How to Build a Great Email Subscriber Experience (ESX) and Maximize Engagement

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Tweet this session!

#ANAEEC

@EmailonAcid
@johnethies
/in/johnthies

@EmailBoutique
@The_Annett
/in/annettforcier/
Getting to the Inbox
Delivery vs Deliverability
Delivery

Whether or not a recipient accepts your message.
Deliverability

Where your message ends up once it is accepted: inbox, spam or another folder.
Who is ultimately responsible for email inbox placement?
DO NOT
buy an email list
SPAM TRAPS
Engagement
Email design and content can have an **effect** on inbox placement.
All Image Design?

Try to avoid it when possible.
Minimum Text

500+ characters.
You're receiving this email because you signed up for a Highrise account. If this email looks weird, view it in your browser.

If you don't want to receive this newsletter anymore, you can unsubscribe here:
http://37signals.mail.com/t/y/u/uykitr/1/

HIGHRISE NEWSLETTER
Published November 9, 2009

TIP: ORGANIZE YOUR HIGHRISE TASKS AND DEALS WITH COLOR

Now you can set a custom color for each task or deal category in Highrise. You can, for example, make your "call" tasks red, your "followup" tasks blue, "meetings" green, or anything you like. Color-coded categories help you organize your work and add a touch of personality to your account.

Read more on our Product Blog:
http://bit.ly/3qQvq

MORE FILE STORAGE, SAME PRICE

We've just added more file storage to all paying Highrise accounts - at no additional charge.

Max storage is now 75 GB (was 50 GB)
Premium storage is now 30 GB (was 20 GB)
Plus storage is now 15 GB (was 10 GB)
Basic storage is now 5 GB (was 3 GB)
Solo storage is now 5 GB (was 3 GB)
Personal storage is now 2 GB (was 1 GB)

We hope this storage increase encourages you to attach even more files without worrying about hitting your limit.
BITLY is **BAD** for inbox placement.
Opportunities to encourage a subscriber to open your email.
Use a **trustworthy** and **recognizable** "From Name".
47% of email recipients open an email based on **subject line** alone.
Subject line length, **does it matter?**

Subject Line Length and Average Read Rate

- **N=9,313,885**
- Source: Return Path

@EmailOnAcid
Preheaders are an easy win.
The primary purpose of a preheader is to give a **glimpse** of what to expect inside the message.

Once the email has been opened, the preheader has lost its **purpose**.
Preheader Text: Form Field in Email settings

Subject line

Subjectline

Preheader text

Preheader

141 characters remaining

Source: Iterable
<div style="display: none; max-height: 0px; overflow: hidden;">
Preheader text goes here with space behind

</div>
Personalization, increases opens by 29.3%
Have fun with it.
Gmail Promotions

Annotate email in the Promotions Tab.
3
Content
Methodologies
Wireframing

Hero section
- with background color, pattern or picture
- Headline
- Teaser or intro copy
- CTA button

Body section
- imagery
- copy
- Text link or CTA button

Main CTA
- CTA button

Super Footer or secondary CTAs
- Icons with links

Social Proof
- Instagram feed
- Social media icons
- Legal & company details
Put the **most** important message first.
8 seconds to engage a subscriber.
Types of Hero Sections

- **Background pattern**
- **Background picture**
- **Image with background color**
- **Image with optional background color**

Swapping hero image. Includes a hero for desktop and a separate hero image for mobile.
Meet the Wiivv Sandal

- **CUSTOM ARCH SUPPORT**
  Hug and cradle your feet with support that's made just for you

- **CUSTOM PLACED TOE THONG**
  An ultra soft toe thong, custom placed between your toes.

- **ADJUSTABLE STRAPS**
  Adjust the fit or swap out the style with color options to fit your personal taste.

[SHOP SANDALS]

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[SHOP SANDALS]
REVIEW, RENEW

You made it through the holidays! Treat yourself by upgrading some of that party - worn furniture. Our New Year sale makes it easy. Save up to 20% until Jan 12th.

SHOP THE SALE
WELCOME TO WIIVV

Take another step towards pain-free feet

Did you know we also make super comfortable sandals with custom arch support? As a thank you for your recent purchase, we’d love to offer you 20% off WIIVV Sandals for a limited time so you can try them out, risk free!

