



Email Design: How to optimize for all environments in a mobile world

Justine Jordan, Marketing Director, Litmus

Session Speaker



Justine Jordan
Marketing Director
Litmus

I'm an email builder, designer, marketer, teacher and all-around opinionated person. Approaching eight years in email!

@meladorri

#SherpaEmail



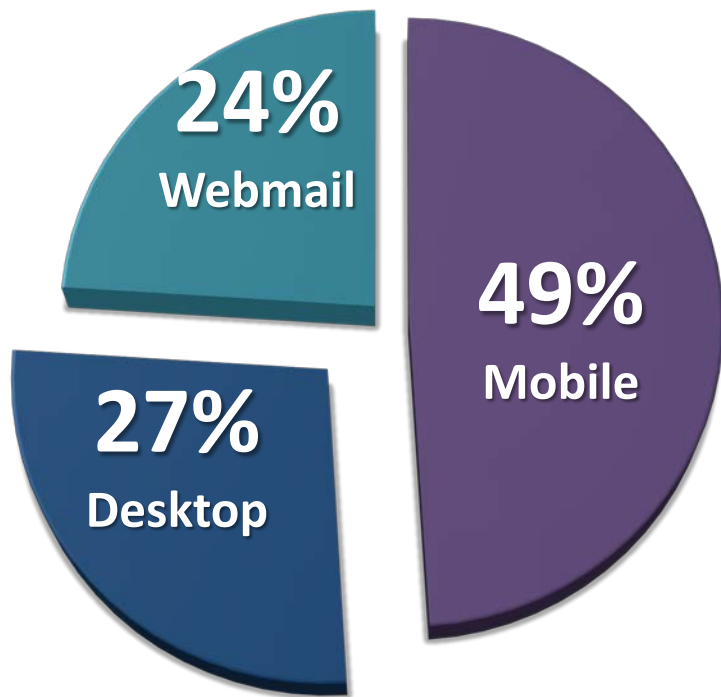
- How can you create mobile-friendly emails?
- Best practices, examples and tips



Got screens?

image credit: helpmyhelpdesk.com

Mobile is big, but how big?



Source: Litmus Email Analytics; 306 million worldwide opens

Mobile:

Smartphones (iPhone, Android) and tablets

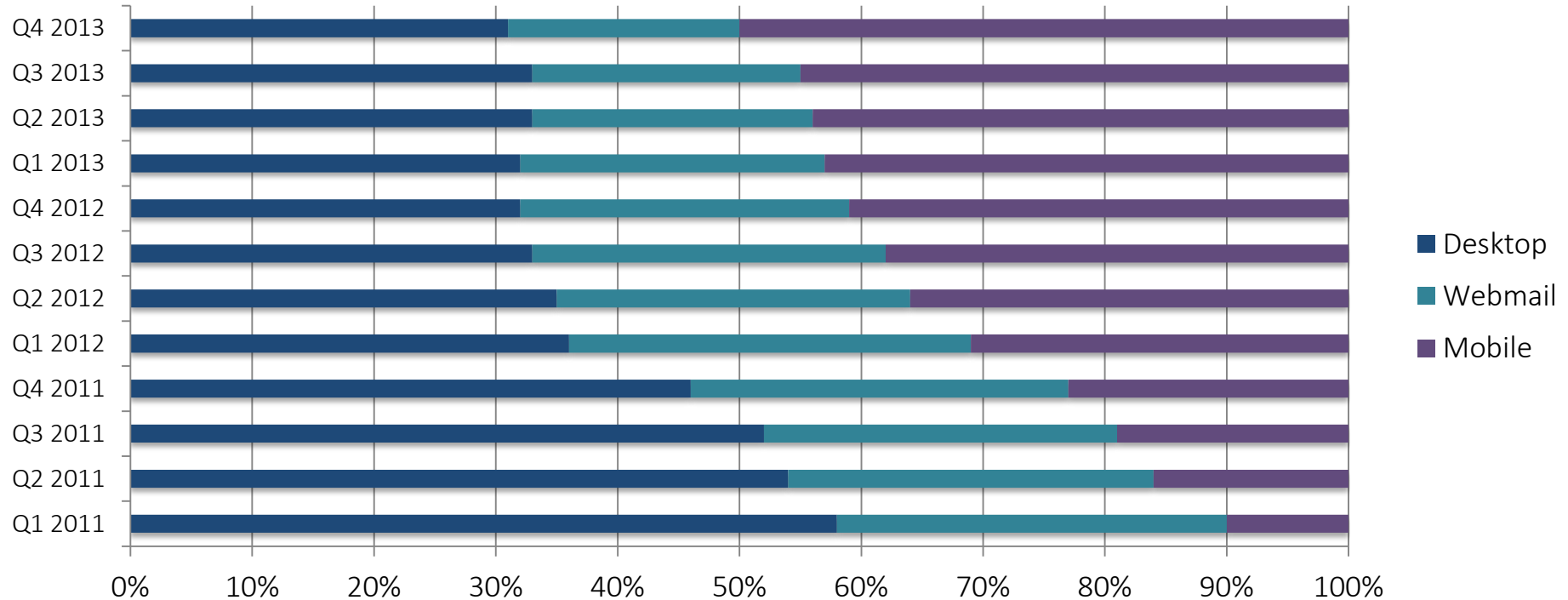
Desktop:

Installed email programs (Outlook, Apple Mail)

Webmail:

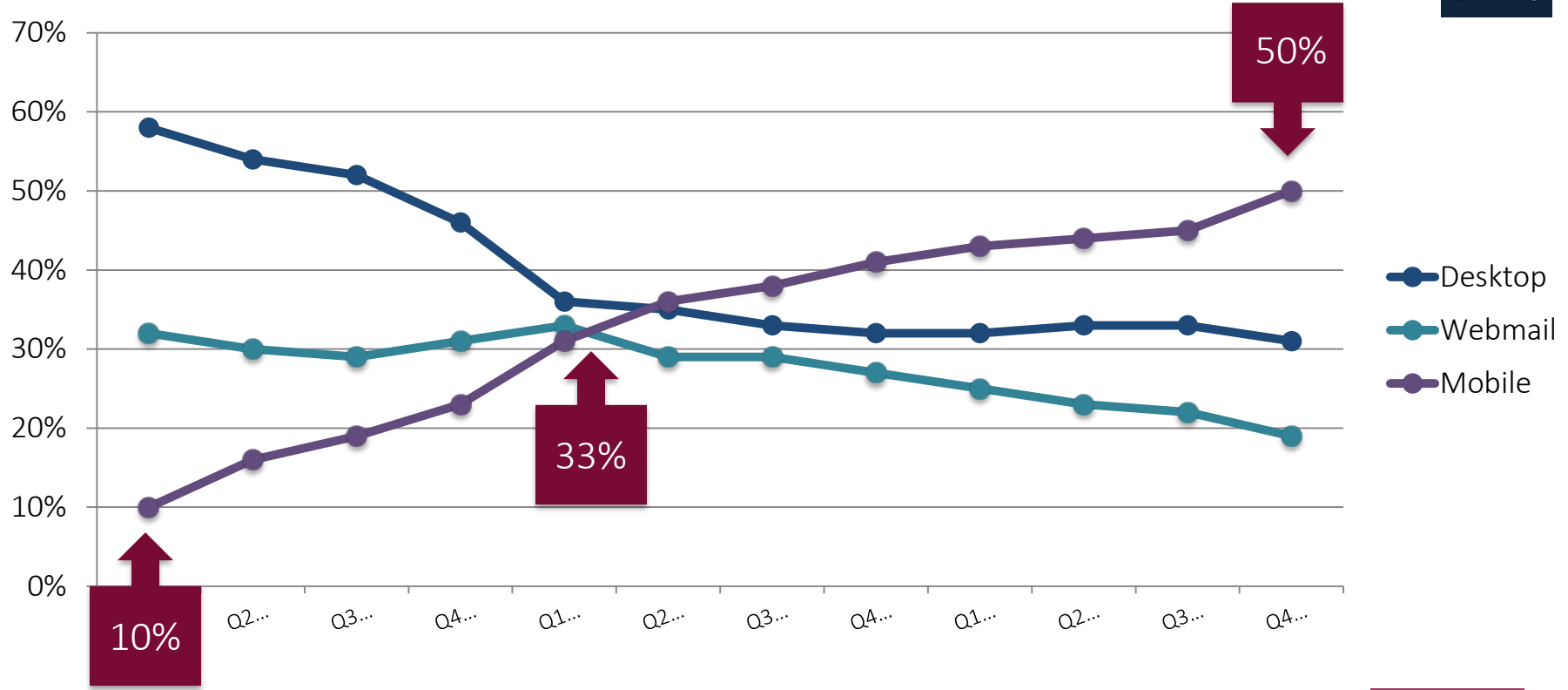
Email accessed through a Web browser (Gmail, Hotmail, Yahoo)

Desktop, Webmail, Mobile: 2011 - Now



Source: Litmus Email Analytics

Desktop, Webmail, Mobile: 2011 - Now



Source: Litmus Email Analytics

Top email clients



#1	iPhone	24%
#2	Outlook	13%
#3	iPad	12%
#4	Android	12%

Top email clients



#1	iPhone	24%
#2	Outlook	13%
#3	iPad	12%
#4	Android	12%

Screensize-apalooza



iPhone
2.3" wide



BlackBerry
2.6" wide



Galaxy Note
3.2" wide



iPad Mini
5.3" wide



Nexus 7
7.3" wide



Excite 13
8.5" wide



Small

Medium

Large



The unifying characteristic?

