Innovations in

# Email Design

Part I: Inspiration

# today's know-it-alls

**Elliot Ross**
Action Rocket
@iamelliot

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Litmus
@meladorri

**Mark Robbins**
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

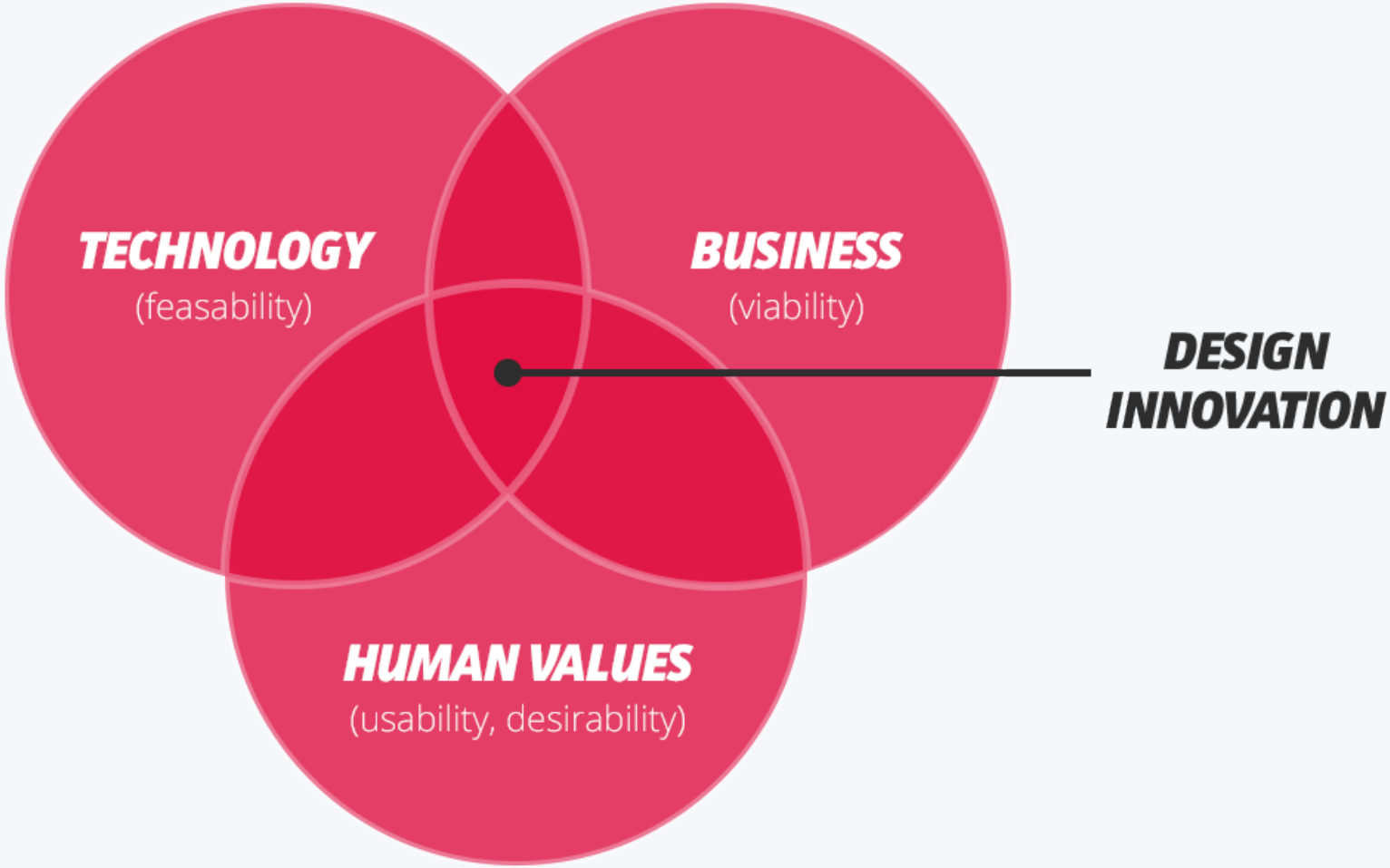
Mobile email madness

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%

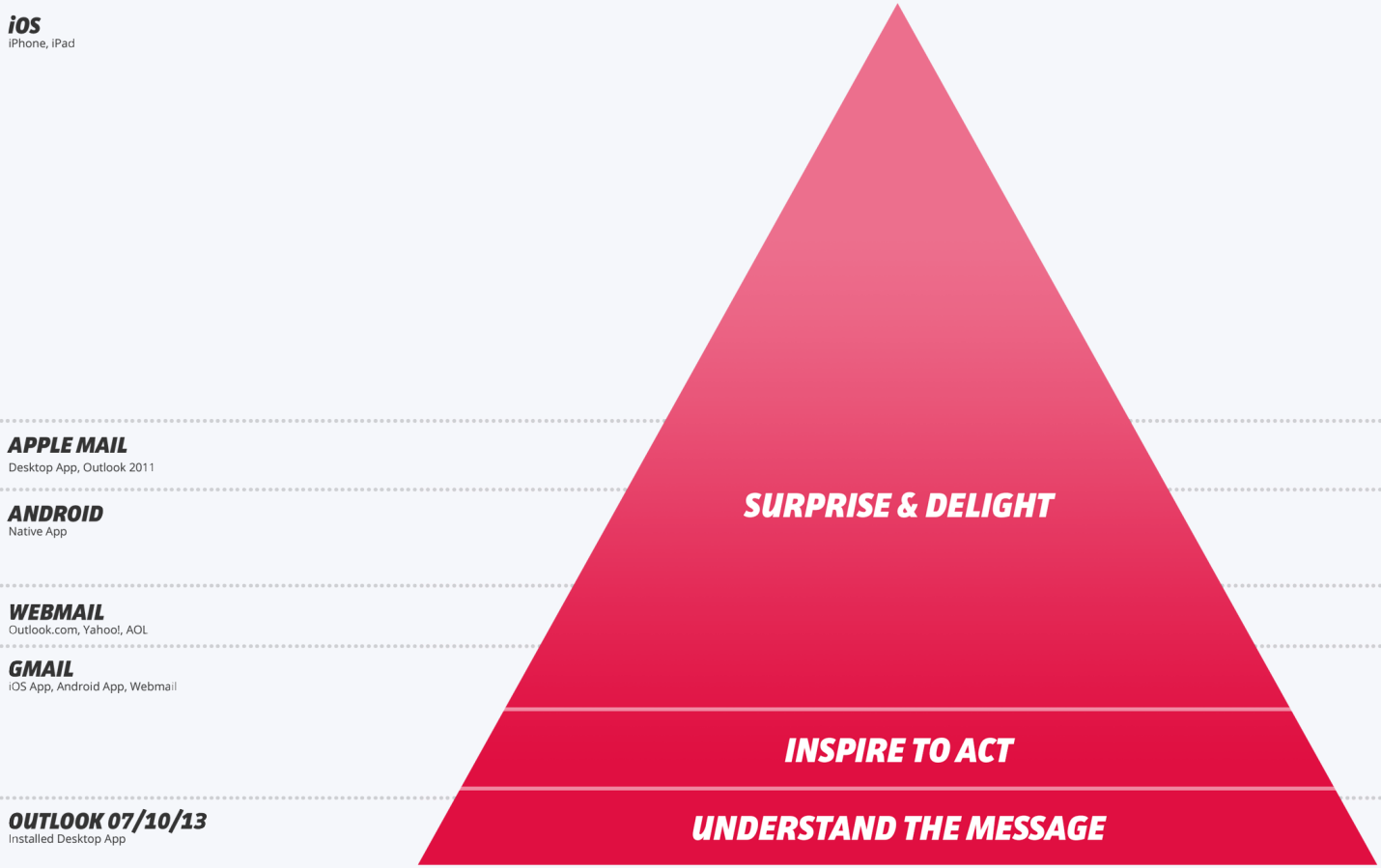
Guaranteed

# We can do better than "*code like it's 1995*"

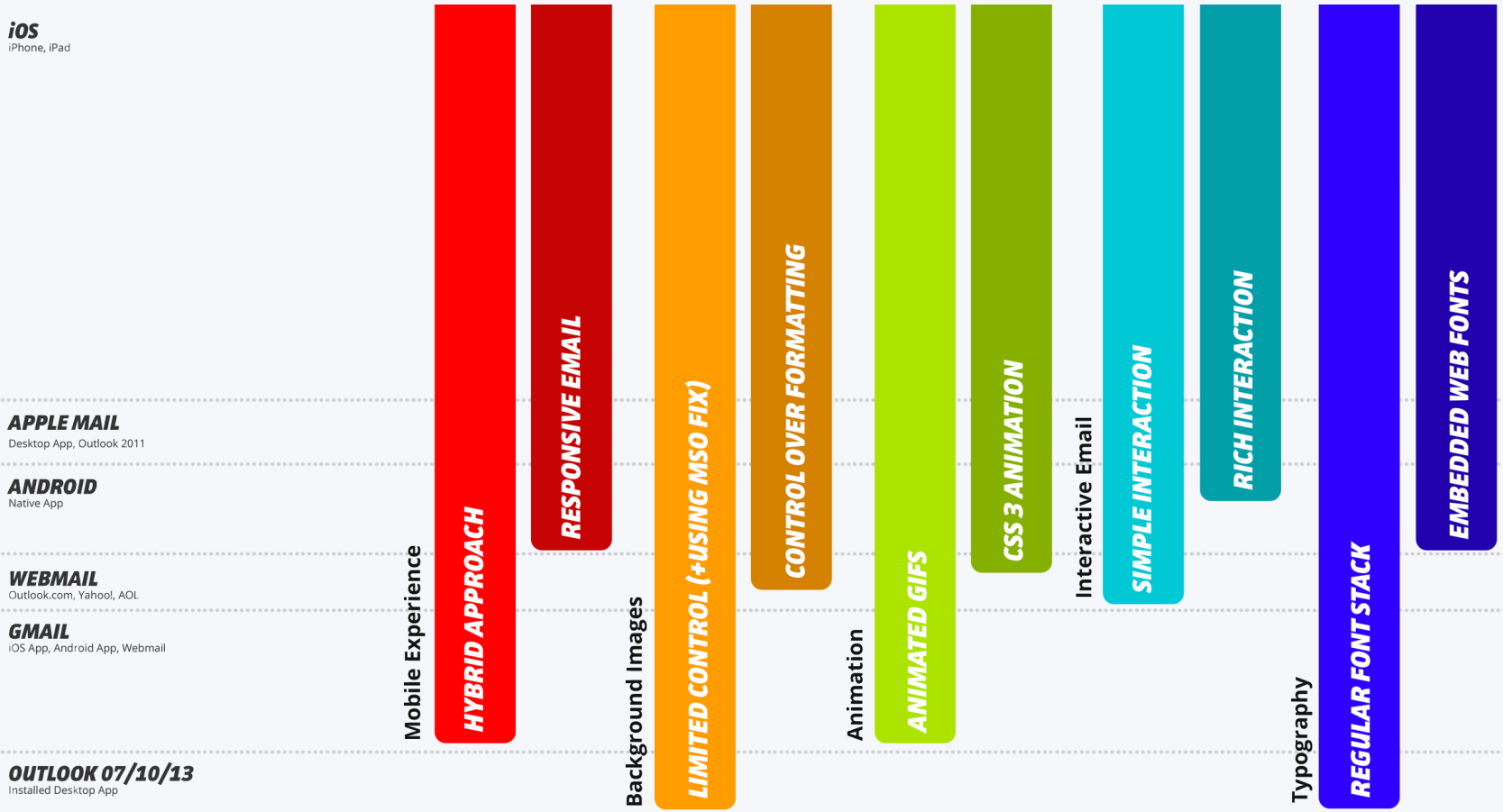
it's ok
doesn't
the
every

*if email*
*look*
*same*
*where*

# Make the best experience for each user



# Make the best experience for each user



# 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

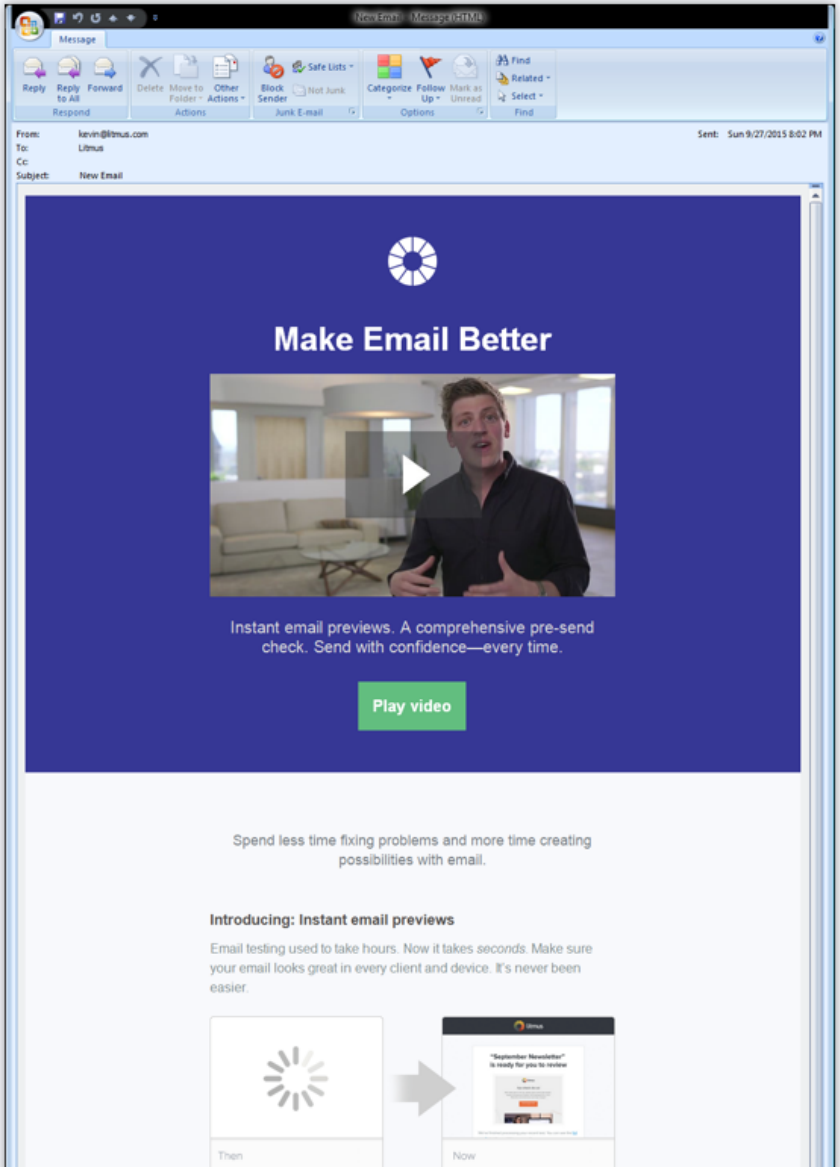
