

May 10, 2017

Developer Specs

New Additions Templates
for A/B testing

Luxury Retreats

New Email Templates

Luxury Retreats is starting a new batch of email template designs. We are seeking the help of your talented development team to help bring our Photoshop files to life through Exact Target.

Project objectives

Create elegant, minimal, functional designs that will help us communicate new product offerings clearly, and captivate our audience effectively. We want to create new templates with a level of creative functionality that can match the objectives of new campaigns. We are starting small with three new templates for A / B testing.

How we are going to do this

- New mobile responsive design templates coded in HTML for ExactTarget
- Introduce new design layouts based on typographical hierarchy and blocks
- A/B testing of variations in new template

Details

- Integration and testing on Exact Target and email channels in desktop and mobile (explicitly Yahoo, Gmail, Apple Mail, Hotmail)
- Labeling code with CSS notes so that Luxury Retreats can easily identify code blocks and rearrange them easily between campaigns
- Improved click-able real estate on links. Not just the text, but the button background as well.

Timing

Project start date: Thursday, May 11th

Coding completed by Friday, May 22nd

Ready for review, testing, revisions: May 23rd – 24th

Final templates deployed to audience May 26th

Response

Please submit cost estimates to meredith.brooks@luxuryretreats.com

If you have any questions please do not hesitate to be in touch!

Template Alt A

OUR NEWEST ACQUISITIONS

VIEW WHAT IS YOUR FAVORITE

LUXURY
RETREATS

NEW ADDITIONS


You deserve the *very* best.

With masterfully decorated living areas surrounded by mountain ranges and turquoise oceans, we have everything you need to truly get away from it all.

SEE WHAT'S NEW >

PREMIUM SELECTION

EXPLORE VILLS >




COLORADO

Castle Rim

6 Bedrooms • 6.5 Bathroom • Mountain View

TAKE A LOOK INSIDE >




TUNIS AND CAIRO

Beach Enclave Oceanview

• 6 Bedrooms
• 4.5 Bathrooms
• Yoga & Recreation

TAKE A LOOK INSIDE >



CALIFORNIA

Bali Style





• 8 Bedrooms
• 4.5 Bathrooms
• Yoga & Recreation

TAKE A LOOK INSIDE >

Travel better, *together*.

With villas made to outfit your every need, time traveling together never felt so easy.

LET'S MAKE MEMORIES >



Contact Us | Link Your Property | Privacy

We want you to hear about every great night you have with your vacation home here.

Please visit to manage your email preferences, please click here.

10000 Parkview | 10000 Parkview | New York | Florida | Hawaii | 800-444-1444

luxuryretreats.com

IR

Header



Container

Background color: # f5f5f5

Width: 640px

Note: Background color spans full width outside of container

Preheader Text Left

size: 10px

style: uppercase

letter-spacing: 1px

Margin: 15px

Font: Proxima Nova Light

@mobile: remove

Preheader Text Right

size: 10pt

style: normal

decoration: underlined

letter-spacing: 1px

Font: Proxima Nova Light

@mobile: remove

Logo

Height: 64px

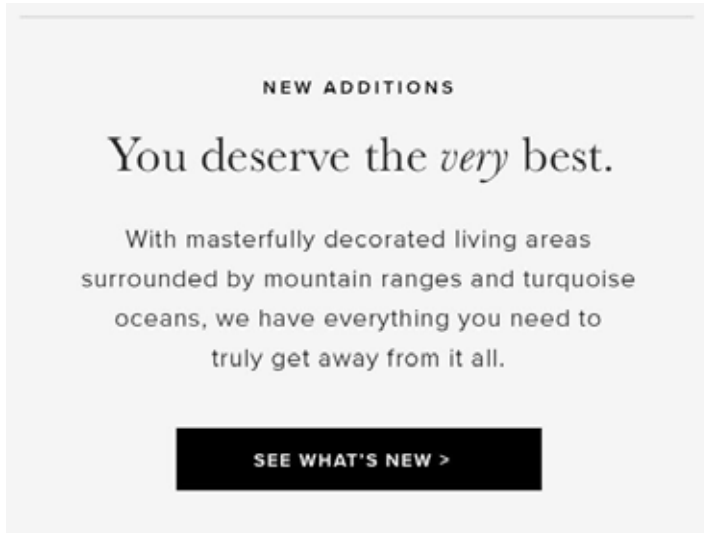
Width: 200px

Position: Center

Link to: <https://www.luxuryretreats.com/>

Note: Header should be coded separately as adjustable content (in html) so that they can be used multiple times in one or more campaigns.