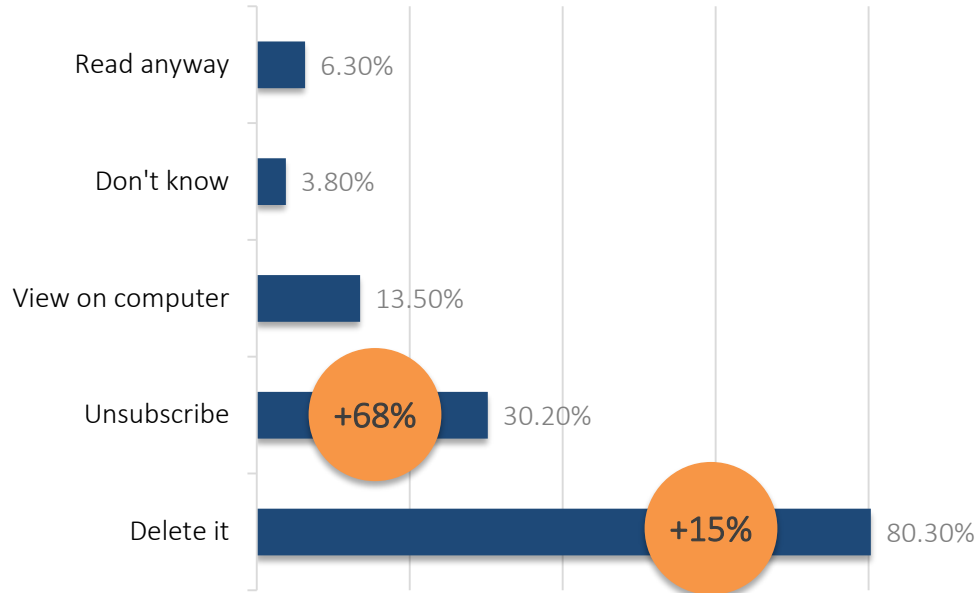
TOUCH.



Experience matters.

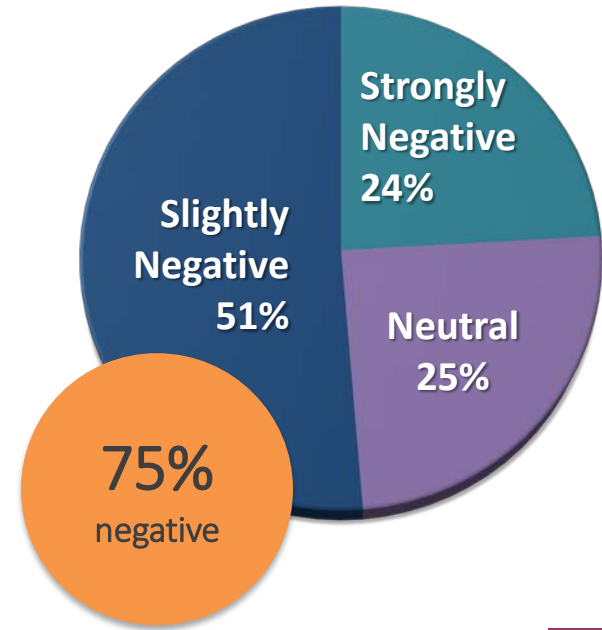
It's more than just metrics.

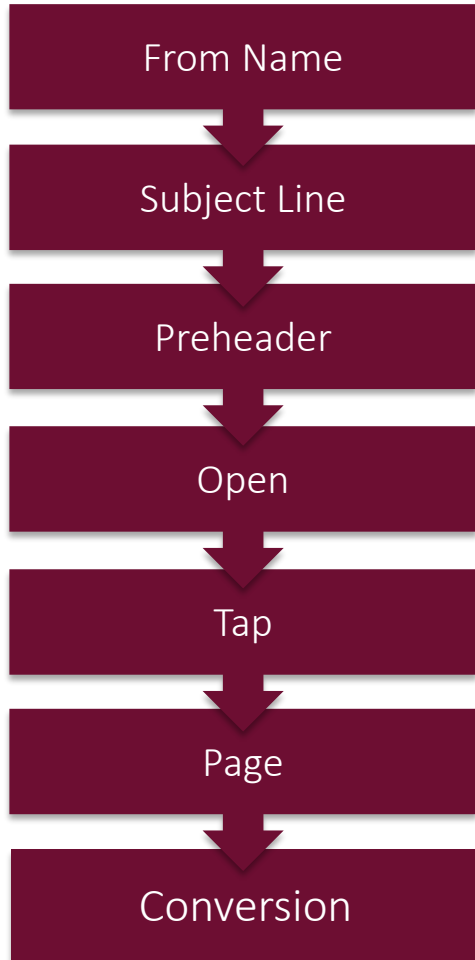
One chance to make an impression



If you get a mobile email that doesn't look good, what do you do?

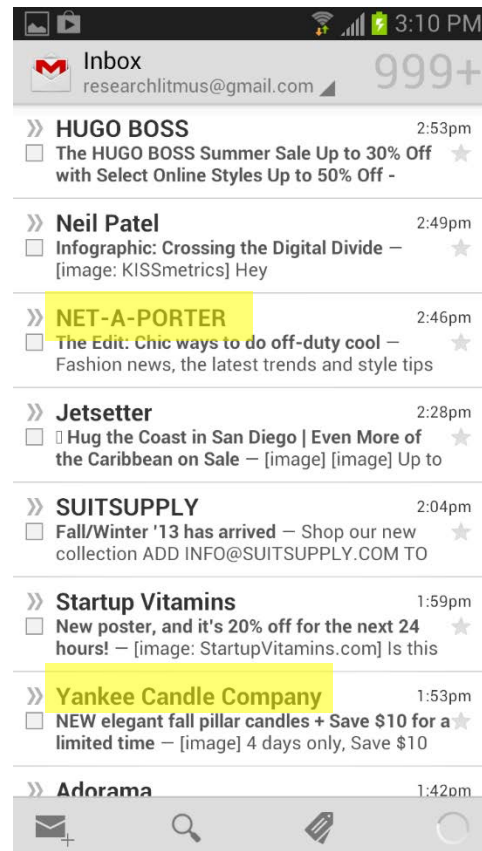
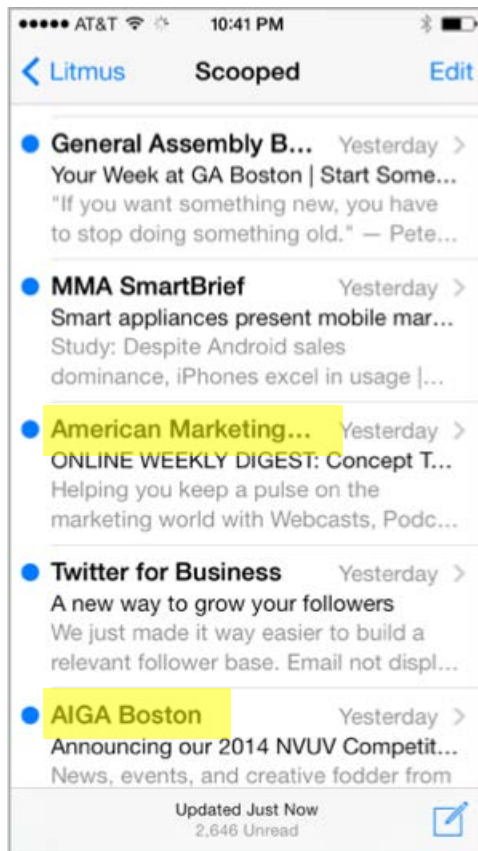
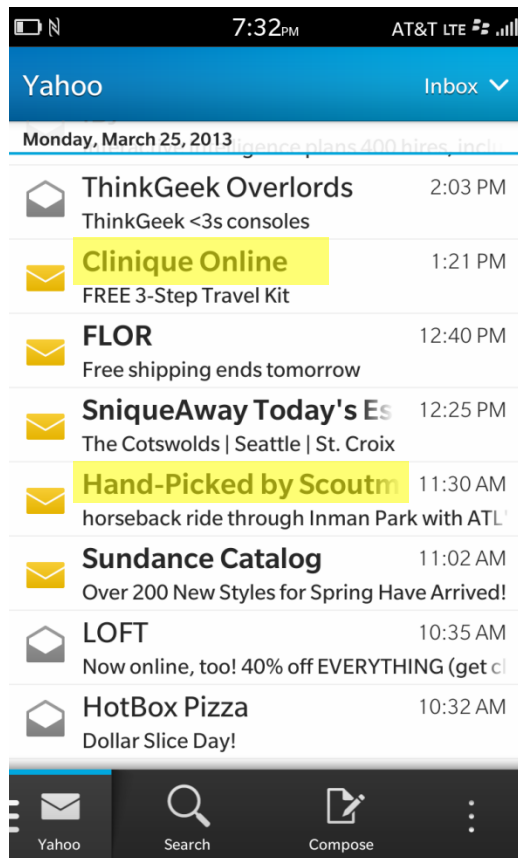
How does a poorly designed email affect your perception of the brand?