Use code: NEXTSTEP20

SHOP SANDALS

WELCOME TO WIIVV

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Did you know we also make super comfortable sandals with custom arch support? As a thank you for your recent purchase, we’d love to offer you 20% off WIIVV Sandals for a limited time so you can try them out, risk free!

Use code: NEXTSTEP20

SHOP SANDALS

SCROLL TO LEARN MORE

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Swapping hero images

Refresh your sweat style.
Ribbed panels. New colour wash. That Wunder Under fit you love. It's a brand-new look for all the ways you sweat.

SHOP LEGGINGS
Tell a **story** and take the subscriber on a **journey**.
Body Section

Lifestyle

Product grid

Sales grid

New products
A FEW OF OUR FAVES

Rio Sofa
Shop Now

Reni Lounge Chair
Mid-century flair for your outdoor space, made with weather-resistant eucalyptus wood that can handle the elements.
Shop Now

Level Bench
Who says seating can't feel like decor? Smooth tufted leather and powder-coated legs give this piece a luxe, artistic feel.
Shop Now
Body section

We Think You’ll Love

[Images of various athletic wear]
OUR CUSTOMERS HAVE GREAT STYLE

@chelseamrhman  @foxhomenn  @eshewstyle

@chelseamrhman  @mylittlebookbarn  @crinkletonbaumx
It might not be the sexiest topic to discuss...
...but it’s the most important.
Did you know...

Roughly 15% of the world’s population has some form of disability. That’s over 1 billion people.

330 Million people are estimated to be visually impaired worldwide. (Over 5% of the worlds population.)

325 Million people live in the United States.
Disabilities come in all **shapes** and **sizes**.
Low-Acuity
Ghosting
Cataracts
Dyslexia

Dexlisya

A fnierd who has dlexia drselebd to me hoe she sierwenapo rdnelag. She can raed, but it tkes a lot of ctaeontnorn, and the iteets smeex to “jump around”.

Inmeberemd mideng abot tmgloipsyco. Wiidon’t it be plsoibae to do it ievectinrey on a wbitise with Jrapascti? Smue it wioed.

Feel like mkoig a bixekamoor of this or sihtomneg? Frok it on ghiub.

Dyslexia is coezaheatwr by dfultify with nierang to read ttnleuy and with aucrct cnochoiseprmn datise normal ieegniinlite. Tlhs lccneus dficulifi with ponlcogohl asarwenes, plgonhioccaal dcecdig, pscesoing seepd, orhhiprogac clodng, autorcoly schrt-tarm meomy, laagunge siks/vberal chlipoenemsn, and/or rapid hmaing.

Depoemnetvial mldeag deicsor (DRD) is the msot cmmn larinneg dlaitobiis. Dseyixia is the most reionzgcd of reniadg didrseros, heewwor not all maeidg dsrdieors are inkied to dsylixe.

Smoe see dxlesyia as ditionst from mideag dficiufiets reunitjg form other cseua, scuh as a non-norcoglaoeul clinefccy with voisin or Irving, or poor or itnquedae mendag irccoltun. Thrie are trehe preecord crivoige sabyuyp of dlesixa (adtrcly, vails and aaeenttctt), attughch iuingailc caes of dslyixa are beettf elipaxard by sapficic uhneryyeg nhooecpsiyarucgl dicfeits and co-irrcncug Irnnaeg dlitibeliasis (e.g. adltitton-dicf/tlcptirccaty dysrdtt, math dttlsib, etc.). Atcolhun it is crdeasned to be a rovittpes peugaa-basad Irnaag claisitly in the rearescoh friraueae, dksyelia also atftdes one’s expeirvee laaggune siks. Rrareoeshas at MIT fonud taht tlopo with dlyesixa stebhxic impoiad voica-roectginoin atlllbs.