Top Block: Alt A, B & C



Line

Stroke: 1px
Width: 640px
Color: #e2dbd1
Full-Width: 640px
Top-margin: 36px
Bottom-margin: 36px

Font Styles

CTA.LEADIN [NEW ADDITIONS]

Font-size: 18px
style: uppercase
letter-spacing: 2px
Padding-Top: 15px
Padding-Bottom: 15px
Font-family: Proxima Nova Semibold

CTA.HEADER [YOU DESERVE THE VERY BEST]

Font-size: 48px
style: Normal
letter-spacing: 1px
Margin bottom: 36px
Font-family: Baskerville

CTA.Body

Font-size: 24px
style: Normal
letter-spacing: 0.5px
Line height: 180%
Font-family: Proxima Nova Light

CTA.Text [SEE WHAT'S NEW]

Font-size: 18px
style: uppercase
Position: centered
letter-spacing: 2px
Font-family: Proxima Nova Semibold

CTA.Button

Background-color: #252525
Height: 60px
Width: 350px
Margin-top: 20px
Margin-bottom: 20px
Margin-left: 60px
Margin-right: 60px

Button Link: <https://www.luxuryretreats.com/vacation-rentals?collections=NewVillas>

Premium Selection Alt a



Full Block

Height: 705px

Width: 610px

Slight drop shadow - see PSD file

Premium.Header

Height: 65px

Width: 610px

Link to: Villa page

Notes: Would like the full Premium Selection Header (background and text) as well as the Premium Selection Image to link to the villa page.

Premium. Image

Height: 410px

Width: 610px

Premium.CopyBlock

Padding left right and bottom: 20px

Premium.RegionName

Font-size: 12px

style: uppercase

letter-spacing: 3px

color: #252525

Font-family: Proxima Nova Semibold

Premium.VillaName

Font-size: 48px

style: Normal

letter-spacing: none

color: #252525

Font-family: Baskerville

Premium.Features

Font-size: 48px

style: Normal

letter-spacing: none

color: #252525

Font-family: Baskerville

Premium.CTAa

Font-size: 14px

style: uppercase

letter-spacing: 2px

color: #ffffff

Position: centered

Font-family: Proxima Nova Semibold

Button

Height: 45px

Width: 560px

color: #252525

Button Link: <https://www.luxuryretreats.com/vacation-rentals/United-States/Colorado-Greater-Aspen/Downtown-Aspen/Castle-Rim-117051>

Notes

@mobile padding

blocks are not full frame: 15px frame of padding between listing blocks and mobile container. See last page of document for visual reference.

Buttons

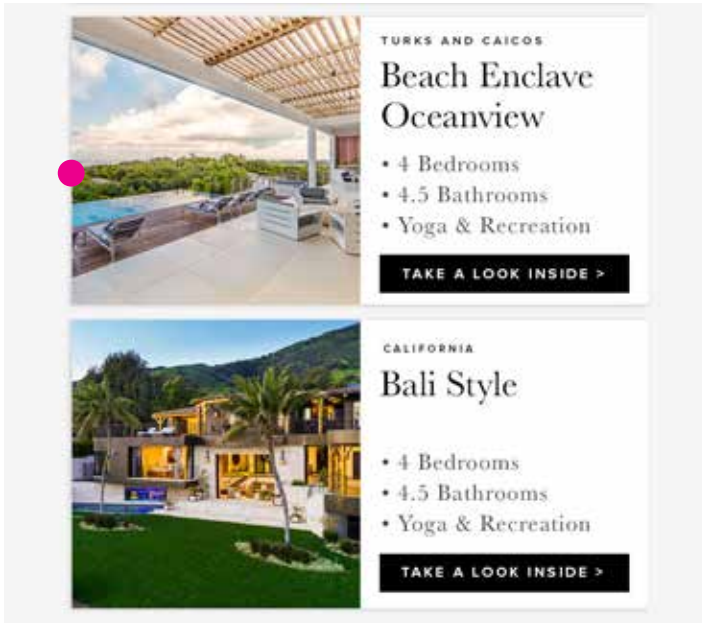
Would like ability to edit CTA text but have the entire button frame click-able as a link