The Subscriber Experience

The mobile experience is different than the desktop experience





1:33

INBOX - GOOGLE MAIL 2

all unread urgent

American Apparel 2/8
 Show UR LUV with Cali Sun & Fun
 Made In the USA—Sweatshop-Free / Shc

Gap 2/8
 A to Zzzz: The new Dusk collection
 Plus, 35% off women's and men's styles +

Shoppe by Scoutmob 2/8
 this week's favorites: love knot jewelry -
 Does this read like gibberish? Not so fon

Yankee Candle Compa 2/8
 FLASH SALE. Today only: \$5 small jar ca
 Flash Sale - Today Only! \$5 All Small Jar C

Gilt 2/8
 All-American Classics, Go USA: Gold-Me

+ ☰ ↺ 🔍 ...

AT&T 10:41 PM

< Litmus Scooped Edit

● **General Assembly B...** Yesterday >
 Your Week at GA Boston | Start Some...
 "If you want something new, you have
 to stop doing something old." — Pete...

● **MMA SmartBrief** Yesterday >
 Smart appliances present mobile mar...
 Study: Despite Android sales
 dominance, iPhones excel in usage |...

● **American Marketing...** Yesterday >
 ONLINE WEEKLY DIGEST: Concept T...
 Helping you keep a pulse on the
 marketing world with Webcasts, Podc...

● **Twitter for Business** Yesterday >
 A new way to grow your followers
 We just made it way easier to build a
 relevant follower base. Email not displ...

● **AIGA Boston** Yesterday >
 Announcing our 2014 NVUV Competit...
 News, events, and creative fodder from

Updated Just Now
 2,646 Unread

Inbox 3:10 PM 999+

research@litmus@gmail.com

>> **HUGO BOSS** 2:53pm
☐ The HUGO BOSS Summer Sale Up to 30% Off
 with Select Online Styles Up to 50% Off - ★

>> **Neil Patel** 2:49pm
☐ Infographic: Crossing the Digital Divide —
 [image: KISSmetrics] Hey ★

>> **NET-A-PORTER** 2:46pm
☐ The Edit: Chic ways to do off-duty cool —
 Fashion news, the latest trends and style tips ★

>> **Jetsetter** 2:28pm
☐ Hug the Coast in San Diego | Even More of
 the Caribbean on Sale — [image] [image] Up to ★

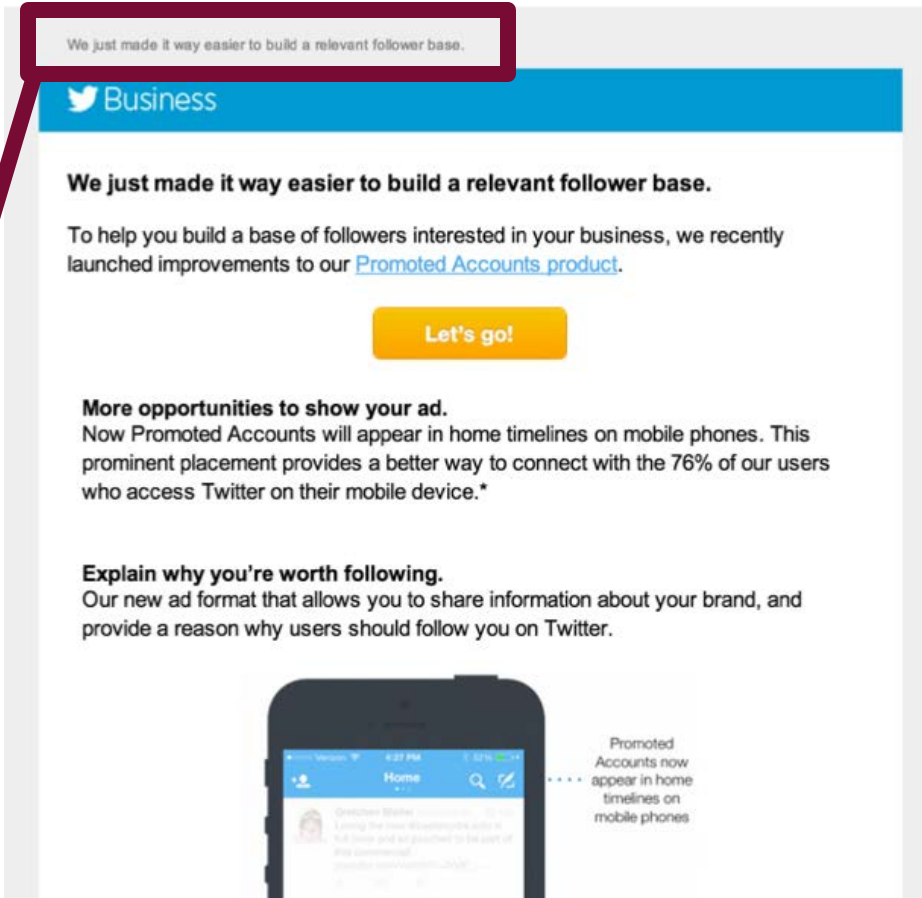
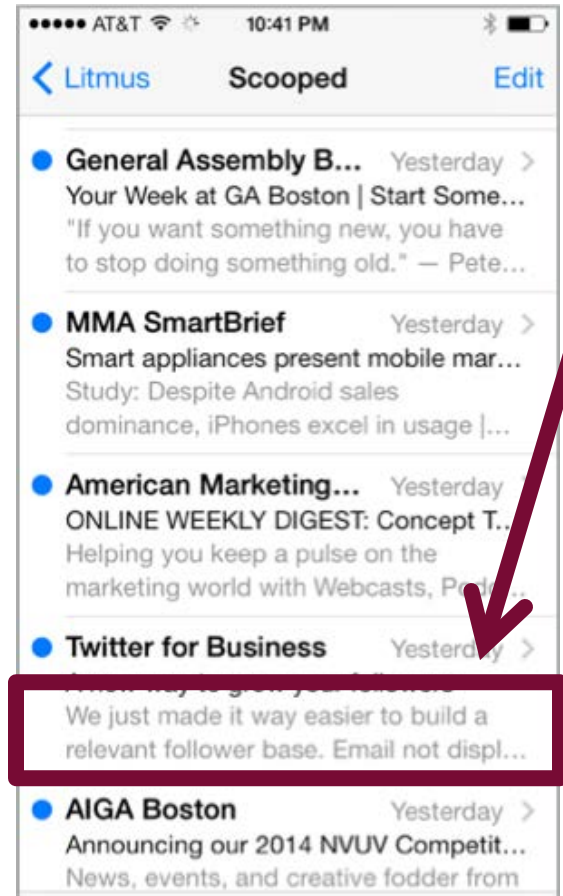
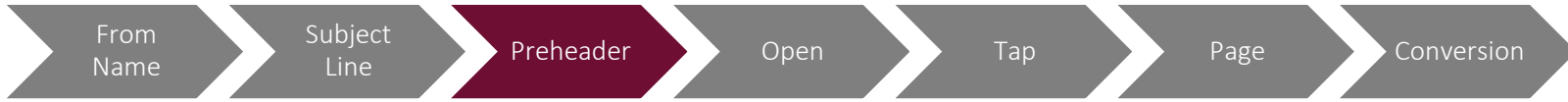
>> **SUITSUPPLY** 2:04pm
☐ Fall/Winter '13 has arrived — Shop our new
 collection ADD INFO@SUITSUPPLY.COM TO ★