7%

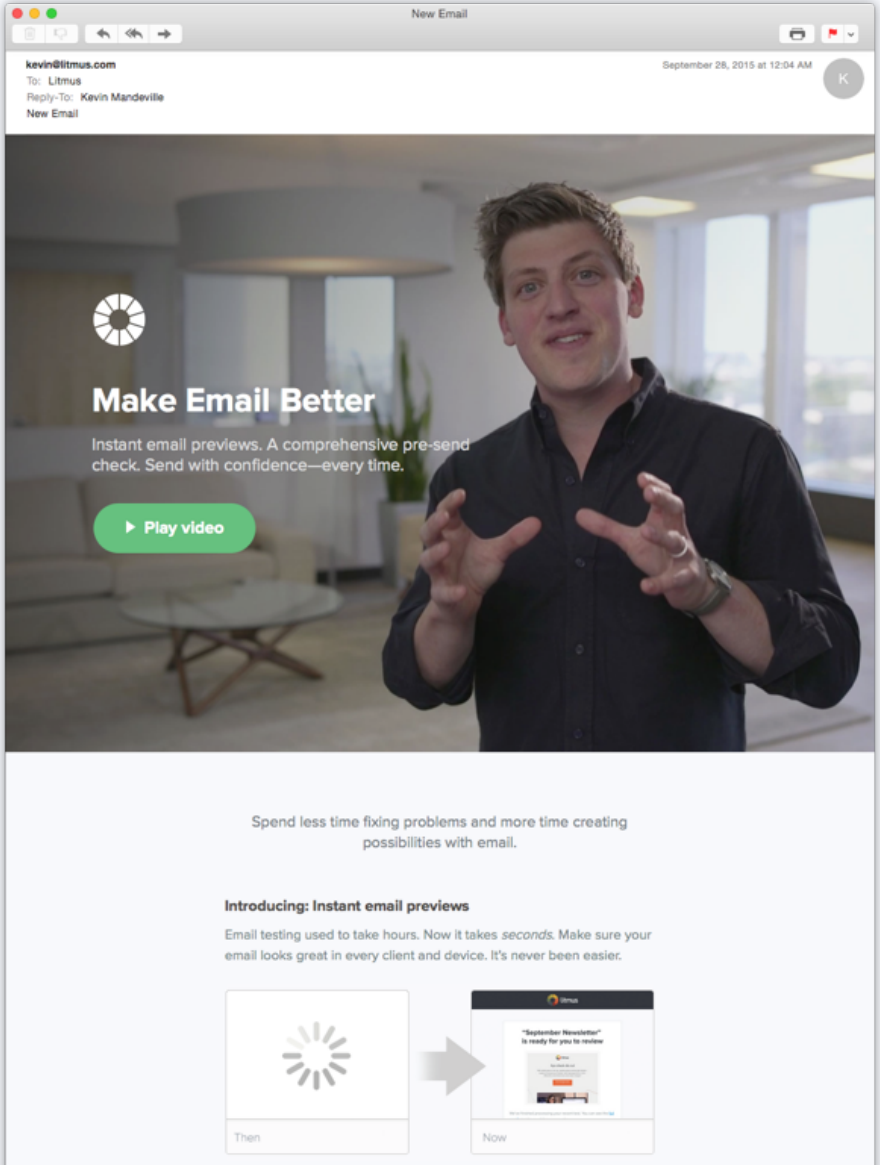
# simple enhancements

Standard button

Progressively enhanced button

# complex enhancements



**simple**

Animated GIFs

Button enhancements

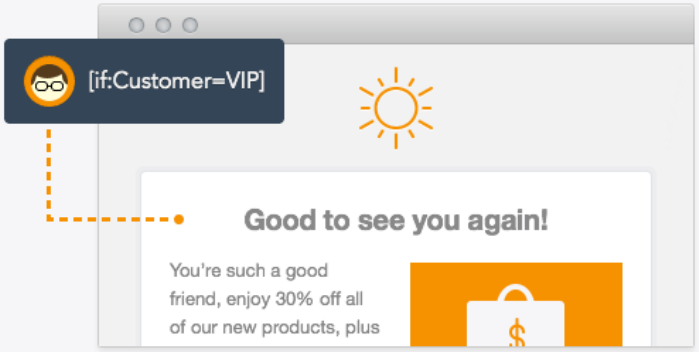
Styled ALT text

CSS animation

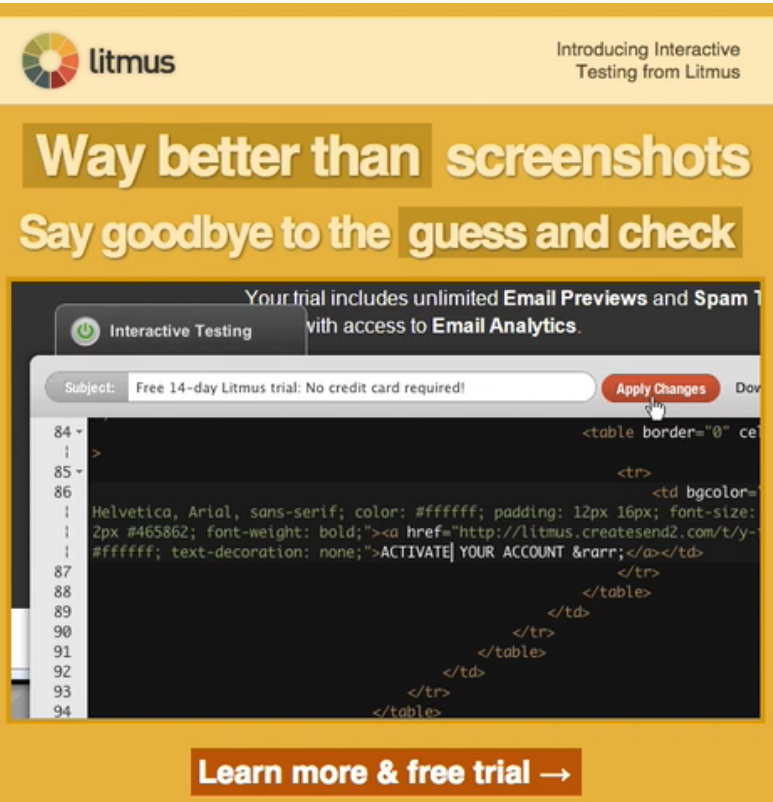
Twitter feeds, video, carousels

**complex**

# animated GIFs



# animated GIFs simple product demo



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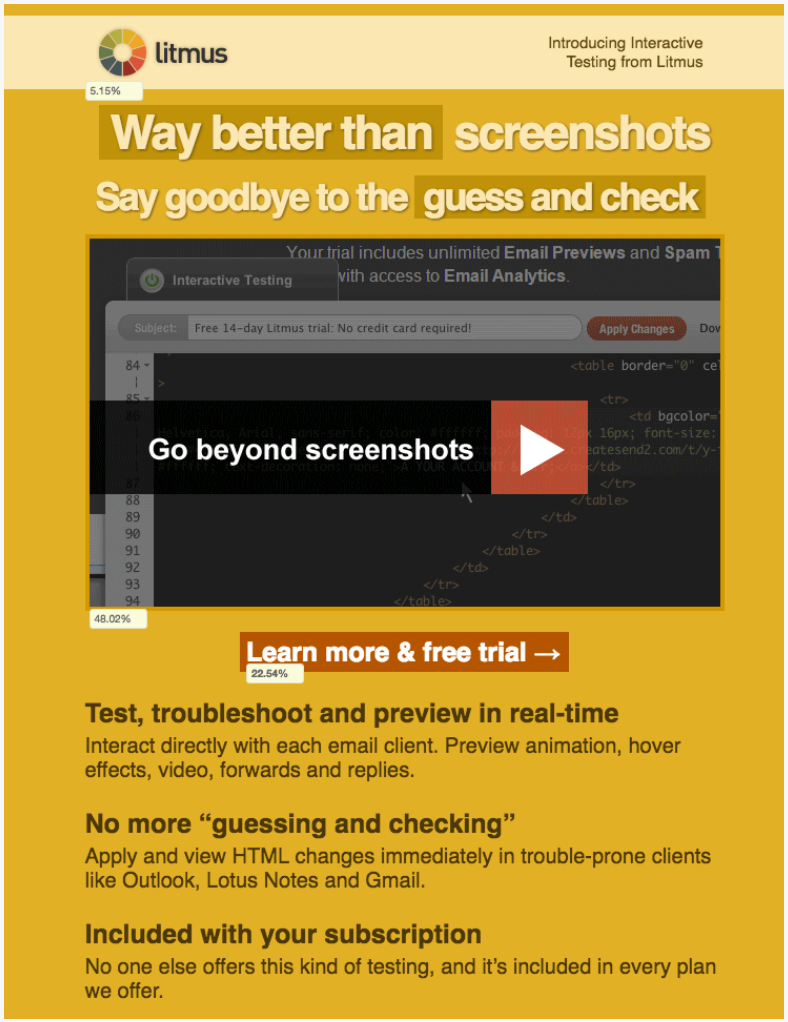



- 48.81% CTR on animated GIF
- 22.51% CTR on button at top of email
- 14.93% CTR on button at bottom of email