2 Column Listing Block: Alt A

2CListBlock

Height: 305px

Width: 610px



Slight drop shadow - see PSD file

2CListBlock.Image

Height: 305px

Width: 305px

2CListBlock.CopyBlock

Margin: 20px, 20px, 20px, 20px

2CListBlock.RegionName

Font-size: 14px

style: uppercase

letter-spacing: 3px

color: #252525

Font-family: Proxima Nova Semibold

2CListBlock.VillaName

Font-size: 38px

Line-height: 140%

style: Normal

letter-spacing: none

color: #252525

Font-family: Baskerville

2CListBlock.Features

Font-size: 24px

Line-height: 180%

style: List

letter-spacing: 1px

color: #252525

Font-family: Baskerville

2CListBlock.CTAa

Font-size: 15px

style: uppercase

letter-spacing: 2px

color: #ff5a60

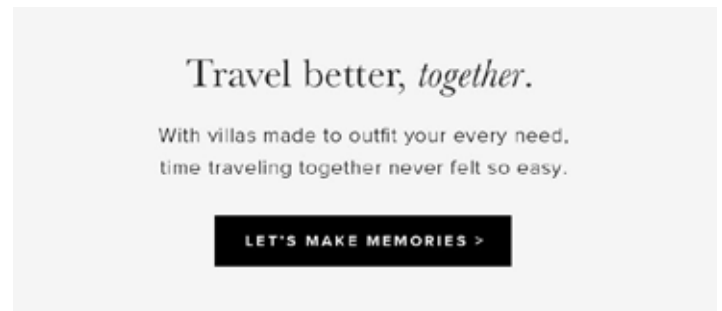
Font-family: Proxima Nova Semibold

Button

Height: 260px

Width: 40px

Pre-Footer: Alt A, B & C



Full Block

Content centered

Margin-top: 80px

Margin-bottom: 80px

Margin-left: 20px

Margin-right: 20px

Notes: Styles should match top CTA.

