

Innovations in Email Design

Part I: Inspiration

today's know-it-alls



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Litmus
@meladorri



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Rebelmail
@M_J_Robbins



John Thies
Email on Acid
@johnethies

today's agenda

What is innovation in email design? Why should you care?

Cool things you can do with email [aka progressive enhancement]

Interactivity comes to the inbox

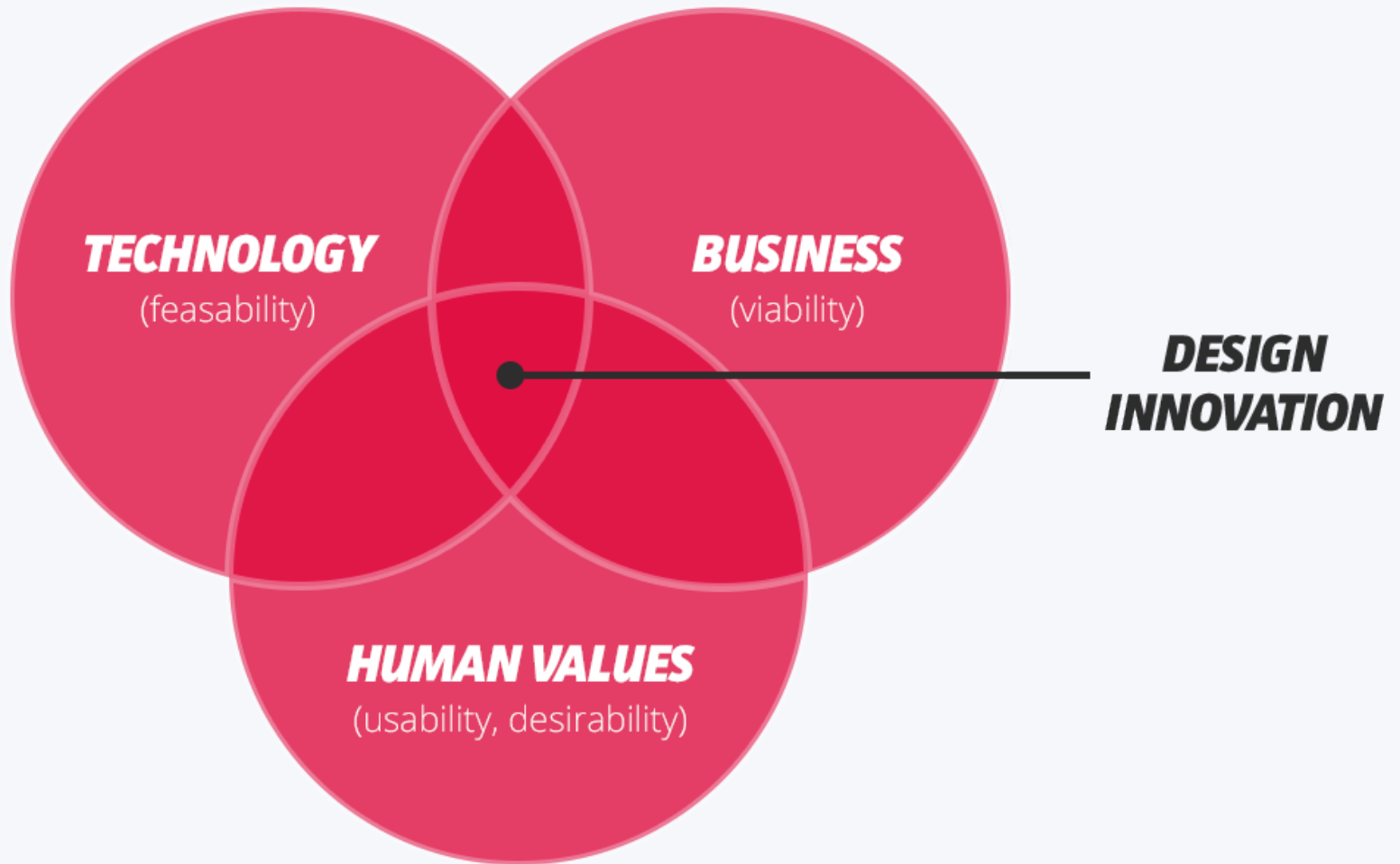
Mobile email madness

resources + slides >>> bit.ly/eis-design

What is innovation in email design?

Anything that makes it easier
for us to help users

What is innovation in email design?



What is innovation in email design?

Not **usually** flashyness
for the sake of it

The Results!

Will:

Delight users

Make users love your brand

Make people seek out your campaigns

...which will *likely* improve conversions

Won't:

Instantly Improve CTR by 15%

Guaranteed



From the Front Line of Email Design

**We can do better than
“*code like it's 1995*”**



it's ok
doesn't
the
every

*if email
look
same
where*

Make the best experience for each user

ios
iPhone, iPad

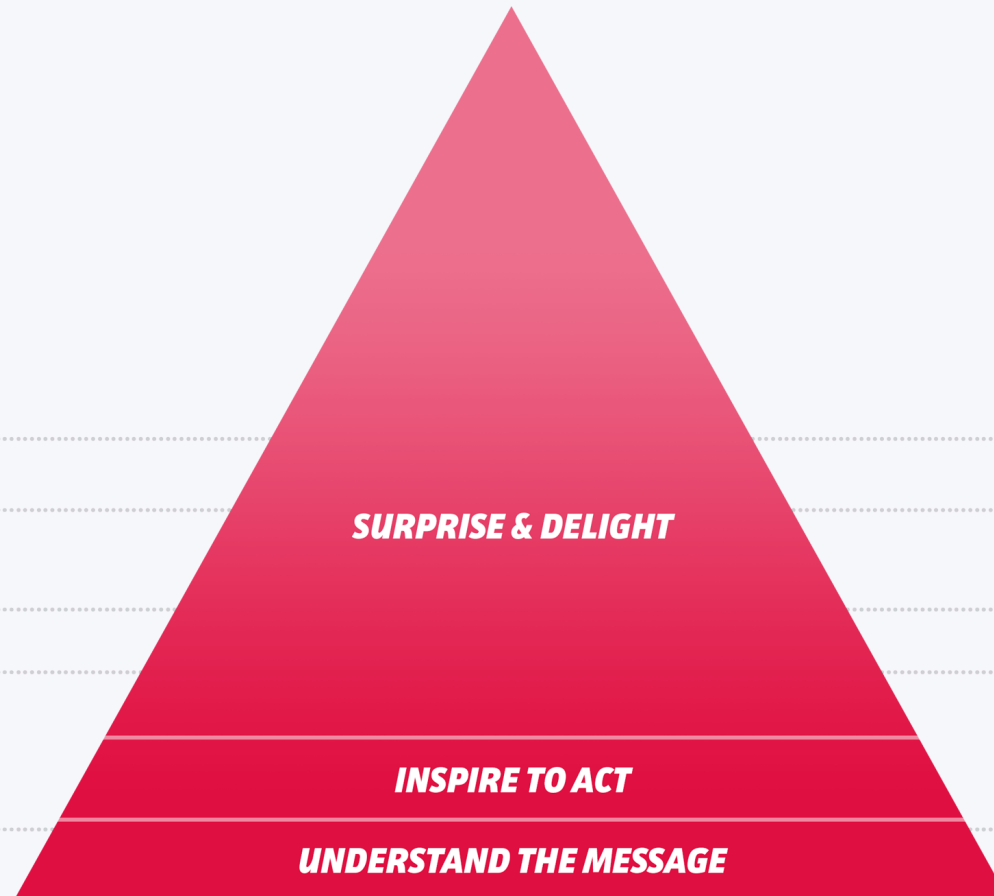
APPLE MAIL
Desktop App, Outlook 2011

ANDROID
Native App

WEBMAIL
Outlook.com, Yahoo!, AOL

GMAIL
iOS App, Android App, Webmail

OUTLOOK 07/10/13
Installed Desktop App



Make the best experience for each user

ios
iPhone, iPad

APPLE MAIL
Desktop App, Outlook 2011

ANDROID
Native App

WEBMAIL
Outlook.com, Yahoo!, AOL

GMAIL
iOS App, Android App, Webmail

OUTLOOK 07/10/13
Installed Desktop App

Mobile Experience

HYBRID APPROACH

RESPONSIVE EMAIL

Background Images

LIMITED CONTROL (+USING MSO FIX)