# button enhancements

I am a button →

Rounded corners

I am a button →

Borders

I am a button →

Gradients

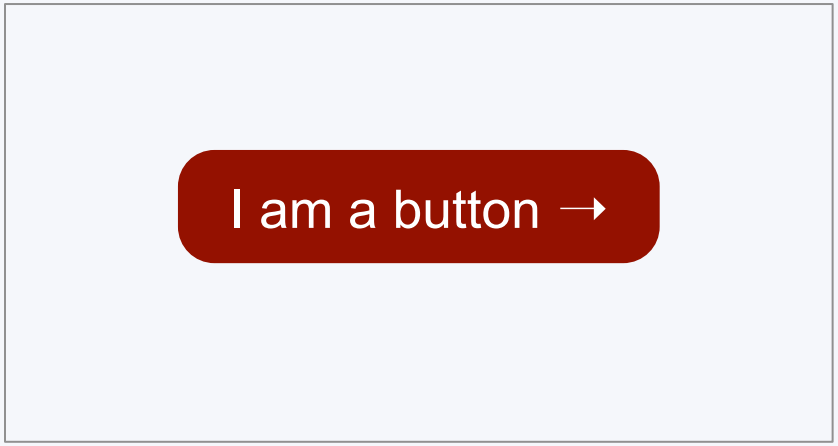
**I am a button →**

Web fonts

I am a button →

Hover effects

# button enhancements



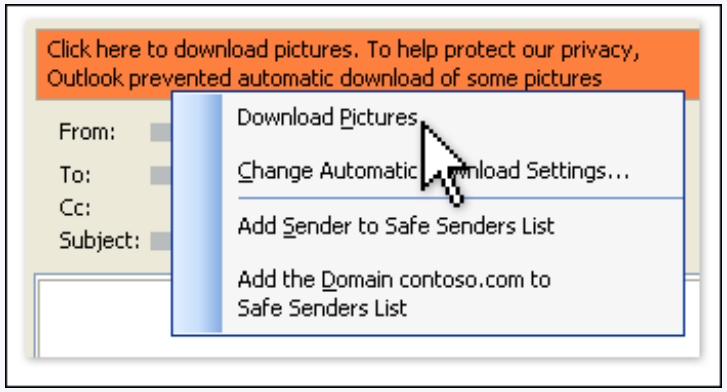

Progressively enhanced: Apple Mail

Graceful degradation: Outlook 2010

Lotus Notes

Scale to fit: iPhone

styled alt text

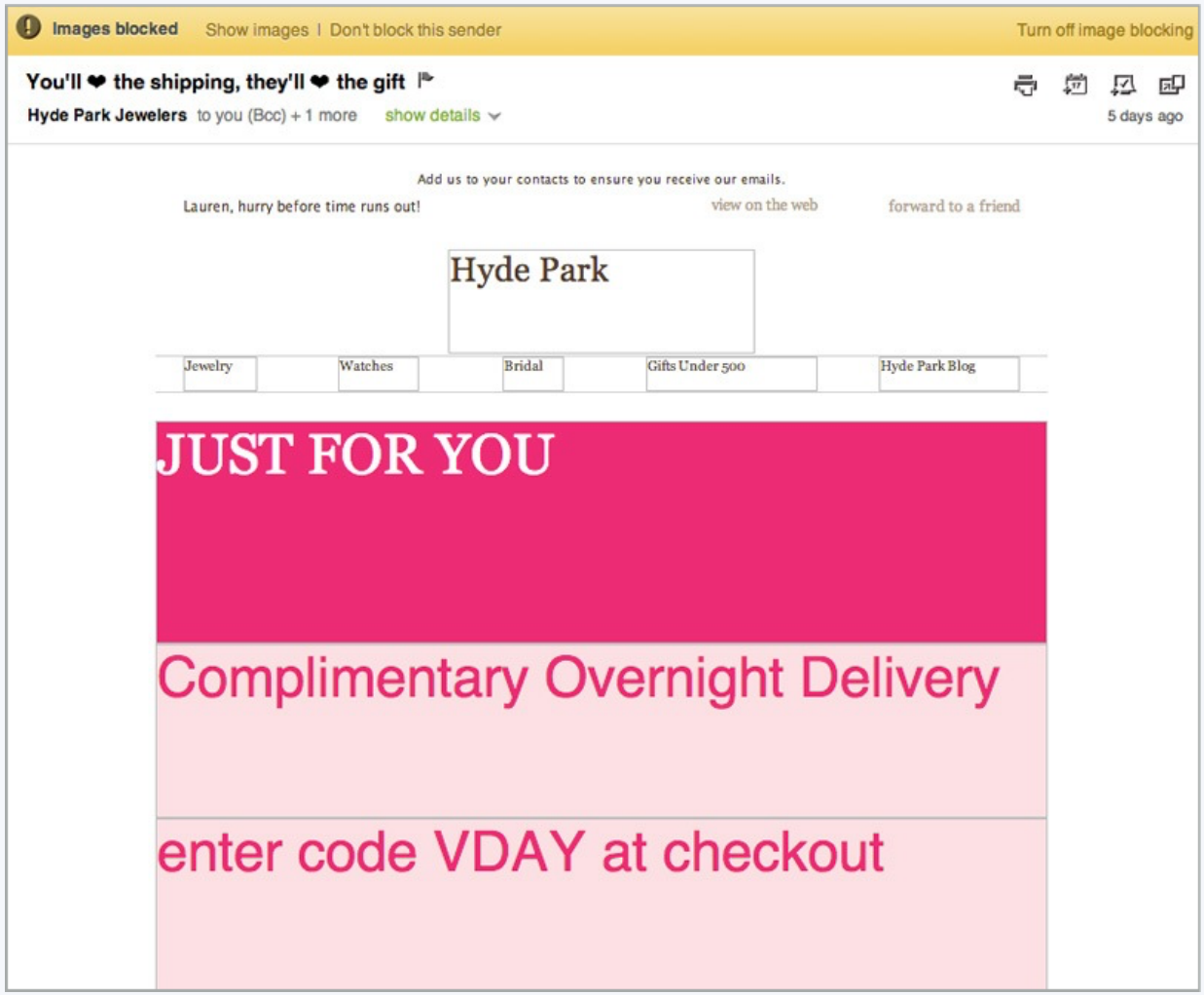



