

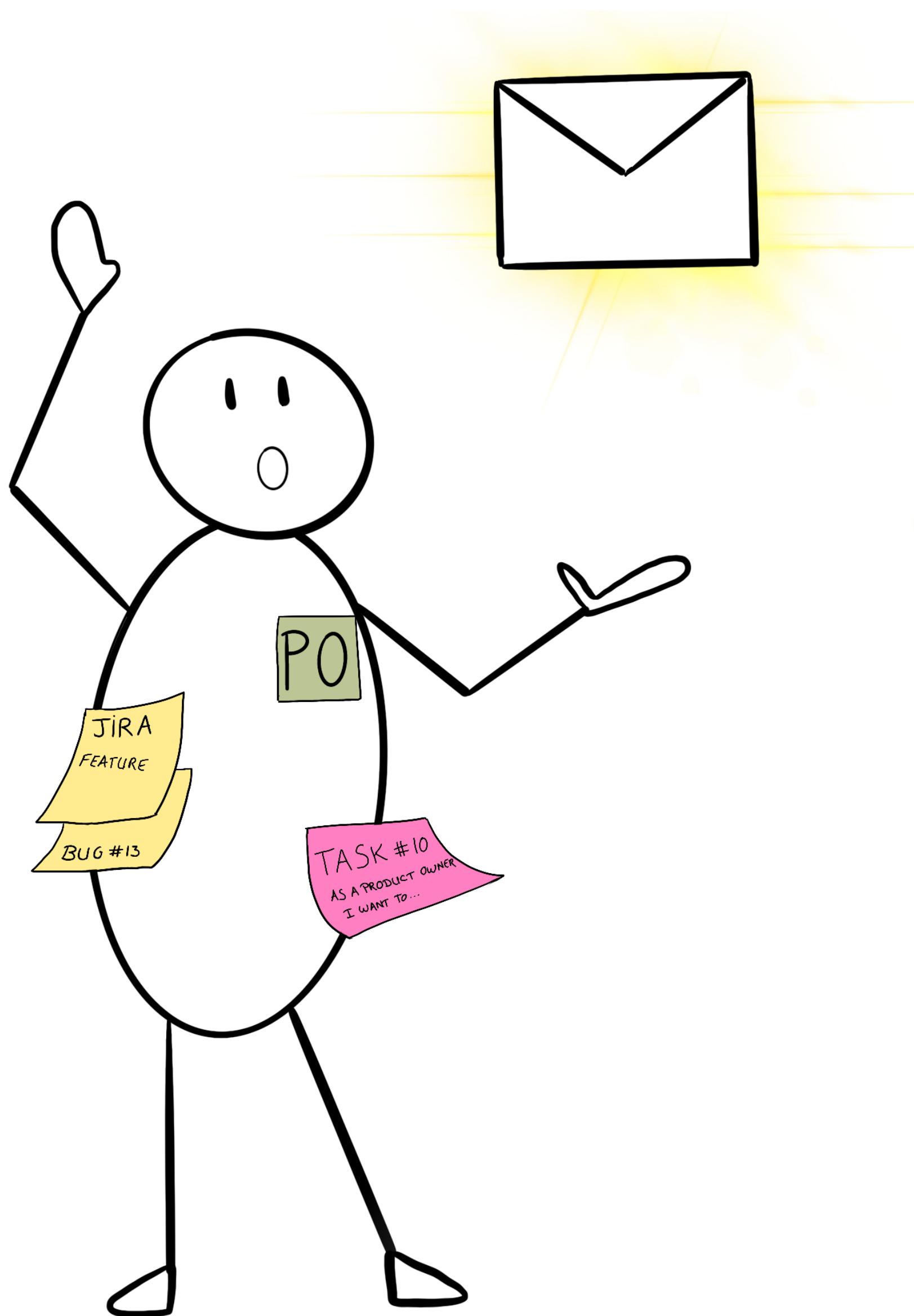
# Templates d'email

L'aventure dont vous êtes le héros

Amélie Benoit  
@AmelieBenoit33









**Les recherches  
commencent...**



Hello Devoxx !

This is just an example to show you what a plain text email looks like. See, it does not include any links or text formatting.

Compared to more sophisticated emails, it looks a bit boring, right? But it does look like all those emails you get at work or from your friends.

Best,  
Amélie

## Plain text

Conversational emails

Hello Devoxx France,

This is a very basic email that is using rich text. It allows us to use different type of font specifications such as the **font weight**, the **font size** and the font style for example.

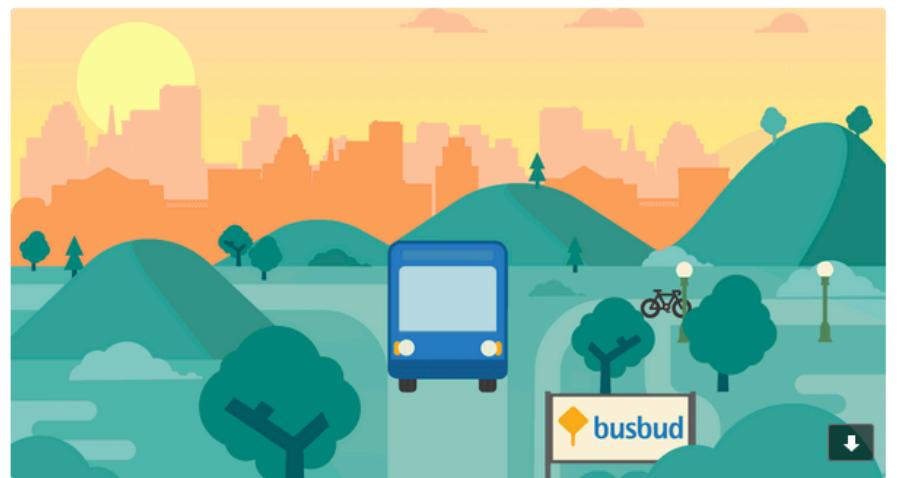
You can also get beautiful **R A I N B O W** colours! What a chance.

See ya! 🙌

5



busbud



Welcome to Busbud,

We're here to help you ace all your bus adventures!

Your account is all set up. View your tickets and bookings, get boarding information, and see departure and arrival maps and more fancy travel details.

Your Account



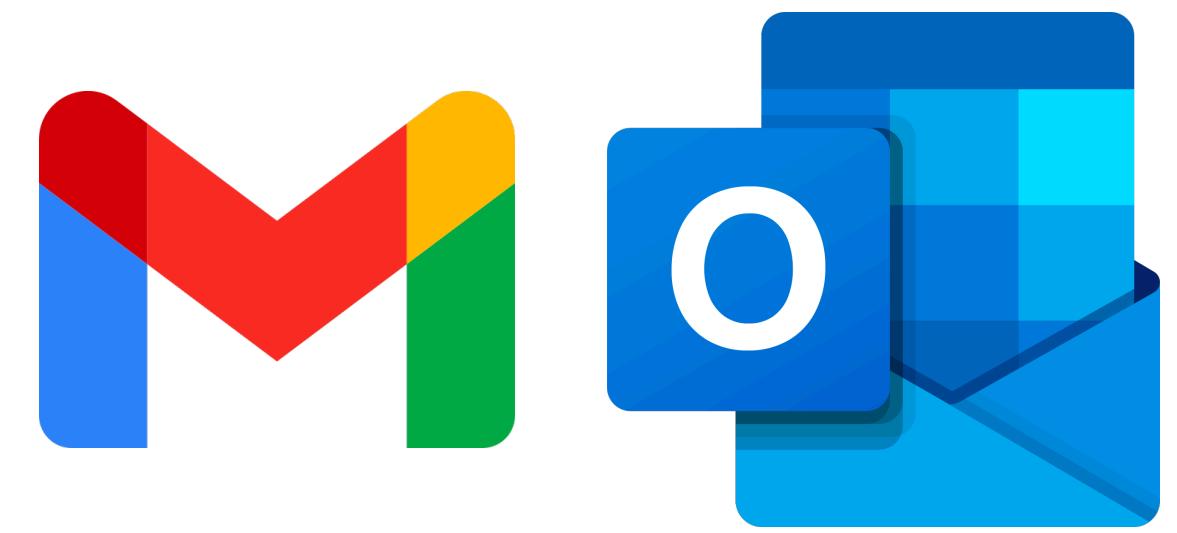
[VIEW YOUR ACCOUNT](#)

Cheers,  
The friendly Busbud crew

## Rich text

Transactional / marketing

## HTML



Le HTML, ça me connaît.





```

<html>
  <head>
    <link
      href="https://fonts.googleapis.com/css2?family=Roboto:wght@300&display=swap"
      rel="stylesheet"/>
    <style>...</style>
  </head>
  <body class="body">
    <section class="logo">
      
    </section>
    <section class="content">
      <h1 class="title">Welcome aboard, Homer</h1>
      <div class="row">
        <div>
          <div class="columns">
            <div>
              <span class="text">
                >Lorem ipsum dolor sit amet, consectetur adipiscing
                elit, sed do eiusmod tempor incididunt ut labore et dolore magna
                aliqua. This is a link. Ut enim ad minim veniam, quis nostrud
                exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
              </span>
              <span class="text">The Busbud team.</span>
            </div>
          </div>
          <hr class="divider" />
          <div class="cta-container"><button
class="cta">Action</button></div>
        </div>
        <div class="bus2"></div>
      </div>
      <div class="bus1">Promotional banner</div>
    </section>
    <footer>
      ...
    </footer>
  </body>
</html>

```



## Welcome aboard, Homer

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. This is a link. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

The Busbud team.