CONTROL OVER FORMATTING

Animation

ANIMATED GIFS

CSS 3 ANIMATION

Interactive Email

SIMPLE INTERACTION

RICH INTERACTION

Typography

REGULAR FONT STACK

EMBEDDED WEB FONTS

Make the best experience for each user

ios
iPhone, iPad

44%



APPLE MAIL
Desktop App, Outlook 2011

7%



ANDROID
Native App

10%



WEBMAIL
Outlook.com, Yahoo!, AOL

6%



GMAIL
iOS App, Android App, Webmail

16%



OUTLOOK 07/10/13
Installed Desktop App

7%



simple enhancements

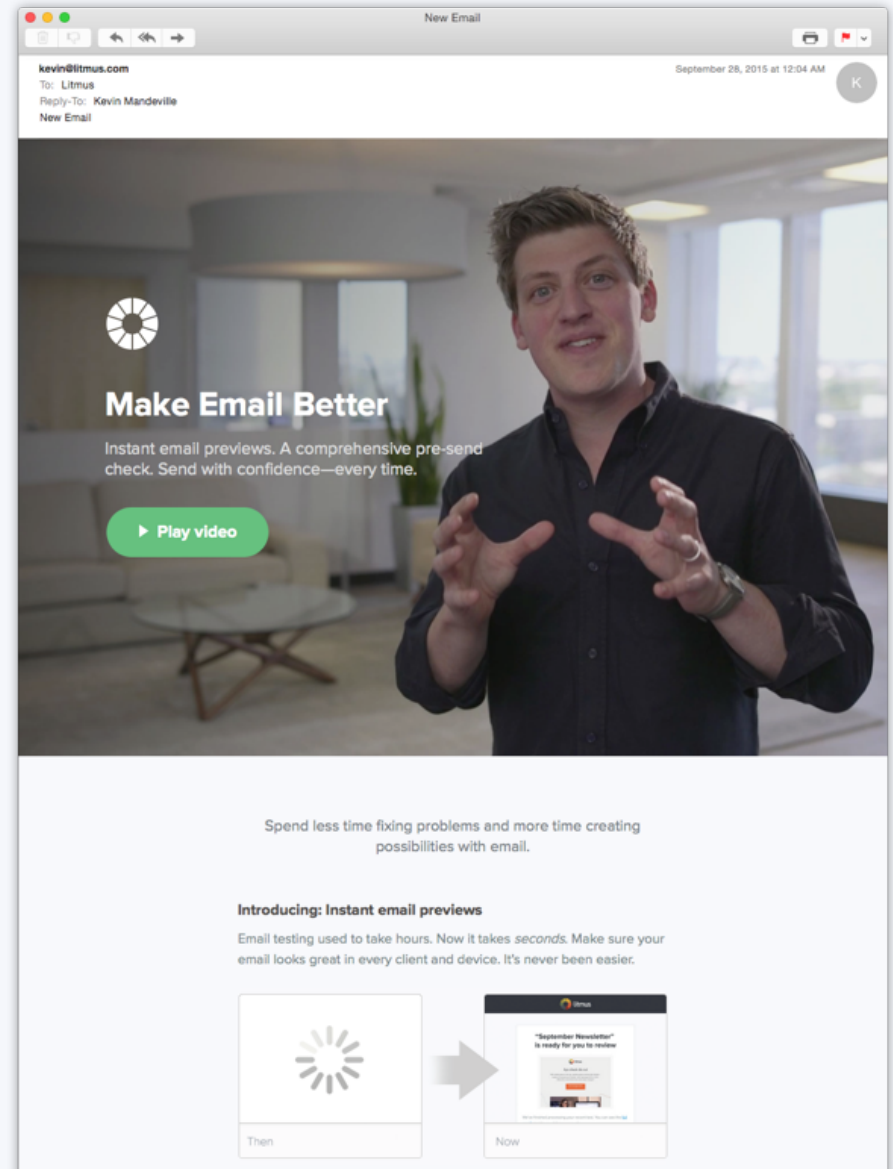
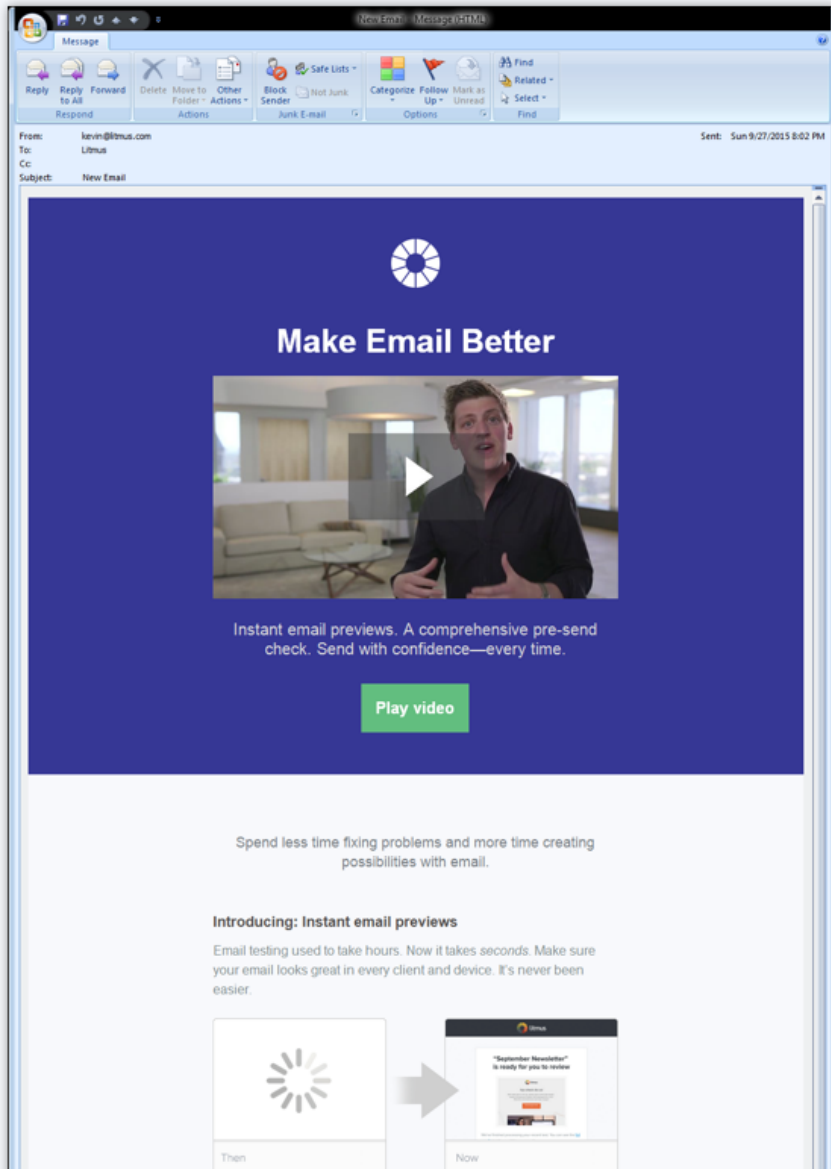
A solid dark red rectangular button with the text "I am a button →" in white.

Standard button

A dark red rounded rectangular button with a subtle drop shadow, containing the text "I am a button →" in white.

Progressively enhanced button

complex enhancements



simple



Animated GIFs

Button enhancements

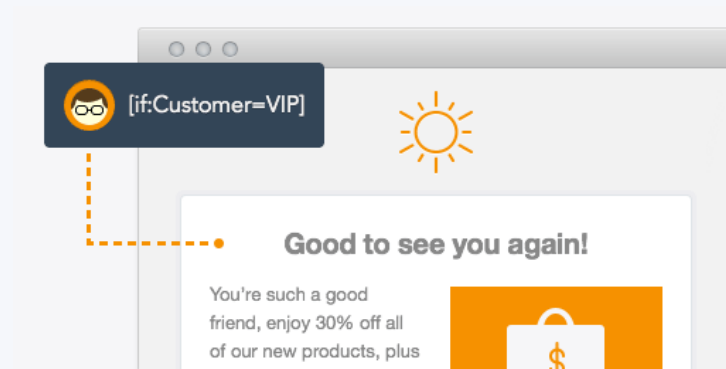
Styled ALT text

CSS animation

Twitter feeds, video, carousels

complex

animated GIFs

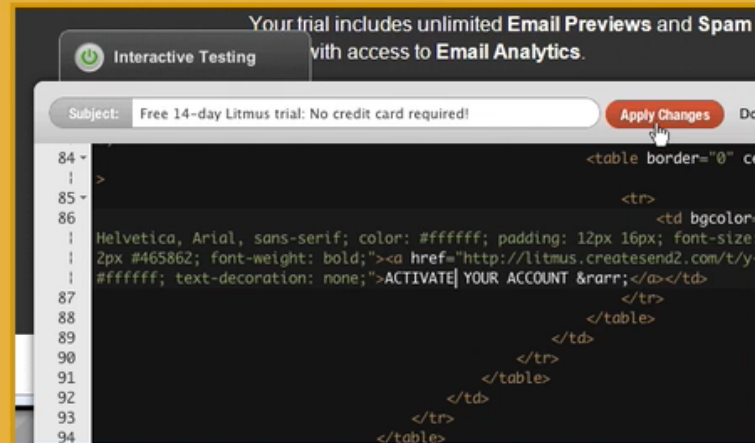


animated GIFs simple product demo



Introducing Interactive
Testing from Litmus

Way better than screenshots
Say goodbye to the guess and check



Learn more & free trial →

Test, troubleshoot and preview in real-time

Interact directly with each email client. Preview animation, hover effects, video, forwards and replies.