CTA.Header

Font-size: 48px

style: Normal

letter-spacing: 1px

Margin bottom: 36px

Font-family: Baskerville

CTA.Body

Font-size: 24px

style: Normal

letter-spacing: 0.5px

Line height: 180%

Font-family: Proxima Nova Light

CTA.Text

Font-size: 14px

style: uppercase

Position: centered

letter-spacing: 2px

Font-family: Proxima Nova Semibold

CTA.Button

Background-color: #252525

Height: 60px

Width: 200px

Margin-top: 20px

Margin-bottom: 20px

Margin-left: 60px

Margin-right: 60px

Social icons

Icons are 40x40px, 20px apart

Row centered

FooterText

Text is Proxima Light

Size 12px

Line-height: 200%

Monogram

100 x 100px

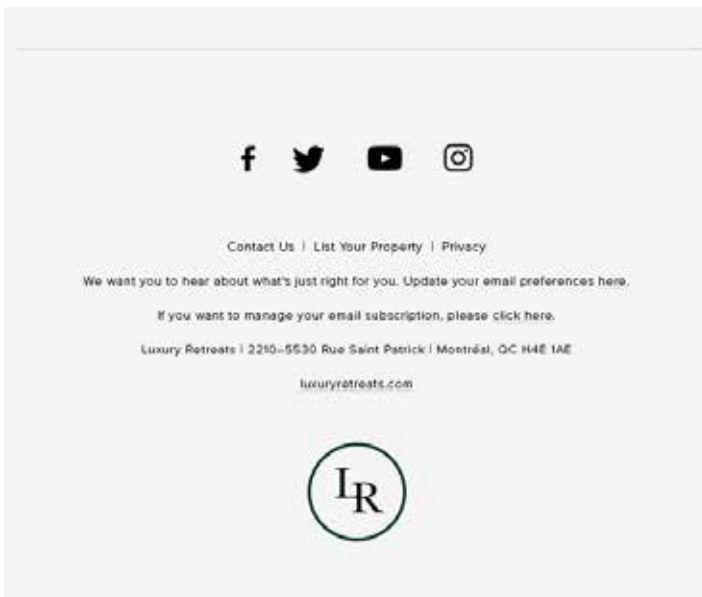
Centered

Padding 50px top and bottom

Note: Footer should be coded separately as adjustable

content (in html) so that they can be used multiple times in one or more campaigns.

Footer: Alt A, B & C



Line

Stroke: 1px

Width: 640px

Color: #e2dbd1

Full-Width: 640px

Top-margin: 36px

Bottom-margin: 36px

Template Alt B

OUR FINEST ADDITIONS

View what's in your browser

LUXURY
RETREATS

NEW ADDITIONS

You deserve the *very* best.

With masterfully decorated living areas surrounded by mountain ranges and turquoise oceans, we have everything you need to truly get away from it all.

SEE WHAT'S NEW >

IR

PREMIUM SELECTION

EXPLORE VILLA >



COLORADO

Castle Rim

6 Bedrooms • 6.5 Bathrooms • Mountain View

TAKE A LOOK INSIDE >



TURKS AND CAICOS

Beach Enclave Oceanview

• 4 Bedrooms
• 4.5 Bathrooms
• Yoga & Recreation

TAKE A LOOK INSIDE >



CALIFORNIA

Bali Style

• 4 Bedrooms
• 4.5 Bathrooms
• Yoga & Recreation

TAKE A LOOK INSIDE >

Travel better, *together*.

With villas made to outfit your every need, time together and world travel never felt so easy.

LET'S MAKE MEMORIES >

f

t

y

@

Terms of Use

Use Your Property

Privacy

We want you to have absolute privacy and right to your property and your personal information here.

If you want to manage your email to our system, please click here.

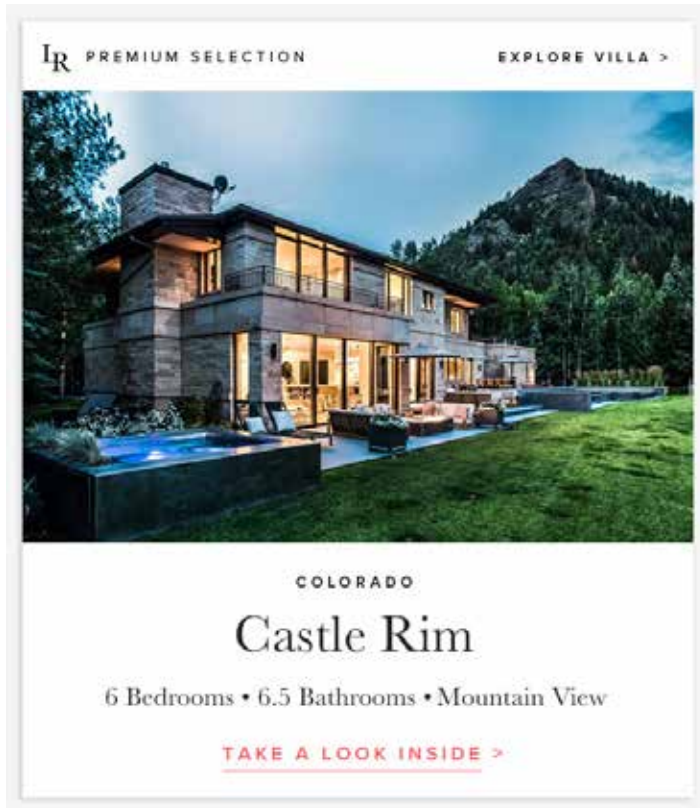
Company Address: 1234 Main Street, Suite 100, New York, NY 10001