Action



Promotional banner

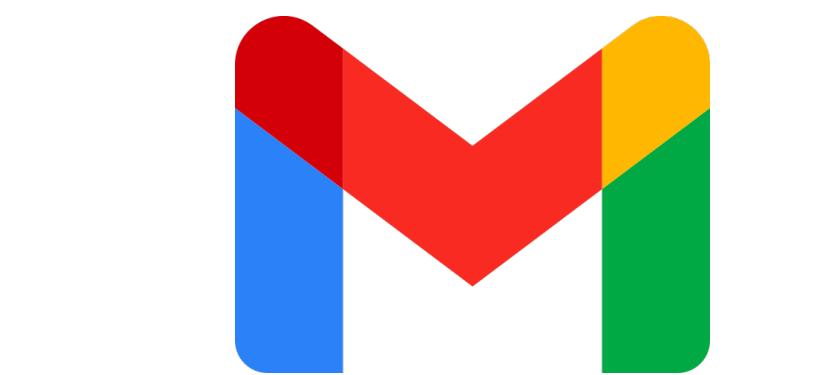
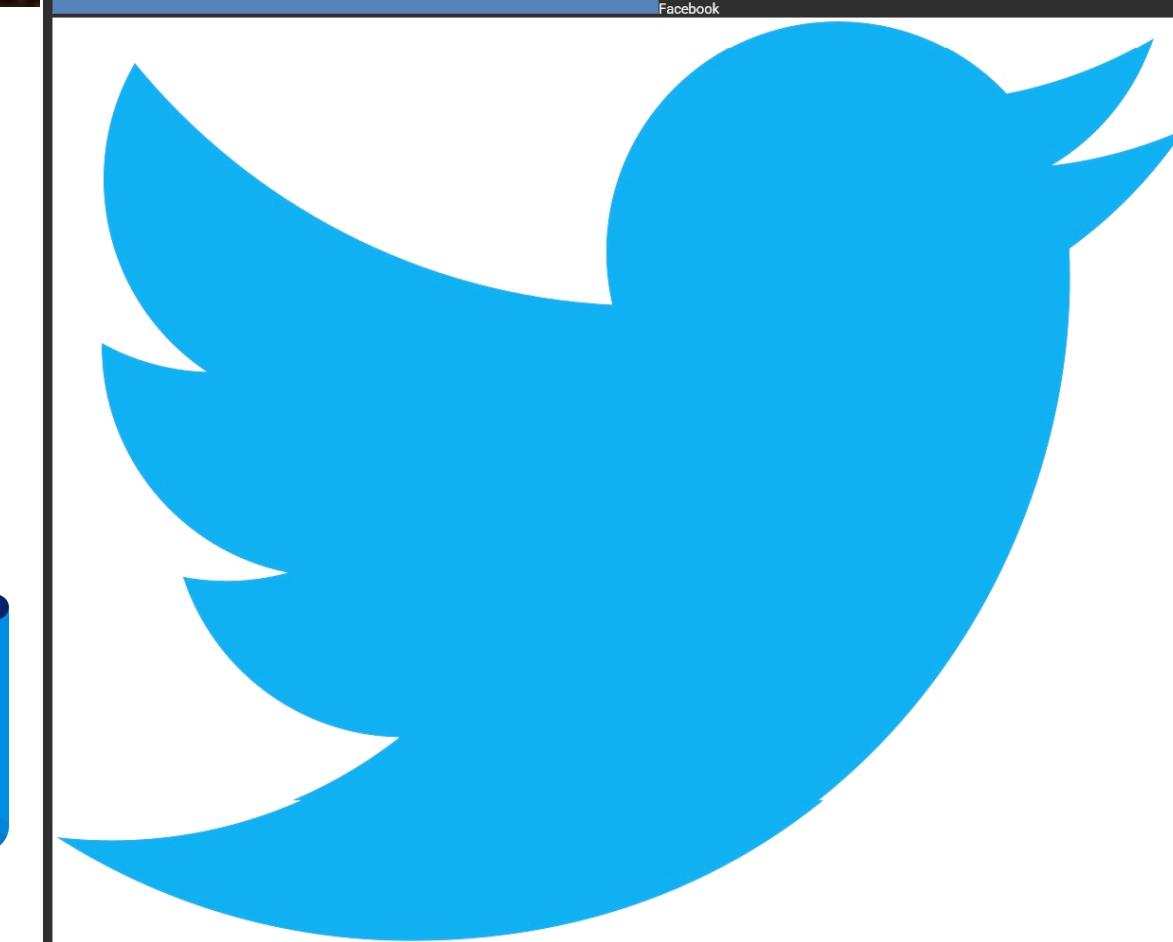
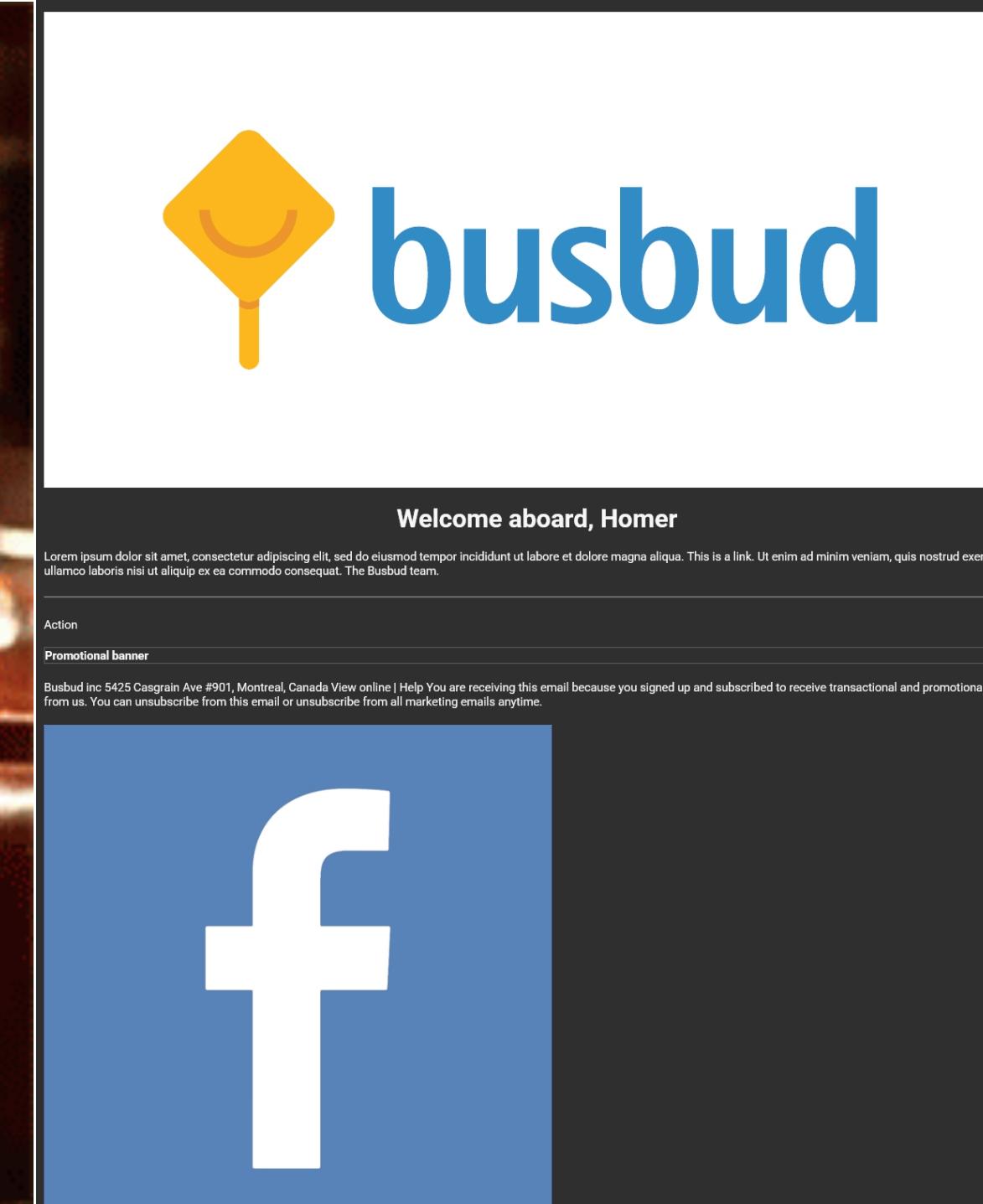
Busbud inc 5425 Casgrain Ave #901, Montreal, Canada

[View online](#) | [Help](#)

You are receiving this email because you signed up and subscribed to receive transactional and promotional emails from us. You can unsubscribe from this email or unsubscribe from all marketing emails anytime.