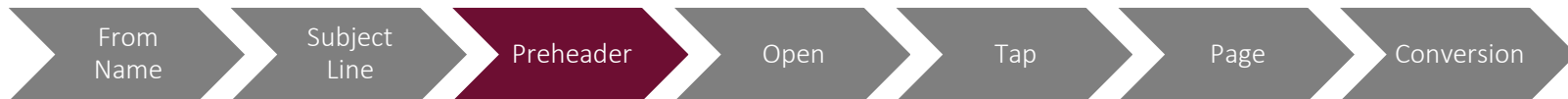
>> **Startup Vitamins** 1:59pm
☐ New poster, and it's 20% off for the next 24
 hours! — [image: StartupVitamins.com] Is this ★

>> **Yankee Candle Company** 1:53pm
☐ NEW elegant fall pillar candles + Save \$10 for a
 limited time — [image] 4 days only, Save \$10 ★

>> **Adorama** 1:42pm

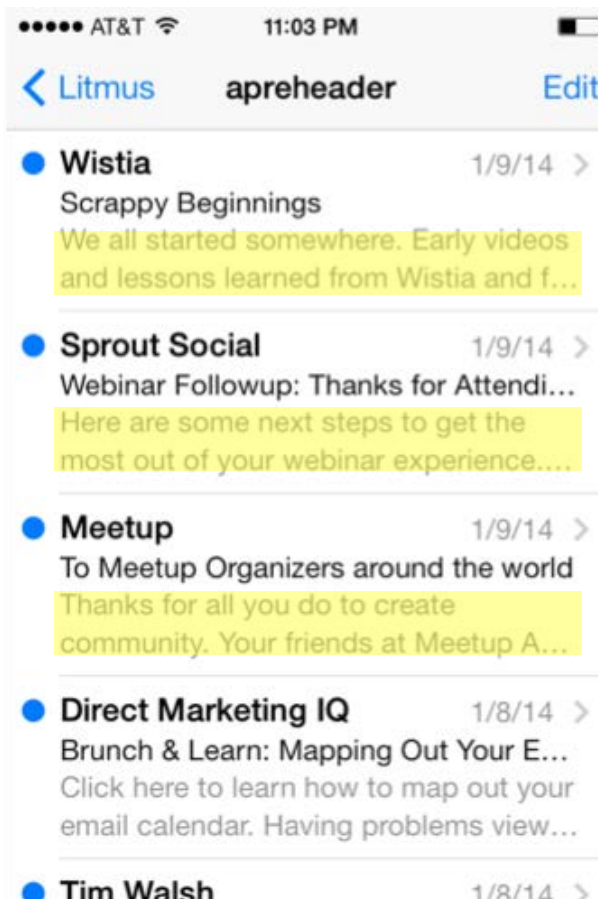
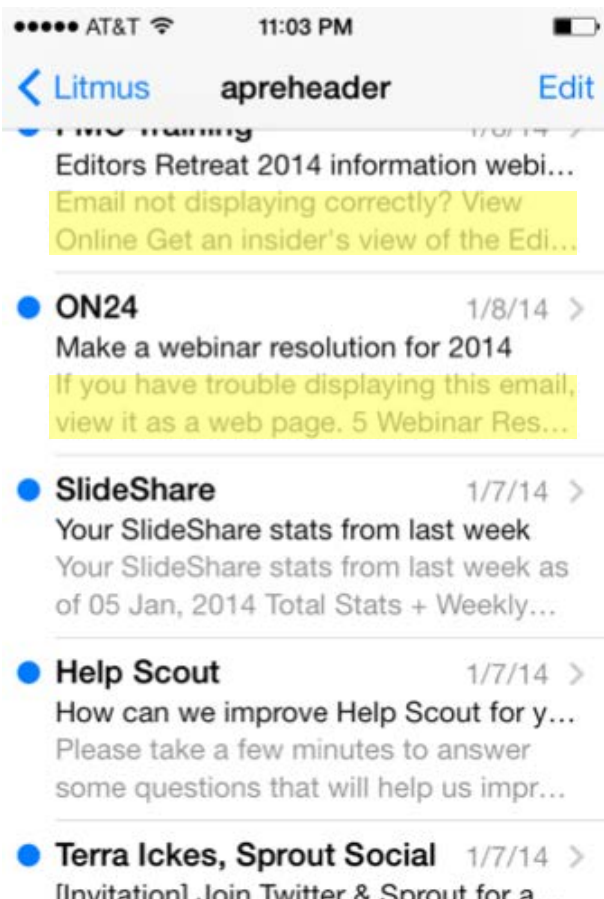
+ 🔍 📎 🔄





X

X



✓

✓

✓

From
Name

Subject
Line

Preheader

Open

Tap

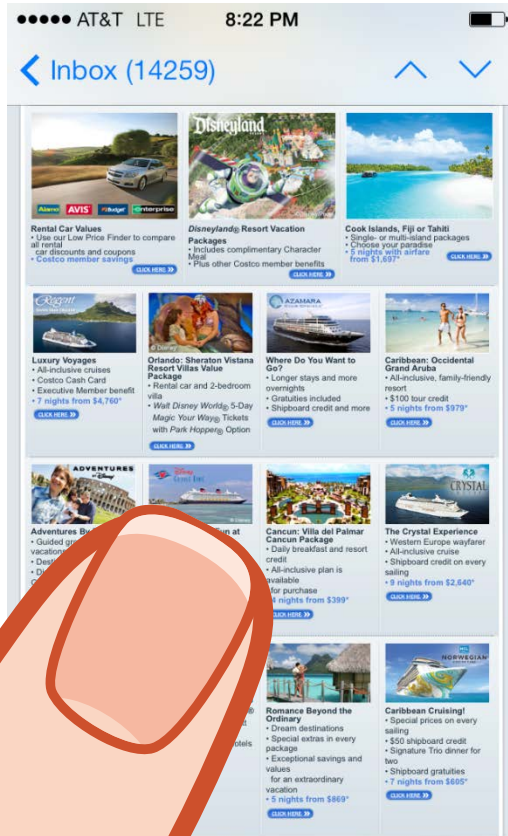
Page

Conversion



Android:
Dimensions vary;
scaling in some
apps; top-left
corner displayed

iPhone:
Scales to width;
320 x 460

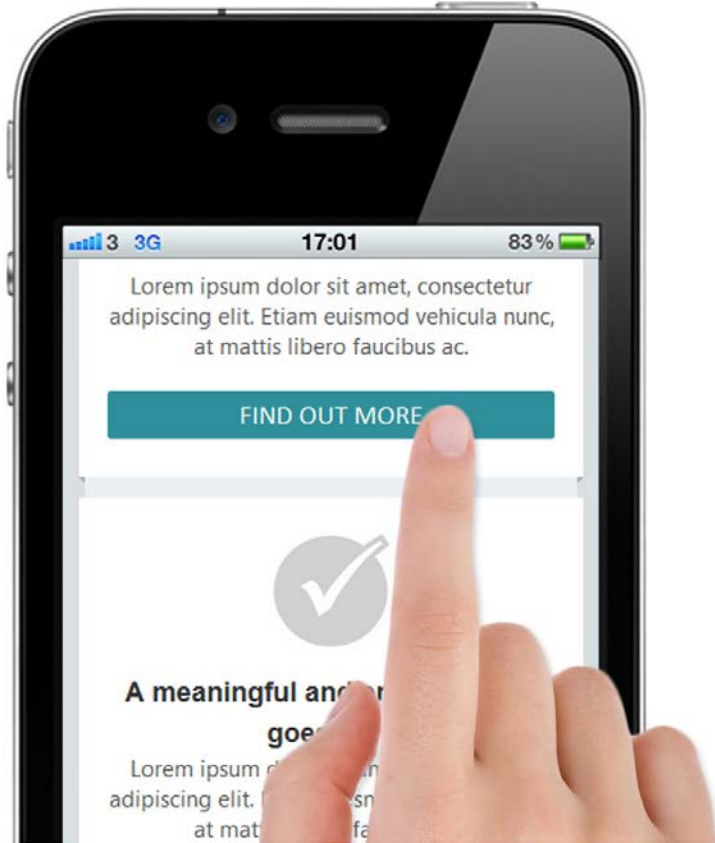
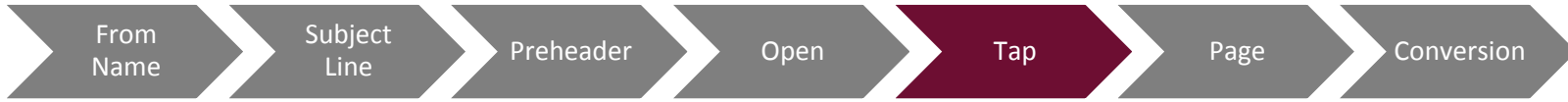


Scrolling is easier than clicking.

