

Litmus Live Week 2020

Thursday, September 17

Benjamin Djang



Dropping the `` Tag:

Data Visualization Without Images

Link to Resources

github.com/bdjang/litmus-live-2020

- Code samples for horizontal data bars, vertical data bars, data tables, and a sample email campaign report
- PDF of presentation slides
- Links to additional repos



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7d2c533

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data-tables.html

Add new style table #2, add titles

5 days ago



horizontal-data-bars.html

Replace bgcolor with background-color in sample summary report

20 hours ago



progress-bar.html

Add progress bar file

3 days ago



sample-campaign-report.html

Add data bars, report files

10 days ago



vertical-data-bars.html

Reduce bar graph widths

5 days ago

README.md



Dropping the `` Tag: Data Visualization Without Images

Background

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10 days ago

vertical-data-bars.html

Reduce bar graph widths

5 days ago

Clone with HTTPS

Use SSH

Use Git or checkout with SVN using the web URL.

https://github.com/bdjang/litmus-live-

Open with GitHub Desktop

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Dropping the `` Tag: Data Visualization Without Images

Background

https://github.com/bdjang/litmus-live-2020/archive/master.zip



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README.md

Dropping the `` Tag: Data Visualization Without Images

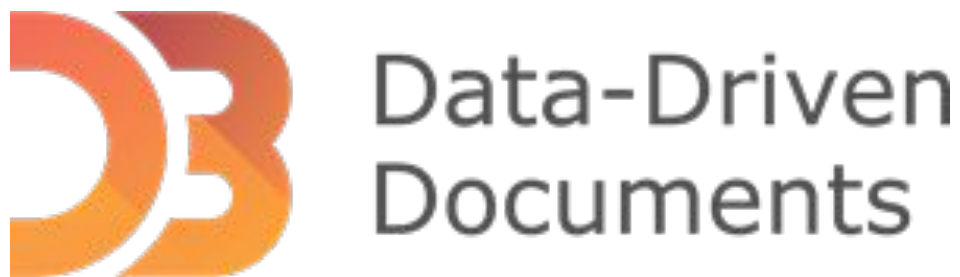
Background

<https://github.com/bdjang/litmus-live-2020/archive/master.zip>

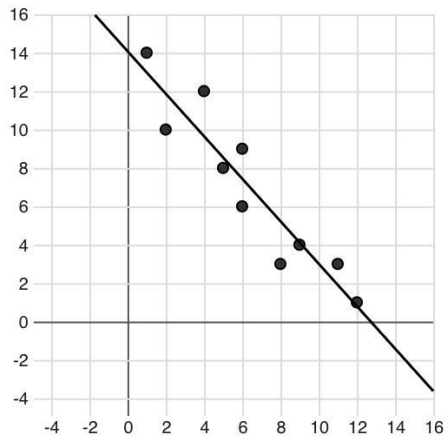
0.

Data Viz in Email

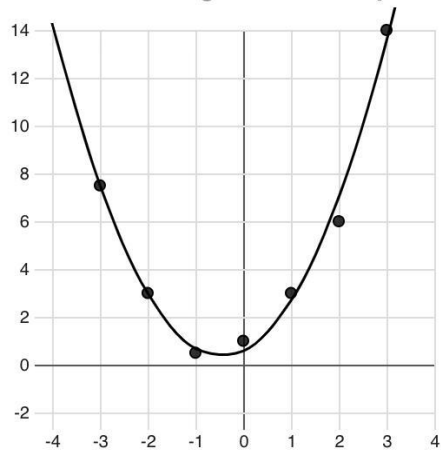
Let's look at the current state of data visualization in email