Facebook
 Twitter
 LinkedIn





A screenshot of an email client interface. The top bar shows icons for back, forward, and search. The inbox is labeled "test". An email from "Email Test" to "me" at 8:17 AM is selected, with a "View details" link. The email content is identical to the one shown in the second image, featuring the Busbud logo, a welcome message, placeholder text, an "Action" button, a promotional banner, and footer information. The interface includes standard email controls like reply, reply all, and forward at the bottom.

🤔 **Stay tech & stay out...**



# Can I Email

Home Features News December 30, 2021 - December 2021 updates Compare email clients

## Can I email

### HTML, CSS, ...

?

Settings

#### Latest features

- CSS outline, March 17, 2022
- CSS :has(), March 15, 2022
- CSS word-break, February 15, 2022
- CSS radial-gradient(), December 29, 2021
- CSS linear-gradient(), December 29, 2021

[View all features](#)

#### Latest news

- December 2021 updates, December 30, 2021
- November 2021 updates, November 30, 2021
- Caniemail's Second Birthday 🎉, September 29, 2021
- Added LaPoste.net's desktop webmail, September 25, 2021
- Added text-transform, September 20, 2021

[View all news](#)

#### Client scores

1.	 Apple Mail (macOS) : 202/219
2.	 Apple Mail (iOS) : 202/219
3.	 Outlook (macOS) : 195/219
4.	 SFR (Desktop Webmail) : 191/219
5.	 Samsung Email (Android) : 189/218

[View the scoreboard](#)

---

Can I email...  
Launched and maintained by [@HTeuMeuLeu](#) and the team at [Tilt Studio](#).  
Based on the original [caniuse.com](#) by [@Fyrd](#) and designed by [@Lensco](#).  
Also based on the original name and idea by [@M\\_J\\_Robbins](#) and the team at [Rebel](#).  
Support data contributions by the wonderful email geeks community on [GitHub](#).  
If you see something wrong, please [report bugs on GitHub](#) or contact us on [Twitter](#).

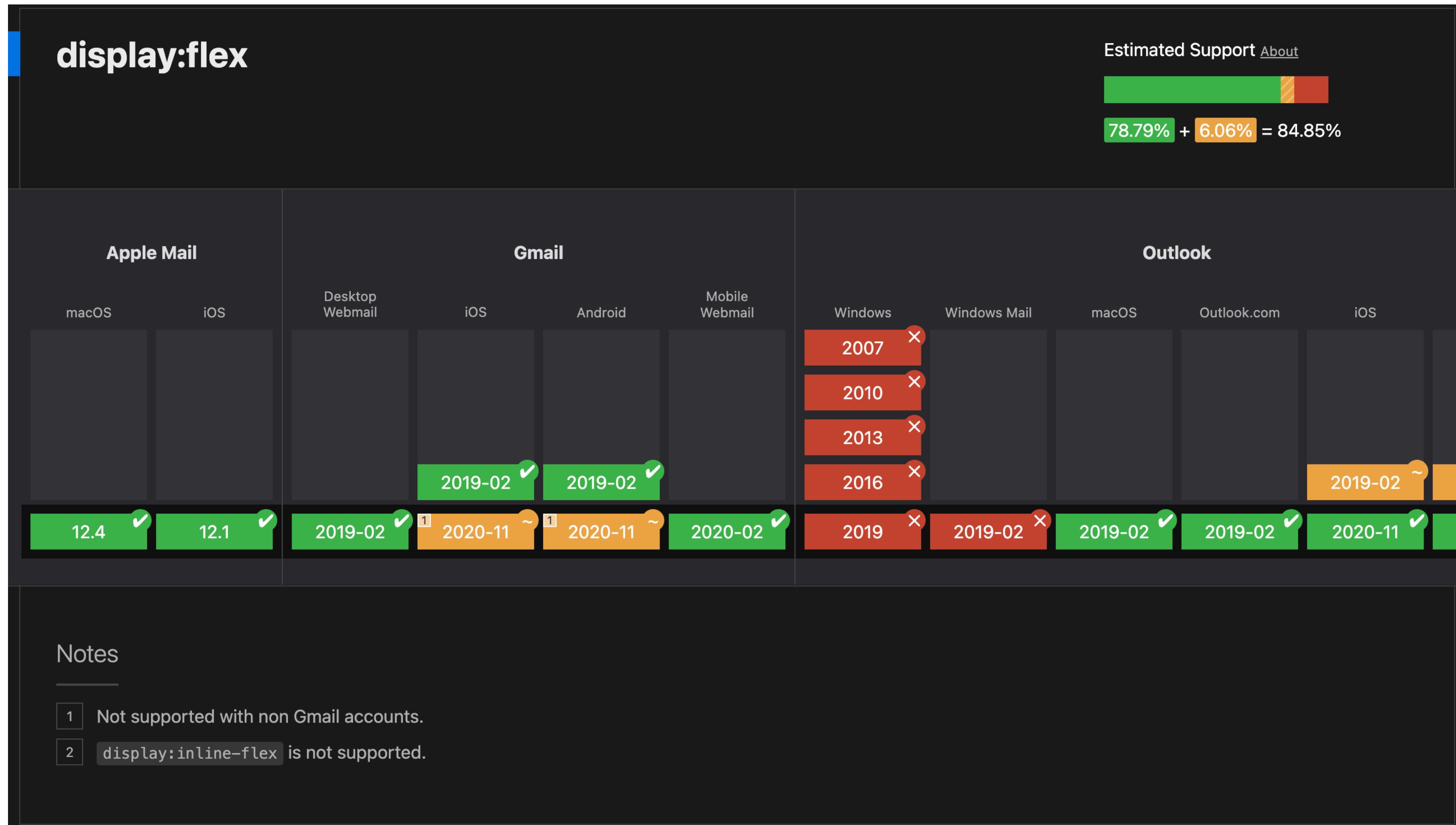
Site links

[Home](#)  
[Feature index](#)  
[Compare email clients](#)  
[Email Client Support Scoreboard](#)  
[Data available in JSON](#)  
[Caniemail on GitHub](#)  
[The Caniemail Embed](#)