Scrolling is a **continuation**.
Clicking is a **decision**.

Hundreds or thousands of decisions taken together add up to real friction.

@bokardo



“Click” is now “tap”

The finger is the new mouse.

Image: webdesignerdepot.com

From
Name

Subject
Line

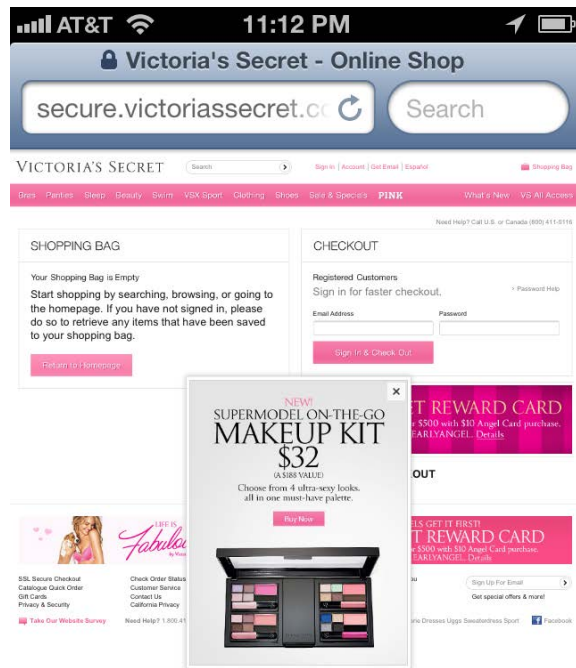
Preheader

Open

Tap

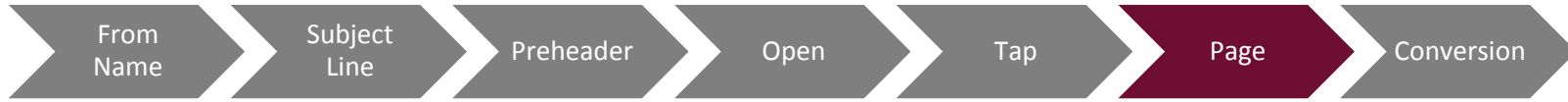
Page

Conversion



Is the conversion
path optimized
for mobile?

Is the landing
page tappable?



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 *

Keyword or Item # SEARCH ▶

SHOP BY CATEGORY

- New >
- Furniture >
- Outdoor >
- Rugs & Windows >
- Bedding >
- Bath >

Is the conversion path optimized for mobile?

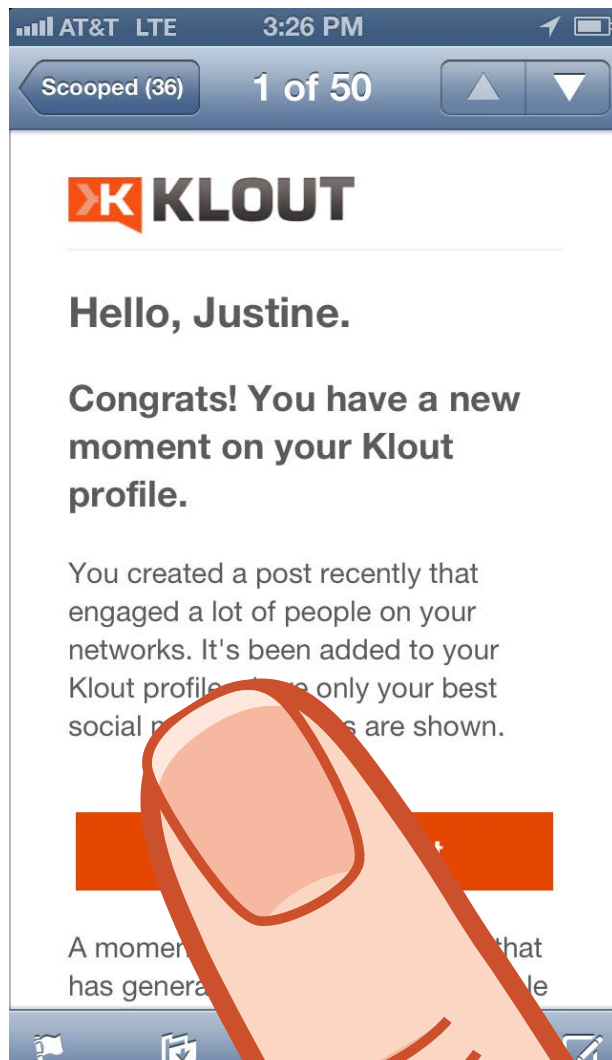
Is the landing page tappable?

Making Touch-Friendly Emails

Principles and best practices

Bigger is better

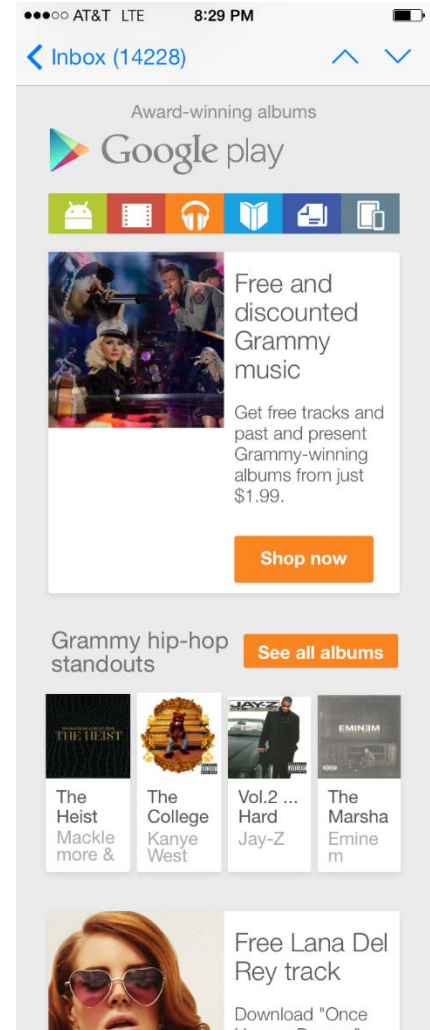
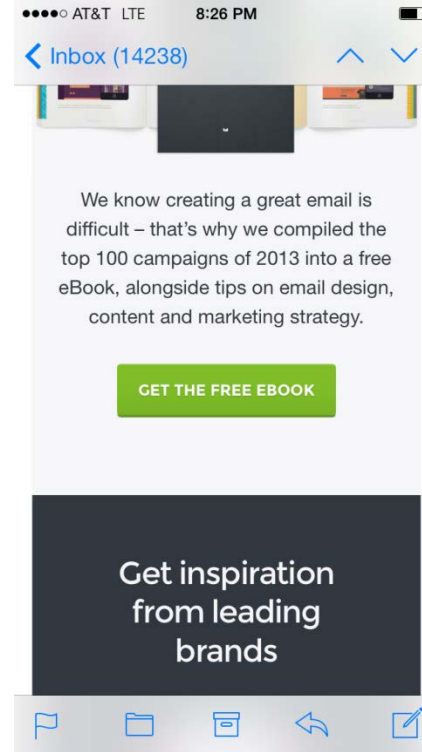
- Body copy: 16px+
- Headlines: 22px+
- Buttons: 44px by 44px
- Space: 10px+
- Tappable touch targets



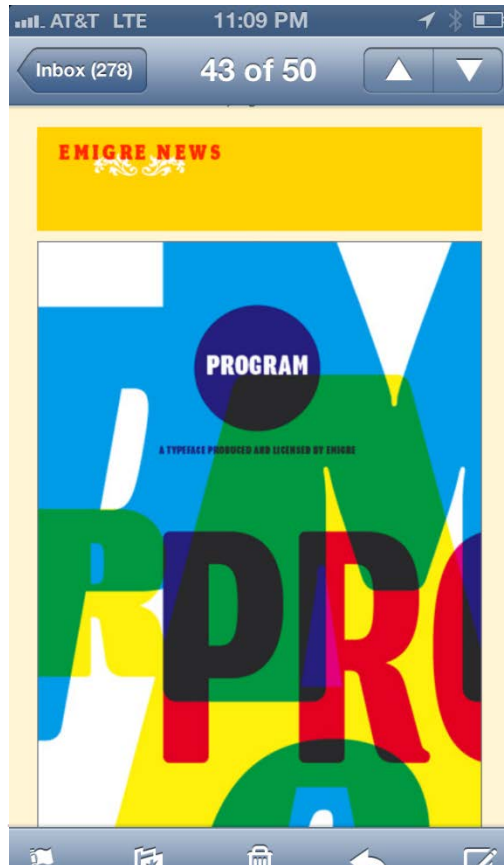
Less is more

- Analyze each section of your email and messaging
- Prioritize goals and actions
- Look at historical performance for clues on what to cut
- Aim for 2 to 4 sentences at 16px