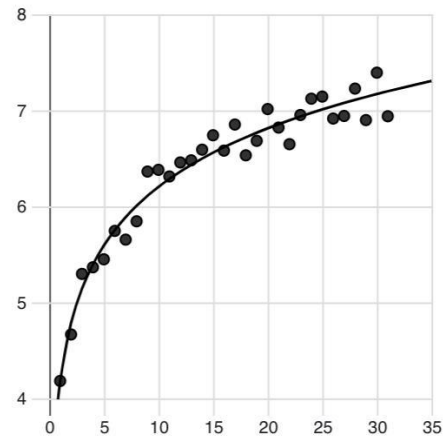
Linear `d3.regressionLinear()`



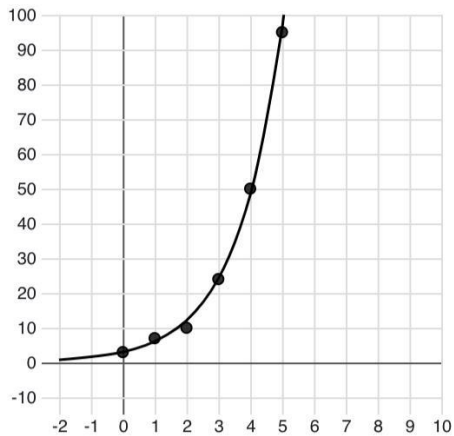
Quadratic `d3.regressionQuad()`



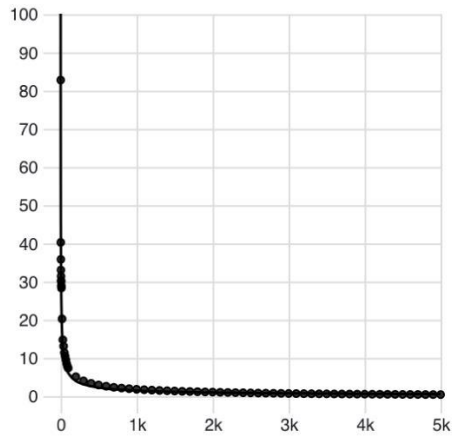
Logarithmic `d3.regressionLog()`



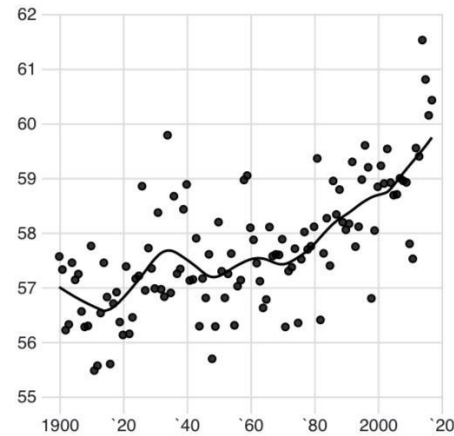
Exponential `d3.regressionExp()`



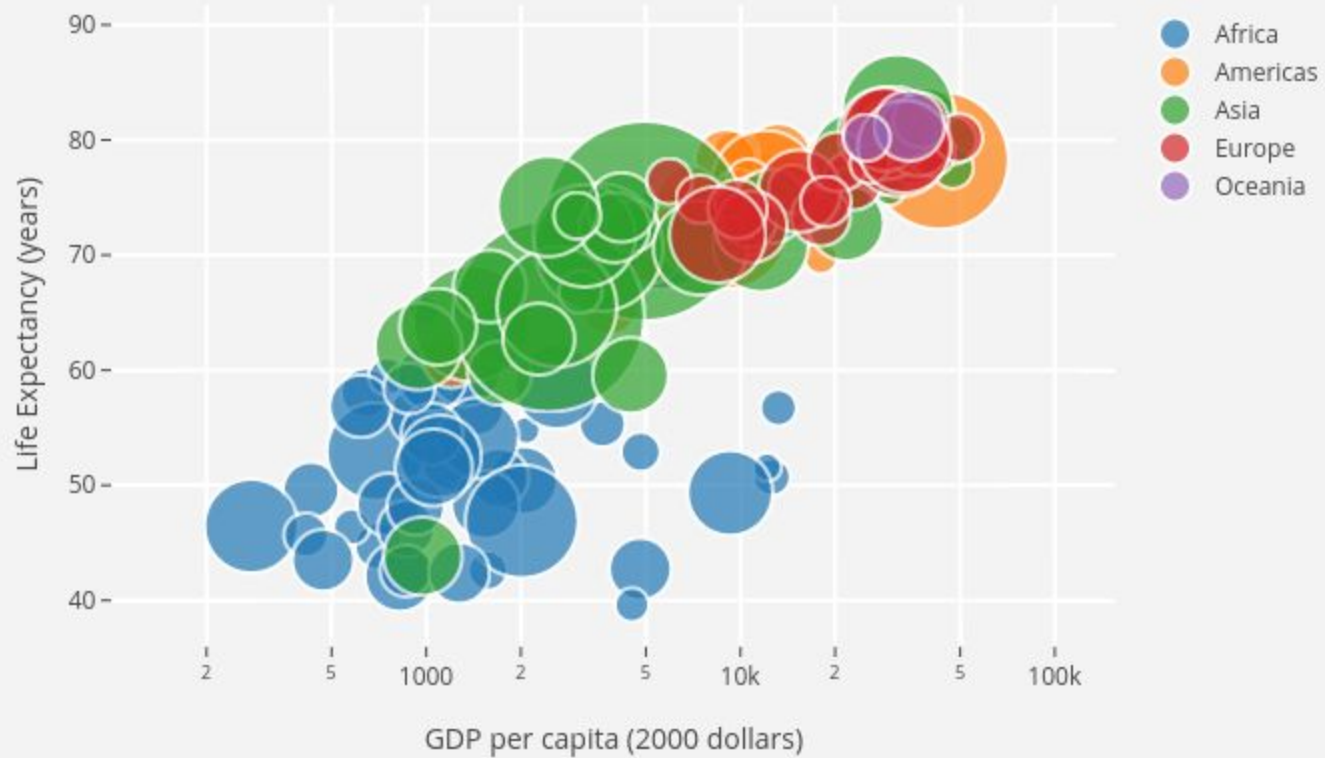
Power law `d3.regressionPow()`

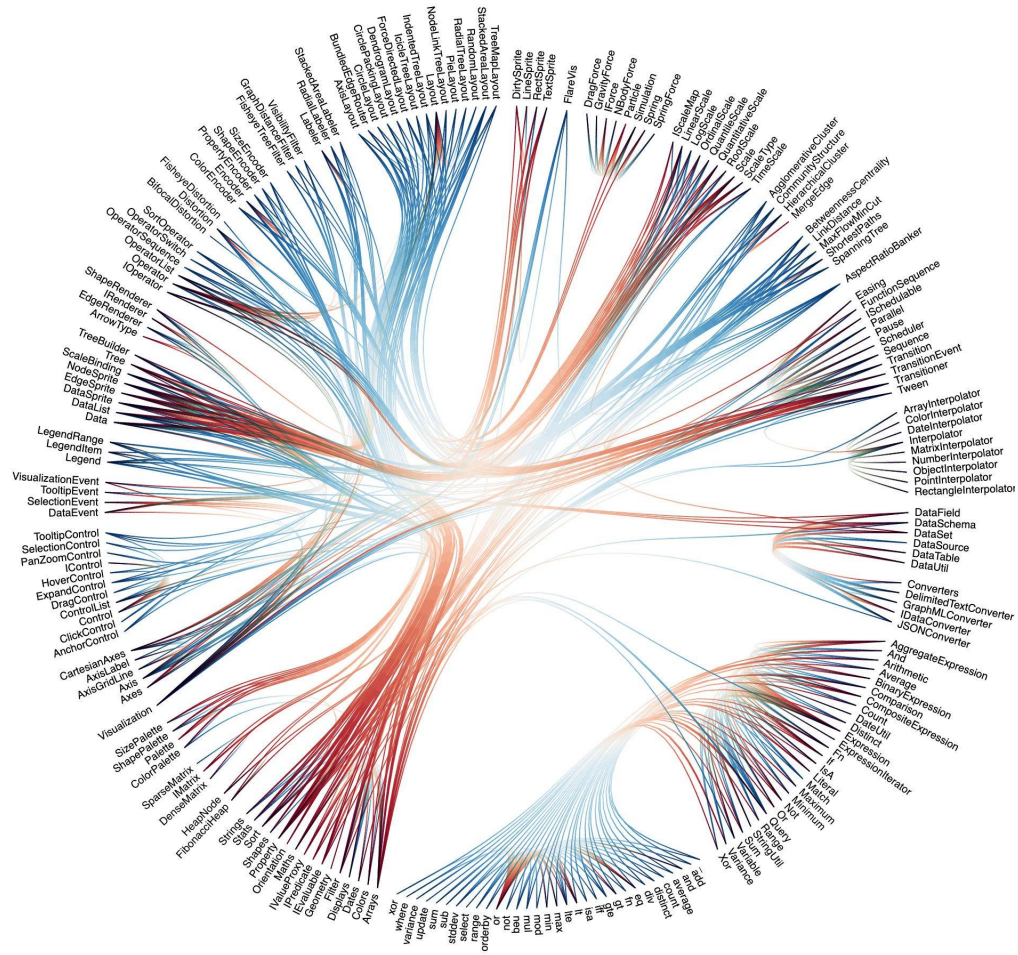


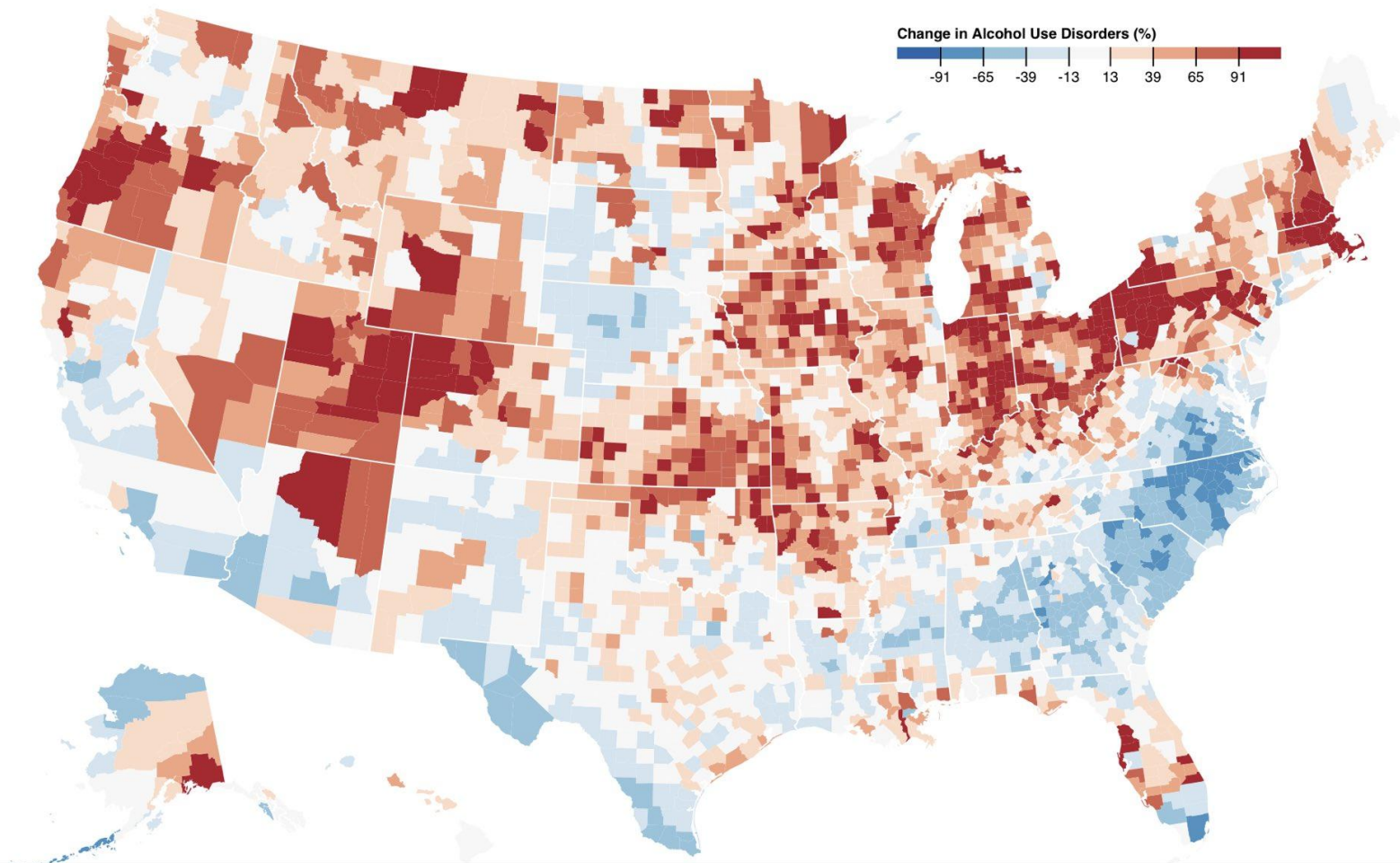
LOESS `d3.regressionLoess()`



Life Expectancy v. Per Capita GDP, 2007







Restrictions in Email Coding

- JavaScript not allowed
- HTML/CSS only
- Email client restrictions

```

```

```

```

Is there another way to
display data in email without
using images?



Images aren't the only way to display data effectively in email templates. Through the use of simple table elements and some coding techniques, it's possible to display interactive data tables, detailed bar charts, and progress bars.