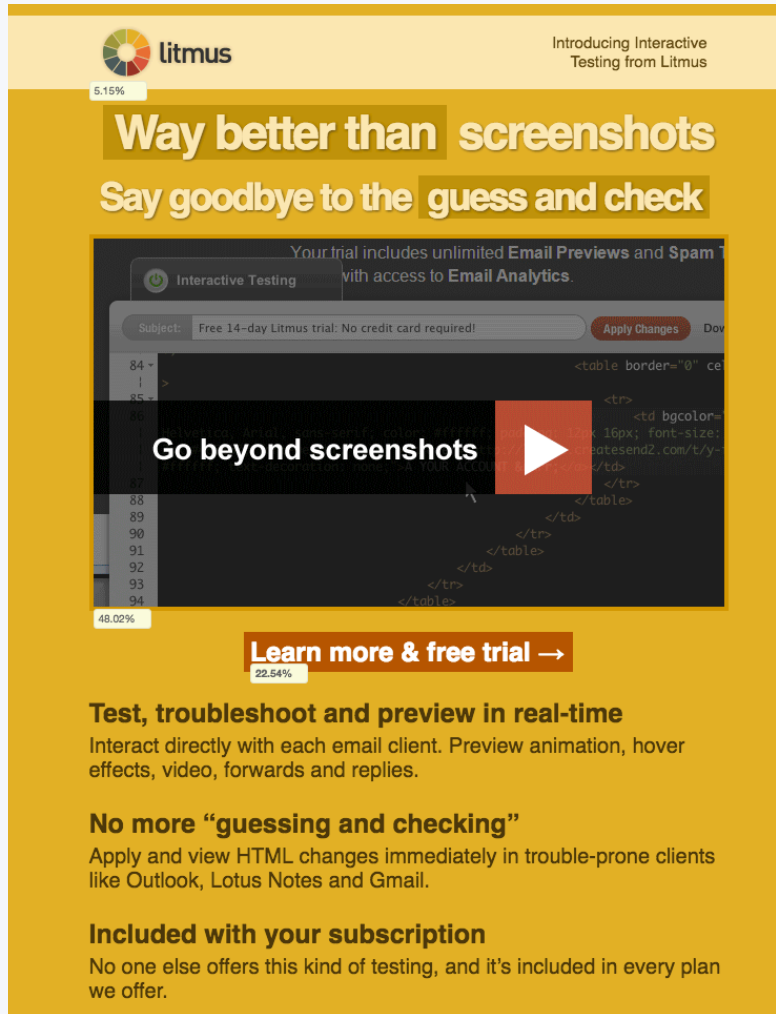
No more “guessing and checking”

Apply and view HTML changes immediately in trouble-prone clients like Outlook, Lotus Notes and Gmail.

Included with your subscription

No one else offers this kind of testing, and it's included in every plan we offer.

animated GIFs simple product demo



The screenshot shows the Litmus email testing interface. At the top, the Litmus logo is on the left, and the text "Introducing Interactive Testing from Litmus" is on the right. Below the logo, a small "5.15%" badge is visible. The main heading reads "Way better than screenshots" and "Say goodbye to the guess and check". Below this is a large image of an email preview with a red play button overlay and the text "Go beyond screenshots". A "48.02%" badge is at the bottom left of the image. Below the image is a red button that says "Learn more & free trial →" with a "22.54%" badge. The bottom section contains three paragraphs of text: "Test, troubleshoot and preview in real-time", "No more 'guessing and checking'", and "Included with your subscription".

litmus

Introducing Interactive Testing from Litmus

5.15%

Way better than screenshots

Say goodbye to the guess and check

Your trial includes unlimited Email Previews and Spam Test with access to Email Analytics.

Interactive Testing

Subject: Free 14-day Litmus trial. No credit card required! Apply Changes

Go beyond screenshots

48.02%

Learn more & free trial →

22.54%

Test, troubleshoot and preview in real-time
Interact directly with each email client. Preview animation, hover effects, video, forwards and replies.

No more "guessing and checking"
Apply and view HTML changes immediately in trouble-prone clients like Outlook, Lotus Notes and Gmail.

Included with your subscription
No one else offers this kind of testing, and it's included in every plan we offer.

- 48.81% CTR on animated GIF
- 22.51% CTR on button at top of email
- 14.93% CTR on button at bottom of email

button enhancements

I am a button →

Rounded corners

I am a button →

Borders

I am a button →

Gradients

I am a button →

Web fonts

I am a button →

Hover effects



button enhancements

A red button with rounded corners and a white right-pointing arrow, centered within a light gray rectangular frame.

I am a button →

Progressively enhanced: Apple Mail

A red button with sharp corners and a white right-pointing arrow, centered within a light gray rectangular frame.

I am a button →

Graceful degradation: Outlook 2010

A red button with sharp corners and a white right-pointing arrow, centered within a light gray rectangular frame.

I am a button →

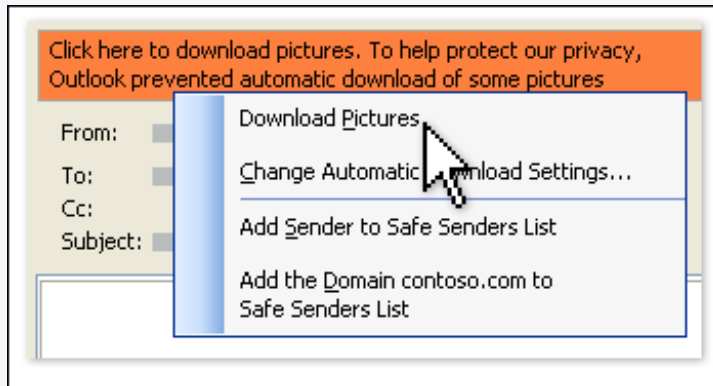
Lotus Notes

A red button with rounded corners and a white right-pointing arrow, centered within a light gray rectangular frame.