#SherpaEmail



Increase Contrast



Bright screens
kill batteries

Responsive Design / Media Queries

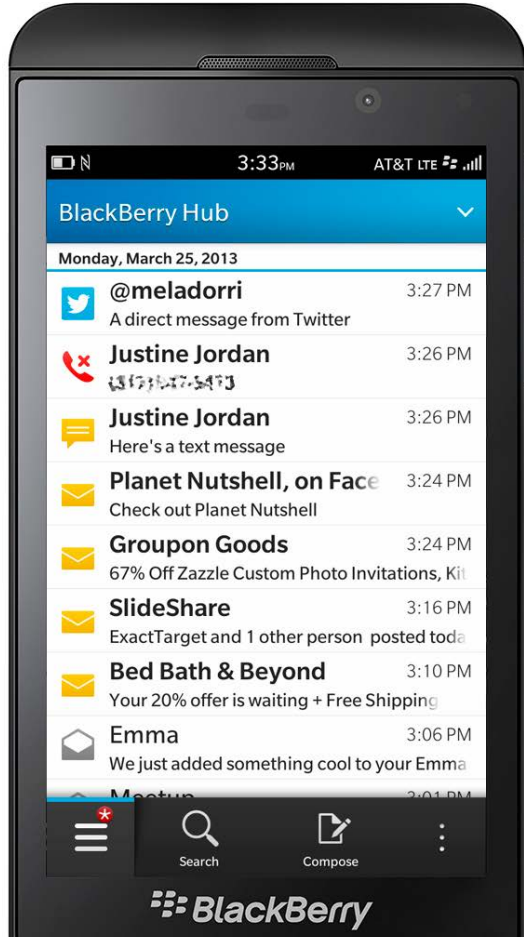


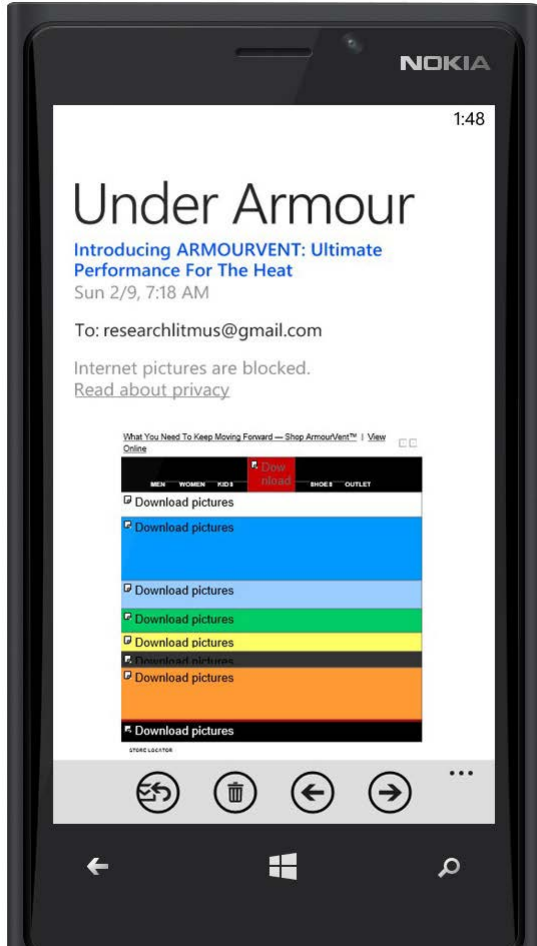
- More than a “line of code”
- Set of conditional statement that enables specific styles
 - If the screen size is x, then display y
 - If the screen size is x, then increase headline size to y
 - If screen size is x, then show image at 100%
- Detects screen size, not device type



BlackBerry: What to know

- 0.097% market share
- Media query support
- Blocks images; supports styled ALT text
- Does not scale or auto-zoom
- No separate app; email joins social, SMS and voice in the “hub”





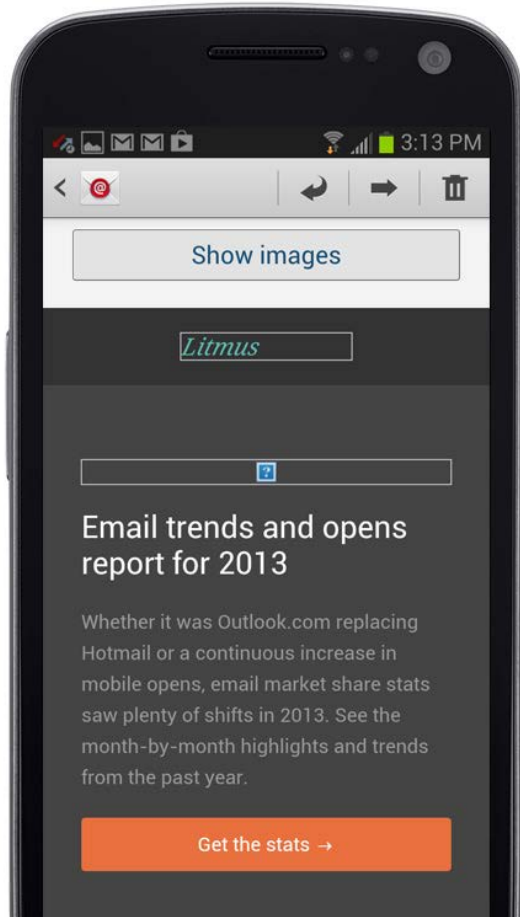
Windows Phone: What to know

- 0.163% market share
- Mixed media query support
- Inconsistent font display
- Blocks images
 - CTAs require 2 clicks for image-based emails
- No ALT text



Android: What to know

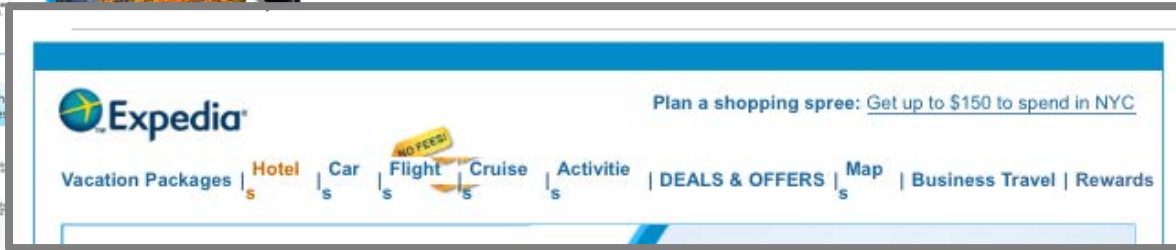
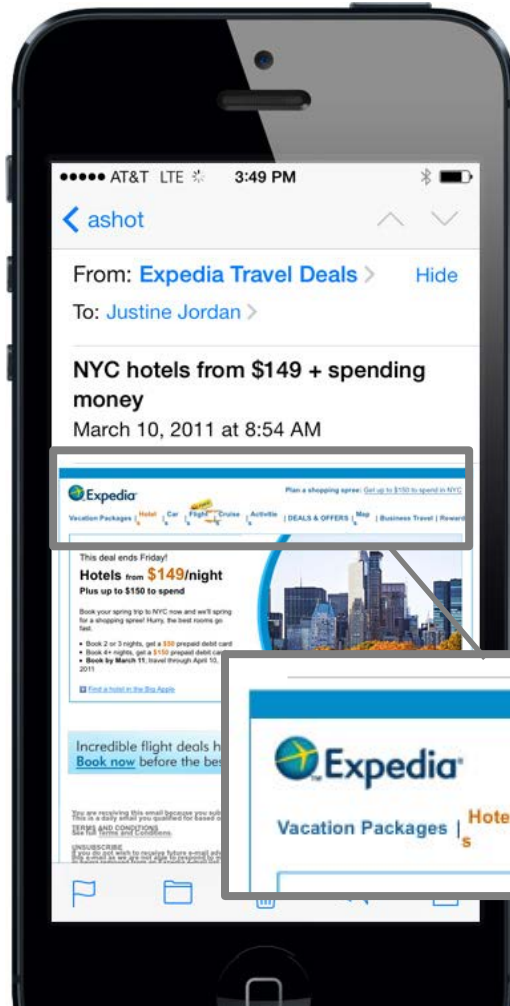
- 12% market share
- Supports ALT text
- Various screen sizes, OS versions and app versions
- Mixed support for media queries
- Some auto-scale, some do not
- Image blocking sometimes a factor
- Primary content focus on left-hand side





iPhone: What to know

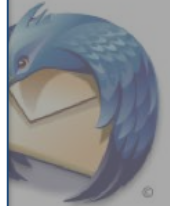
- 24% market share
- Automatically scales messages to fit the screen
- Excellent support for CSS3 and media queries
- Images on by default
- Auto-links addresses, dates, phone numbers
- Resizes fonts under 13px