Presentation Overview

First

HOW

Using simple table elements and some coding techniques for data visualization

Second

WHY

Benefits of replacing an image with data built using code

Third

EXAMPLE

Sharing campaign performance results through a special email campaign report template

1.

Coding Data in Email

Progress bars, bar charts, and data tables

Progress Bar

Progress YTD

Year Goal



Revenue YTD

\$12,345.00

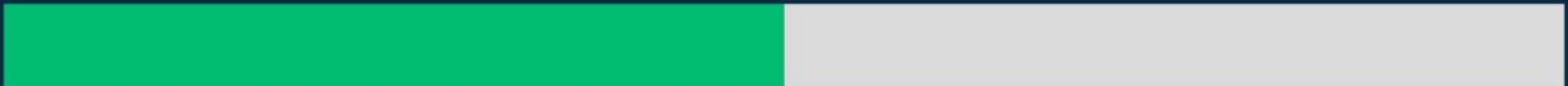
Revenue Left to Reach Goal

\$1,234.00

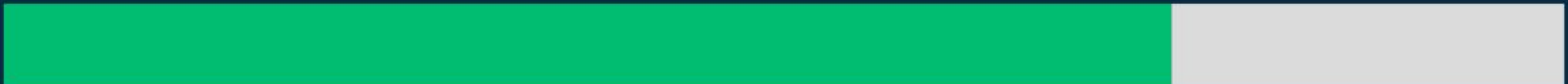
```
<table width="600">
  <tr>
    <td height="30" width="600" style="background-color: #0dbd67;"></td>
  </tr>
</table>
```



```
<table width="600">
  <tr>
    <td height="30" width="300" style="background-color: #0dbd67;"></td>
    <td height="30" width="300" style="background-color: #dbdbdb;"></td>
  </tr>
</table>
```



```
<table width="600">
  <tr>
    <td height="30" width="450" style="background-color: #0dbd67;"></td>
    <td height="30" width="150" style="background-color: #dbdbdb;"></td>
  </tr>
</table>
```



```

<table width="600">
  <tr>
    <td align="left" style="color: #ffffff; font-size: 14px; font-family: courier; font-weight: 500; line-height: 1.5em; padding: 0;">Progress YTD</td>
    <td align="right" style="color: #ffffff; font-size: 14px; font-family: courier; font-weight: 500; line-height: 1.5em; padding: 0;">Year Goal</td>
  </tr>
  <tr>
  </tr>
</table>

```

Progress YTD

Year Goal



```

<table width="600">
</table>
<table width="600">
  <tr>
    <td align="left" width="300" style="color: #ffffff; font-weight: 500; font-size: 14px; font-family: courier;
      line-height: 1.5em; margin: 0; padding: 40px 0 0 0;">Revenue YTD</td>
    <td align="right" width="300" style="color: #ffffff; font-weight: 500; font-size: 14px; font-family: courier;
      line-height: 1.5em; margin: 0; padding: 40px 0 0 0;">Revenue Left to Reach Goal</td>
  </tr>
  <tr>
    <td align="left" width="300" style="color: #0dbd67; font-weight: 400; font-size: 24px; font-family: courier;
      line-height: 1.5em; margin: 0; padding: 0;">$12,345.00</td>
    <td align="right" width="300" style="color: #dbdbdb; font-weight: 400; font-size: 24px; font-family: courier;
      line-height: 1.5em; margin: 0; padding: 0;">$1,234.00</td>
  </tr>
</table>