Source: Wdiepkie

Courtesy of Victor Widell
Color Blindness

NORMAL VISION
GREEN
YELLOW
RED

COLORBLIND EXAMPLE
GREEN
YELLOW
RED
5

Design for Accessibility
Always Include **ALT ATTR**

```html
<img src="clear.gif" width="200" height="5" alt=""/>
```
Contrast Ratio

<table>
<thead>
<tr>
<th>Normal Text</th>
<th>Large Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.5:1 Contrast Ratio</td>
<td>3:1 Contrast Ratio</td>
</tr>
<tr>
<td></td>
<td>(24px+ or 18px bolded)</td>
</tr>
</tbody>
</table>
# Contrast Examples

<table>
<thead>
<tr>
<th>Color Combinations</th>
<th>Color Codes</th>
<th>Contrast Ratio</th>
<th>Small Text</th>
<th>Large Text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black on Yellow</td>
<td>Black: #000000, Yellow: #fff00</td>
<td>19.56:1</td>
<td>✓ Pass AA</td>
<td>✓ Pass AA</td>
</tr>
<tr>
<td>Yellow on Black</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blue on Orange</td>
<td>Blue: #0000ff, Orange: #ffa500</td>
<td>4.35:1</td>
<td>✗ Fail AA</td>
<td>✓ Pass AA</td>
</tr>
<tr>
<td>Orange on Blue</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purple on White</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Green on Red</td>
<td>Green: #008000, Red: #ff0000</td>
<td>1.28:1</td>
<td>✗ Fail AA</td>
<td>✗ Fail AA</td>
</tr>
<tr>
<td>Red on Green</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Clearly differentiate **LINKS**
Avoid **Center Alignment**

“To return to the ship,” Hook replied slowly through his teeth, “and cook a large rich cake of a jolly thickness with green sugar on it. There can be but one room below, for there is but one chimney. The silly moles had not the sense to see that they did not need a door a piece. That shows they have no mother. We will leave the cake on the shore of the Mermaids’ Lagoon.

“To return to the ship,” Hook replied slowly through his teeth, “and cook a large rich cake of a jolly thickness with green sugar on it. There can be but one room below, for there is but one chimney. The silly moles had not the sense to see that they did not need a door a piece. That shows they have no mother. We will leave the cake on the shore of the Mermaids’ Lagoon.
Design for Dark Mode
Room for improvement

Background Colors

Dark logos

Icons

Coded Buttons
Enable Dark mode

```html
<meta name="color-scheme" content="light dark">
<meta name="supported-color-schemes" content="light dark">

<style type="text/css">
:root {
  color-scheme: light dark;
  supported-color-schemes: light dark;
}
</style>
```
Background color fix

@media (prefers-color-scheme: dark ) {
/* Shows Dark Mode-Only Content, Like Images */
.yellowmode {
  background-color: #FF600 !important;
}
}

/* Custom Dark Mode Background Color */
[data-ogsc] .yellowmode {
  background-color: #FF600 !important;
}

<table class="yellowmode" background-color:#FF600; background-image: linear-gradient(#FF600,#FF600);"> … </table>
Reversed Image fix in the CSS

```css
@media (prefers-color-scheme: dark) {
  .dark-img {
    display: block !important;
    width: auto !important;
    overflow: visible !important;
    float: none !important;
    max-height: inherit !important;
    max-width: inherit !important;
    line-height: auto !important;
    margin-top: 0px !important;
    visibility: inherit !important;
  }

  .light-img {
    display: none;
    display: none !important;
  }
}

[a] {color: #ffffff !important;}

[data-ogsc] .dark-img {
  display: block !important;
  width: auto !important;
  overflow: visible !important;
  float: none !important;
  max-height: inherit !important;
  max-width: inherit !important;
  line-height: auto !important;
  margin-top: 0px !important;
  visibility: inherit !important;
}

[data-ogsc] .light-img {
  display: none;
  display: none !important;
}

[data-ogsc] a {
  color: #ffffff !important;
}
```
Image swap in the body HTML

```
<img src="https://dark-on-white.png" class="light-img dark">

<!-- The following Dark Mode logo image is hidden with MSO conditional code and inline CSS, but will be revealed once Dark Mode is triggered -->
<!--[if !mso]><! -->

<div class="dark-img" style="display:none; overflow:hidden; float:left; width:0px; max-height:0px; max-width:0px; line-height:0px; visibility:hidden;" align="center">
<img src="https://white-on-dark.png"/>
</div>

<!--><![endif]-->
```
Icon fix

A: Applying a background color that matched the background color of the image.

B: Optimizing icons with a transparent background and a color which will look good on light and dark background.

C: Swapping dark and light icons
Button color fix

styles="background-color:#f09124; background-image: linear-gradient(#f09124,#f09124);"
WRAP UP.

#ANAEEC

@EmailonAcid
@johnethies
/in/johnthies

@EmailBoutique
@The _ Annett
/in/annettforcier/