I am a button →

Scale to fit: iPhone

styled alt text

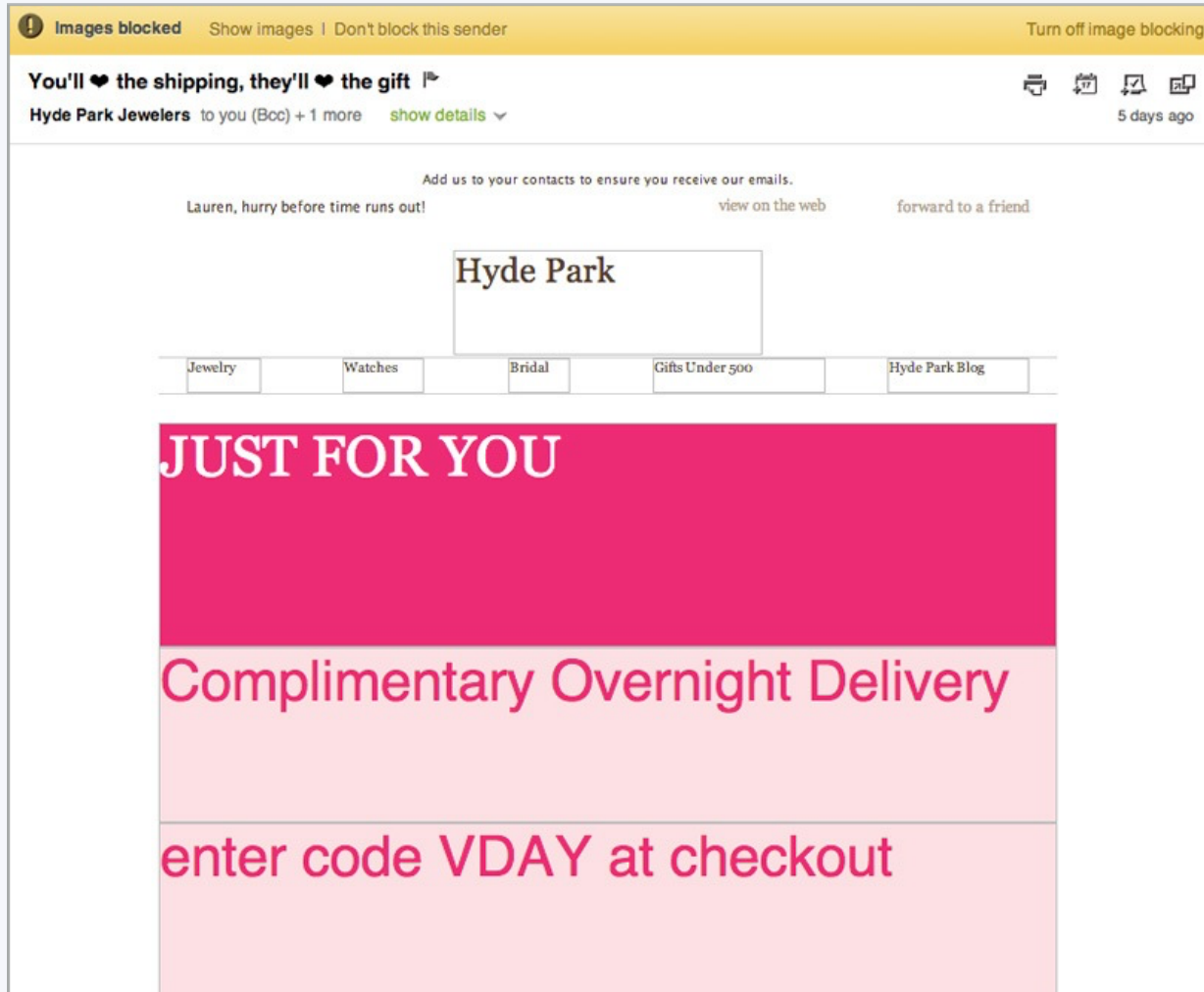


43%

of users view email
with images off

Guide to image blocking >> bit.ly/image-block

styled alt text



styled alt text

Free shipping

No styling or background color

Free shipping

Background color

Free shipping

Styled alt text

Free shipping

Background color + styled alt text

css animation



675 Massachusetts Ave., Cambridge, MA 02139, USA
[Unsubscribe](#) | [View this email in your browser](#)

css animation

Sunshine or clouds?

Get the latest weather updates.



*Note to our American friends: these temperatures are in Celsius!
You can expect highs in the 50s and lows in the 40s!*

Conference location + logistics

The Mermaid Conference & Events Centre
Puddle Dock, Blackfriars, London, EC4V 3DB




really complex stuff




THE
EMAIL DESIGN
CONFERENCE

presented by  litmus

 August 18-20, 2014

 Seaport World Trade Center
Boston, MA

 Tickets on sale soon
(Watch your inbox for details)

 [Share on Twitter](#)

Three amazing days

Learn how to produce great looking—and performing—emails with new techniques and inspiring ideas. Join us for an expanded format that includes two workshops, general and breakout sessions, roundtable discussions, live optimization, and more.

DAY 1

Intermediate &
Advanced Workshops

DAY 2

General Sessions &
Breakouts

DAY 3

General Sessions &
Breakouts

really complex stuff

Live Twitter Feed

Tweet with [#TEDC15](#) and refresh to see your tweet in the stream!



Amanda Soehnlén @asoehnlén · 3m

this is just about the best thing (minus #tedc15 emails) i have read today
<https://t.co/dx95dnr0kx>



Jason Tropp @tropp · 4m

hey #TEDC15 the messages you hid in that email code are AMAZING! you like us you really like us :D #hiddenmessages



Jon Woodrow @jonwoodrow · 5m

This is very cool @connect_agency #TEDC15 <http://t.co/cqs6RyGbt2>



Marc Hedlund @Marc_everything · 6m

Live twitter feed in an email 0_o #TEDC15




Brittany R @brittles_86 · 6m


Litmus' live twitter feed - that EVEN works in Outlook - is wizardry! Where's platform 9 3/4? I need that knowledge #TEDC15

 **TWEET #TEDC15 TO JOIN THE FEED**

really complex stuff




 Tweet











 View web version




Introducing Litmus Builder






The world's first code editor built for email design & development

```
1 <!-- ARE YOU A DEVELOPER OR DESIGNER READING THIS? -->
2 <!-- WE'RE HIRING @ litmus.com/careers -->
3 <html>
4 <head>
5 <title>Litmus Newsletter</title>
6 <meta charset=utf-8>
7 <style type="text/css">
8     /* CLIENT-SPECIFIC STYLES */
9     #outlook a{padding:0;}
10     .ReadMsgBody{width:100%;} .External
11     Class{width:100%;}
12     .ExternalClass, .ExternalClass p, .ExternalClass
13     span, .ExternalClass font, .ExternalClass td,
```

 **litmus**
3-point rise for Gmail opens, detailed guide to CSS in Gmail + new webinars
 Tweet this  Forward this

    
EMAIL CLIENT MARKET SHARE
2013

Email trends and opens report for 2013

START TOUR

Recap: What is interactive email?

