

2015

STATE OF EMAIL REPORT



The pundits claiming that email is boring, outdated, and even dead have never been more wrong. The past year brought many changes to the email world—including a few headaches. Between the introduction of Gmail's grid view, a new anti-spam law, a bigger-than-ever iPhone, and much more, the email marketing world is alive, well, and ever-changing.

Email marketers and designers are asking: How will these changes affect my emails? How will messages display in these new apps? Will my metrics be affected? Will subscribers even see my email?

In this report, we'll dive into all of the major innovations from the past year and their effect on email marketers and designers. Plus, we'll take a look at market share stats across mobile, webmail, and desktop inboxes. By the end, you'll be positioned for success throughout 2015.

CHAPTER 1

NEW EMAIL CLIENTS, APPS, & OPERATING SYSTEMS



IPHONE 6

IPHONE 6 PLUS

IPHONE 6 AND IPHONE 6 PLUS

In September 2014, Apple released two new phones—the [iPhone 6 and iPhone 6 Plus](#). While the latest additions to the iPhone fleet offer some new and exciting features, many email designers wondered how their campaigns would display on these devices.

Media queries will have to be adjusted

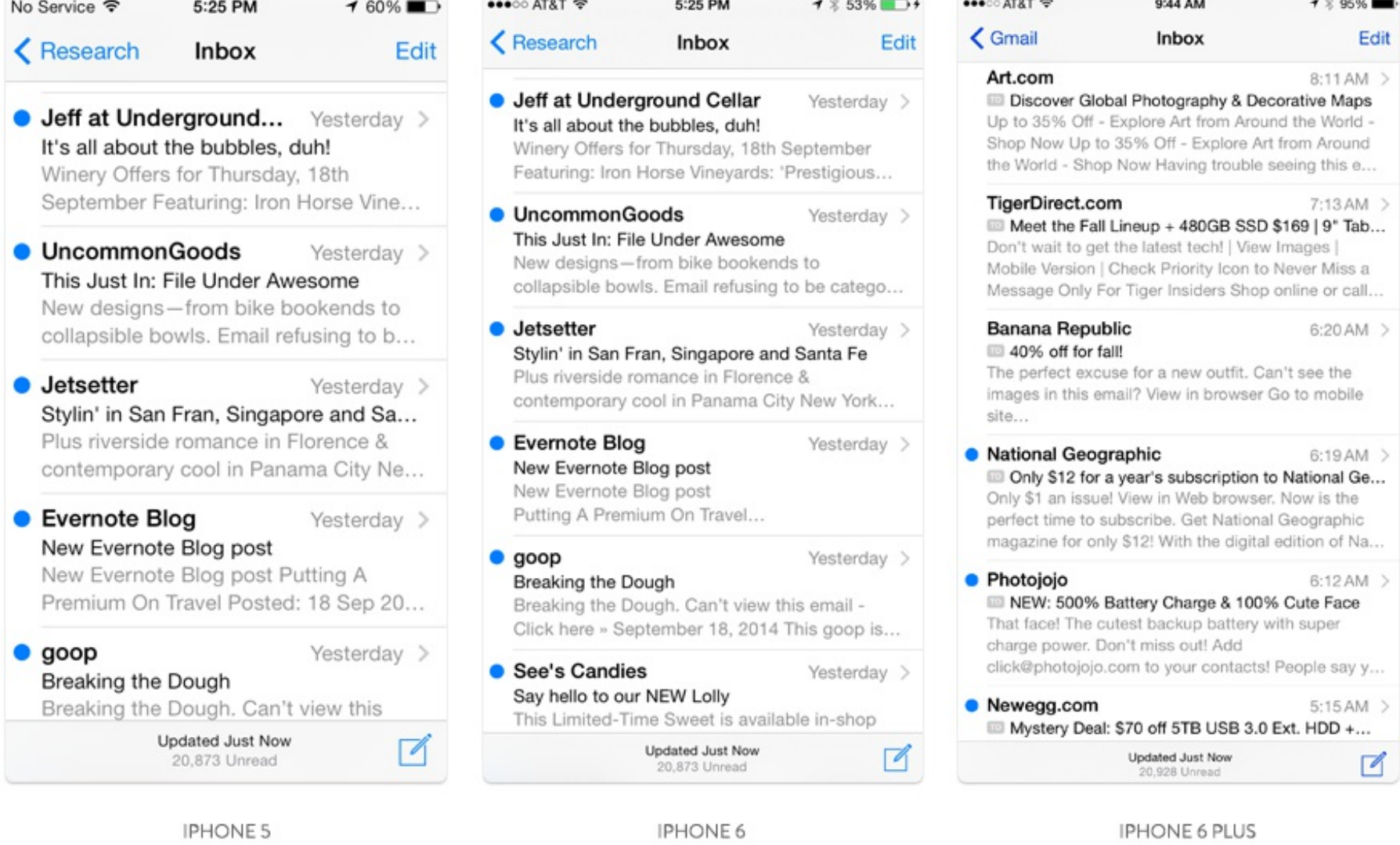
Whereas earlier iPhone models shared the same screen width, the iPhone 6 and iPhone 6 Plus broke tradition. With these changes, email designers need to better account for diverse screen sizes when creating responsive and mobile-friendly emails. In many cases, adjustments to media queries and breakpoints for responsive and adaptive emails will be necessary.