```

Progress YTD

Year Goal



Revenue YTD

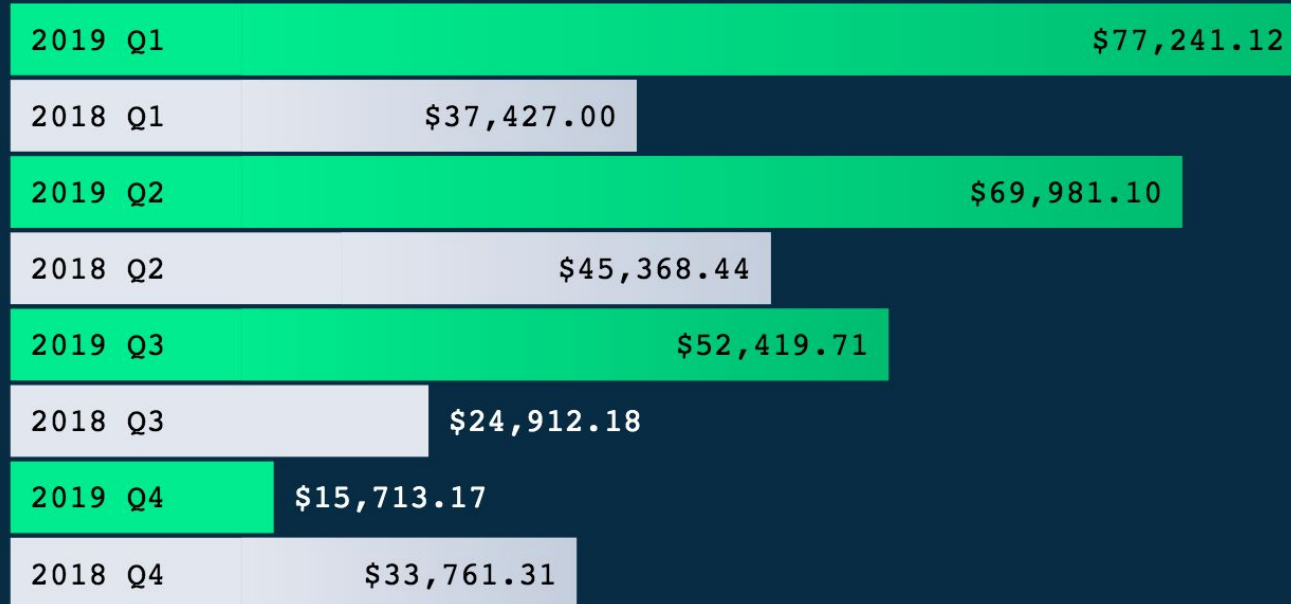
\$12,345.00

Revenue Left to Reach Goal

\$1,234.00

Horizontal Bar Chart

Sample Summary Report




```
<table width="600">
  <tr>
    <td width="300" align="right" style="background-color: #0dbd67;" height="31"></td>
    <td width="300" align="right" style="background-color: #ff8300;" height="31"></td>
  </tr>
</table>
```



```
<table width="600">
  <tr>
    <td width="300" align="right" style="background-color: #0dbd67; color: #000000; font-weight: 400; font-size:
      14px; font-family: courier; line-height: 1.5em; margin: 0; padding: 0;" height="31"></td>
    <td width="300" align="right" style="background-color: #ff8300; color: #000000; font-weight: 400; font-size:
      14px; font-family: courier; line-height: 1.5em; margin: 0; padding: 0;" height="31"></td>
  </tr>
</table>
```



```
<table width="600">
  <tr>
    <td width="300" align="left" style="background-color: #0dbd67; color: #000000; font-weight: 400; font-size: 14
      px; font-family: courier; line-height: 1.5em; margin: 0; padding: 0;" height="31">&nbsp;Label</td>
    <td width="300" align="right" style="background-color: #ff8300; color: #000000; font-weight: 400; font-size: 14
      px; font-family: courier; line-height: 1.5em; margin: 0; padding: 0;" height="31">Label&nbsp;</td>
  </tr>
</table>
```

Label

Label

```
weight: 4
">&nbsp;L
-weight:
">Label&n
```

A diagram showing a simple neural network with two layers. The top layer is a teal rectangle labeled "Label" on the left. The bottom layer is an orange rectangle labeled "Label" on the right. A vertical line connects the two layers, representing the hidden layer.

```
<table width="600">
  <tr>
    <td width="300" align="left" style="background-color: #0dbd67; color: #000000; font-weight: 400; font-size: 14
      px; font-family: courier; line-height: 1.5em; margin: 0; padding: 0;" height="31">&nbsp;2019 Q1</td>
    <td width="300" align="right" style="background-color: #0dbd67; color: #000000; font-weight: 400; font-size: 14
      px; font-family: courier; line-height: 1.5em; margin: 0; padding: 0;" height="31">$77,241.12&nbsp;</td>
  </tr>
</table>
```

2019 Q1	\$77,241.12
---------	-------------

```
<table width="600">
  <tr>
    <td width="300" align="left" style="background-color: #0dbd67; color: #000000; font-weight: 400; font-size: 14
      px; font-family: courier; line-height: 1.5em; margin: 0; padding: 0;" height="31">&nbsp;2019 Q1</td>
    <td width="300" align="right" style="background-color: #0dbd67; color: #000000; font-weight: 400; font-size: 14
      px; font-family: courier; line-height: 1.5em; margin: 0; padding: 0;" height="31">$77,241.12&nbsp;</td>
  </tr>
</table>
```

2019 Q1

\$77,241.12

```

<table width="600">
  <tr>
    <td width="300" align="left" style="background-color: #0dbd67; color: #000000; font-weight: 400; font-size: 14
      px; font-family: courier; line-height: 1.5em; margin: 0; padding: 0;" height="31">&nbsp;2019 Q1</td>
    <td width="300" align="right" style="background-color: #0dbd67; color: #000000; font-weight: 400; font-size: 14
      px; font-family: courier; line-height: 1.5em; margin: 0; padding: 0;" height="31">$77,241.12&nbsp;</td>
  </tr>
</table>

```

2019 Q1

\$77,241.12

2019 Q2

\$57,123.53


```

<table width="600">
  <!-- DATA BAR #1 -->
  <tr>
    <td align="left" valign="top" width="100%" bgcolor="#0b2b45" style="background-color: #0b2b45; padding: 0 0 2px 0;">
      <table width="600">
        <tr>
          <td width="300" align="left" style="background-color: #0dbd67; color: #000000; font-weight: 400; font-size: 14px; font-family: courier; line-height: 1.5em; margin: 0; padding: 0;" height="31">&nbsp;2019 Q1</td>
          <td width="300" align="right" style="background-color: #0dbd67; color: #000000; font-weight: 400; font-size: 14px; font-family: courier; line-height: 1.5em; margin: 0; padding: 0;" height="31">$77,241.12&nbsp;</td>
        </tr>
      </table>
    </td>
  </tr>
  <!-- end data bar #1 -->
  <!-- DATA BAR #2 -->
  <tr>
    <td align="left" valign="top" width="100%" bgcolor="#0b2b45" style="background-color: #0b2b45; padding: 0;">
      <table width="500">
        <tr>
          <td width="300" align="left" style="background-color: #0dbd67; color: #000000; font-weight: 400; font-size: 14px; font-family: courier; line-height: 1.5em; margin: 0; padding: 0;" height="31">&nbsp;2019 Q2</td>
          <td width="200" align="right" style="background-color: #0dbd67; color: #000000; font-weight: 400; font-size: 14px; font-family: courier; line-height: 1.5em; margin: 0; padding: 0;" height="31">$57,123.53&nbsp;</td>
        </tr>
      </table>
    </td>
  </tr>
  <!-- end data bar #2 -->
</table>