# 43%

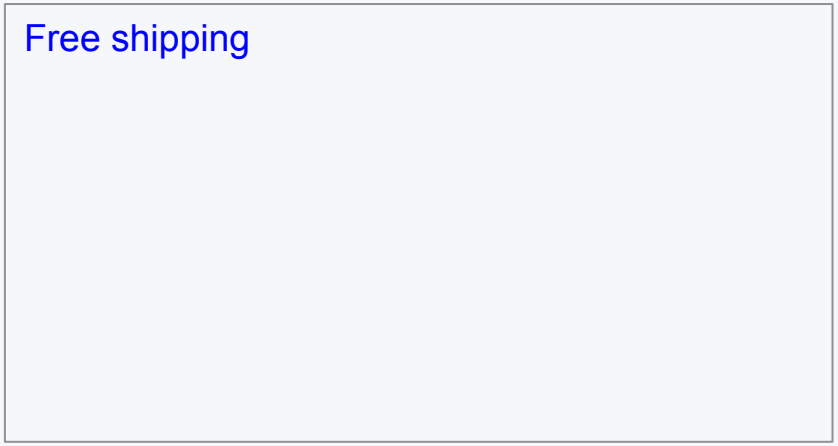
of users view email with images off

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

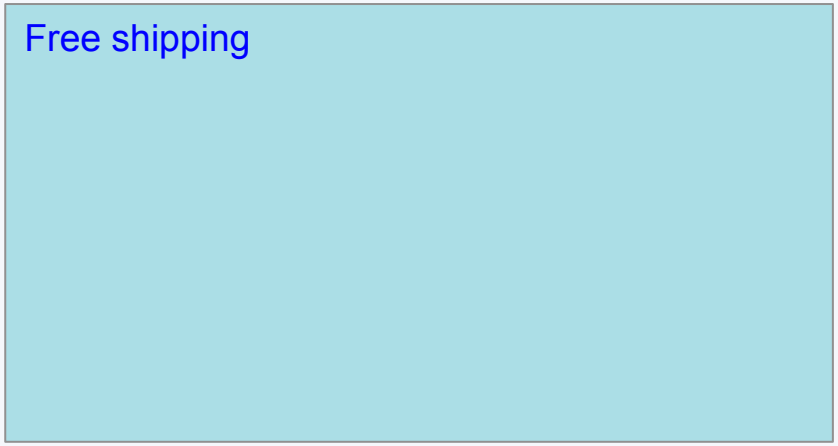
# styled alt text



# styled alt text




No styling or background color

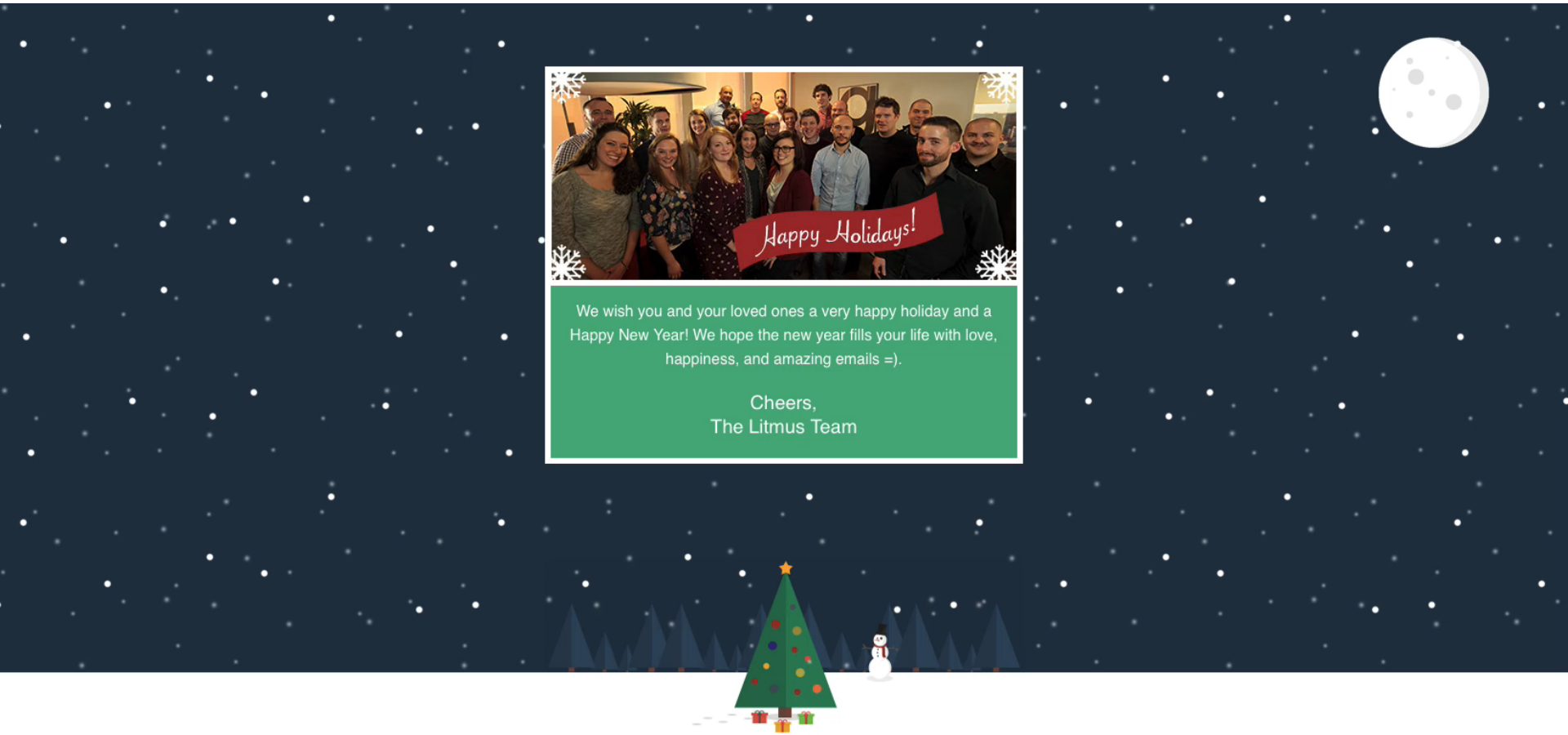



Background color

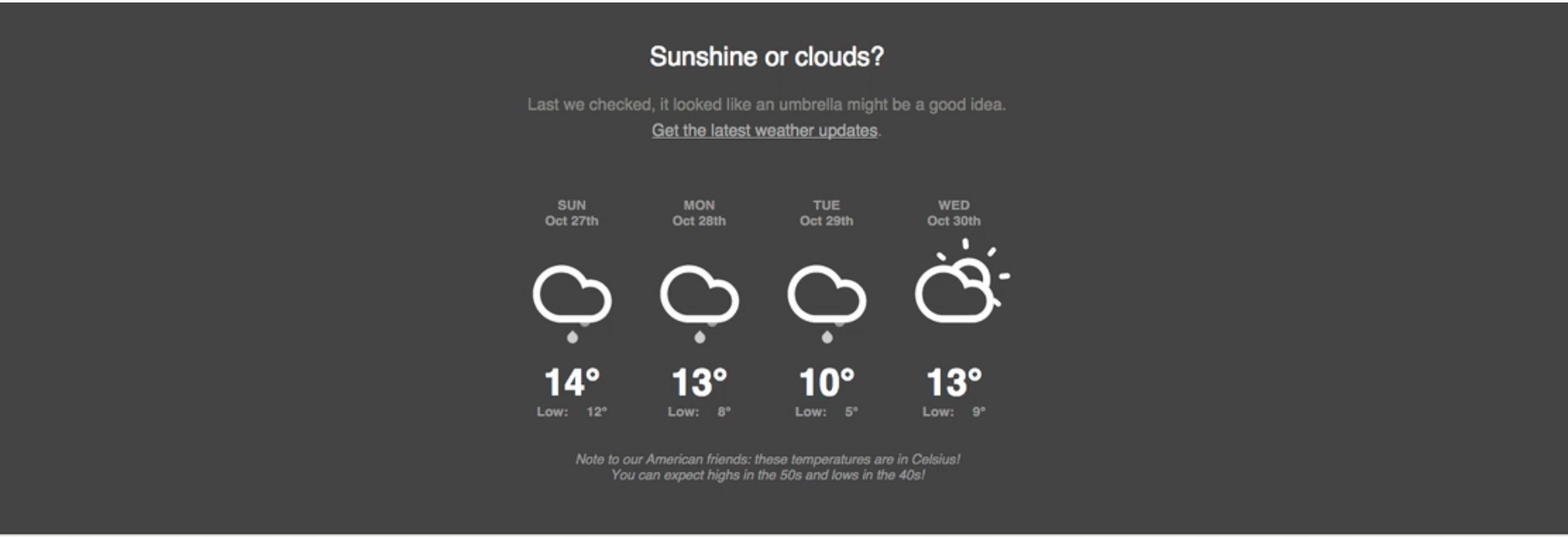
Styled alt text

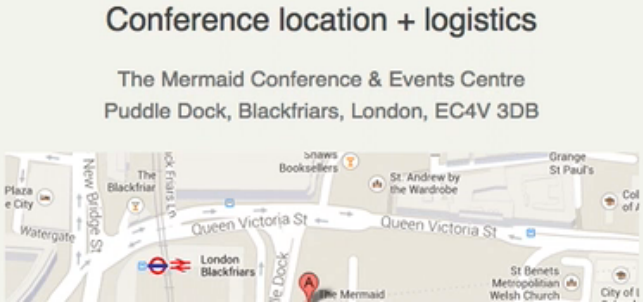
Background color + styled alt text