	iPhone 5	iPhone 6	iPhone 6 Plus
Display	4 in.	4.7 in.	5.5 in.
Dimensions	1136 x 640 px	1334 x 750 px	1920 x 1080 px
PPI (Pixels Per Inch)	326	326	401
Device-Pixel-Ratio	2	2	3
Media Query Breakpoint	320px	375px	414px

Due to the popularity of previous iPhone models, 320px became the standard breakpoint for media queries. However, with the introduction of two new screen sizes, designers will need to adapt their breakpoints. There is no longer “one media query to rule them all” for iPhones.

A bigger inbox view

Due to larger screen sizes, more emails fit in the inbox view on the iPhone 6 and iPhone 6 Plus.



In addition, the Mail app on the new iPhones displays more characters in the from name, subject line, and preview text areas. The iPhone 6 Plus boasts three lines of preview text—an entire line more than previous iPhone versions.

ACTION ITEMS: IPHONE 6 AND IPHONE 6 PLUS

★ Update your media queries to account for a 414px breakpoint

In order to ensure that your emails render well in the new iPhone models—while retaining compatibility in other clients—you’ll need to update media queries relying on a 320px breakpoint to 414px for iPhone 6 Plus.

```
@media screen and (max-device-width: 414px) { /* Insert styles here */ }
```

★ Use the from name, subject line, & preheader text to your advantage

Your from name should be trustworthy and recognizable to your subscribers, and your subject line and preview text should work together to encourage an open. And, with an extra line of preview text on the iPhone 6 Plus, you should provide enough copy to ensure that messages like “view as webpage” aren’t displayed in the inbox.

★ See how your emails look on the new iPhones

Get screenshots of your emails on iPhone 5, iPhone 6, and iPhone 6 Plus and see what your subscribers see before you send your next campaign.

