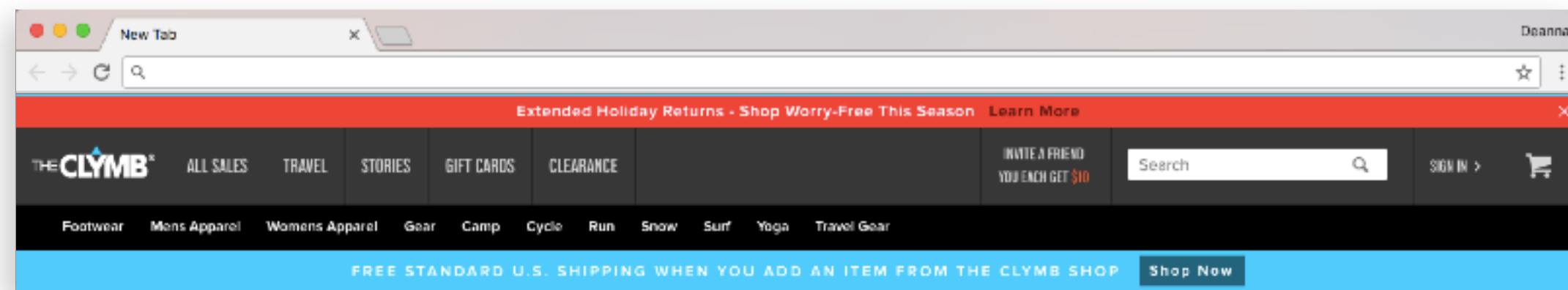


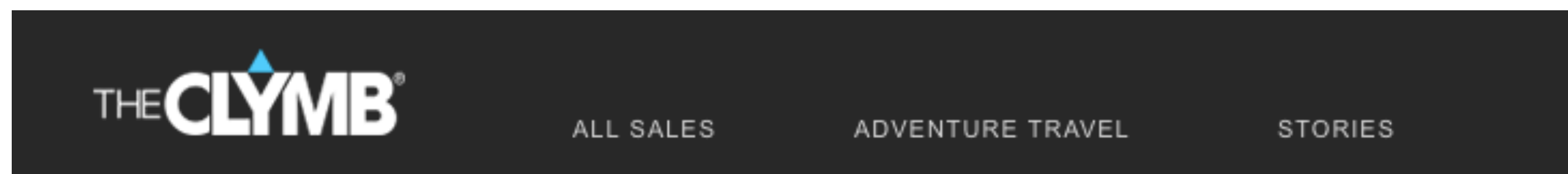
Emails \neq Websites

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

Website



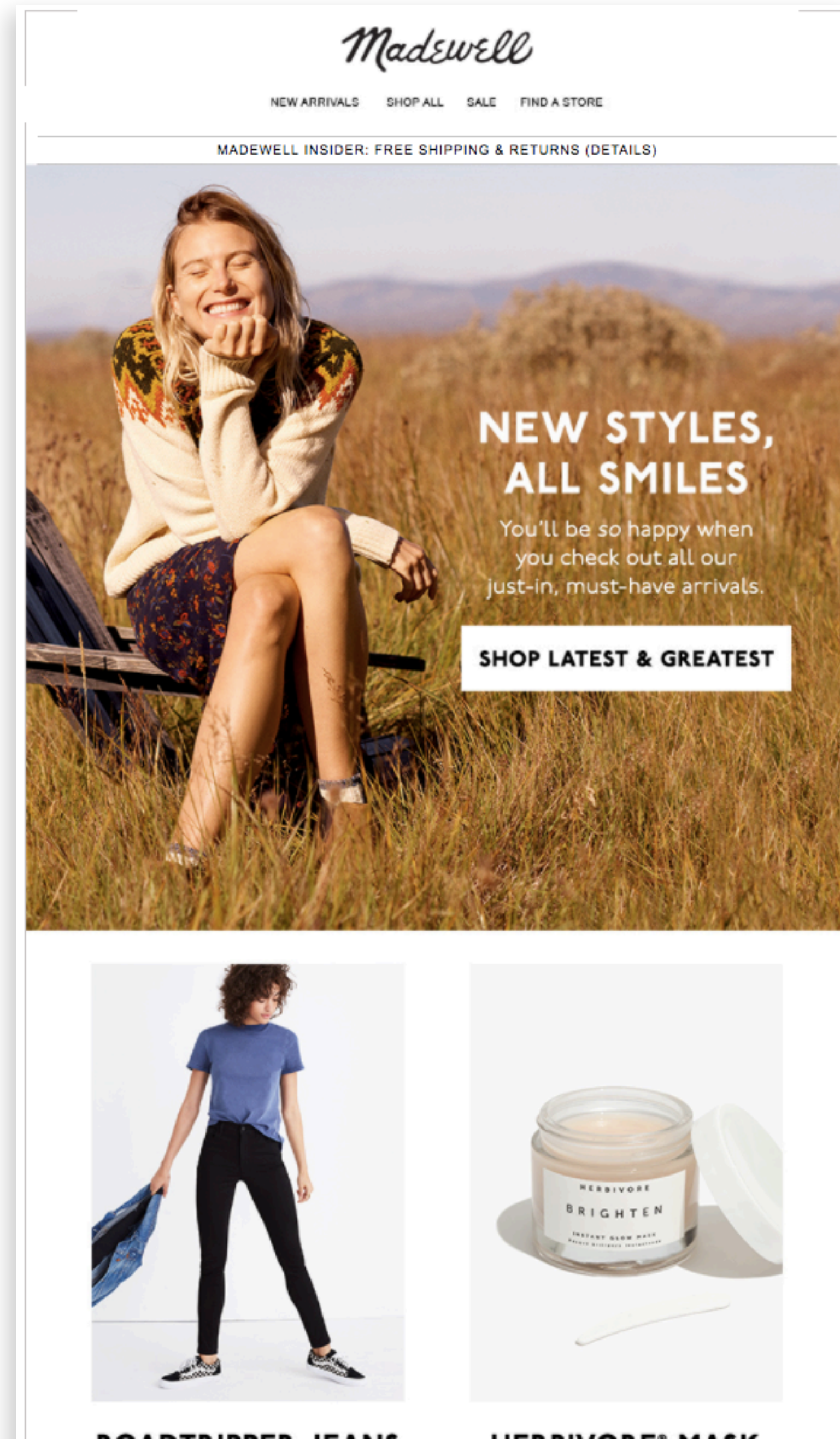
Email



- ▶ 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

Focus on the story

- ▶ Direct the most attention to the hero section of an email



The hero section contains the main message and the most prominent CTA.