# css animation

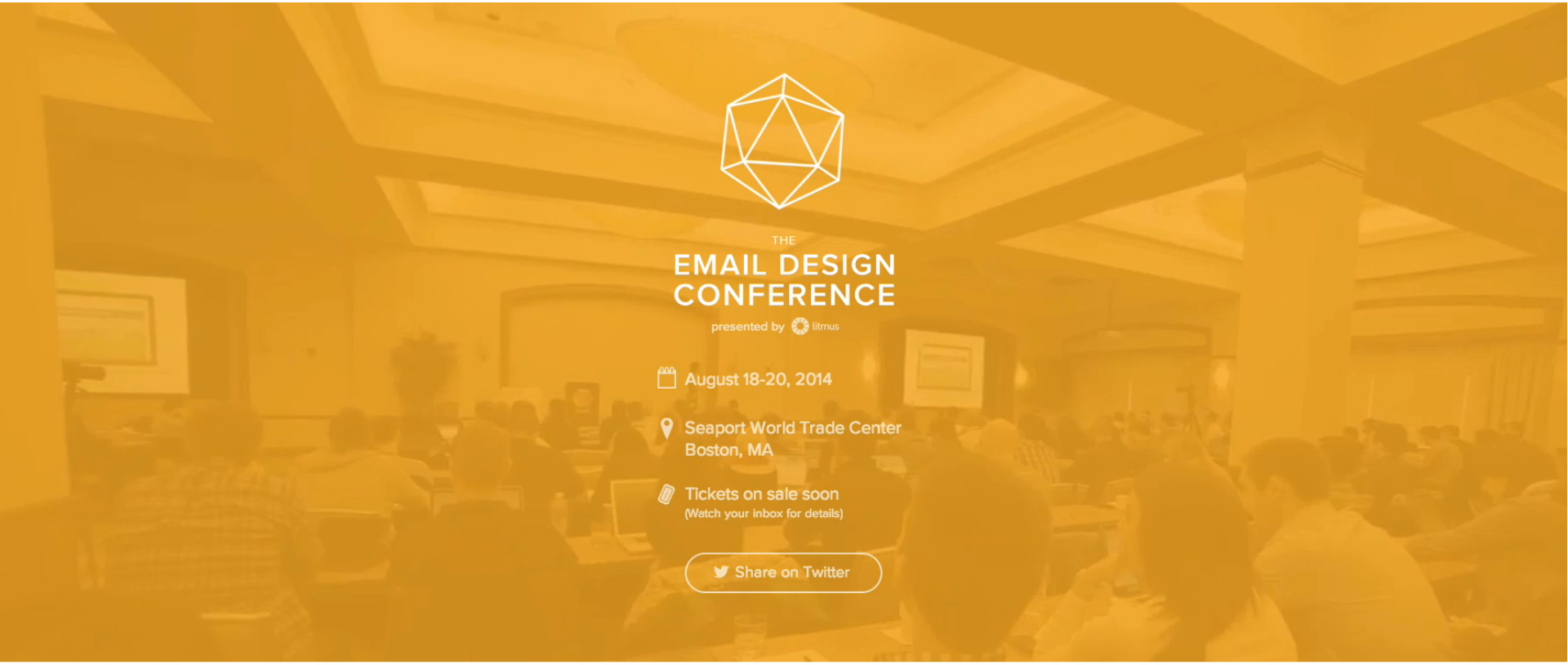


# css animation



# really complex stuff

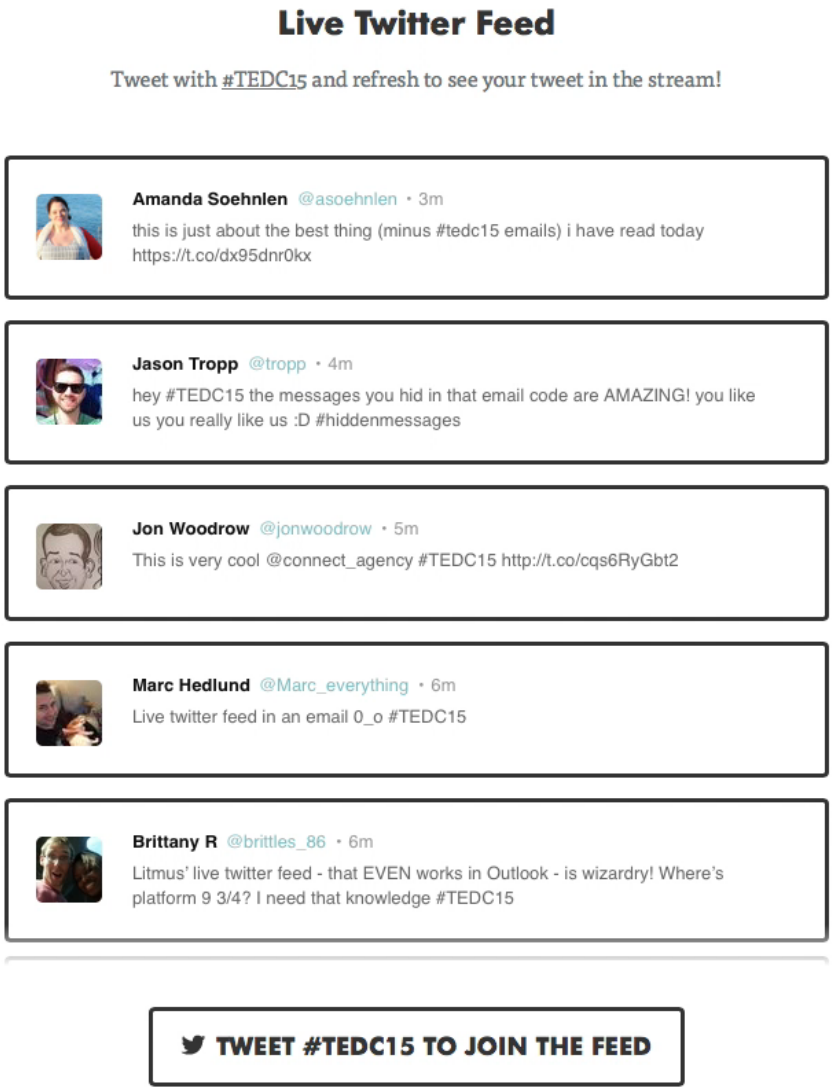



## Three amazing days

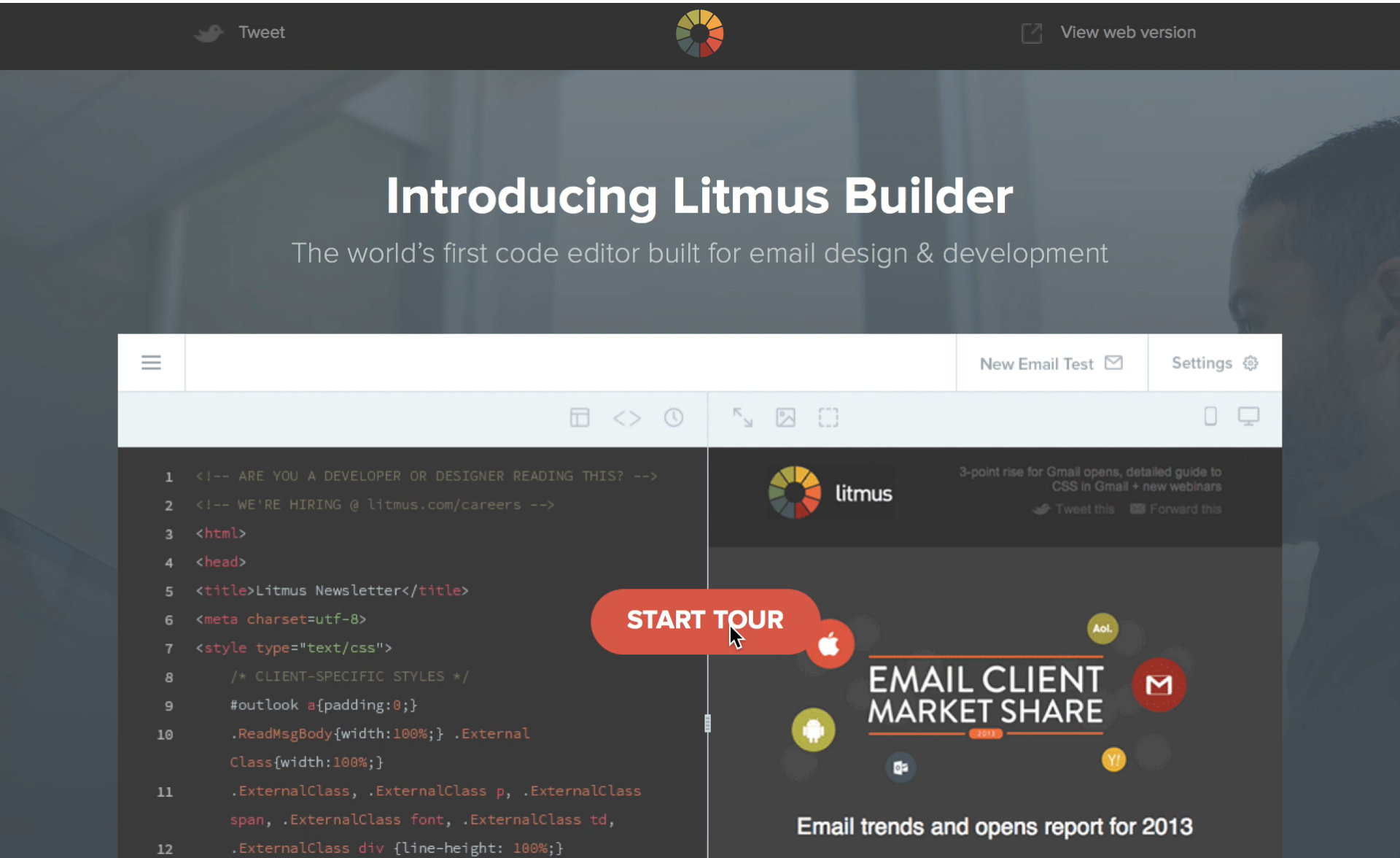
Learn how to produce great looking—and performing—emails with new techniques and inspiring ideas. Join us for an expanded format that includes two workshops, general and breakout sessions, roundtable discussions, live optimization, and more.