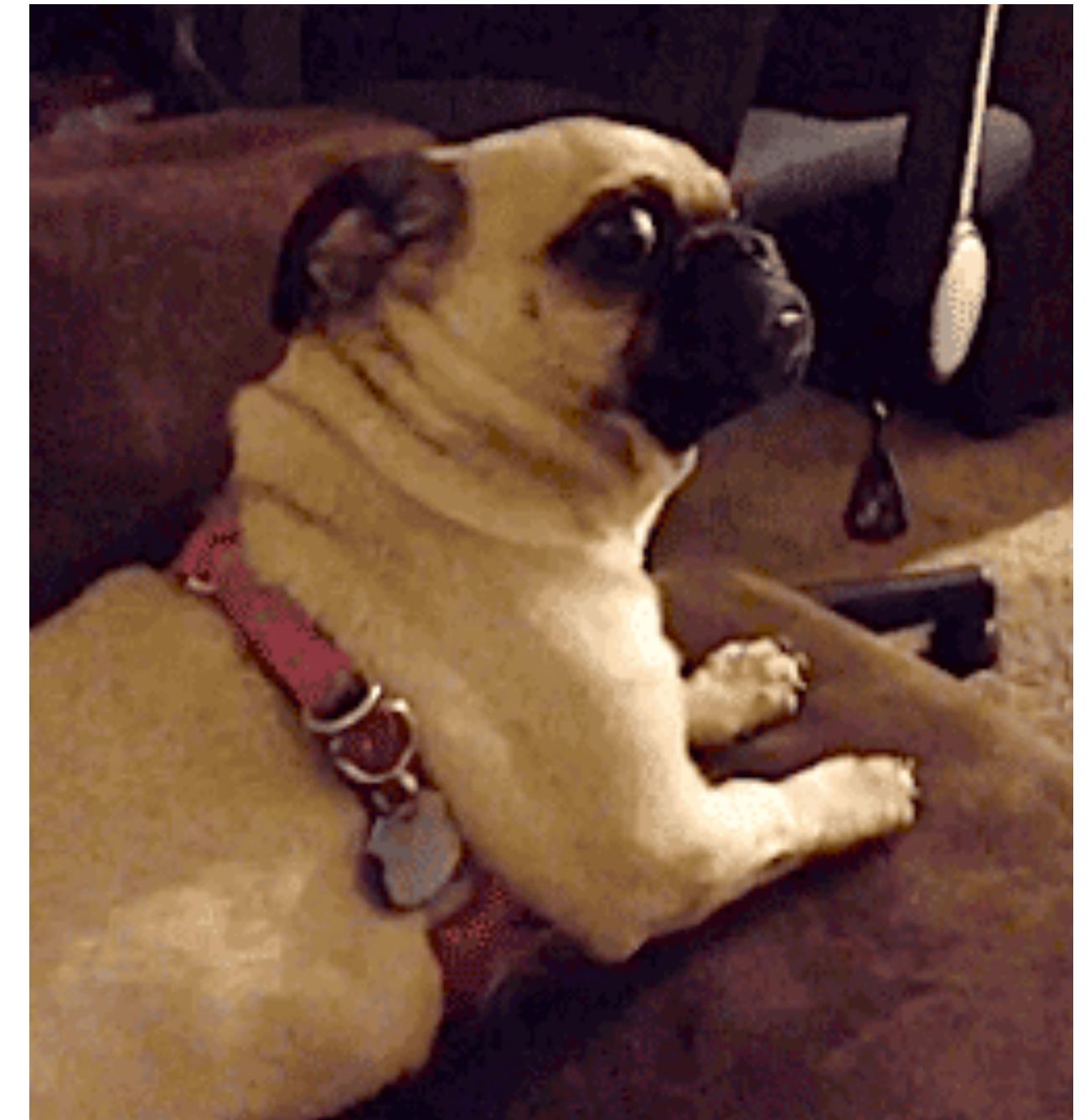
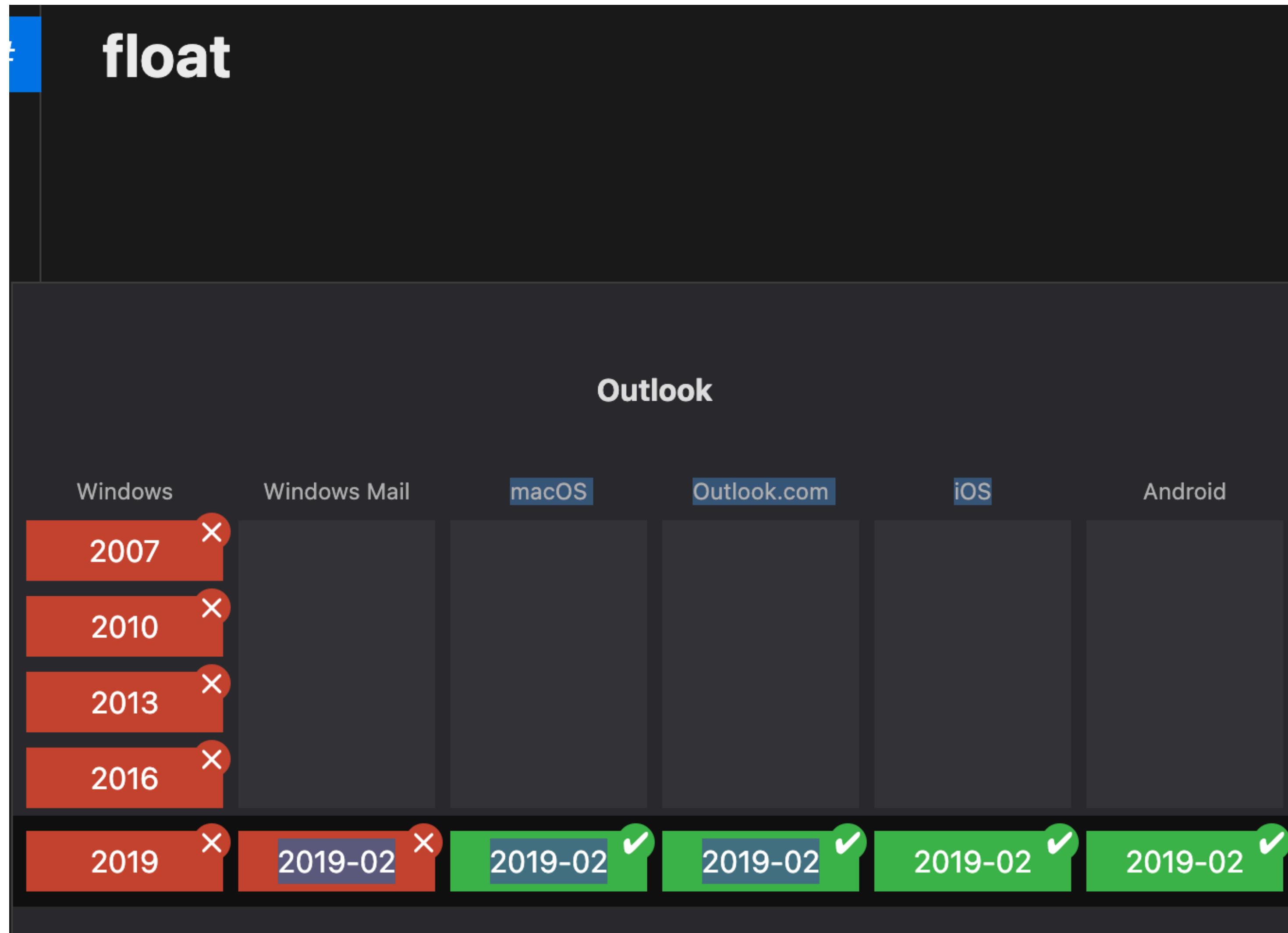
Legend

-  = Supported
-  = Not supported
-  = Partial support
-  = Mixed support
-  = Support unknown
- [Enable accessible colors](#)

# Flex



# Float



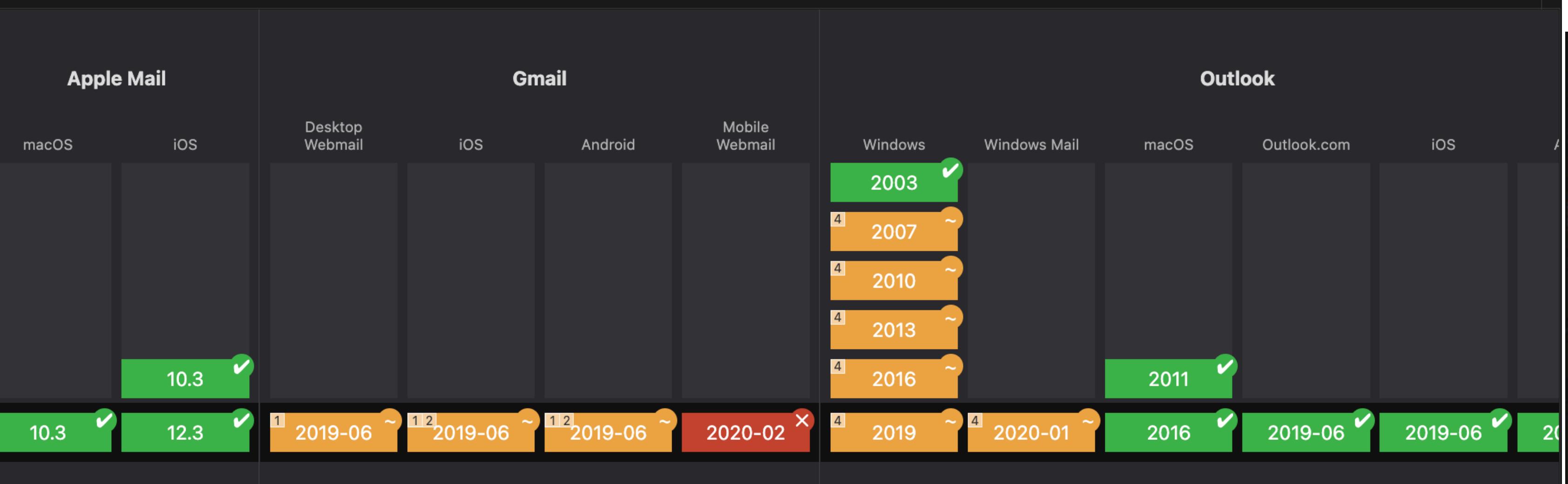
# Style

## <style> element

An HTML element to contain style information, in CSS, for a document or part of a document.

Estimated Support [About](#)

66.67% + 21.21% = 87.88%



### Notes

- 1 Partial. Not supported inside the <body> .
- 2 Partial. Not supported with Non Gmail Accounts.
- 3 Buggy. The first <head> in the HTML is removed, so <style> elements need to be in a second <head> element.
- 4 Buggy. <style> elements need to be declared before their rules are used.
- 5 A CSS rule following a CSS comment is ignored. (See [email-bugs#25](#).)