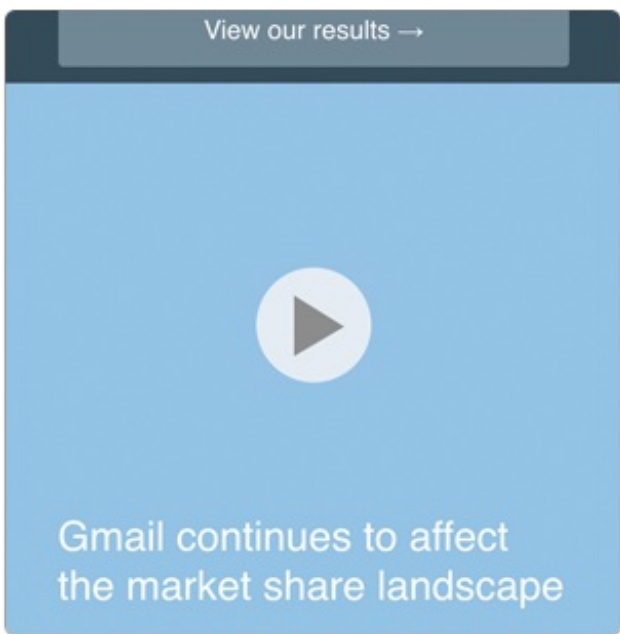
TEST YOUR EMAIL IN IPHONE 6 →

IOS 8 RELEASE

Along with the new iPhones, Apple introduced an [updated mobile operating system](#) for both iPhones and iPads: iOS 8. Fortunately for designers, not much has changed when it comes to coding for iOS 8. Mail, the default email client, has always been one of the best in terms of HTML and CSS support. This continues to be the case with iOS 8.

No support for video

As reported by [Elliot Ross](#), there has been one major change with iOS 8—the video tag is no longer supported. While the play button will still display on an included video, tapping it has no effect.



ACTION ITEM: IOS 8

★ Rethink your video in email strategy

If you’re relying on the video tag for playing media in an email, you may want to rethink your strategy for now. Using a still image with a play button and linking out to the hosted video is a great option, as are animated GIFs.

OUTLOOK FOR MAC 2015

Microsoft has a long history of introducing email applications—many of which have caused major headaches for email designers (we’re looking at you, Outlook 2007–2013). Luckily, Outlook 2011—also known as Outlook for Mac—has been the exception. It boasts great support for HTML and CSS and is even an ideal client for [experimental techniques in email](#).

In October 2014, Microsoft finally launched an update for Mac users—Outlook 2015. While it’s currently only available for some [Office 365 subscriptions](#), a public beta is planned for early this year with the final release coming later in 2015.