www.yourcompany.com

IR

Template Alt B variations

Premium Selection: Alt B



Full Block

Height: 705px

Width: 610px

Slight drop shadow - see PSD file

Premium.Header

Height: 65px

Width: 610px

Link to: Villa page

Notes: Same as Alta

Premium. Image

Height: 410px

Width: 610px

Premium.CopyBlock

Padding-top: 30px

Padding-bottom: 30px

Premium.RegionName

Font-size: 14px

style: uppercase

letter-spacing: 3px

color: #252525

Font-family: Proxima Nova Semibold

Premium.VillaName

Font-size: 48px

style: Normal

letter-spacing: none

color: #252525

Font-family: Baskerville

Premium.Features

Font-size: 24px

style: Normal

letter-spacing: none

color: #252525

Font-family: Baskerville

Premium.CTA B

Font-size: 14px

style: uppercase

letter-spacing: 2px

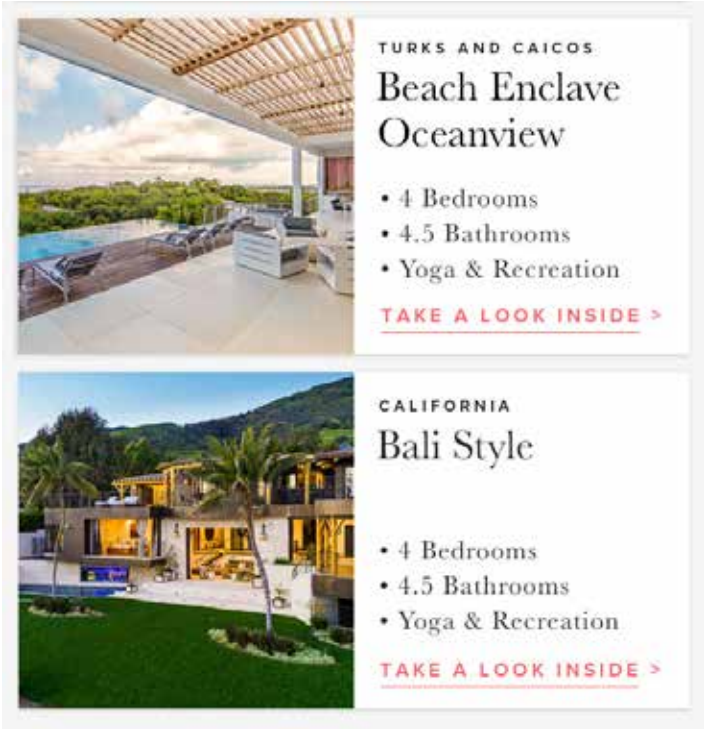
color: #ff5a60

Font-family: Proxima Nova Semibold

CTA Link: <https://www.luxuryretreats.com/vacation-rentals/United-States/Colorado-Greater-Aspen/Downtown-Aspen/Castle-Rim-117051>

Notes: Text underlined with ample space, underline ends at letters.

2 Column Listing Block: Alt B



2CListBlock

Height: 305px
Width: 610px

2CListBlock.Image

Height: 305px
Width: 305px

2CListBlock.CopyBlock

Margin: 20px, 20px, 20px, 20px

2CListBlock.RegionName

Font-size: 12px
style: uppercase
letter-spacing: 3px
color: #252525
Font-family: Proxima Nova Semibold

2CListBlock.VillaName

Font-size: 38px
Line-height: 140%
style: Normal
letter-spacing: none
color: #252525
Font-family: Baskerville

2CListBlock.Features

Font-size: 48px
Line-height: 180%
style: Normal
letter-spacing: none
color: #252525
Font-family: Baskerville

2CListBlock.CTAb

Font-size: 14px
style: uppercase
letter-spacing: 2px
color: #ff5a60
Font-family: Proxima Nova Semibold

Notes: Text underlined with ample space, underline ends at letters.