```


2019 Q1

\$77,241.12

2019 Q1

\$57,123.53

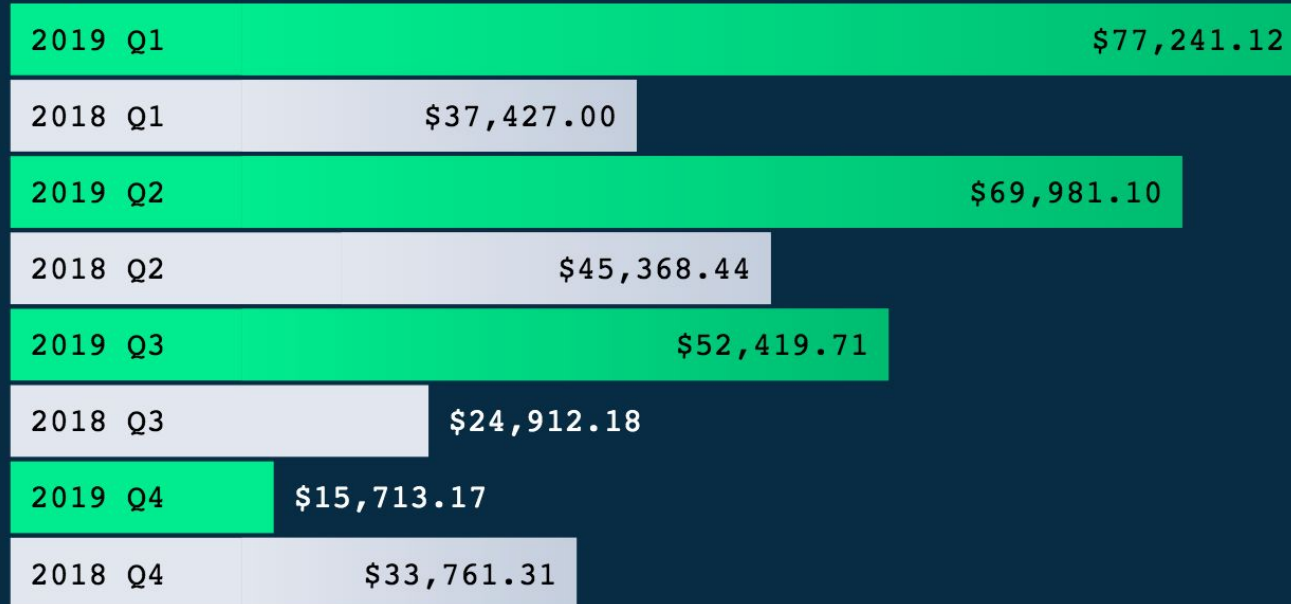
```

<table width="600">
  <!-- DATA BAR #1 -->
  <tr>
    <td align="left" valign="top" width="100%" bgcolor="#0b2b45" style="background-color: #0b2b45; padding: 0 0 2px 0;">
      <table width="600">
        <tr>
          <td width="300" align="left" style="background-color: #0dbd67; color: #000000; font-weight: 400; font-size: 14px; font-family: courier; line-height: 1.5em; margin: 0; padding: 0;" height="31">&nbsp;2019 Q1</td>
          <td width="300" align="right" style="background-color: #0dbd67; color: #000000; font-weight: 400; font-size: 14px; font-family: courier; line-height: 1.5em; margin: 0; padding: 0;" height="31">$77,241.12&nbsp;</td>
        </tr>
      </table>
    </td>
  </tr>
  <!-- end data bar #1 -->
  <!-- DATA BAR #2 -->
  <tr>
    <td align="left" valign="top" width="100%" bgcolor="#0b2b45" style="background-color: #0b2b45; padding: 0;">
      <table width="500">
        <tr>
          <td width="300" align="left" style="background-color: #0dbd67; color: #000000; font-weight: 400; font-size: 14px; font-family: courier; line-height: 1.5em; margin: 0; padding: 0;" height="31">&nbsp;2019 Q2</td>
          <td width="200" align="right" style="background-color: #0dbd67; color: #000000; font-weight: 400; font-size: 14px; font-family: courier; line-height: 1.5em; margin: 0; padding: 0;" height="31">$57,123.53&nbsp;</td>
        </tr>
      </table>
    </td>
  </tr>
  <!-- end data bar #2 -->
</table>

```

Horizontal Bar Chart

Sample Summary Report



Without linear-gradient:

2019 Q1

\$77,241.12

With linear-gradient:

2019 Q1

\$77,241.12

```
background: linear-gradient(to right,  
    #10ed81 0%, #0dbd67 100%);
```

Inactive hover state:

2019 Q1

\$77,241.12

Active hover state:

2019 Q1

\$77,241.12

```
.className:hover {  
    background: linear-gradient(to right,  
    #10ed81 0%, #10ed81 100%);  
}
```

Inactive hover state:

2019 Q1	
---------	--

Active hover state:

2019 Q1	\$77,241.12
---------	-------------

```
.className:hover {  
    color: #000000 !important;  
}
```

Vertical Bar Chart



```
<table width="300" height="350" align="center">  
  <tr>  
  </tr>  
</table>
```



```
<table width="300" height="350" align="center">
  <tr>
    <!-- Vertical data bar -->
    <td valign="bottom" align="center">
      <table>
        <tr>
          <td width="46" height="250" style="background-color: #10ed81;"></td>
        </tr>
      </table>
    </td>
  </tr>
</table>
```



```
<table width="300" height="350" align="center">
  <tr>
    <!-- Vertical data bar -->
    <td valign="bottom" align="center">
      <table>
        <tr>
          <td width="46" height="250" style="background-color: #10ed81;"></td>
        </tr>
      </table>
    </td>
  </tr>
</table>
```



```

<table width="300" height="350" align="center">
  <tr>
    <!-- Vertical data bar -->
    <td valign="bottom" align="center">
      <table>
        <tr>
          <td width="46" height="250" style="background-color: #10ed81;"></td>
        </tr>
      </table>
    </td>
    <!-- Corresponding label -->
    <tr>
      <td align="center" height="10" style="color: #ffffff; font-size: 12px; font-family: courier;
        padding: 0 0 10px 0;">2013</td>
    </tr>
  </table>