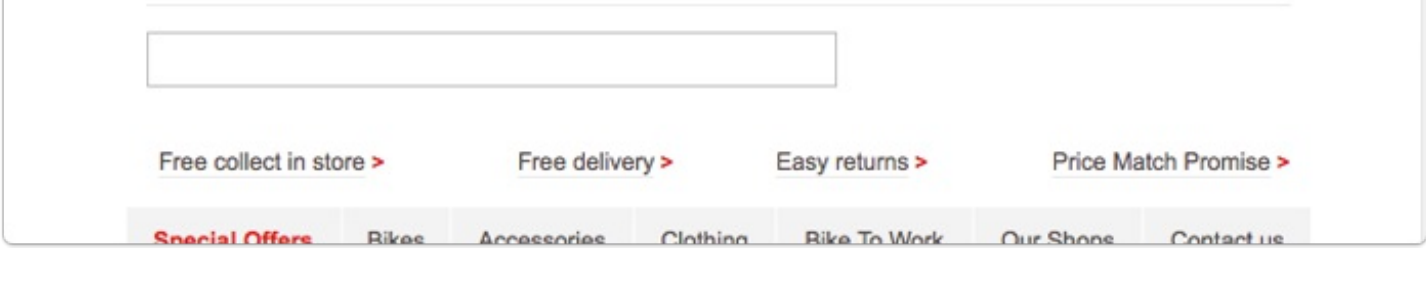
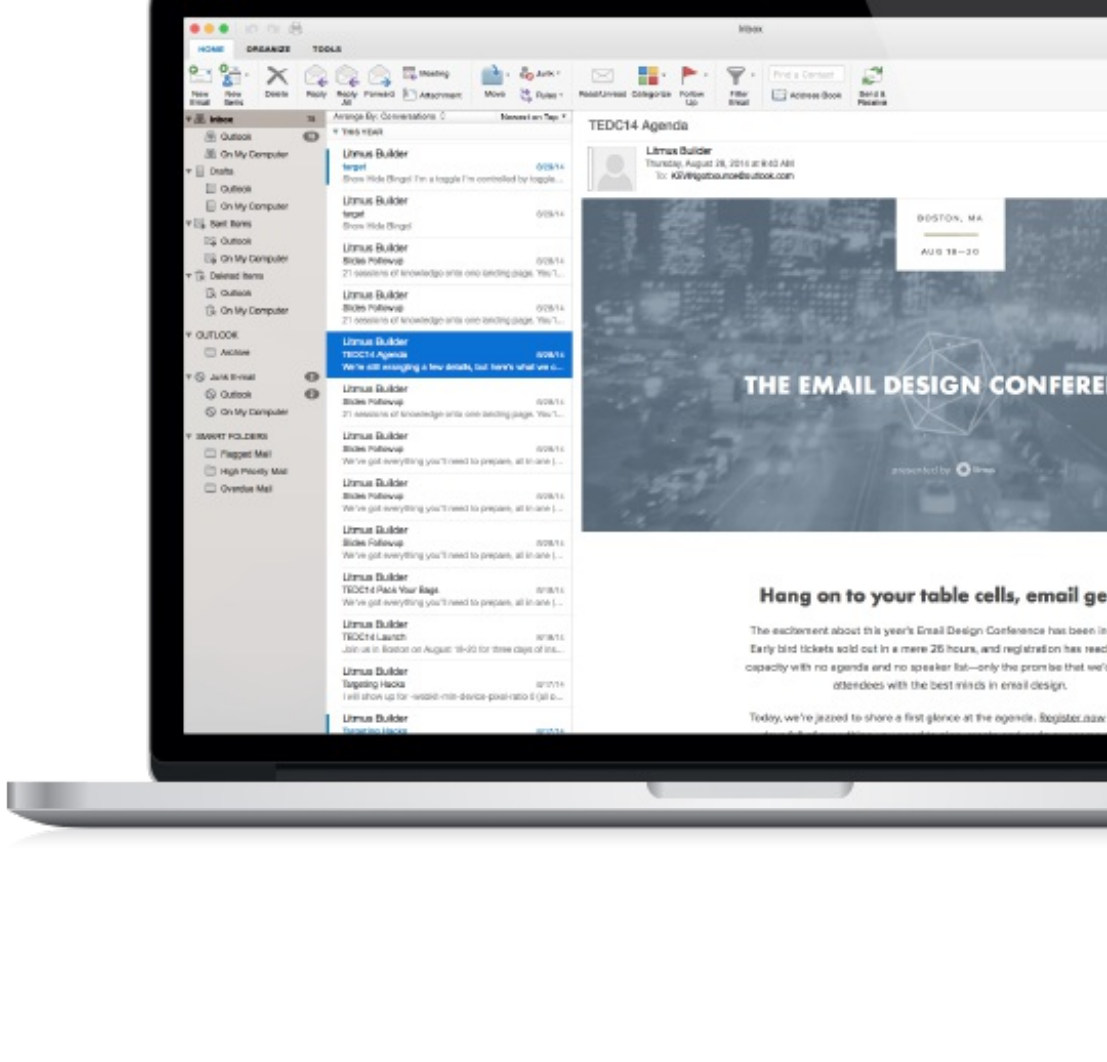
The majority of updates seem to be “under the hood.” Microsoft has focused on performance, infrastructure, and reliability improvements rather than a drastic UI facelift.

Rendering in Outlook 2015

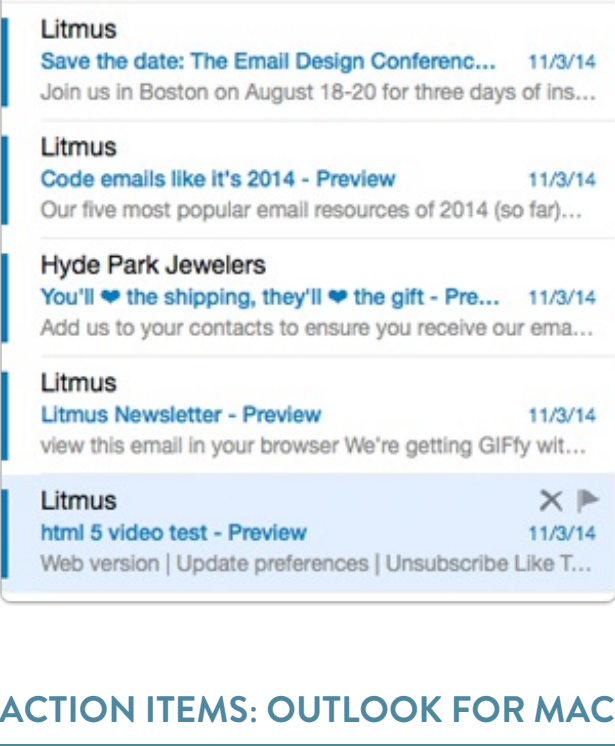
Like Outlook 2011, the newest version of Outlook for Mac uses WebKit as a rendering engine. WebKit has great support for HTML and CSS, including techniques like:

- Animated GIFs
- Background images
- HTML5 video
- Web fonts

Also, like its predecessor, [Outlook 2015](#) blocks images by default. In order to display images, subscribers have to click “Download pictures.”



The biggest change between the newest version of Outlook for Mac and Outlook 2011 is the way it displays envelope fields in the inbox. With added whitespace in Outlook 2015, the inbox looks cleaner and less crowded.



In addition, Outlook for Mac now displays preview text on the third line, after the from name and subject line.

Other notable changes include:

Hierarchy

The from name now appears first (and in larger text) and is followed by the subject line.

Unread messages

The subject line is now bold (and blue) when messages are unread.

ACTION ITEMS: OUTLOOK FOR MAC

★ Experiment with advanced design techniques

Like Outlook 2011, the new Outlook for Mac has great support for CSS and HTML. This means fertile ground for experimentation with advanced techniques. If you’re seeing a large percentage of your audience opening your emails in Outlook for Mac, Apple iPad, and iPhone, you can experiment with some of those techniques (like [HTML5 video background](#) in an email!)—just be sure to plan proper fallbacks for subscribers viewing in non-WebKit programs!

★ Use defensive design techniques

Since Outlook for Mac blocks images by default, you should use defensive design techniques like ALT text, [styled ALT text](#), and background colors—all of which are supported in Outlook for Mac.

★ Use a recognizable from name

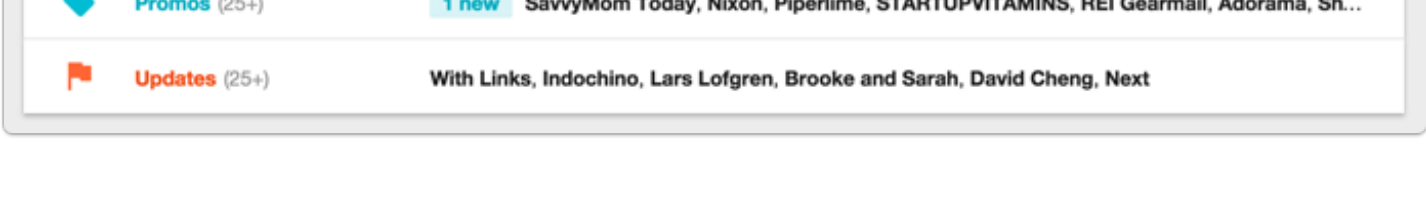
Lastly, use the improved inbox view to your advantage! With the increased emphasis on from names, it’s more important than ever to use one that subscribers will easily recognize. Use your subject line and the preview text to encourage opens—especially now that Outlook for Mac highlights unread messages blue.

INBOX BY GMAIL

October saw the release of [Inbox by Gmail](#), a new app from the Gmail team. Currently invite-only (you can email inbox@google.com to request access), the app is only available for the consumer version of Gmail (usually addresses that end with @gmail.com). It is available as a mobile app for iPhone, iPad, and Android phones and tablets, as well as web users in Safari, Firefox, and Google’s own Chrome.

How does it organize emails?

Similar to Gmail’s tabbed inbox, Inbox automatically sorts emails into categories. Emails in each category are “bundled” together in the inbox. While this allows for a clean inbox, it does require users to click into each bundle to view the emails contained within.