“An action taken in an email that triggers an event within the same email.”

Also known as ***Kinetic Email*** and ***Immediate Action Email***

Recap: Why use interactive email?

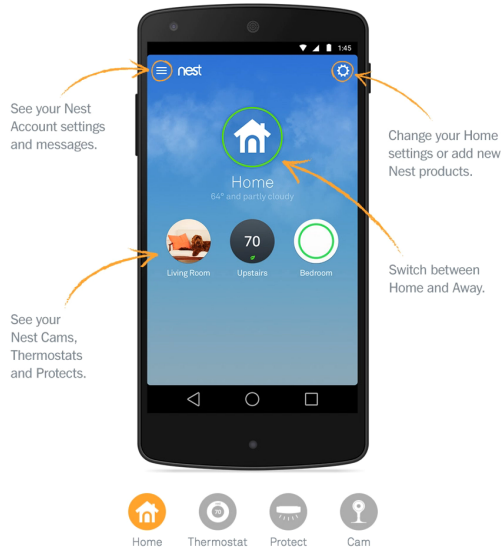
- Better user experience – more content in less space
- More informed analytics
- Engaging the user earlier
- Attractive and modern design

Example: Nest

Interactive

Everything you need. All in one place.

Today is a big day. We're launching Nest Cam, introducing a new Nest Protect, and giving you a redesigned app to match.



[Find out](#) what else your app can do.

Get the Nest app free from the [App Store](#) or [Google Play Store](#).

[Unsubscribe](#) | [Edit Preferences](#) | [Privacy Policy](#)
© 2015 Nest Labs, Inc., 3400 Hillview Ave., Palo Alto, CA 94304

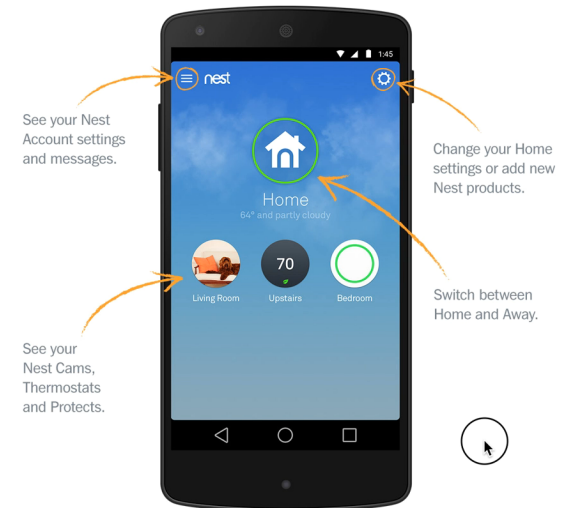
nest

Fallback

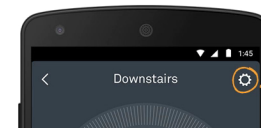
There's more to see. [Click here](#) to get the full interactive experience.

Everything you need. All in one place.

Today is a big day. We're launching Nest Cam, introducing a new Nest Protect, and giving you a redesigned app to match.





Nest Learning Thermostat



Example: B&Q

Interactive

Join the B&Q Club >
Shop >
Help & Advice >




Whether you're looking for a peaceful sanctuary to escape to, a place for family fun or space for summer entertainment, we have a stunning range of furniture and accessories, designed for your enjoyment.


Metal furniture ranges

If you're looking for something stylish and easy to care for, our elegant metal collection will have you spoilt for choice.


Discover >




RIPLEY



Fallback

Join the B&Q Club >
Shop >
Help & Advice >




Whether you're looking for a peaceful sanctuary to escape to, a place for family fun or space for summer entertainment, we have a stunning range of furniture and accessories, designed for your enjoyment.

Metal furniture ranges

If you're looking for something stylish and easy to care for, our elegant metal collection will have you spoilt for choice.


Discover >





ADELAIDE

Example: HP

Interactive

**HP ENVY Curved All-in-One PC**
The world's first curved business-class All-in-One






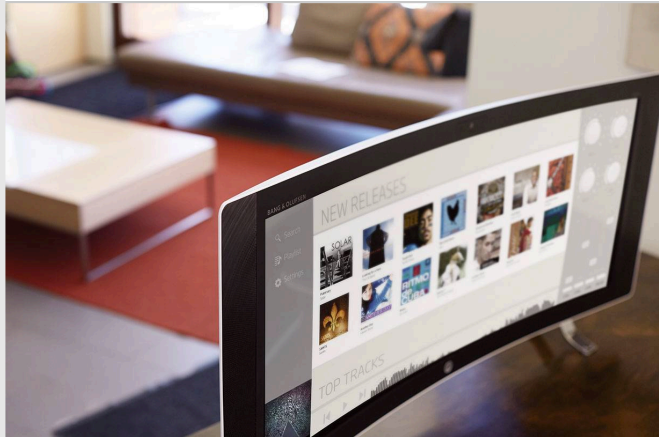
Get the immersive entertainment experience you've been waiting for with the world's first curved business-class All-in-One PC.¹

HP ENVY Curved All-in-One PC starts at \$1,649.^{99*}

[Shop HP now](#)


Fallback

**HP ENVY Curved All-in-One PC**
The world's first curved business-class All-in-One



Get the immersive entertainment experience you've been waiting for with the world's first curved business-class All-in-One PC.¹

HP ENVY Curved All-in-One PC starts at \$1,649.^{99*}

[Shop HP now](#)

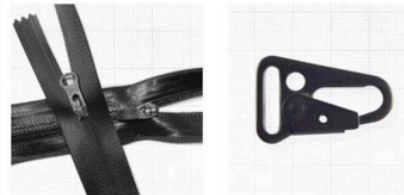
Let's put all that together

Scalable

Mobile Friendly
Mobile First



A small space doesn't have to mean a lack of features, storage or enjoyment. We worked hard on this one to make it an incredibly satisfying, useful and simple carry that just might boggle the mind. Shown above is our Martexin Wax Canvas version that is being finalized today, and we're hoping to finish an amazing M35 Military Truck Tarpaulin version that will be ready for pre-order Friday as well.