# Outlook

## Supported

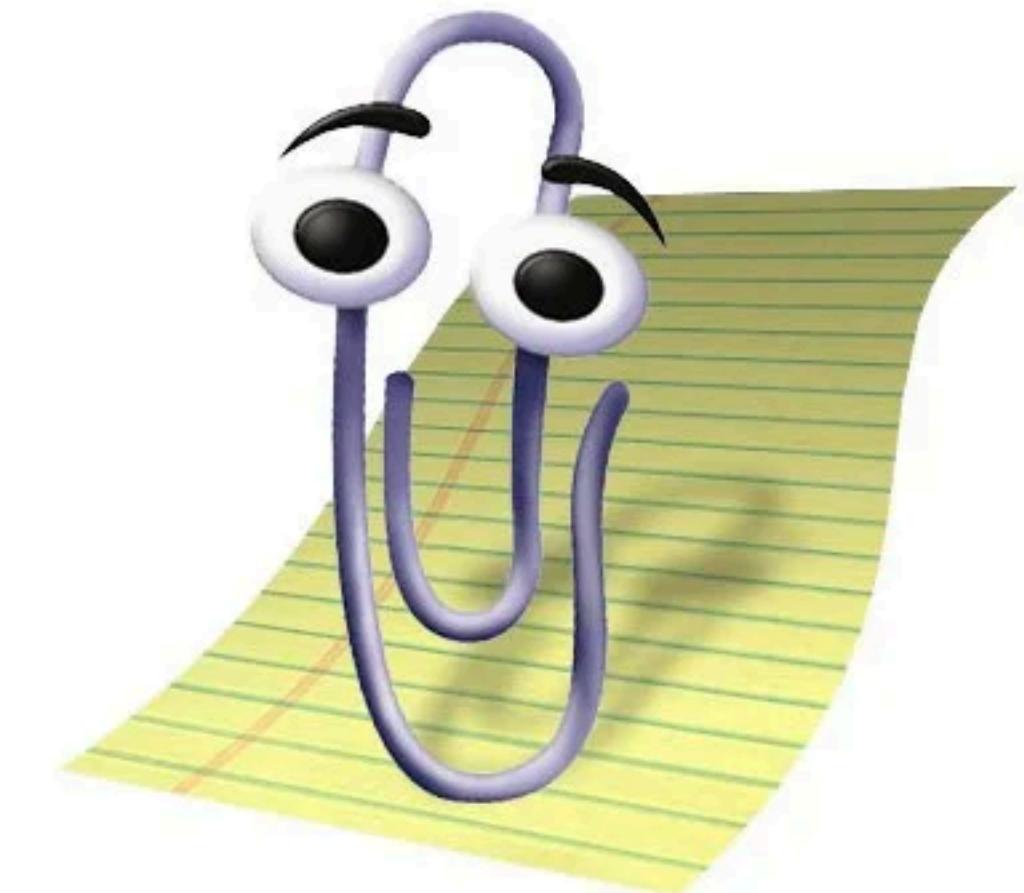
@import background-color direction font shorthand list-style-type max-width :link Child combinator Class selector Descendant combinator  
Grouping selectors ID selector Type selector text-indent cm unit em unit ex unit in unit mm unit pc unit % unit pt unit px unit vertical-align  
word-break address align attribute Local anchors aria-hidden attribute aria-label attribute <base> <blockquote> element <body> element  
<del> element <div> element <h1> to <h6> elements Image maps lang attribute <link> element <ul>, <ol> and <dl> mailto: links <p> element  
role attribute <small> element <span> element <strike> element <strong> element <table> element valign attribute BMP image format  
JPG image format PNG image format

## Partially supported

@font-face background border display:none display font-weight height property !important keyword letter-spacing line-height list-style margin  
padding rgb() text-align text-decoration text-transform width property aria-live attribute background attribute dir attribute height attribute  
<style> element target attribute width attribute Base 64 image format GIF image format

## Not supported

AMP for Email align-items animation aspect-ratio @keyframes @media (-webkit-device-pixel-ratio) @media (orientation) @media (prefers-color-scheme)  
@media (prefers-reduced-motion) @media @supports background-blend-mode background-clip background-image background-origin  
background-position background-repeat background-size border-image border-radius box-shadow box-sizing caption-side clip-path column-count  
display:flex display:grid filter flex-direction:column flex-wrap: wrap float clamp() max() min() inline-size justify-content left, right, top, bottom  
linear-gradient() list-style-image list-style-position max-height property min-height property min-width property mix-blend-mode object-fit  
object-position opacity overflow position :active :checked :first-child :first-of-type :focus :has() :hover :last-child :last-of-type :not  
:nth-child :nth-last-child :nth-last-of-type :nth-of-type :only-child :only-of-type :target :visited ::after ::before ::first-letter ::first-line  
::placeholder radial-gradient() rgba() Adjacent sibling combinator Attribute selector Chaining selectors General sibling combinator Universal selector \*  
text-decoration-color text-decoration-thickness text-overflow text-shadow text-underline-offset transform CSS calc() function ch unit initial unit  
rem unit vh unit vmax unit vmin unit vw unit CSS Variables (Custom Properties) visibility white-space z-index aria-describedby attribute  
aria-labelledby attribute <audio> element <bdi> element <button type="reset"> element <button type="submit"> element <dialog> element  
HTML5 doctype <form> element <input type="checkbox"> element <input type="hidden"> element <input type="radio"> element  
<input type="reset"> element <input type="submit"> element <input type="text"> element loading attribute <marquee> element <meter> element  
<object> element <picture> element <progress> element required attribute <rp> element <rt> element <ruby> element <select> element  
HTML5 semantics srcset and sizes attributes Embedded <svg> image <textarea> element <video> element <wbr> element Animated PNG image format  
AVIF image format HDR image format HEIF image format ICO image format Video as Image Assets PPM image format SVG image format  
TIFF image format webP image format



