

Mobile Email Guide

DESIGN STRATEGIES TO HELP
YOU CAPTURE MOBILE CLICKS





Getting Started

On average, about 55 percent of email opens come from mobile devices and tablets.¹ Unfortunately, all the work done to ensure emails render flawlessly on the desktop doesn't take into account the subscribers trying to read emails on a tiny screen. Oftentimes the mobile experience is disappointing, forcing the subscriber to wait for images to download, scroll endlessly to read a sentence, or zoom in to click a link, and then dropping them on a website with a similar experience.

Mobile subscribers are less engaged because they are being forced through an experience that is not optimized to help them take the action marketers are asking them to.

It's daunting, as a marketer, to figure out how to address this growing challenge. This guide walks you through where to begin and provides some design strategies to help you capture those clicks.

¹The Email Client Experience, Return Path 2017.



Understanding Your Mobile Audience

WHERE YOUR SUBSCRIBERS ARE OPENING

Before starting any mobile optimization process, it's vital to drop a pixel from Return Path or Litmus to figure out the breakdown of your mobile audience. You may be surprised to find more opens coming from tablets than phones, or iOS instead of Android. Optimizing for mobile presents a challenge because phone operating systems, mail clients, and browsers have been added to the current landscape of email landmines and each renders HTML very differently. It's important to spend your time and energy on the largest audience you can reach.

UNDERSTANDING OPERATING SYSTEMS AND DEVICES

While Android generally takes up the largest market share, most clients see predominantly iPhone and other Apple iOS devices contributing to the largest share of mobile opens. This is great news because iOS devices have the least amount of trouble rendering email. The Android operating system is being used on a variety of devices from Samsung, HTC, Google, and Motorola, which means inconsistent support across all those devices and the email clients on each handset.

Mobile Design Strategies

Four Responsive Design Options



RESPONSIVE DESIGN

WHAT IS IT?

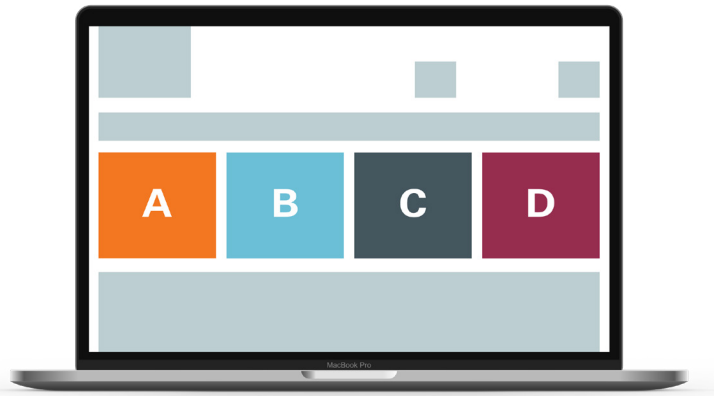
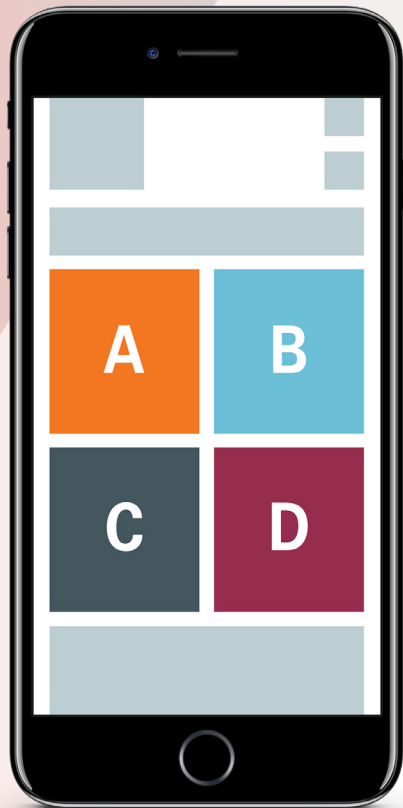
One HTML file that uses media queries to style the layout based on screen size.

WHEN IS IT USED?

Used when subscribers view email in their native mail app on smartphones/tablets.