Device \neq email client

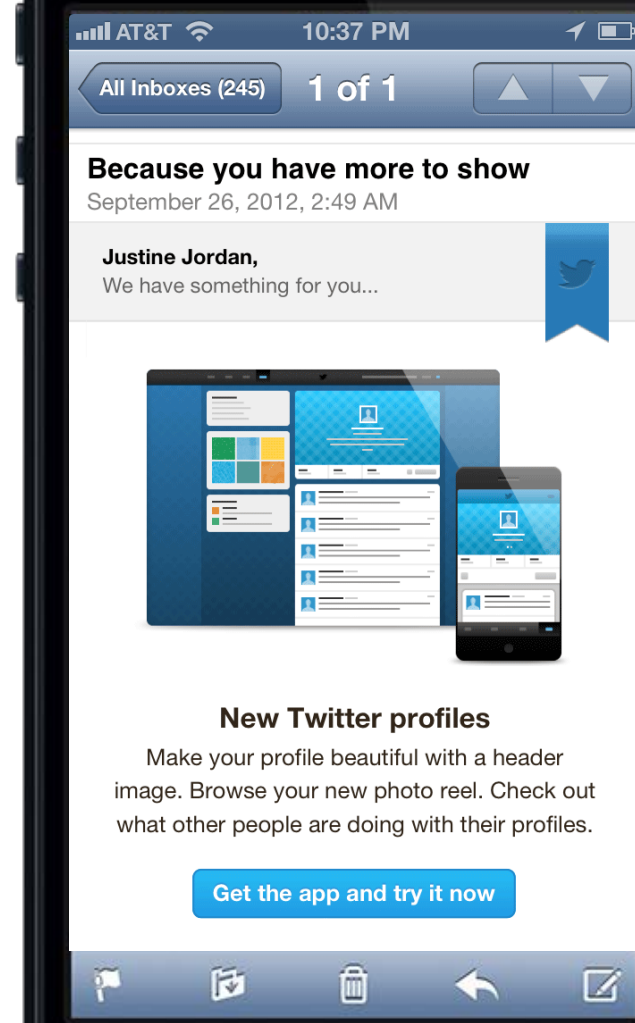
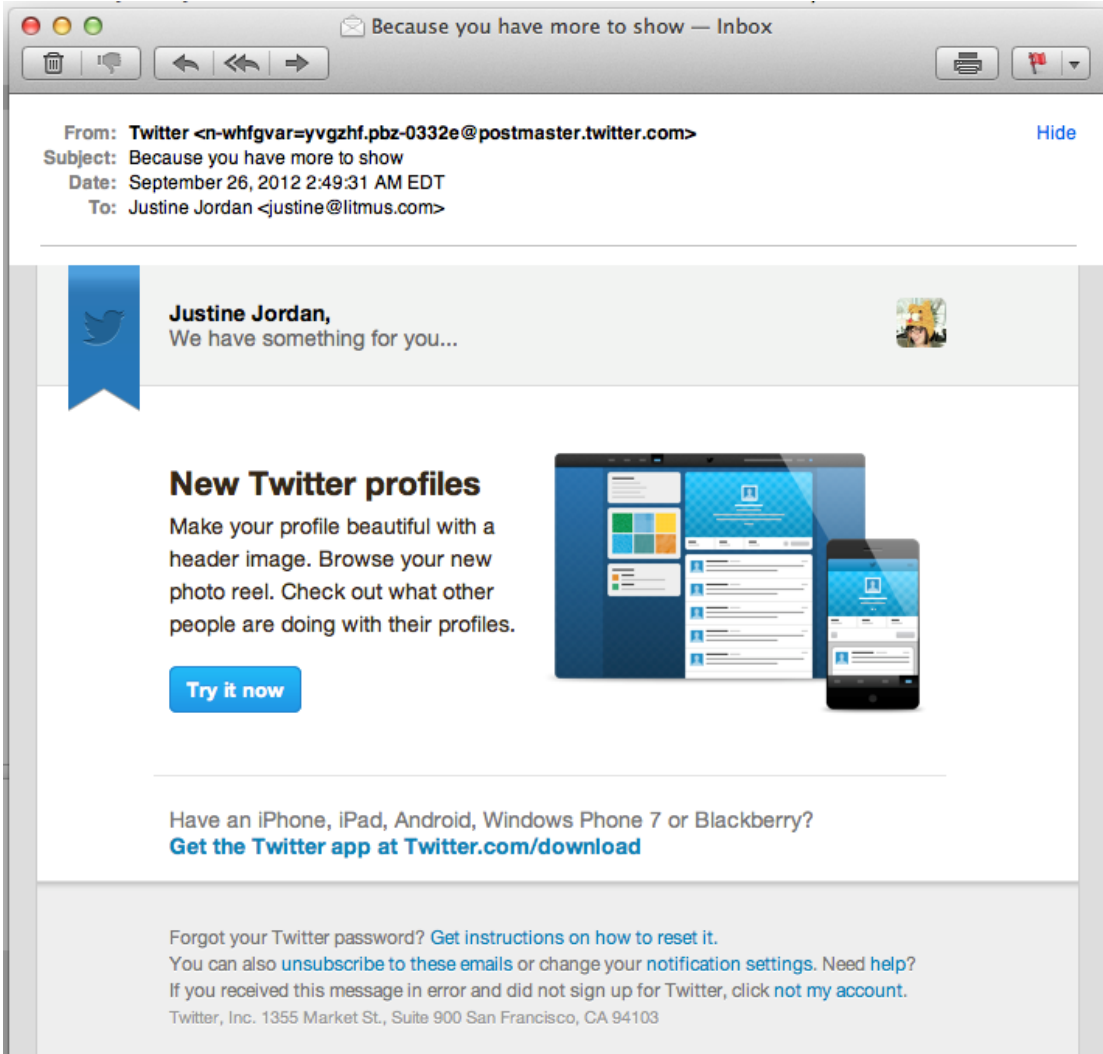


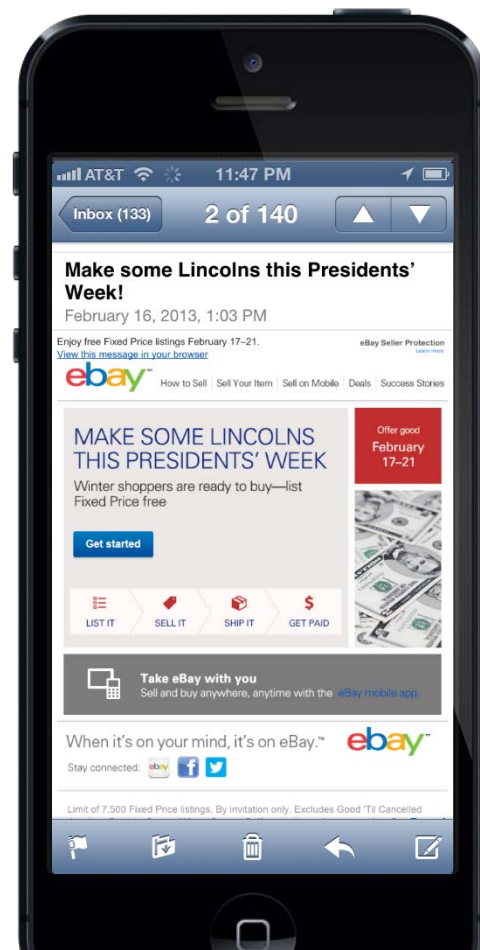
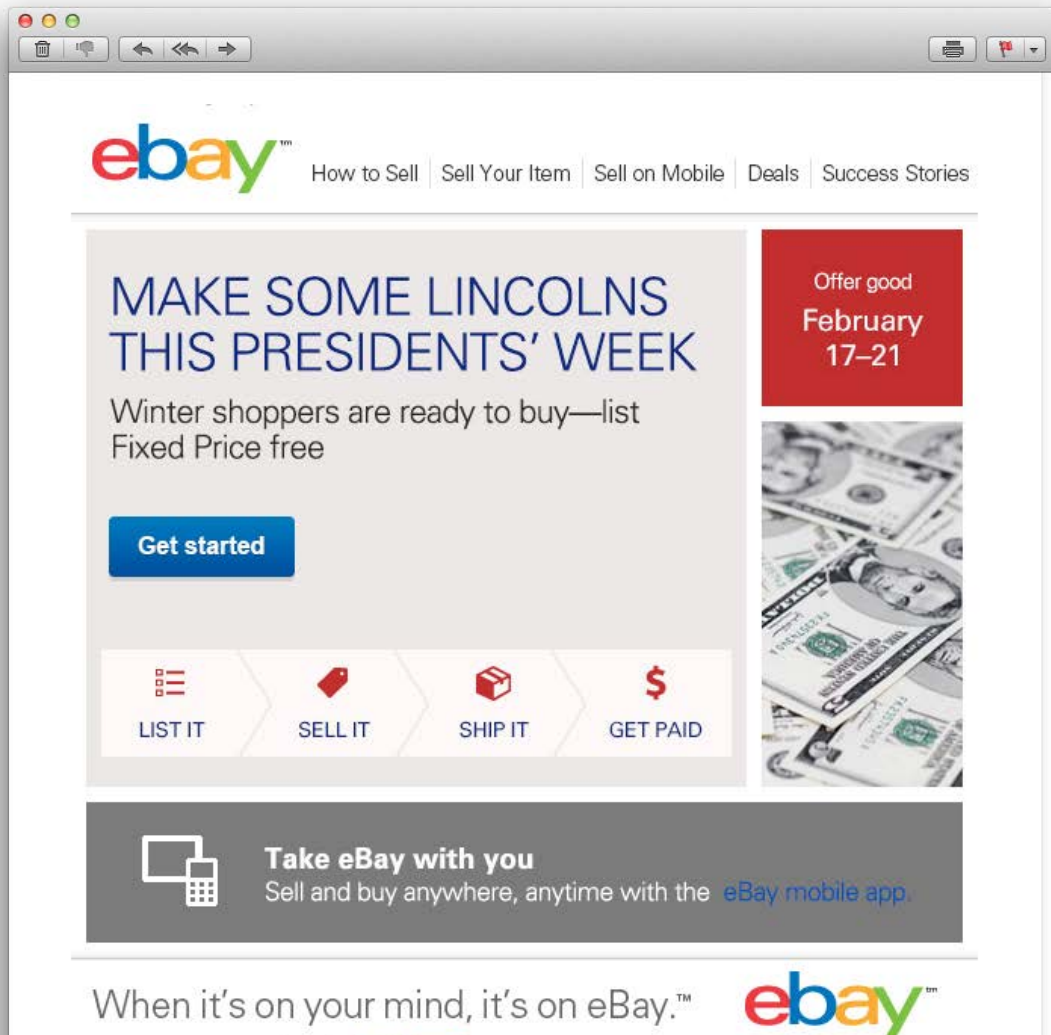
Email is an *application*