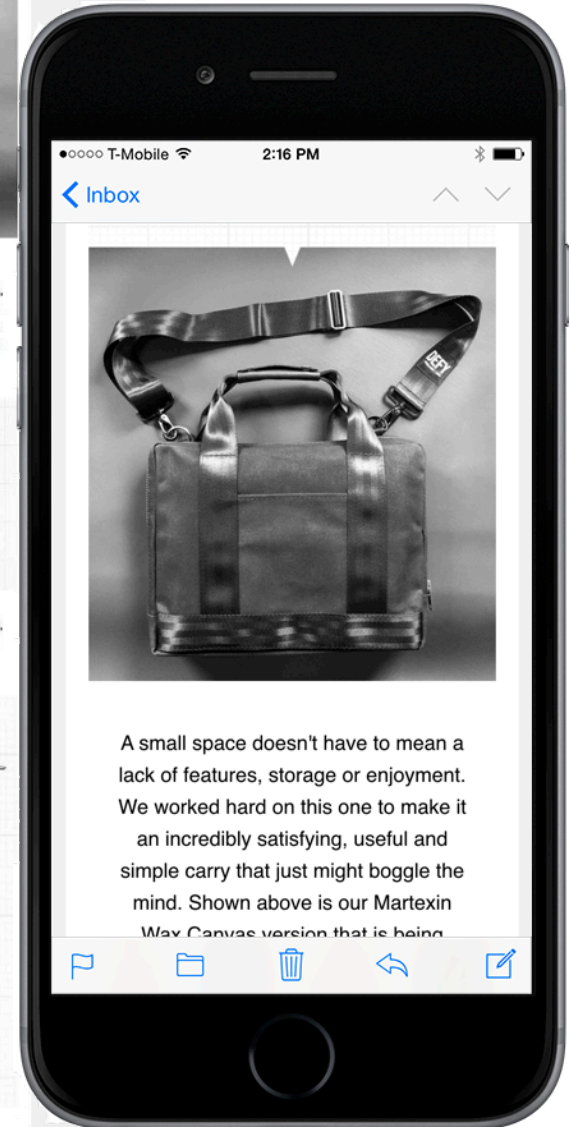


Oversized 100% Waterproof double zippers extend the entirety of the bag, making it easy to see everything that's going on inside. The matte black steel military rifle clip makes your keys feel they come correct!



13-inch MacBook Air

The fully padded computer section has ample pockets and organization for your 13" MacBook.



[View in web browser](#)

ENJOY FREE SHIPPING AND RETURNS ON ALL ORDERS



ENDS SOON

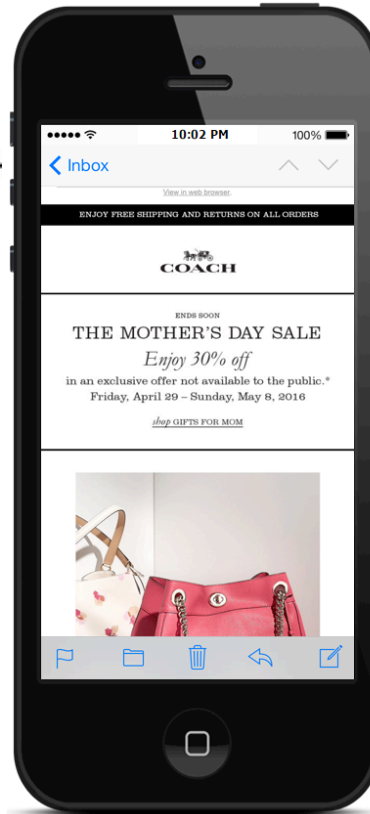
THE MOTHER'S DAY SALE

Enjoy 30% off

in an exclusive offer not available to the public.*

Friday, April 29 – Sunday, May 8, 2016


[shop GIFTS FOR MOM](#)



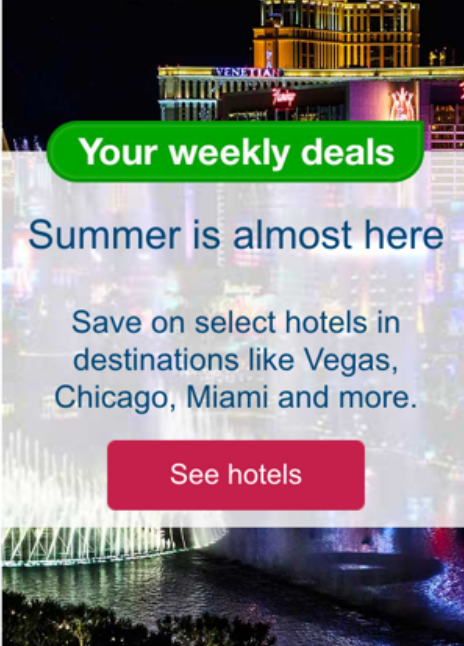
Fluid

#EIS16

Responsive



Hotels Flights Packages Cars



Your weekly deals

Summer is almost here

Save on select hotels in destinations like Vegas, Chicago, Miami and more.