| DAY 1 | DAY 2 | DAY 3 |
| --- | --- | --- |
| Intermediate & Advanced Workshops | General Sessions & Breakouts | General Sessions & Breakouts |

# really complex stuff



# really complex stuff



# Recap: What is interactive email?

*"An action taken in an email that triggers an event within the same email."*

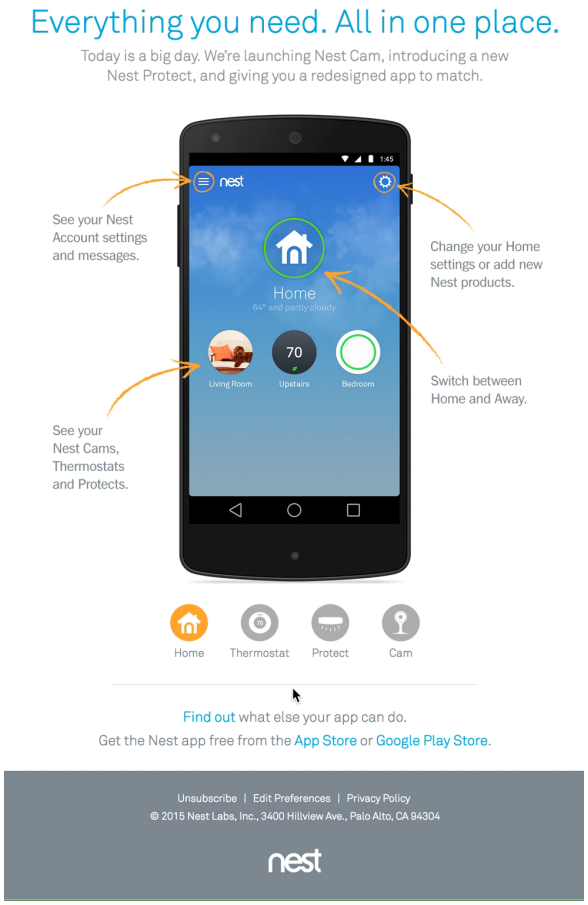
Also known as ***Kinetic Email*** and ***Immediate Action Email***

# Recap: Why use interactive email?

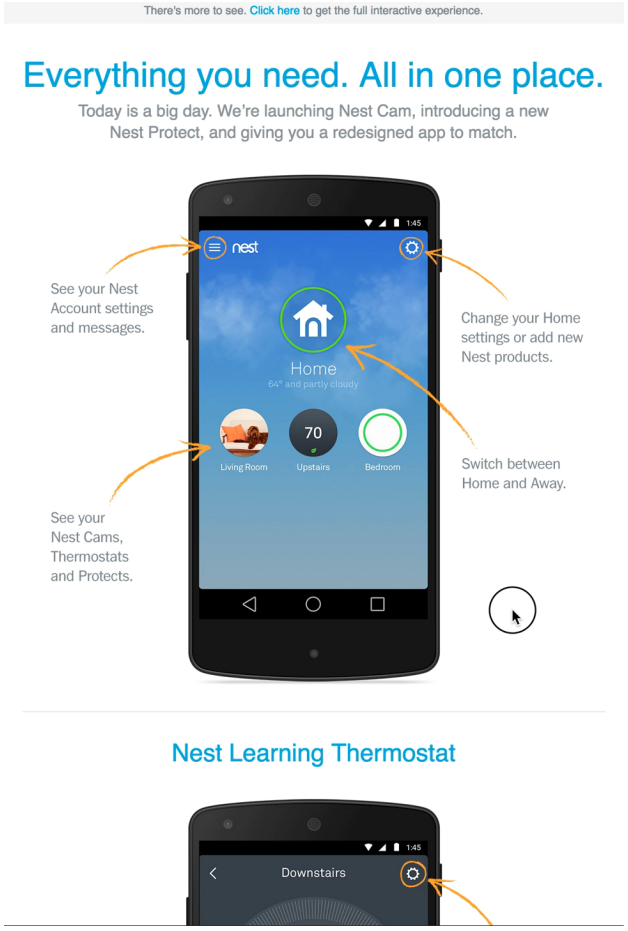
- Better user experience – more content in less space
- More informed analytics
- Engaging the user earlier
- Attractive and modern design

