

Building a Statistically Better Email



Solutions Brief

Powered by **MediaBrains**

How do you create a responsive email?

Subject: Be mobile, original, and fun 🤗📱



47% of email recipients will open your email based solely on the subject line. Make it even better with an emoji, using an emoji has shown to increase open rates by 56% compared to a text-only subject line 🚀

Body:

How do you create a responsive email?

We have outlined some best practices below:

- The fewer elements in the message, the better. A single-column email can be displayed on any mobile device screen.
- The ideal font size is between 13 and 14 points for body text and 20 points for headers. This way, the user can read it without zooming in.
- CTAs should be placed in a strategic position. Avoid including hyperlinks in your text, as they can make text illegible.
- Make use of blank spaces, as it allows users to focus on your message.



Calls to action or CTAs are used to attract users' attention and, according to WordStream, can increase clicks by 371% and sales up to 1,617%

65% of users prefer emails to contain mostly images, compared to 35% who prefer text

By making your information easier to relate to, readers will be likelier to interact with your message and take the next step with your email and click through

People love stats and numbers (it makes them feel like they are learning something)

Research shows visuals increase a person's willingness to read a piece of content by 80%

Solutions Brief Eblast Spec Sheet

REQUIRED DELIVERABLES

1. HTML code
2. Subject line
3. Plain text version

SUBJECT LINE

- 50 Characters or fewer.
- Avoid these terms: New, Free, Special.
- Do not use all CAPS or exclamation points! (These phrases, fonts and punctuation marks may cause your email to get marked as spam).

EMAIL ADVERTISING GUIDELINES

1. MediaBrains can accept third party click tags, but cannot support third party ad serving, 1x1 pixels or impression trackers.
2. Test your html code for errors with an html validator prior to sending to MediaBrains.

NOTE: HTML & Text versions are due 7 full business days in advance of the send date, and compatibility issues may delay the send.

HTML Code

DESIGN

- Limit the design width to no more than 700px.
- Design with tables and nested tables (relevant code should begin with the `<table>` tag and end with the `</table>` tag).
- Use six-digit hex codes for colors.
- Code links on one line:
`linked text`
- Use inline styling. Except for media queries, MediaBrains only incorporates code between the body tags into our template.
- Media queries should be in style tags in the head element. MediaBrains can only accept media queries that have a Class or an ID.

IMAGES

- Use JPEGs or non-animated GIFs.
- Use absolute URL and image paths (images, links, etc.). Images and files must be hosted by client; MediaBrains does not host images.
- Use image width and height attributes and values to preserve layout structure when images are disabled.

DO NOT

- Do not use dynamic scripts (JavaScript) or form elements (checkbox, radio button, input field).
- Do not use background images, image mapping, or animated GIFs.
- Do not embed Flash or any other type of video