

# Links and Info

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Intresting external resources

- [Mail Chimp Templates on github](#)
- [HTML Email Check and Validation Tool](#)
- [E-Mail Client Market Share](#)
- [Litmus Email Analytics](#)
- [CSS support by e-mail agent](#)
- [Mail-Chimp CSS inliner tool](#)
- [Python CSS inliner tool: premailer on pypi](#)
- [Python CSS inliner tool: premailer on Github](#)

Other possible e-mail editors

- [GrapeJS for E-Mails \(OS & free, a bit technical\)](#)
- [unlayer / react-email-editor \(OS & free\)](#)
- [mosaico \(OS & free, low developement\)](#)
- [Bee Pro embedded \(SAAS, \\$100/Mon + \\$2/mon/user\)](#)
- [\[MailChimp \(Paid & not a standalone editor\)\]\(\)](#)
- [ory \(not e-mail specific\)](#)
- [\[Stamplia \(website down\)\]\(\)](#)

## Odoo email editor

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The odoo email editor is based on Jinja2 (not Qweb in odoo 8) and can be extended by snippets. Templates as a starting point are supported.

### Pros:

- Free and Open Source
- E-Mail editor works the same as the website editor
  - Easier to learn and train for us and the customer
  - Only one training for widgets and e-mails
  - HTML-Link tool is the same
- Simple drag and drop WYSIWYG editor
- User authorization and single sign on very easy by FS-Token or already existing studio user

- Serves as CDN (Content Delivery Network) for images and files out of the box
- Programming and maintenance knowledge is already available
- Setup, Backup and service monitoring is already done
  - Setup of external customer domains partially already available
  - Lots of information for e-mail template placeholders are already available (company data)
- No external service involved (DSVGO) (all data inhouse)
- Templating engine is very close to pure HTML
- All development adds to FS-Online

## Cons:

- Good base e-mail templates and snippets must be created (e.g. based on mailchimp) (approx 2 weeks)
- E-Mail templates will not be auto-updated by an external provider (this may be the same for most saas software too)
- Real-Time mobile and tablet popup preview must be coded (approx 2 days)
- No image crop and rotate build in (approx 4 days inhouse or 1 day by external java dev)
- Style changes may require snippet changes also (except *premailer* works well)
- No hierarchical templating (tcall) for jinja2 templates

## Addons involved

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- [Anton Chepurov extension for mass mail to work with email\\_template\\_qweb](#)
- [OCA/social/email\\_template\\_qweb](#)
- [OCA/social/mail\\_inline\\_css](#) from odoo v10

## Odoo native

- mass\_mailing
- website\_mail

## OCA / social

- email\_template\_qweb

## addons\_own

- email\_template\_qweb\_mass\_mail

# Basic Info (DEV)

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New E-Mail templates can be created in the model **email.template** with **Mass Mailing Contact**

(mail.mass\_mailing.contact) as the model\_id. Those email templates will then be listed by the addon website\_mail.

New **Snippets** for e-mail templates can be created in the the template qweb view with the view id

**email\_designer\_snippets** in the addon **website\_mail**.

## TODO

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To make the odoo e-mail editor working as the FRST e-mail template editor we would need to:

- Create a base e-mail template based on the mail chimp templates
- Create some basic snippets for the content based on the mail chimp templates
- Implement a CSS to Inline CSS tool in odoo
- Make sure Links (and button Links) use inline CSS instead of bootstrap classes
- Make sure the correct base URLs are used for links
- Allow to set alt text for images
- Hide website menu and footer

Optional / nice to have

- Rotate and crop images
- Auto Resize images
- Force the alt text for images
- Sort templates in a Folder like structure
- Sort created (mass) e-mails in a folder like structure
- Extend the "html-link" editor to
  - Show only relevant results/pages
  - Easily create Links with pre authorization (FSO Token Links)
- Hide colors and styles for text that are not needed or wanted
- Replace colors and font-sizes for text with the corporate design ones