HIGHLIGHTS AND CONSIDERATIONS

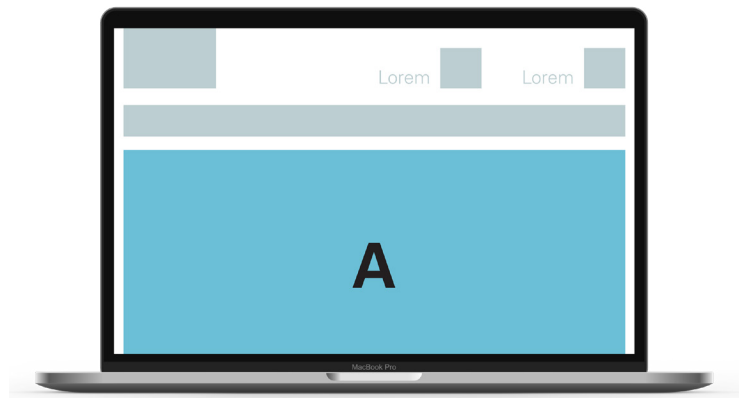
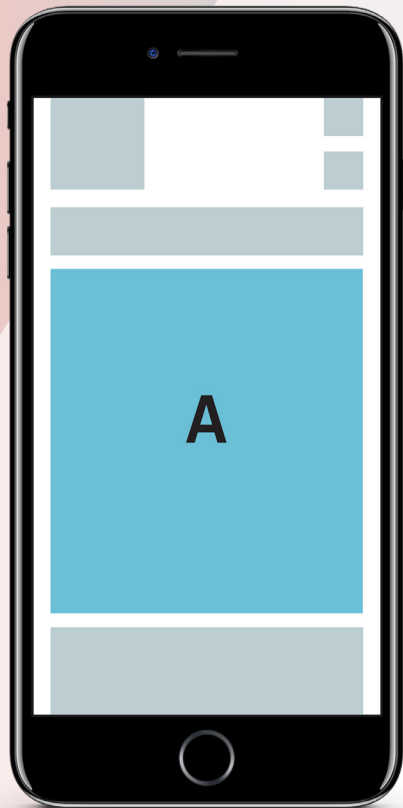
- More difficult to produce.
- Default messaging is sent to subscribers using Gmail or Yahoo app.
- Time needs to be spent determining content priority for mobile audience.
- Ability to hide most graphics and images, but not introduce new ones.



Wrap it

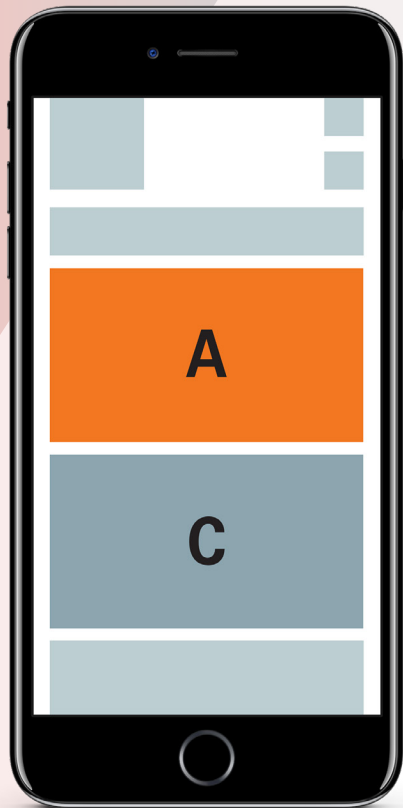
You've been there. You get an email on your phone and you're trying to read it, but you have to keep scrolling every which way, and it's frustrating, right? Well, there's an easy solution. Wrap it.

Wrapping elements lets your email design reflow within a mobile screen making it easier for the user to read and get through. Simply consider the grid structure on both desktop and email. For instance, the smallest Apple iPhone has a screen width of 320 pixels, so if you designed the desktop version to be 640 pixels this would provide a good two-column grid structure—perfect for wrapping elements without the need to scale. Stick to one or two columns for easier readability.



Swap it

If you've ever wondered why an image doesn't fit or looks odd when you've opened an email, the first thing to remember is that not all desktop hero images work in a mobile format. Here's an example: while the landscape desktop image looks great in this format, it doesn't work as well on a smartphone. However, it's easy to swap the image to a portrait layout that is more appropriate for a smartphone. Also, if the image looks blurry, you can "Sharpen It" by doubling the size of the original image. For example: the original image is 100 percent. You can resize and save to a magnification of 200 percent. Problem solved.



Hide it

Have you tried to open an email lately that takes forever to load or there are x's instead of images? Here's the reason and how you can optimize your customer's experience to avoid this kind of frustration. While you may want your customers to see some great branded images, often they can take too long to load, make your email unnecessarily long, or not be relevant for your mobile customers. With smart, responsive design you can hide them, making the mobile email marketing experience more relevant and seamless. You may also choose to add a link that says "view images," giving your customers the option of what they want to see.

Design Options

Here are some other design options you can incorporate with responsive email design.

TEXT

With system text you can:

- Change font size, color, family, weight, decoration, style or variant.
- Change line height.
- Change margin and padding on a text block.
- Hide an entire text block.
- Hide selected text within a block.
- Move a text block to previous or next row in layout.
- Wrap text.

IMAGES

Regular images provide more options for manipulation than background images. In most cases, they're the best option to use.

With regular images you can:

- Resize an image by scaling it.
- Chop an image by hiding slices.
- Hide an image.
- Move an image to previous or next row in layout.

With background images you can:

- Swap a background image by changing `img src`.
- Crop a background image.
- Hide a background image.

We Can Help

It can be complicated to start optimizing your program for the mobile audience, but Oracle plans to continue producing materials to make the process easier. Give us a call or send us an email with ideas and suggestions.

If you'd like further assistance, Oracle provides many in-house and online training solutions as well as a full creative services team that can write, design, and execute your email marketing program.

ORACLE® Marketing Cloud

ABOUT ORACLE MARKETING CLOUD

B2B and B2C marketers use Oracle Marketing Cloud, an integrated portfolio of best-in-class applications, to drive sales, brand and customer loyalty. Oracle Marketing Cloud offers the industry's richest datasets and most adaptive intelligence so marketers can deliver irresistible, consistent and connected experiences to customers wherever they are and however they choose to engage.

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