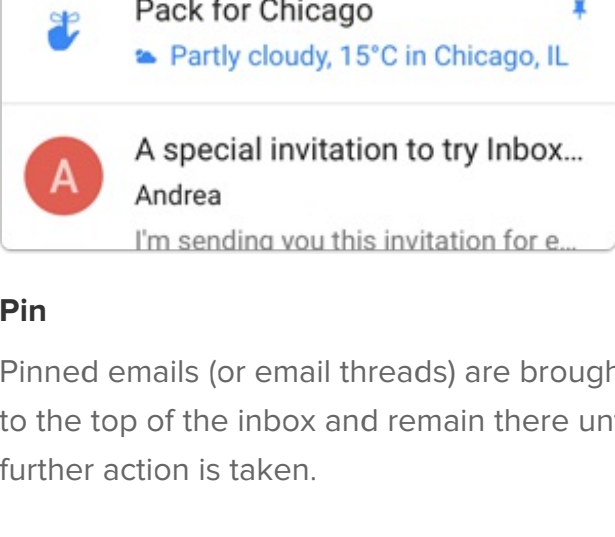


Standard bundles that Gmail automatically creates include travel, purchases, finance, social, updates, forums, and promos. These can be turned off and you can also create your own. In addition, users can choose whether to receive emails in each category immediately, once a day, or once a week.

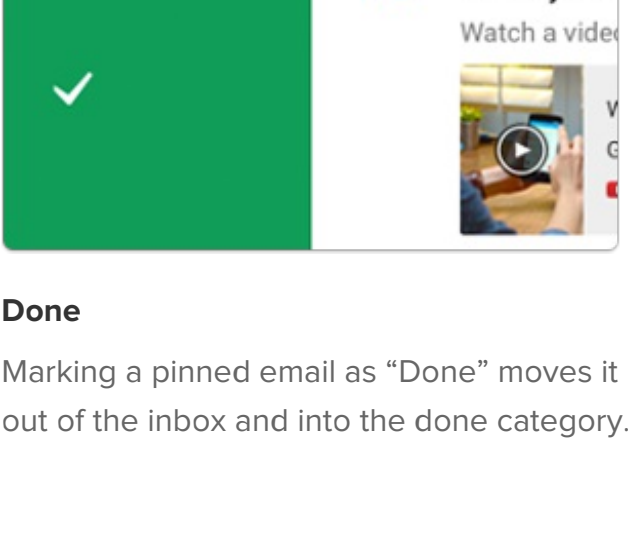
Users can also set reminders as to-dos in the inbox. Reminders will appear in the main inbox alongside all other unread email, combining to-dos and emails in one view.

Taking actions on your emails

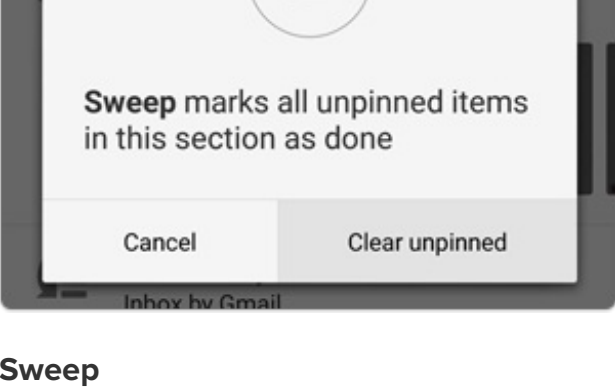
Reminders and new messages sit in the inbox—either as bundles or individual emails—and users can take various actions:



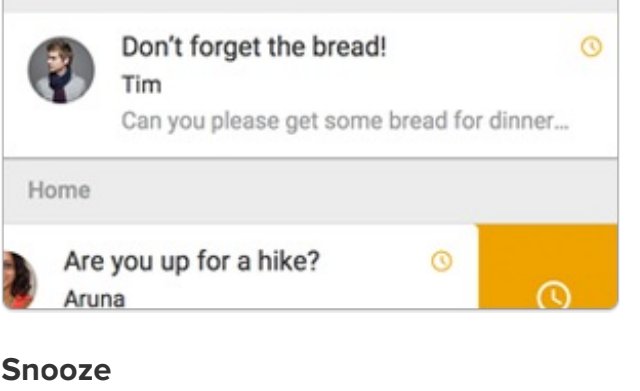
Pinned
Pinned emails (or email threads) are brought to the top of the inbox and remain there until further action is taken.



