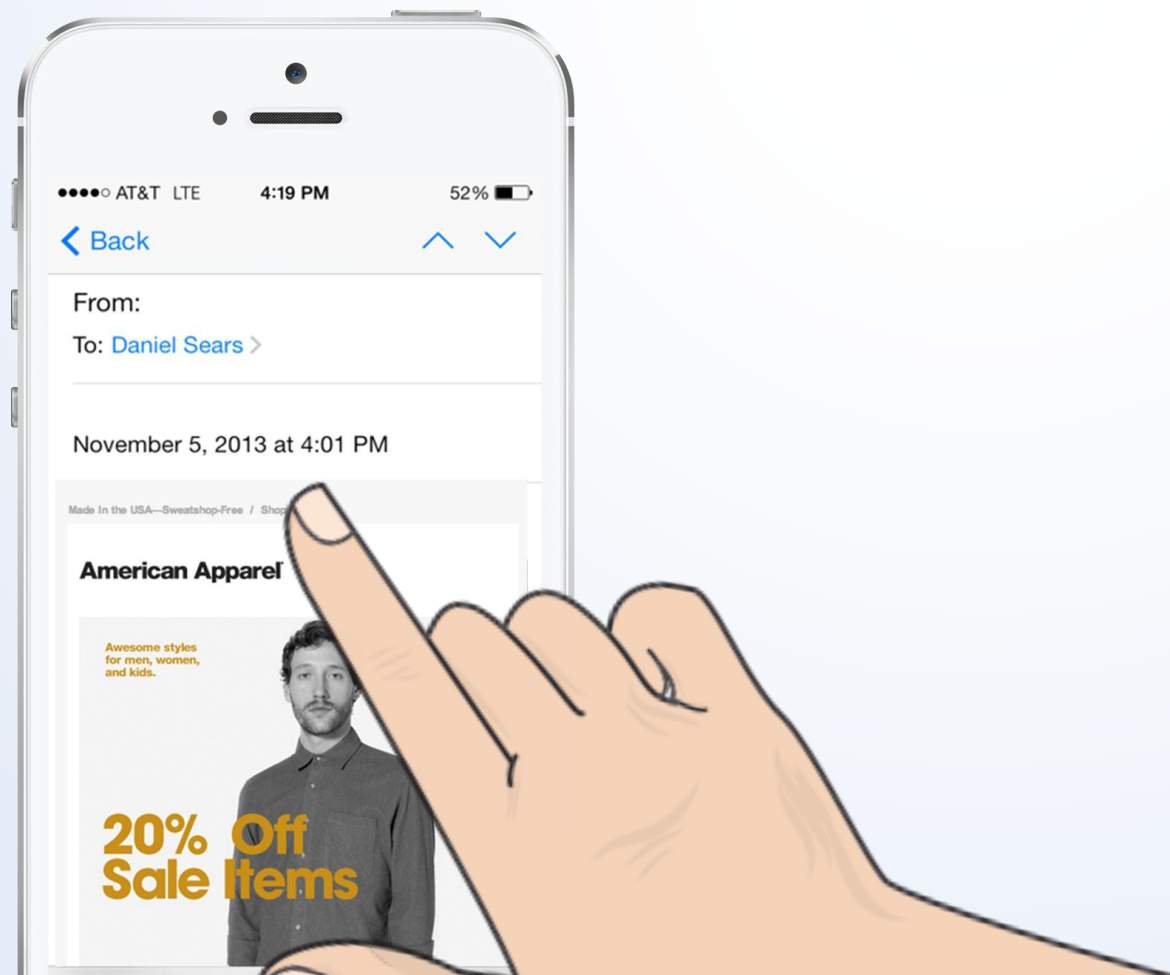


300px X 225px



# Fonts

- In general, increase your font sizes by 25%
- Typography on retina displays is a must – avoid images for text unless it's a part of your art
- Link farms or clustered links are difficult to tap unless they are larger, consider alternatives (remember how wide the tip of your finger is)





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# Question & Answer Session

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If you haven't done so already, please take this time to submit questions to our speakers using the "Q&A" box on your console.

# Thank You

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