# Example: Nest

## Interactive

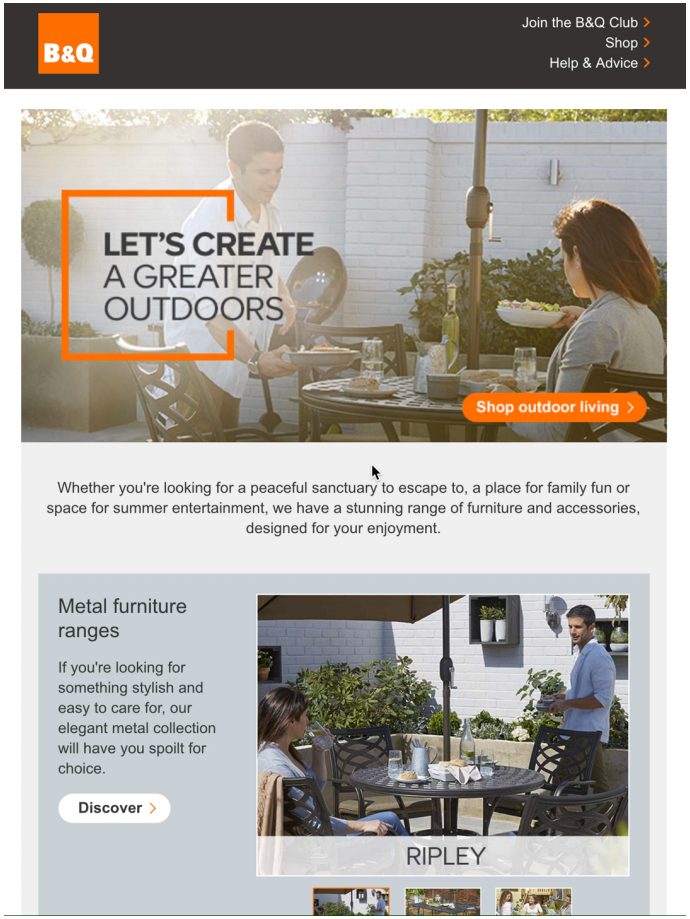



## Fallback

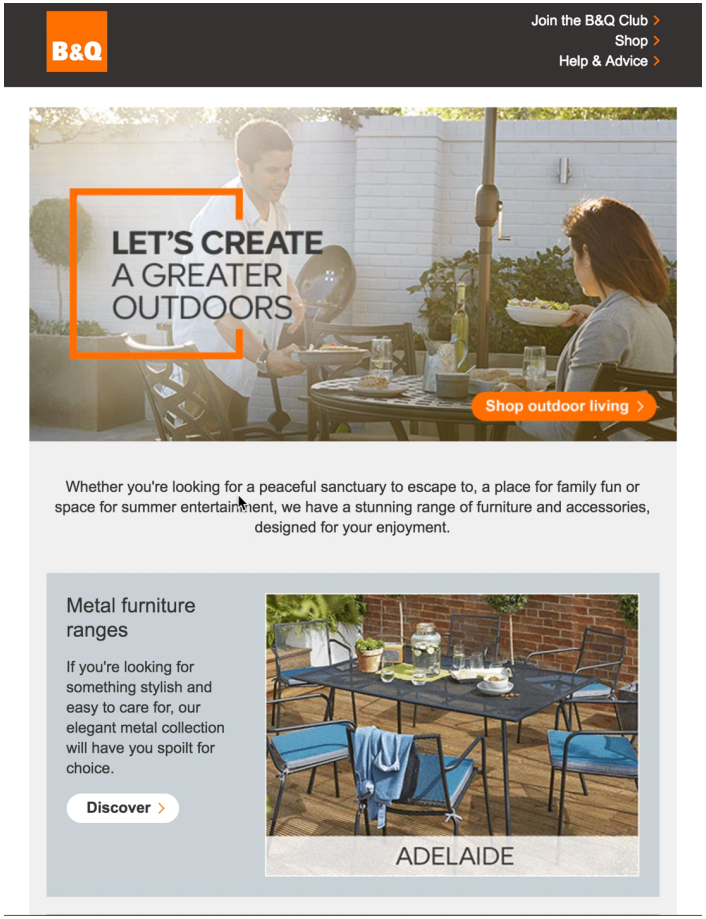


# Example: B&Q

## Interactive

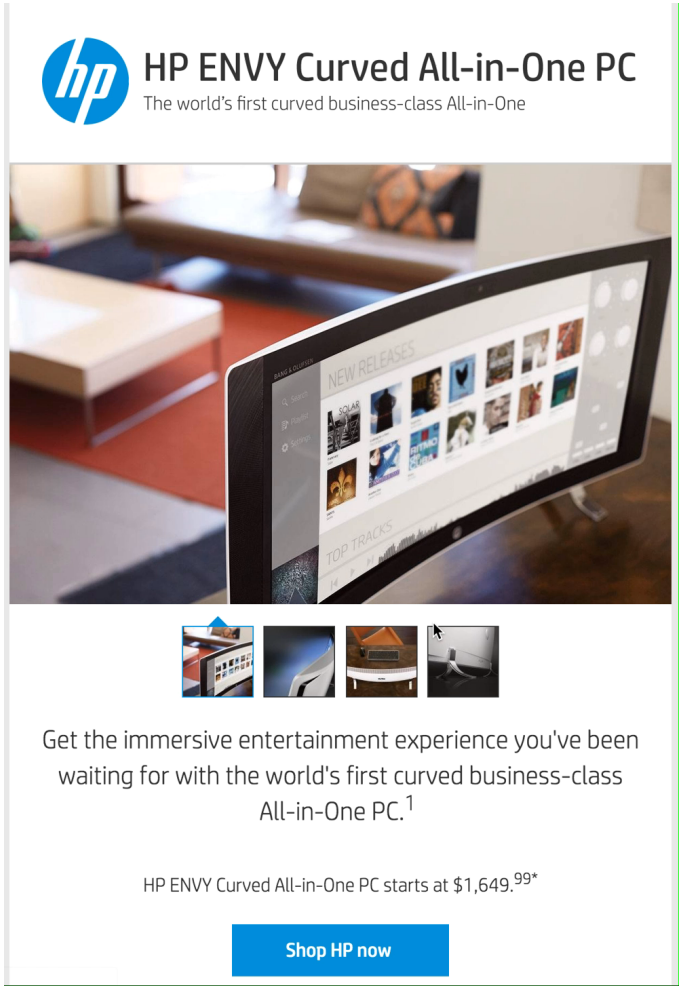



## Fallback

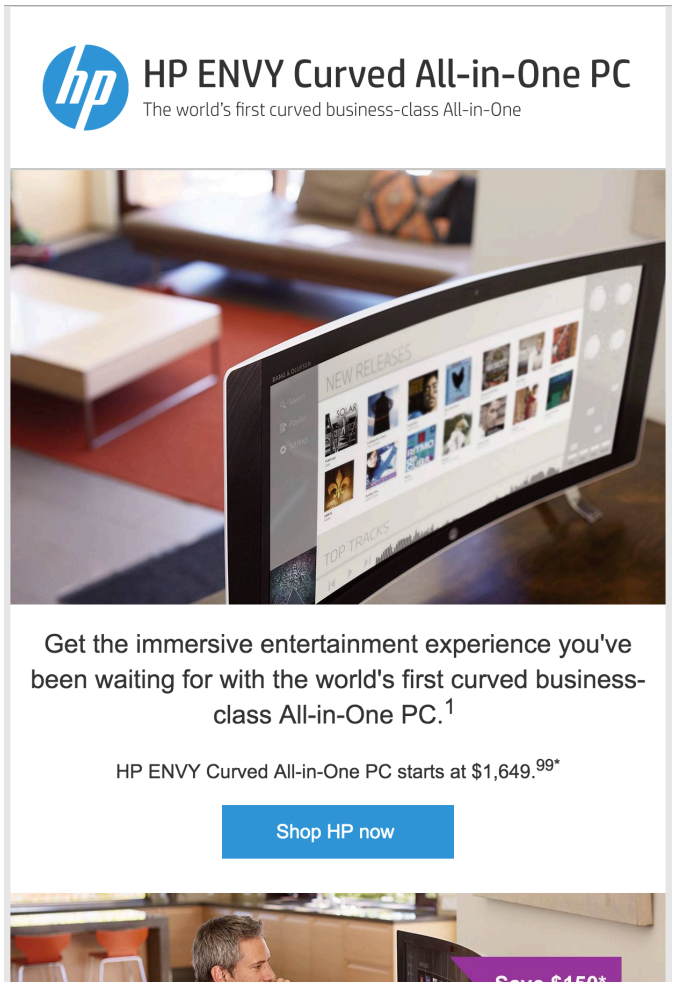


# Example: HP

## Interactive



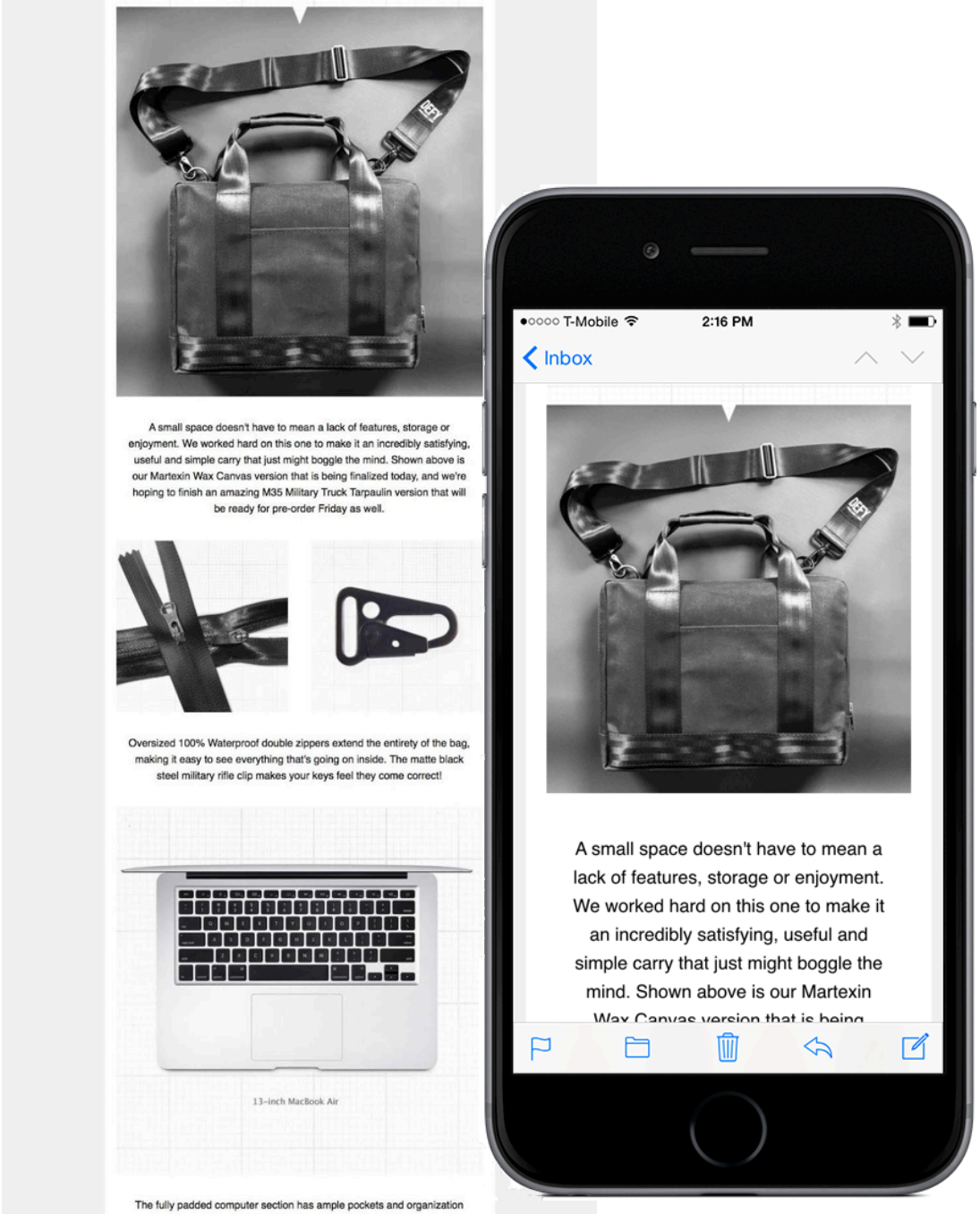

## Fallback



# Let’s put all that together

# Scalable

*Mobile Friendly*
*Mobile First*



View in web browser

ENJOY FREE SHIPPING AND RETURNS ON ALL ORDERS

COACH

ENDS SOON

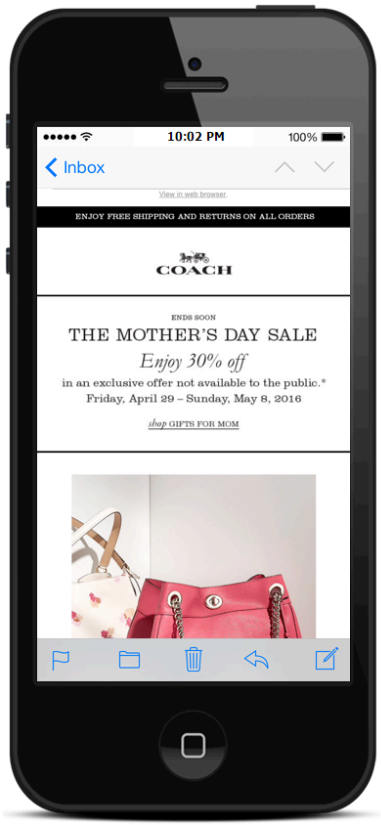
# THE MOTHER'S DAY SALE

*Enjoy 30% off*

in an exclusive offer not available to the public.*

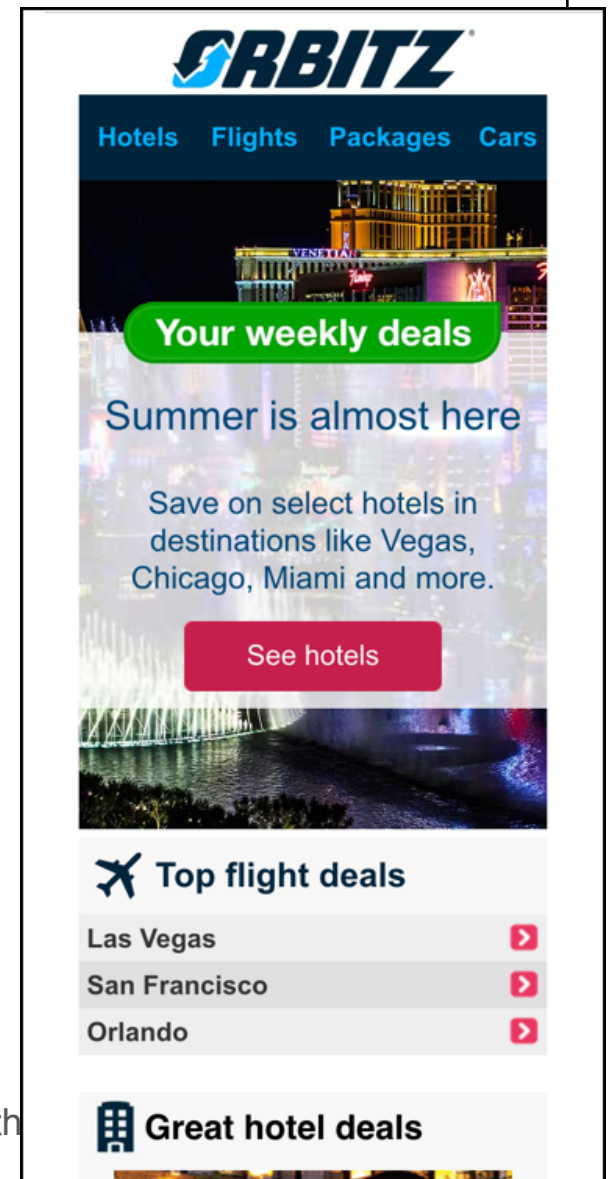
Friday, April 29 – Sunday, May 8, 2016

*shop* GIFTS FOR MOM




Fluid

# Responsive


ORBITZ
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