Inspiration and Examples

Mobile-friendly emails in the wild







Planning Tools Venues Vendors Forums Dresses Photos

Build Your Vendor Team

Finding the perfect vendors doesn't have to be a chore. Let WeddingWire help you build your vendor team! With over 200,000 reviewed wedding vendors, from wedding venues to wedding photographers, you are sure to find the one that's right for you.



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VENUES »



PHOTOGRAPHERS »



CAKES »



FASHION »



FLORISTS »



INVITATIONS »

Find More Vendors »

Responsive Version:
24% boost in CTR

- 1 My Account
- 2 Make Reservations
- 3 Redeem Starpoints*
- 4 Experience SPG® Life



Ahsan McNoexp

Preferred Guest ([My Benefits](#))
Member #: 123456789 | Member Since: 2010
Starpoints: 0

You and SPG.

The perfect power couple. Maximize your membership >

Your stays YTD: 0

Your nights YTD: 0

Prepare for takeoff.

Take advantage of Crossover Rewards™ with SPG and SkyMiles® -- a revolutionary new way members can earn more rewards on eligible Starwood stays and eligible Delta® flights.

[Register now](#)

All activity as of 30-June-13.



Now serving.

Bid on exclusive experiences to the 2013 US Open -- including a tennis clinic with Andy Roddick. Plus, enter to win a trip to the US Open finals.

[Bid now](#)

Handpicked features just for you.

- **Vacation your way:** Explore the South with these offers >
- **Three's the charm:** 3rd night free on California weekends >
- **Travel smart:** \$25 Southwest Airlines voucher at Four Points® >
- **Hello, Hollywood:** SPG-crafted itineraries for A-list LA stays >
- **Bonus night:** 4th night free with American Express® Card >
- **Aloha, Hawaii:** Get 35% off, 2x Starpoints & 5th night free >

Le Royal Méridien Beach Resort and Spa, Dubai



Overlooking a long stretch of pristine beach and the Persian Gulf, this luxurious resort new to the SPG program offers world-class service for every type of traveler. Sun, sand and sea: What more could you ask for?

[Book now](#)



My Account

Make Reservations

Prepare for takeoff.

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Ahsan McNoexp 0 Starpoints

Preferred Guest
Member #: 123456789

Stays
YTD
0
Nights
YTD
0

All activity as of 30-June-13.



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[Bid Now](#)

Visit your SPG account details at [sgh.com/youraccount](#)

spg. Starwood Preferred Guest

Hello, Ahsan
You have 0 Starpoints

- 1 My Account
- 2 Make Reservations
- 3 Redeem Starpoints*
- 4 Experience SPG* Life



SPG Member Favorite Resort 2013

Ahsan McNoexp
Preferred Guest ([My Benefits](#))
Member #: 123456789 | Member Since: 2010
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The perfect power couple. Maximize your membership >


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spg. Starwood Preferred Guest

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You have 0 Starpoints



SPG Member Favorite Resort 2013

[My Account](#)

[Make Reservations](#)

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Mobile open rates on the rise

At a glance as of 25-June-13




[Bid now](#)

Handpicked features just for you.

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[Register now](#)

At a glance
0 Starpoints
Preferred Guest
Member #: 123456789

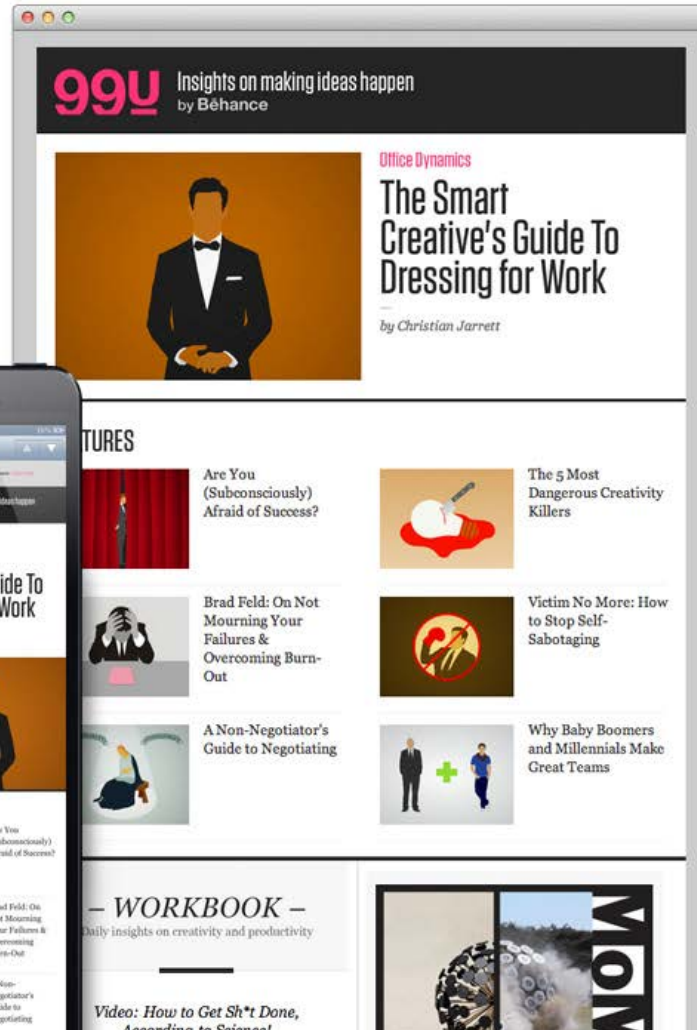
Stays YTD: 0
Nights YTD: 0

At a glance as of 25-June-13



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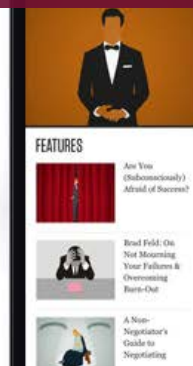


#SherpaEmail

marketingsherpa
email summit 2014



First responsive email = highest traffic ever!
Mobile traffic exceeded previous week



A Non-Negotiator's
Guide to Negotiating



Why Baby Boomers
and Millennials Make
Great Teams

— WORKBOOK —
Daily insights on creativity and productivity

Video: How to Get Sh*t Done,
According to Science



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Thank You



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Marketing Director

Litmus

justine@litmus.com

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