[See hotels](#)

✈ Top flight deals

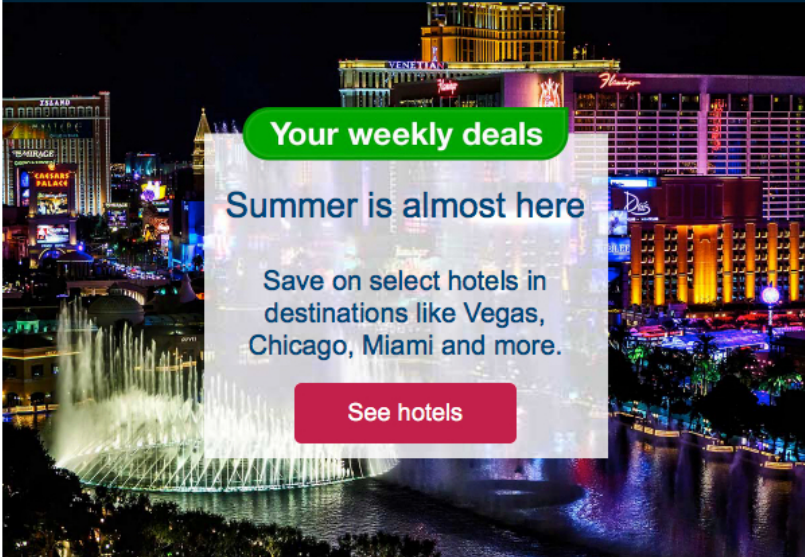
Las Vegas	➤
San Francisco	➤
Orlando	➤

🏨 Great hotel deals

Plus, get an extra 15% off select hotels with promo code: MAYHOTEL15



Hotels Flights Packages Cars Cruises Deals Activities



Your weekly deals

Summer is almost here

Save on select hotels in destinations like Vegas, Chicago, Miami and more.

[See hotels](#)

✈ Top flight deals

Las Vegas	➤	Los Angeles	➤
San Francisco	➤	Denver	➤
Orlando	➤	Miami	➤

🏨 Great hotel deals



The Talbott Hotel

Chicago
★★★★★

[➤ See deal](#)



Luxor Hotel and Casino

Las Vegas
★★★★★

[➤ See deal](#)

Gmail doesn't like your

</STYLE>

Fluid-Hybrid

Spongy



@johnethies // @emailonacid



Mother's Day is May 8th

RIDE ON, MOM

How to bike with your kids
on Mother's Day and beyond.

ON THE BLOG

BIKE GIFTS FOR MOM

You know she's worth it.



PUBLIC C7 9th Avenue

SALE \$699 \$866

SHOP C7



Yepp Maxi Child Seat

\$220

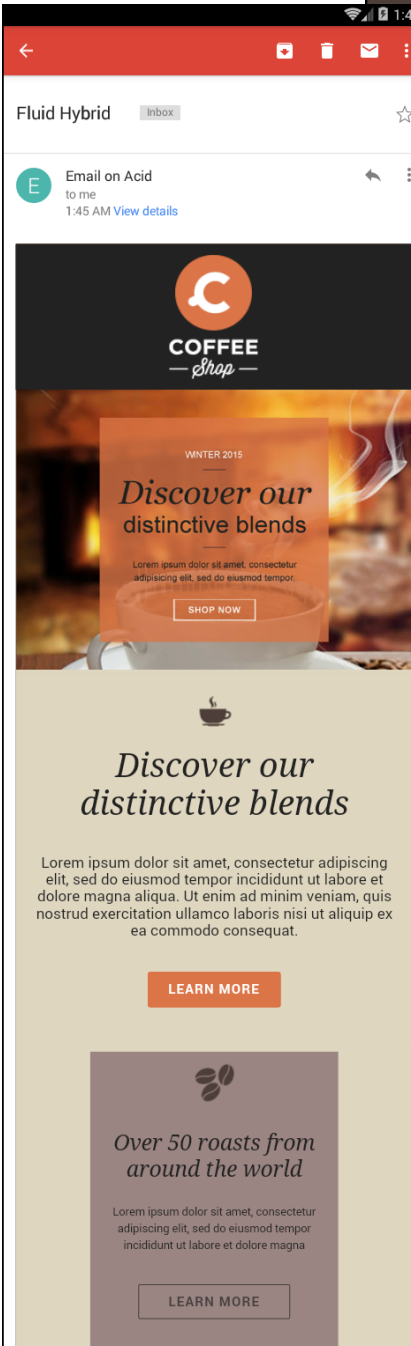
SHOP CHILD SEAT >



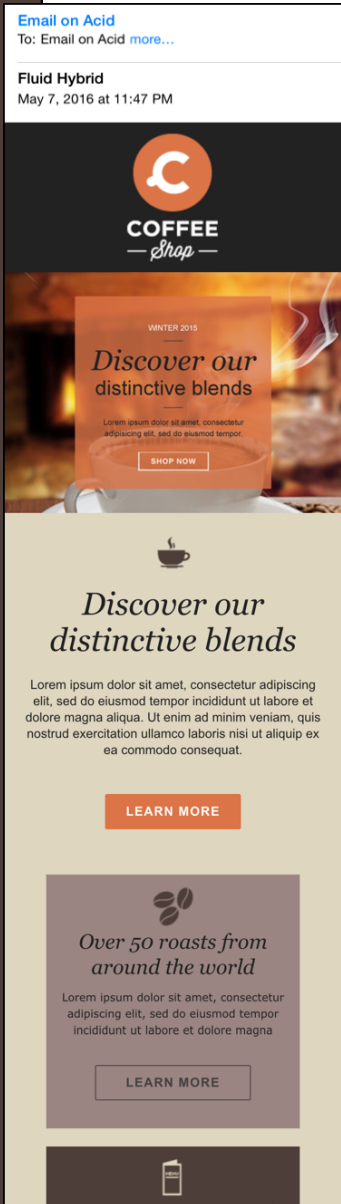
EIS16

Gmail **SUPPORTS** your fluidity!

Android Gmail



iOS Mail App



Is Fluid-Hybrid the best option?

don't miss!

Part II: How-to + Resources

3:30-4:15

get in touch



Elliot Ross
Action Rocket
@iamelliot



Justine Jordan
Litmus
@meladorri



Mark Robbins
Rebelmail
@M_J_Robbins



John Thies
Email on Acid
@johnethies

resources + slides >>> bit.ly/eis-design