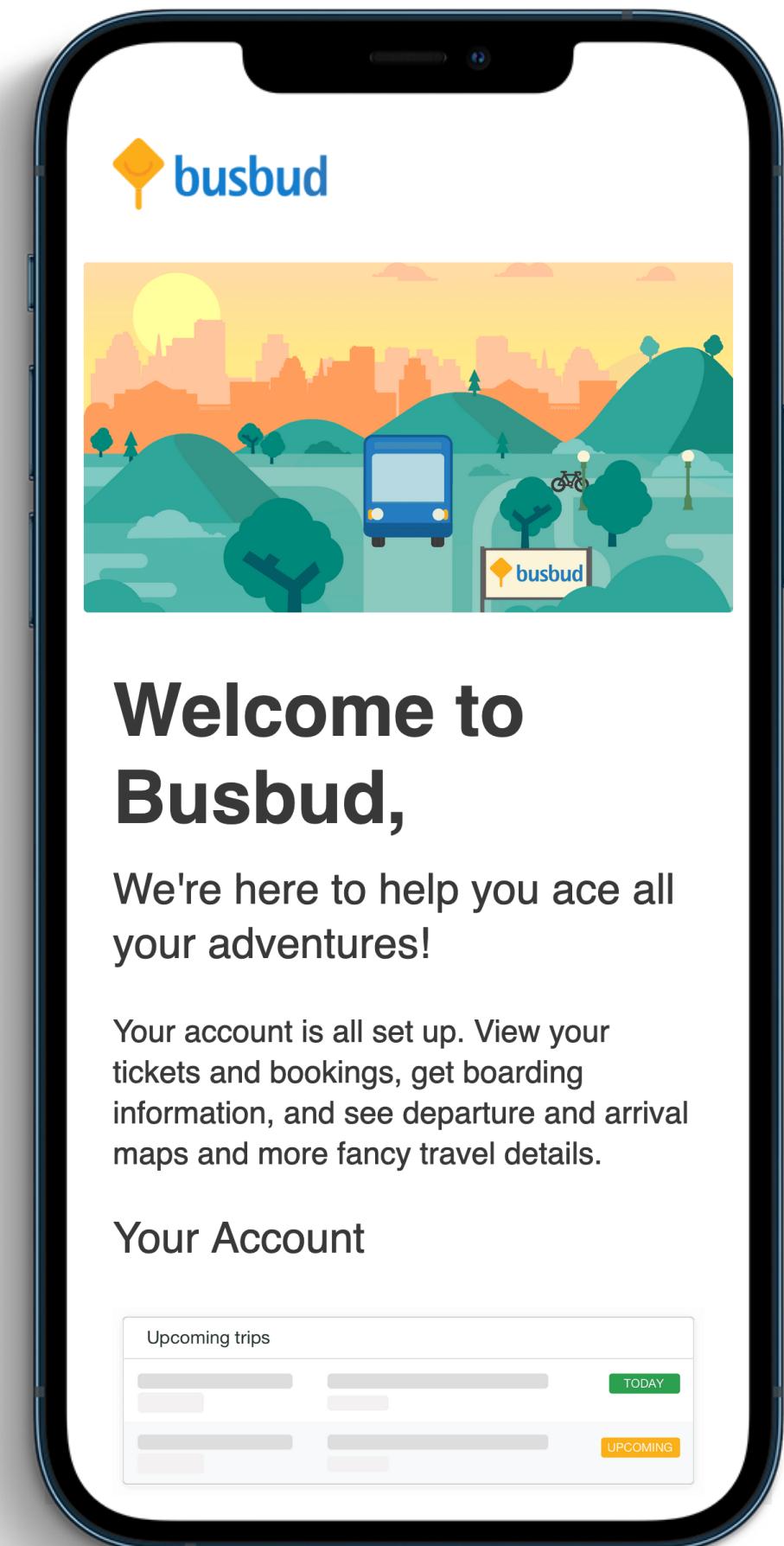
On sait ce qu'on ne peut pas faire

**Quelles bonnes pratiques?**



# Mobile matters

Utilisateurs mobile regardent  
**3 fois plus souvent** leurs  
emails

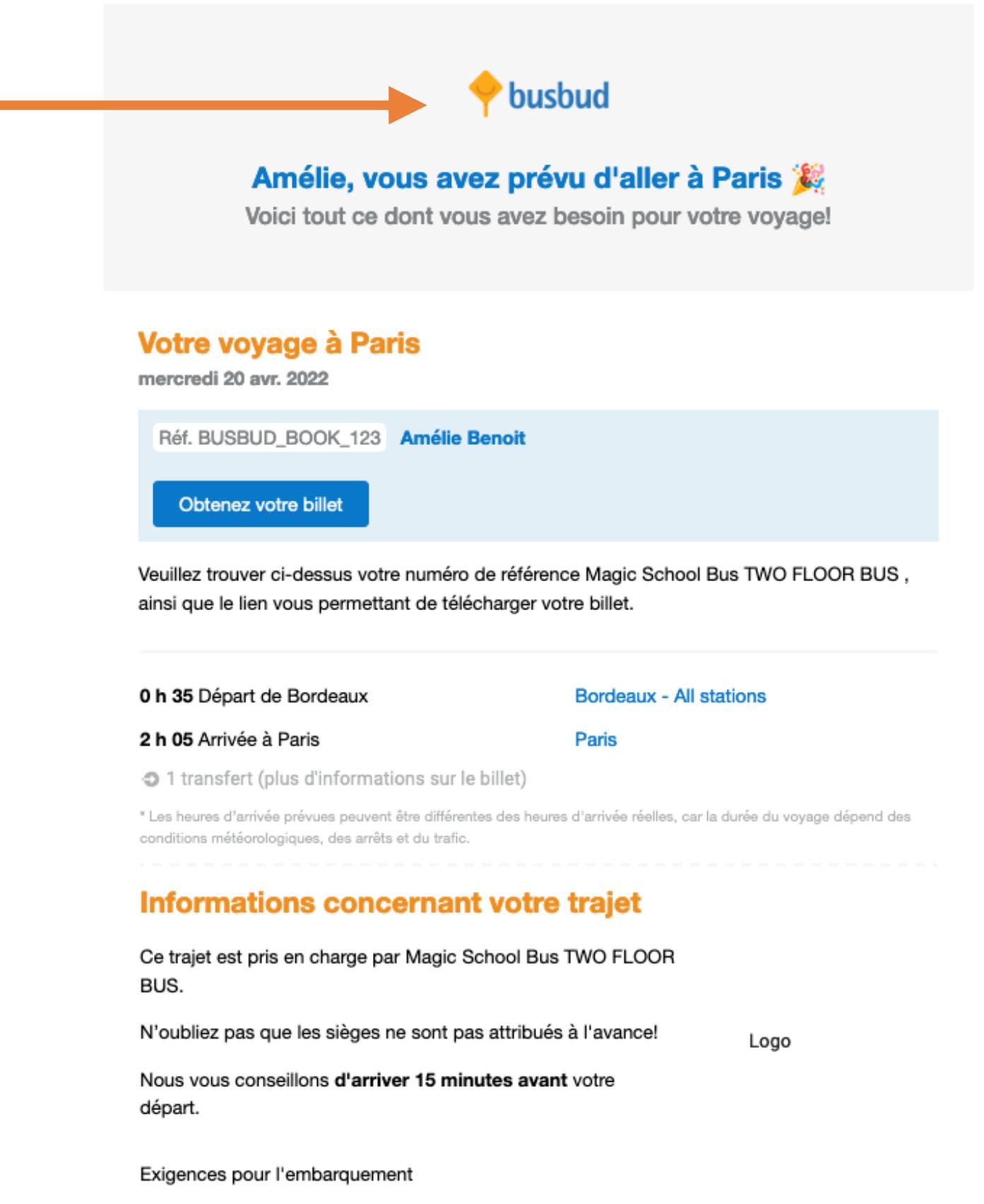


Email cassé = **supprimé**  
**dans les 3 secondes** dans  
70% des cas

**Taux de conversion sont**  
**+ forts**

# Les bonnes pratiques

ALT sur les images



Pas de flash / JS

Size matters

Layout sur 1 colonne

Fonts basiques

Lien unsubscribe

# Solutions



# Services

Une plateforme qui génère des templates?

Simple et facile à utiliser

Suffisamment de variations pour s'accommoder à la plupart des templates

Excellent point de départ

Peut-être déprécié

Trade-off: branding VS simplicité



# MJML

mjml.

- **Mailjet Markup Language** - “The only framework that makes responsive email easy”
- Responsive by design
- Compatible pour tous les plus gros clients mails - dont Outlook.
- Excellente documentation



PrestaShop

Typeform



# MJML

mjml.



```
<mjml>
  <mj-body>
    <mj-section>
      <mj-column>

        <mj-image width="100px" src="/assets/img/logo-small.png"></mj-image>

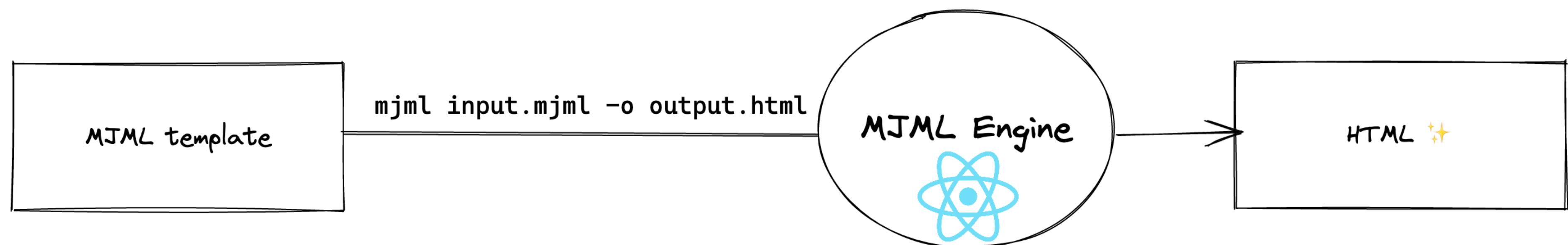
        <mj-divider border-color="#F45E43"></mj-divider>

        <mj-text font-size="20px" color="#F45E43" font-family="helvetica">Hello World</mj-text>

      </mj-column>
    </mj-section>
  </mj-body>
</mjml>
```

mjml.

