THE 2013 DESIGN GUIDE TO EMAIL MARKETING

Your guide to designing email marketing that will make readers squeal with delight.

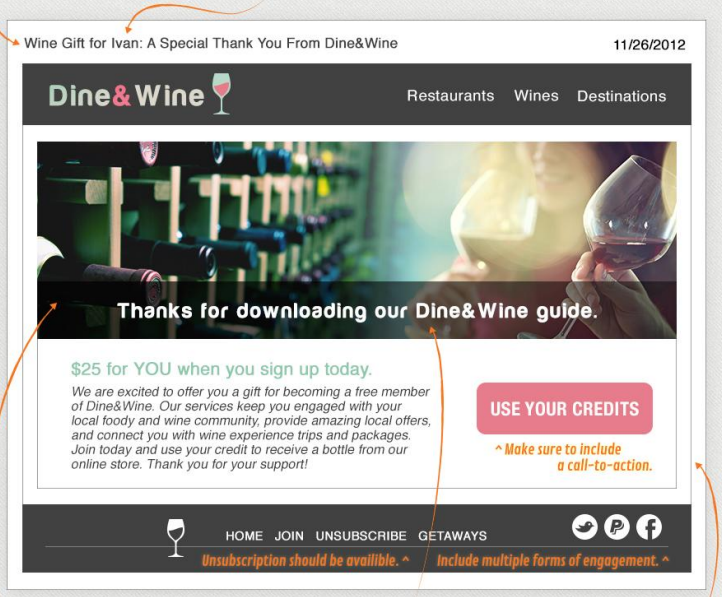
DESIGN YOUR EMAIL

Personalized emails improve clickthrough rates by 14%, and conversion rates by 10%.

Dear, You

Clickthrough rates are higher when using the recipient's first name in the subject line.

Your most **recent subscribers** are the most likely to click through.

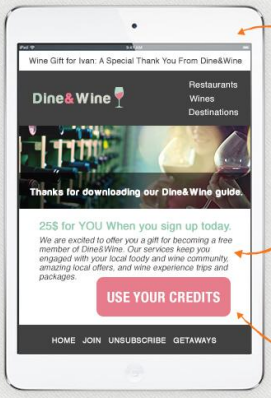


65% prefer emails that contain mostly images vs. **35%** who prefer mostly text.

Triggered email messages get 119% higher clickthrough rates than "business as usual" messages.

88% prefer to receive HTML emails vs. plain text emails.

DESIGN FOR MOBILE



Unlike your desktop version, mobile devices have a much more **vertical view of the screen.** Therefore it is preferable to optimize your mobile version to have a one column layout.

People's attention span on mobile is even shorter than normal. Make sure your copy is succinct, and the layout's progression is an obvious and logical flow.

Calls-to-action should employ complementary colors, or other bold methods to emphasize them, to make the CTA stand out from the rest of the design.

SOURCES

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