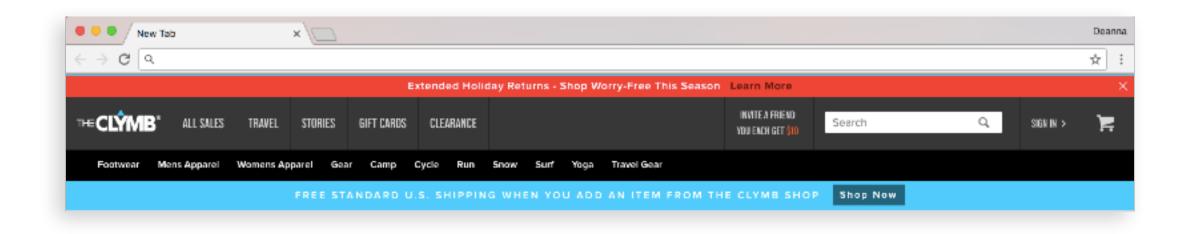
### Content comes first

- Use design to support content
  - Guide readers through email by highlighting important copy
- Considerations
  - Primary objectives: What are you hoping to achieve with this email?
  - Target audience: Who is going to read this email?
  - Your brand: What story do you want to tell your readers? How do you represent your brand?

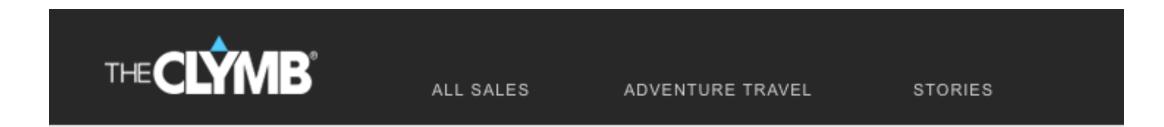
# CHANEL CHANE THE BEAUTY OF HOLIDAY GIVING FROM FINE FRAGRANCES TO SUBLIME SKINCARE AND LIMITED-EDITION COLOUR COLLECTIONS, DISCOVER EXCEPTIONAL GIFTS FOR THE HOLIDAY SEASON Receive complimentary standard shipping\* with your chanel.com purchase Plus, enjoy a signature keepsake gift box\*\* with all chanel.co Exercisco | Makeup | Skincare | Eastion & Accessories | Eine Jewelry | Watches | Store Locator | Find Us: 📳 🧺 154 🔞 To update your email preferences or to unaubscribs, please pick here. CHANEL 9 WEST SZTH STREET, NEW YORK, NY 10019 62012 CHANEL®, Inc.

## The Clymb reduces the number of links on their navigation bar on emails compared to their website.

#### Website



#### **Email**



## Emails # Websites

- Navigation isn't always necessary
  - Distracting + break up an email's flow
  - Fewer CTAs will yield higher CTRs
- If including navigation links...
  - Use a minimal, subtle design
  - Maintain a small number of links
  - Use email personalization to only include the most relevant links