Hello World



# Validation



*"For every campaign, every message, and every inbox, Email on Acid has the time-saving tools you need to press send with greater confidence."*

**Start a test**

Load HTML   Send from ESP   Enter URL

Project Name  
Test Devoxx

Copy and paste your HTML

```
<a href="https://twitter.com/intent/tweet?url=https://devoxx.com/" target="_blank"></a></td></tr></tbody></td></tr></tbody></table><!--[if mso | IE]></td></tr></table><![endif]--></td></tr></tbody></table><div><!--[if mso | IE]></td></tr></table><![endif]--></td></tr></tbody></table><div><!--[if mso | IE]></td></tr></table><![endif]--></div></body></html>
```

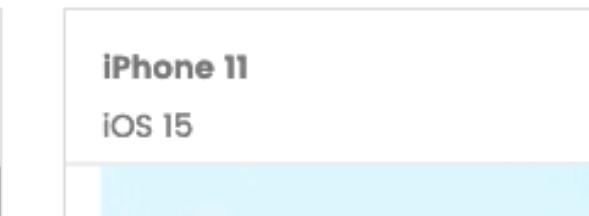
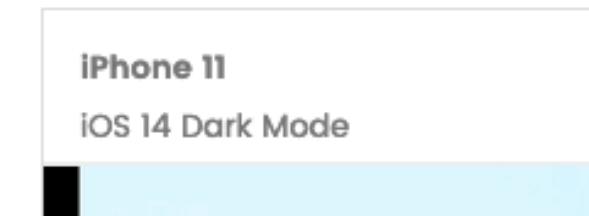
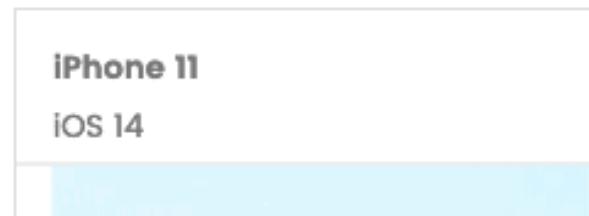
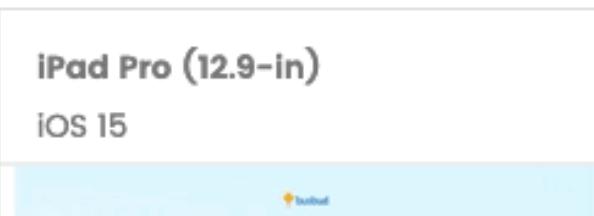
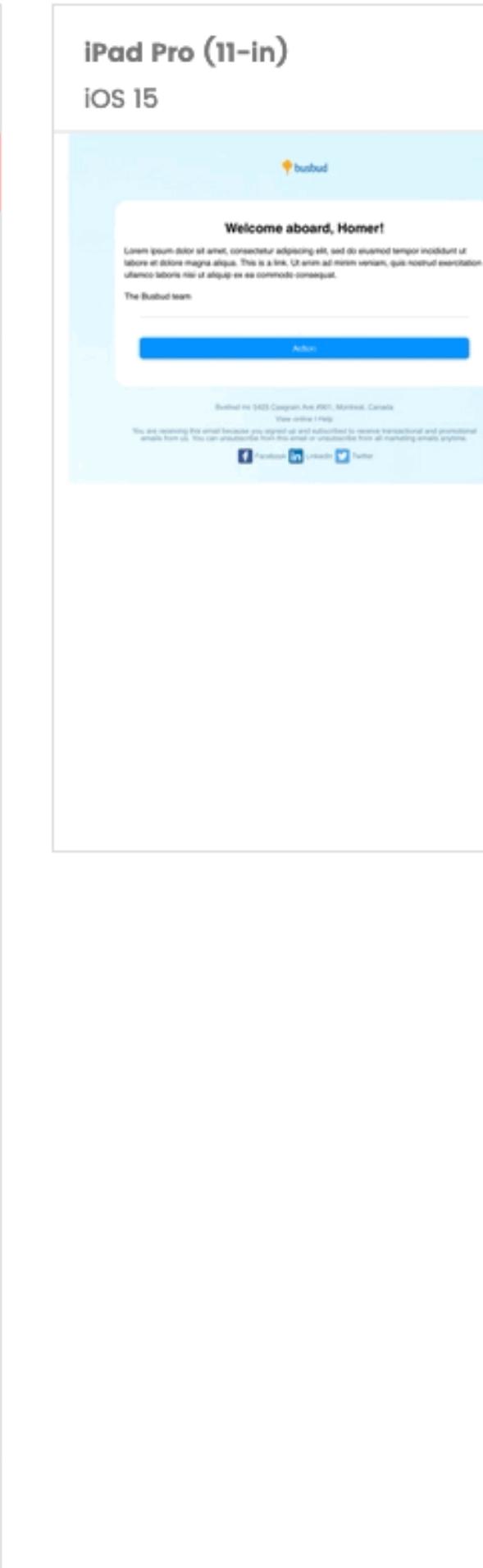
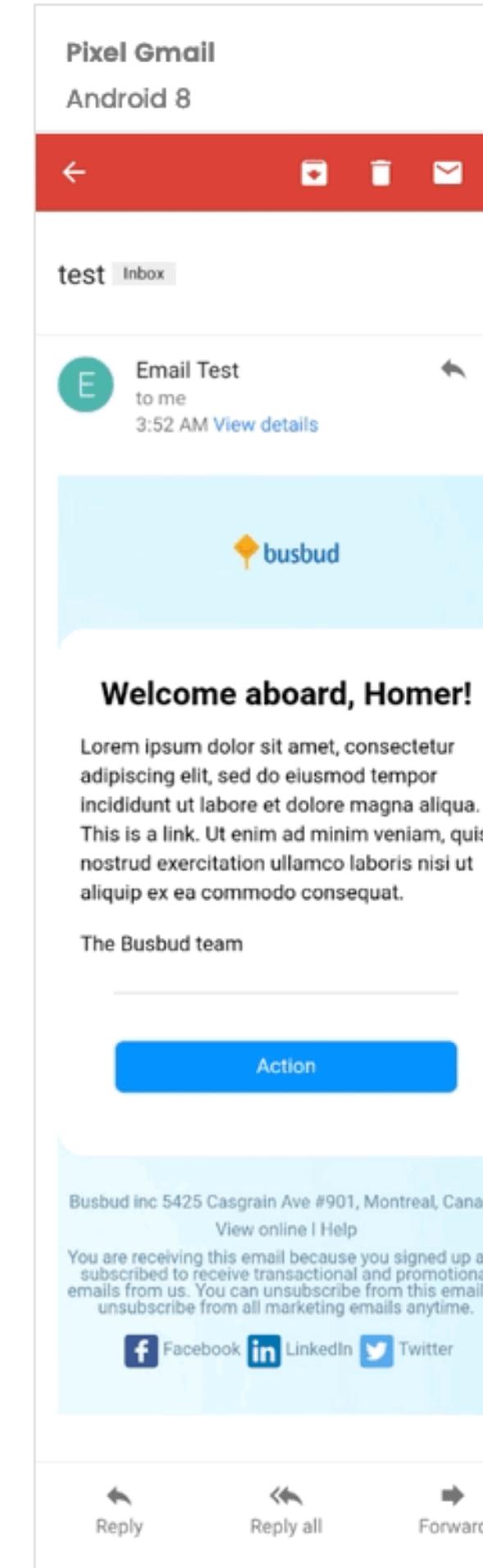
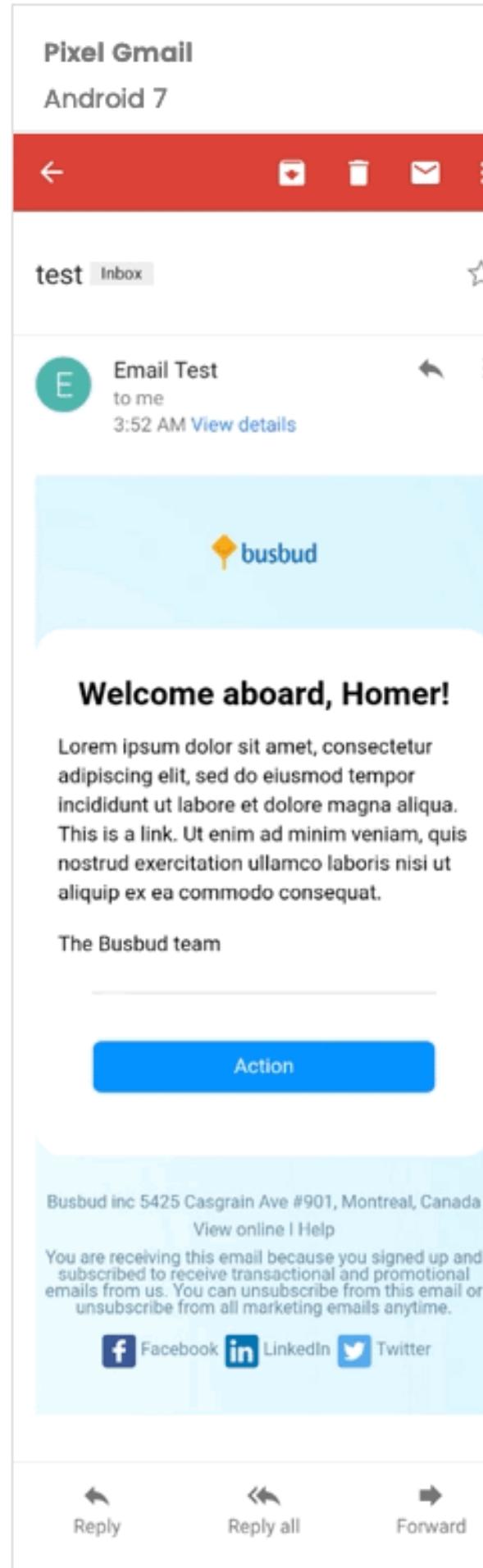
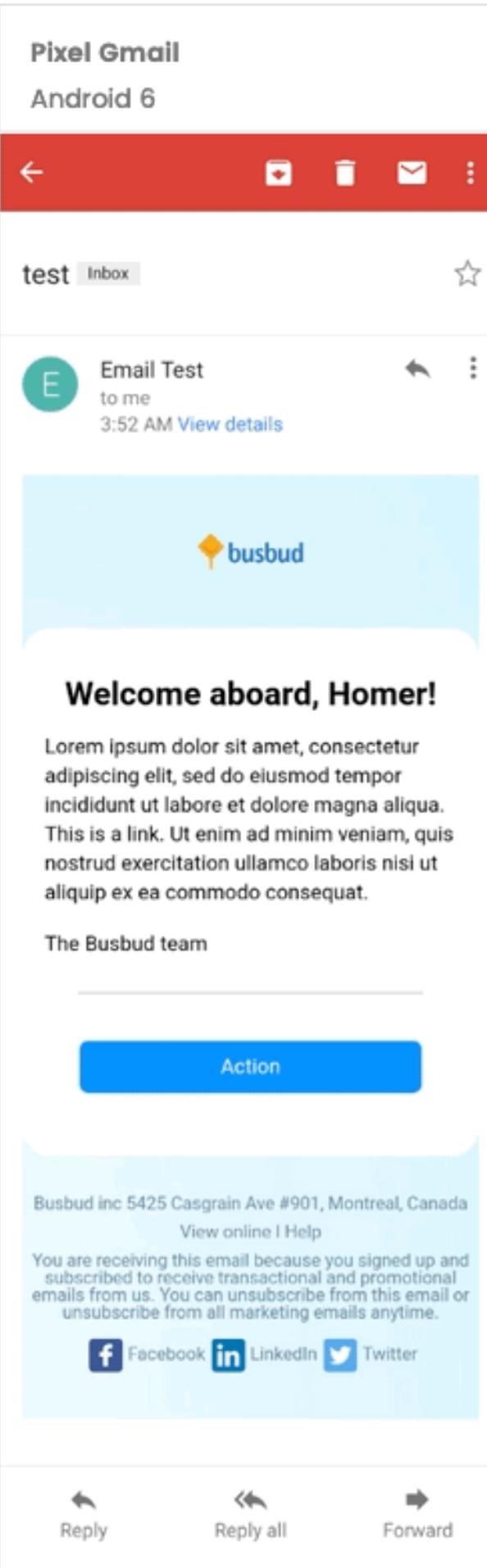
**Workflow selections**  
Choose your workflow:  
Only previews   [Edit](#)  
[Create a new workflow](#)