Template Alt C

LUXURY
RETREATS

NEW ADDITIONS

You deserve the *very* best.

With masterfully decorated living areas
surrounded by mountain ranges and turquoise
oceans, we have everything you need to
truly get away from it all.

SEE WHAT'S NEW >

PREMIUM SELECTION

STANDARD SIZE >



COLORADO

Castle Rim

6 Bedrooms • 6.5 Bathrooms • Mountain View

TAKE A LOOK INSIDE >



TERRACE AND GARDEN

Beach Enclave
Oceanview

- 4 bedrooms
- 4.5 Bathrooms
- Yoga & Recreation

TAKE A LOOK INSIDE >



CALIFORNIA

Bali Style in
Malibu

- 4 bedrooms
- 4.5 Bathrooms
- Pool

TAKE A LOOK INSIDE >

Travel better, *together*.

With homes to fit your family and group travel
needs, time together never felt so easy.

LET'S MAKE MEMORIES

Follow Us >

Join Our Property >

Follow Us >

Our homes are in some of the most beautiful and sought-after locations. Reserve your ideal vacation home.

From local to foreign, you need no passport. Reserve your ideal home.

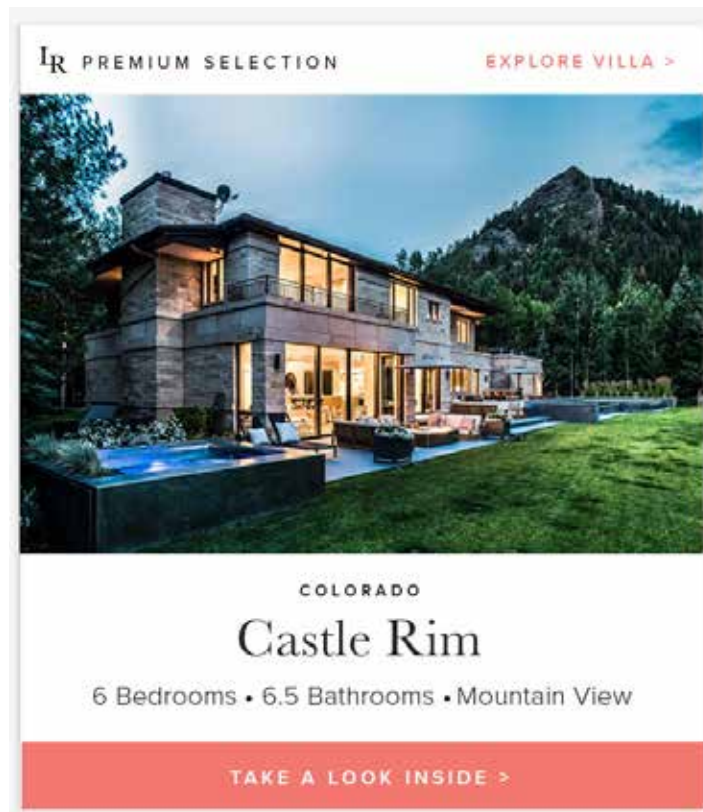
Country Reservations: 1-877-333-3333 (toll-free) or 1-877-333-3333 (toll-free)

