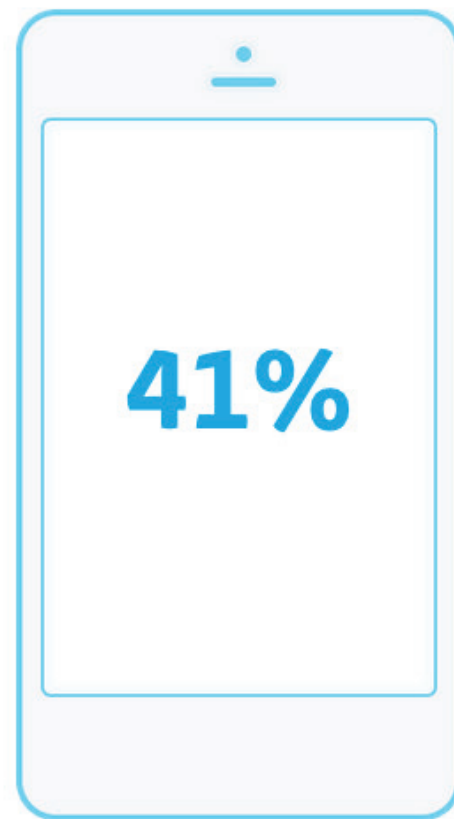


# Getting fancy with HTML email

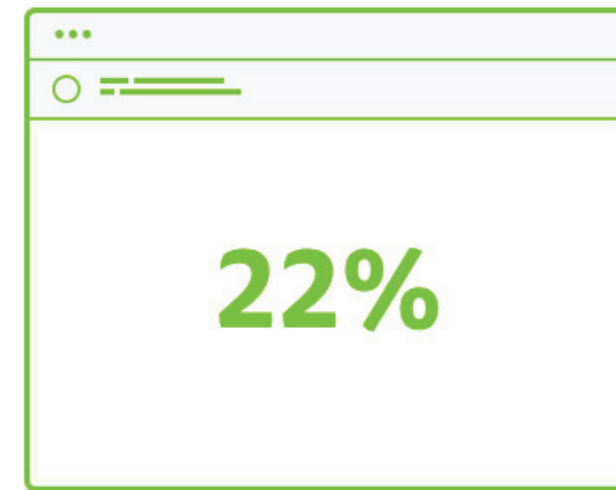
## OPENS BY ENVIRONMENT IN 2013



**MOBILE**



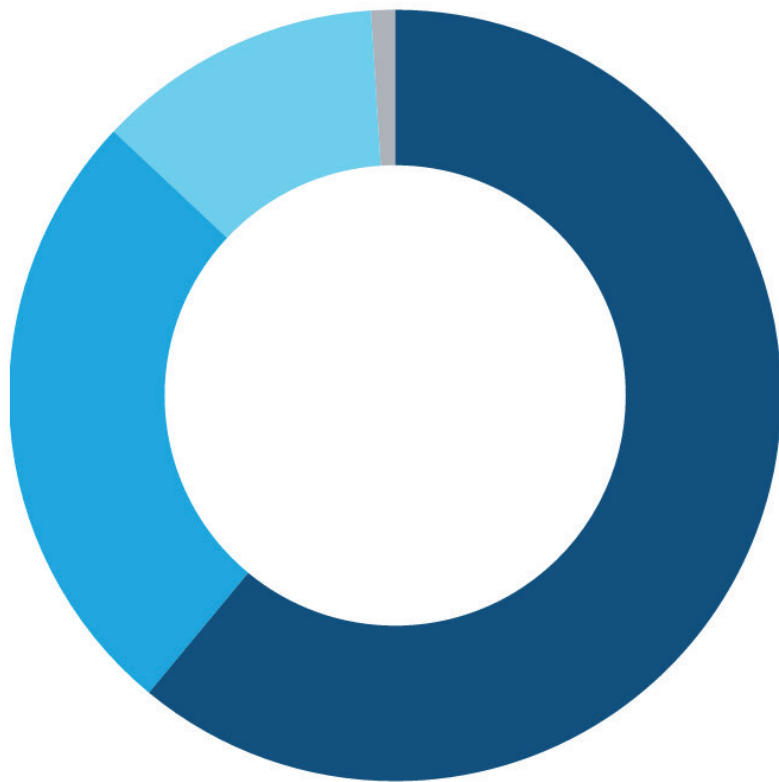
**DESKTOP**



**WEBMAIL**

*\* Data is based on 1.8 billion opens from nearly 22 billion email recipients. 9% of opens occurred in an undetectable environment.*

Mobile



● iPhone - 61%	● iPad - 26%
● Android - 12%	● iPod Touch - 1%

*\* Data based on 780,479,174 mobile opens across 2,164,665 campaigns in 2013.*

Desktop



● Outlook 2010 - 22%	● Apple Mail 4 - 9%
● Outlook 00/03/XP - 19%	● Apple Mail 5 - 8%
● Outlook 2007 - 15%	● Apple Mail 3 - 2%
● Apple Mail 6 - 14%	● Thunderbird - 1%
● Windows Live - 10%	● Outlook 2013 - 1%

*\* Data based on 522,832,451 desktop opens across 2,164,665 campaigns in 2013.*

Webmail



● Hotmail/Outlook.com - 48%	● Gmail - 25%
● Yahoo - 25%	● AOL Mail - 2%

*\* Data based on 580M desktop opens across 2,164,665 campaigns in 2013.*

# Yes, it's true, you still..

Have to code using nested tables

Have to use inline CSS (mainly to appease Gmail)

Have to pander to Outlook (for buttons, backgrounds)

Can't use javascript

Can't rely on media queries working everywhere

Have to test across about 10,435,234,928 email clients

# But in many cases you can...\*

Use [@font-face](#) (Mac Mail, iOS Mail, some Android Mail)

Use CSS3 for [animation](#), [games](#) & [navigation](#) (Mac Mail, iOS Mail, some Android Mail)

Use HTML5 [video](#) (Mac Mail, iOS Mail)

Use HTML5 video [backgrounds](#) (Mac Mail, Outlook 2011 for Mac)

Use [SVG masks & CSS3 animation](#) (Mac Mail, iOS Mail)

\* as long as you **know your audience.**

@moonstrips