Transitional pages

**NEXT**

Test ran: Mar 30, 2022 11:52 AM

Mobile



- ## Preview on different modes
- Webmail
  - Mobile
  - Client
  - Theme (dark / light)

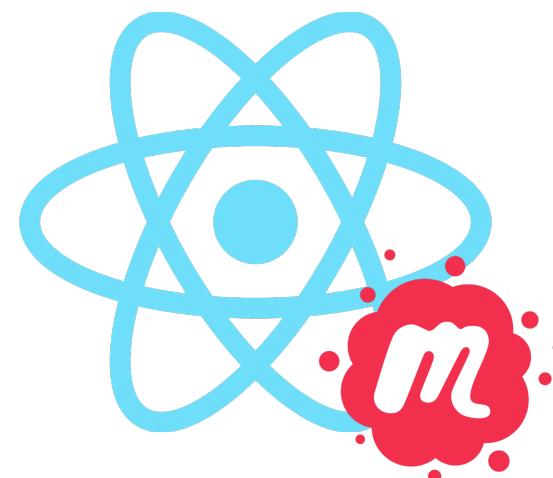


# Merci à tous !



**busbud**

Amélie, Senior Dev @Busbud Startup  

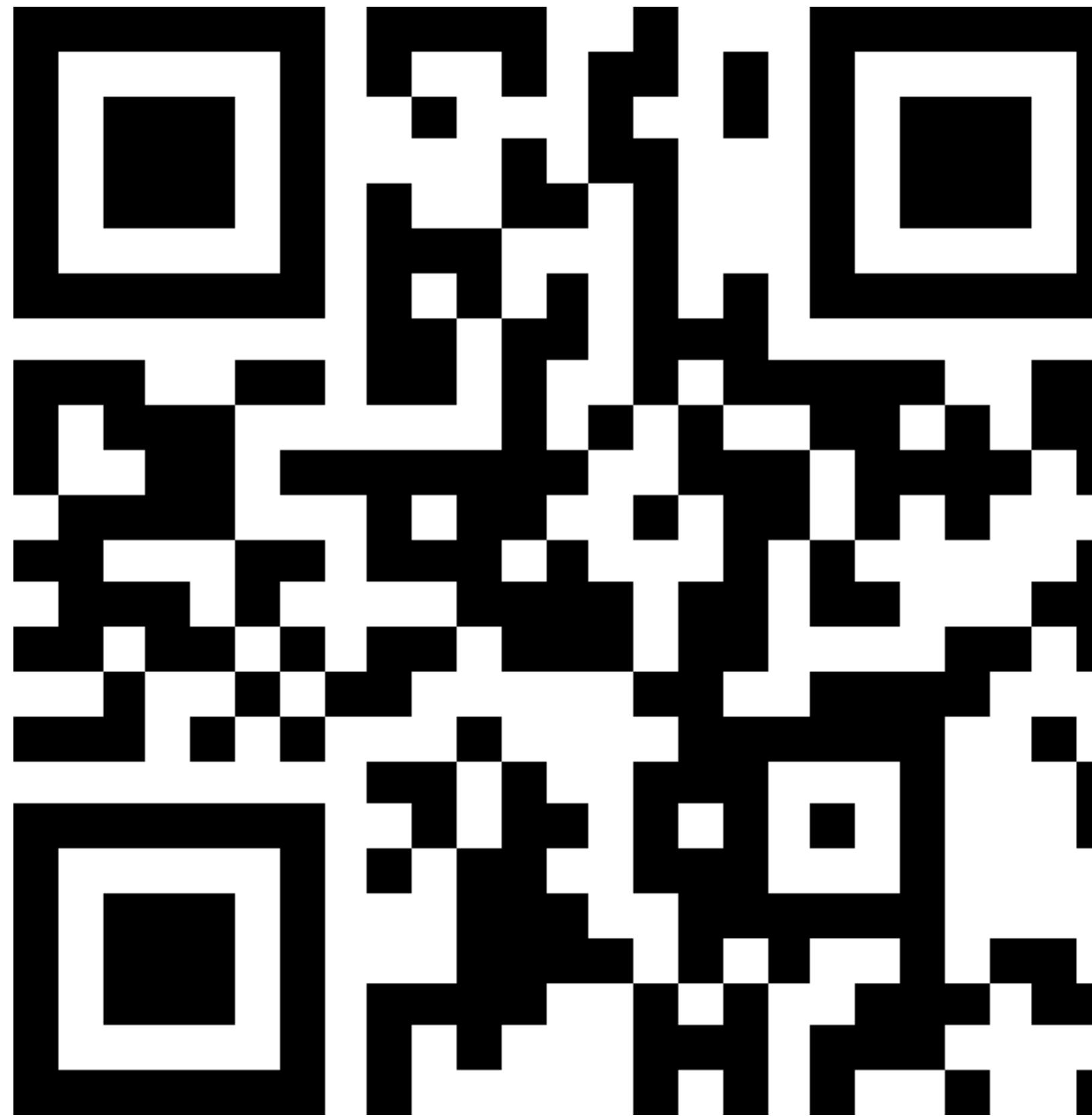


Organisatrice du Meetup  
React & React Native Bordeaux



JavaScript, TypeScript, ReasonML

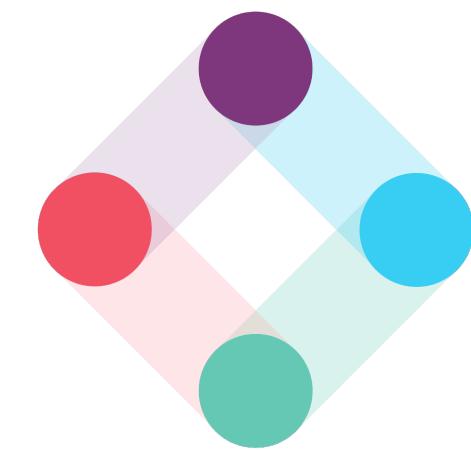
[github.com/abenoit/react-states](https://github.com/abenoit/react-states)



Amélie Benoit  
@AmelieBenoit33



# L'envoi



ITERABLE



emma®

# Ressources

- <https://www.campaignmonitor.com/blog/email-marketing/7-stats-that-will-make-you-rethink-mobile-email/>
- <https://www.lafabriquedunet.fr/email-marketing/guide/coder-email-html-css/>
- [MJML website](#)
- [Making sense of Outlook's rendering engine](#)