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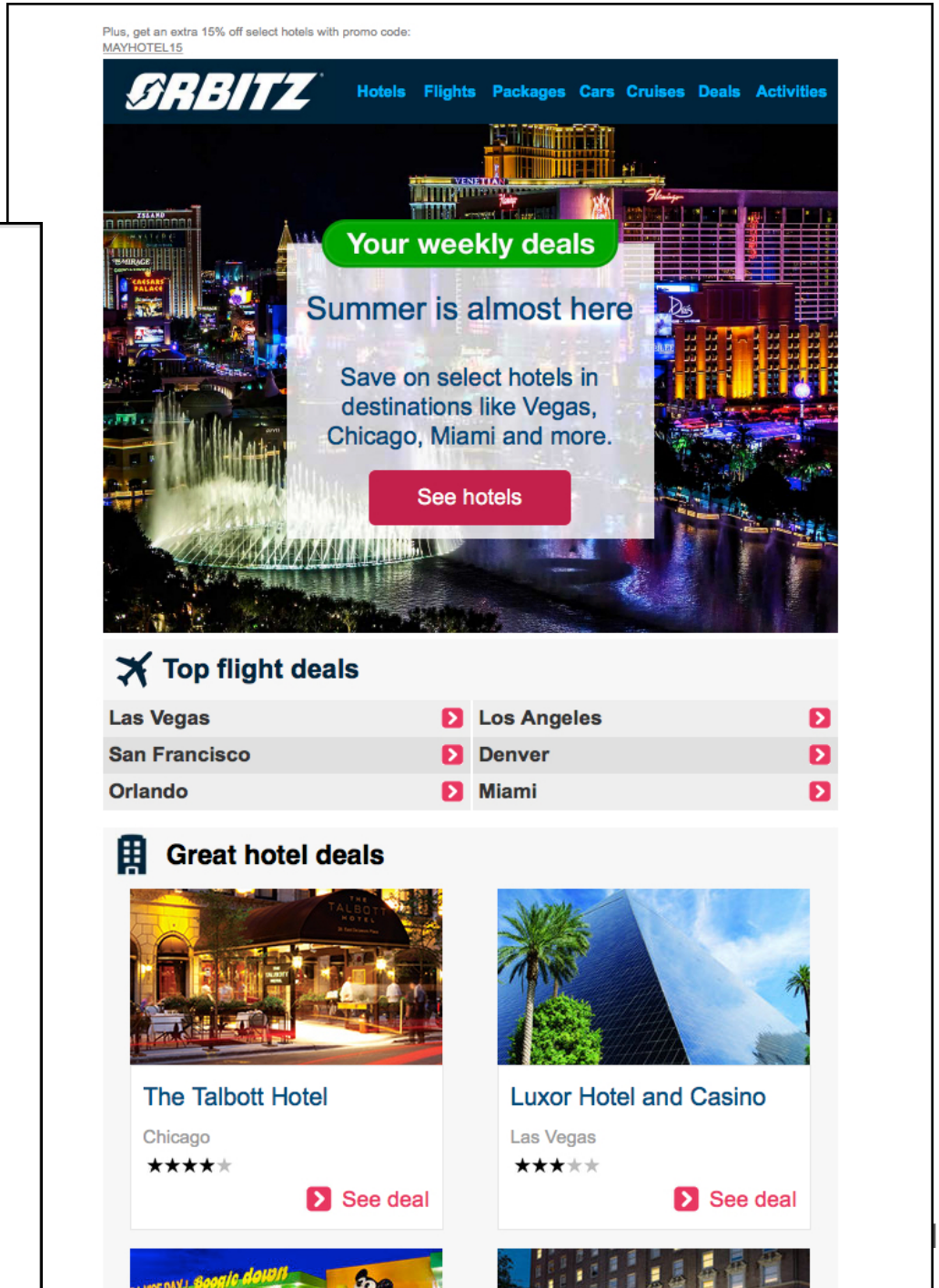
Las Vegas
San Francisco
Orlando
Great hotel deals


Plus, get an extra 15% off select hotels with promo code:
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Your weekly deals
Summer is almost here
Save on select hotels in destinations like Vegas, Chicago, Miami and more.
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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*

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

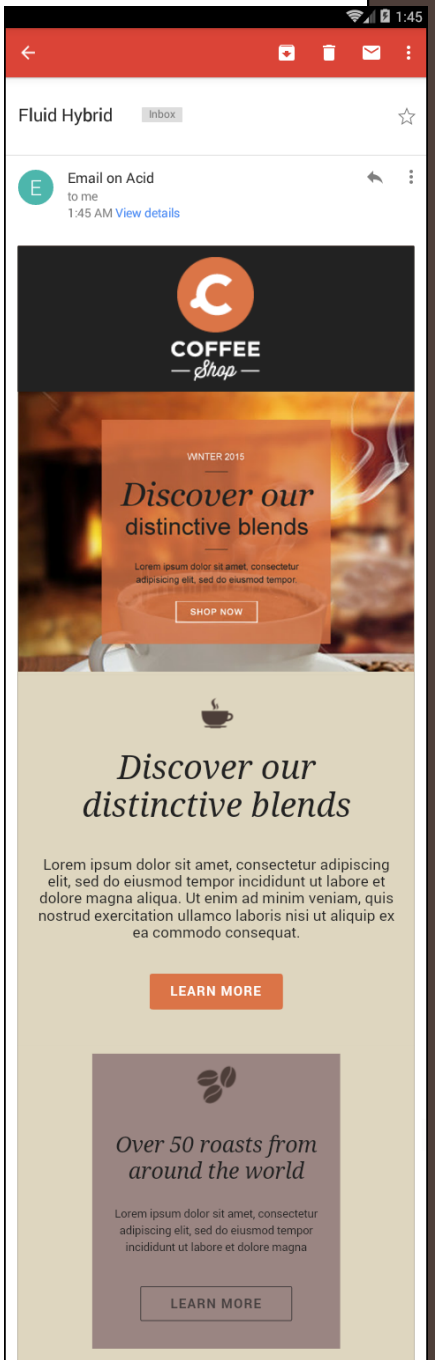
You know she's worth it.

PUBLIC C7 9th Avenue
SALE $699 ~~$866~~
SHOP C7

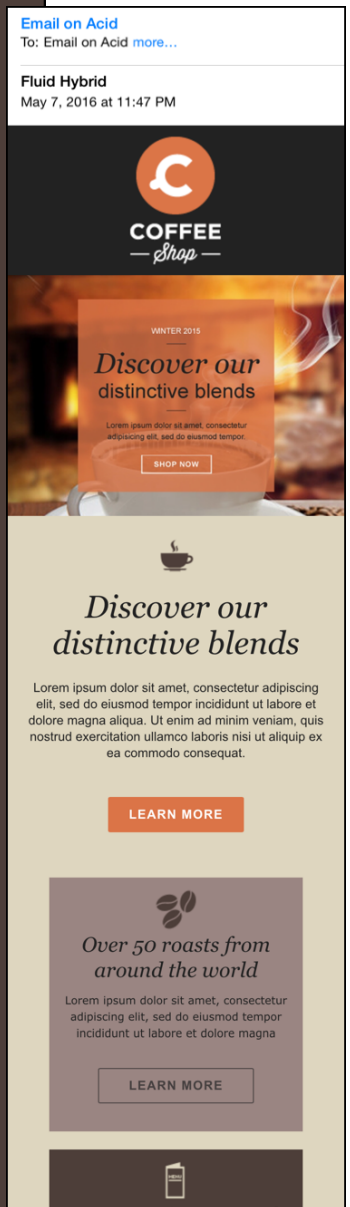
Yepp Maxi Child Seat
$220
SHOP CHILD SEAT >

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

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