1-877-333-3333

LR

Template Alt C variations

Premium Selection: Alt B



Full Block

Height: 705px

Width: 610px

Slight drop shadow - see PSD file

Premium.Header

Height: 65px

Width: 610px

Link to: Villa page

Notes: Same as Alta
Explore villa note is in #f37870

Premium. Image

Height: 410px

Width: 610px

Premium.CopyBlock

Padding-top: 20px

Padding-bottom: 20px

Premium.RegionName

Font-size: 12px

style: uppercase

letter-spacing: 3px

color: #252525

Font-family: Proxima Nova Semibold

Premium.VillaName

Font-size: 48px

style: Normal

letter-spacing: none

color: #252525

Font-family: Baskerville

Premium.Features

Font-size: 20px

style: Light

letter-spacing: 0.5px

color: #252525

Font-family: Proxima Nova Light

Premium.CTA

Font-size: 18px

style: uppercase

letter-spacing: 2px

color: #fff

Font-family: Proxima Nova Semibold

Button

Height: 610px

Width: 60px

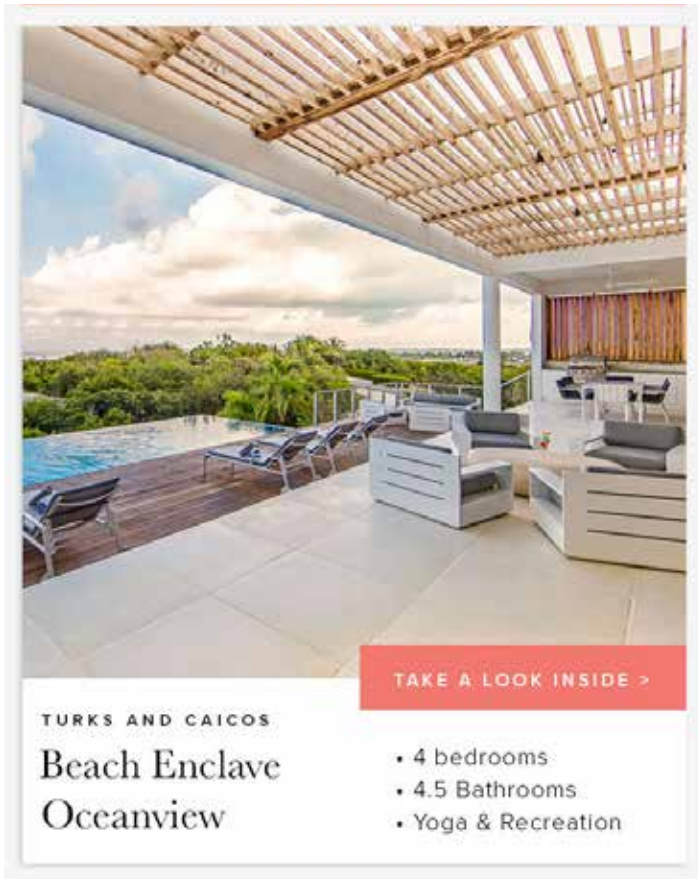
color: #f37870

CTA Link: <https://www.luxuryretreats.com/vacation-rentals/>

[United-States/Colorado-Greater-Aspen/Downtown-Aspen/Castle-Rim-117051](https://www.luxuryretreats.com/vacation-rentals/United-States/Colorado-Greater-Aspen/Downtown-Aspen/Castle-Rim-117051)

Template Alt C variations

1 Column Listing Block: Alt C



1CListBlock

Height: 770px

Width: 610px

Slight drop shadow - see PSD file

1CListBlock.Image

Height: 600px

Width: 610px

1CListBlock.CopyBlock

Margin: 30px, 20px, 20px, 20px

1CListBlock.RegionName

Font-size: 12px

style: uppercase

letter-spacing: 3px

color: #252525

Font-family: Proxima Nova Semibold

1CListBlock.VillaName

Font-size: 38px

Line-height: 140%

style: Normal

letter-spacing: none

color: #252525

Font-family: Baskerville

1CListBlock.Features

Font-size: 22px

Line-height: 180%

style: normal

letter-spacing: 0.5px

color: #252525

Font-family: Proxima Nova Light

1CListBlock.CTA

Font-size: 14px

style: uppercase

letter-spacing: 2px

color: #ffffff

Font-family: Proxima Nova Semibold

Button

Height: 60px

Width: 305px

color: #ff5a60

CTA Link: <https://www.luxuryretreats.com/vacation-rentals/>

United-States/Colorado-Greater-Aspen/Downtown-Aspen/Castle-Rim-117051