```



2013

\$1,234



2013

```
<table width="300" height="350" align="center">
  <tr>
    <!-- Vertical data bar -->
    <td valign="bottom" align="center">
      <table>
        <!-- Top label -->
        <tr>
          <td style="color: #ffffff; font-family: 'Courier New'; font-size: 12px; line-height: 1.5em; margin: 0; max-width: 30px; padding: 0; text-align: center; white-space: nowrap;">$1,234</td>
        </tr>
        <tr>
          <td width="46" height="250" style="background-color: #10ed81;"></td>
        </tr>
      </table>
    </td>
  </tr>
  <!-- Corresponding label -->
  <tr>
    <td align="center" height="10" style="color: #ffffff; font-size: 12px; font-family: courier; padding: 0 0 10px 0;">2013</td>
  </tr>
</table>
```

```

<table width="300" height="350" align="center">
  <tr>
    <!-- Vertical data bar -->
    <td valign="bottom" align="center">
      <table>
        <!-- Top label -->
        <tr>
          <td style="color: #ffffff; font-family: 'Courier New'; font-size: 12px; line-height: 1.5em; margin: 0; max-width: 30px; padding: 0; text-align: center; white-space: nowrap;">$1,234</td>
        </tr>
        <tr>
          <td width="46" height="250" style="background-color: #10ed81;"></td>
        </tr>
      </table>
    </td>
  </tr>
  <!-- Corresponding label -->
  <tr>
    <td align="center" height="10" style="color: #ffffff; font-size: 12px; font-family: courier; padding: 0 0 10px 0;">2013</td>
  </tr>
</table>

```

\$1,234



2013

```

<table width="300" height="350" align="center">
  <tr>
    <!-- Vertical data bar -->
    <td valign="bottom" align="center">
      <table>
        <!-- Top label -->
        <tr>
          <td style="color: #ffffff; font-family: 'Courier New'; font-size: 12px; line-height: 1.5em; margin: 0; max-width: 30px; padding: 0; text-align: center; white-space: nowrap;">$1,234</td>
        </tr>
        <tr>
          <td width="46" height="250" style="background-color: #10ed81;"></td>
        </tr>
      </table>
    </td>
    <!-- Corresponding label -->
    <tr>
      <td align="center" height="10" style="color: #ffffff; font-size: 12px; font-family: courier; padding: 0 0 10px 0;">2013</td>
    </tr>
  </table>

```

Vertical Bar Chart



Data Tables

Table #1

	Column #1	Column #2	Column #3
Row #1	123	456	789
Row #2	240,544	137,832	558,130
Row #3	18.47%	18.47%	18.47%
Row #4	0.47%	0.17%	0.27%
Row #5	18	47	17
Row #6	\$1,348.47	\$12,118.47	\$1,831.47


```
<table>  
  <tr>  
    <td>  
    </td>  
  </tr>  
</table>
```

(+)

The **adjacent sibling combinator** separates two selectors and matches the second element only if it immediately follows the first element, and both are children of the same parent element.

https://developer.mozilla.org/en-US/docs/Web/CSS/Adjacent_sibling_combinator

Highlights the entire table row when hovering over the first column

```
.row1:hover,  
.row1:hover + td,  
.row1:hover + td + td,  
.row1:hover + td + td + td {  
    background-color: #ffcac7 !important;  
}
```

Table #1

	Column #1	Column #2	Column #3
Row #1	123	456	789
Row #2	240,544	137,832	558,130
Row #3	18.47%	18.47%	18.47%
Row #4	0.47%	0.17%	0.27%
Row #5	18	47	17
Row #6	\$1,348.47	\$12,118.47	\$1,831.47

Highlights individual table cells

```
.row1 + td:hover,  
.row1 + td + td:hover,  
.row1 + td + td + td:hover, {  
    background-color: #ffcac7 !important;  
}
```

Table #1

	Column #1	Column #2	Column #3
Row #1	123	456	789
Row #2	240,544	137,832	558,130
Row #3	18.47%	18.47%	18.47%
Row #4	0.47%	0.17%	0.27%
Row #5	18	47	17
Row #6	\$1,348.47	\$12,118.47	\$1,831.47

2.

Benefits of Coding Data

Comparing Images vs. Data Built Using Code



There are benefits for replacing an image with data built using code: data will be displayed even when image auto-loading is turned off; email file size and total email load time will decrease; data coded in HTML/CSS is more accessible than data shown in images.



Image Auto Loading

Data will display even when image auto-loading is turned off



Images are not displayed. Display images below

 Graph #1

Users with
auto-loading images
turned off will still be
able to view the
intended data.

Good morning,

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Graph #1



Graph #2

Email KPIs Summary:

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Graph #3

Sales/Revenue Summary:

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Users with
auto-loading images
turned off will still be
able to view the
intended data.

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Graph #1

Graph #2

Email KPIs Summary:

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Graph #3

Sales/Revenue Summary:

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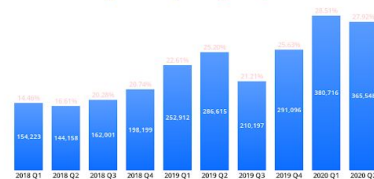
Good morning,

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[View in browser](#)

Newsletter #1

• Avg. Total Email Opens • Avg. Email Open Rate

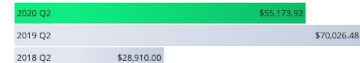


Year	Q2	Avg. List Size	Avg. Clicks	Avg. Bounces
2020	Q2	123,456	12,345	123
2019	Q2	123,456	12,345	1,234
2018	Q2	123,456	1,234	1,234

Email KPIs Summary:

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Newsletter Total Revenue



Sales/Revenue Summary:

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Image Auto Loading

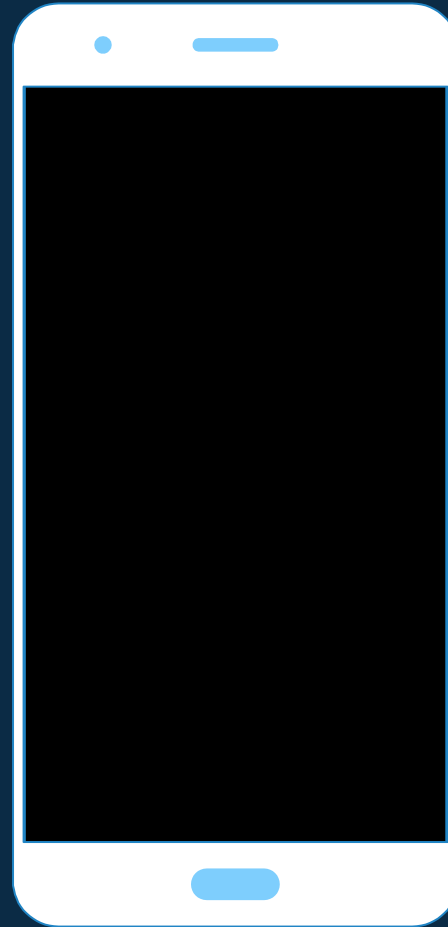
Data will display even when image auto-loading is turned off



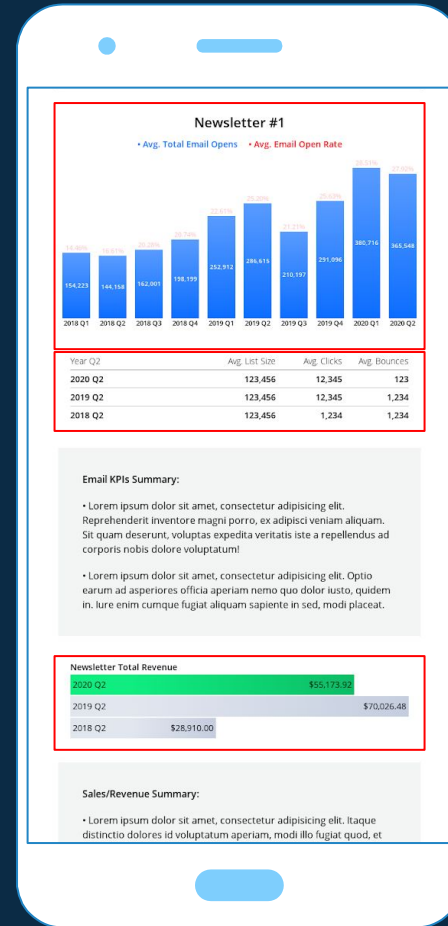
Email Load Time

Email file size and total email load time will decrease

Any data coded in HTML/CSS
will render almost immediately



Any data coded in HTML/CSS
will render almost immediately
since calls to a server to
download images will not be
required.



Replacing images of data with coded versions can decrease the total email load time and email file size. This will make the email load faster which will benefit users.

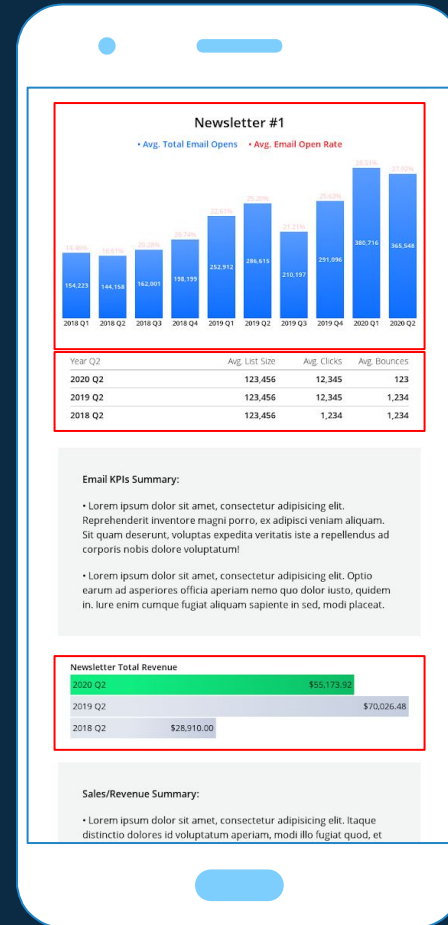


Image Auto Loading

Data will display even when image auto-loading is turned off

Email Load Time

Email file size and total email load time will decrease

Accessibility

Coded data is more accessible than data displayed in images

```

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- ALT text is used to describe the contents of an image when they are blocked or unable to load
- Visually impaired readers rely on ALT text for their screen readers to understand the contents of an image

Sample Summary Report

2019 Q1	\$77,241.12
2018 Q1	\$37,427.00
2019 Q2	\$69,981.10
2018 Q2	\$45,368.44
2019 Q3	\$52,419.71
2018 Q3	\$24,912.18
2019 Q4	\$15,713.17
2018 Q4	\$33,761.31

- Relying on ALT text to describe data figures, graphs, and charts is not a solution in my opinion.

Sample Summary Report

2019 Q1		\$77,241.12
2018 Q1	\$37,427.00	
2019 Q2		\$69,981.10
2018 Q2	\$45,368.44	
2019 Q3		\$52,419.71
2018 Q3	\$24,912.18	
2019 Q4	\$15,713.17	
2018 Q4	\$33,761.31	

- Data coded in HTML/CSS contains live text. Screen readers will be able to pick up on the data.

3.

Example: Email Report

Sharing campaign performance results with my team

Example: Email Report

- An effective way to share campaign performance results with my colleagues.
- I personally use these templates to highlight weekly, quarterly, and yearly email campaign results.

Example: Email Report

- These email reports serve as a resource for me and my colleagues to discuss the results of important campaigns, company goals, and potential next steps.

Thanks!

Any questions?

You can find me at:

`bdjang@gmail.com`

`https://github.com/bdjang`