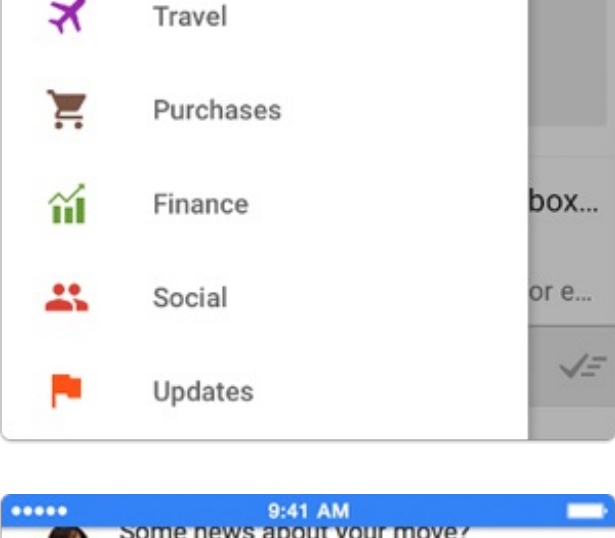
Done
Marking a pinned email as “Done” moves it out of the inbox and into the done category.



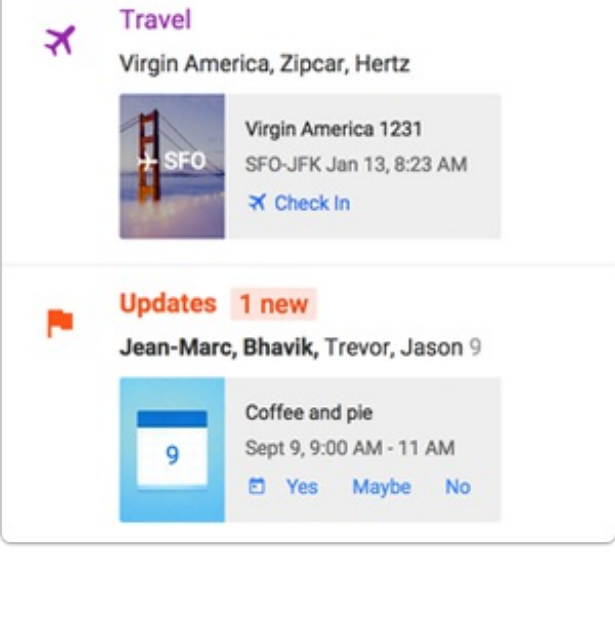
Sweep
Sweeping unopened emails or bundles moves them into the “Done” category. This excludes any pinned emails in the bundle.



Snooze
Snoozing emails or reminders, temporarily removes them from the inbox. Once removed, they will return to the top of the inbox after a specified amount of time.



Move to
Emails can be moved to another bundle, added to a new bundle, removed from all bundles, marked as spam, or deleted.



Highlights in the inbox

Inbox takes the concept of a visual inbox to a whole new level with “Highlights,” showcasing information from an email in the inbox view under the sender image, from name, subject line, and preview text.

Similar to [quick actions](#), you can use a bit of specialized markup, called a schema, to include these visible actions in the inbox. You can use schemas to add images and reservation information directly within your subscriber’s inbox.

No support for responsive design

Similar to the Gmail app, there is no support for responsive email in Inbox.

ACTION ITEMS: INBOX BY GMAIL

★ Send relevant emails

With the new inbox, subscribers will find it even easier to pass up marketing emails. Therefore, you need to send relevant, useful, and timely messages. Relevant content engages subscribers and increases the chances of people searching for your emails in Inbox.

★ Use mobile-friendly elements

Since Inbox doesn’t support responsive design, be sure to use mobile-friendly elements in your design, like large text and touch-friendly buttons.

★ Optimize for the inbox

Similar to Gmail, Inbox displays one line of preview text next to the subject line. Use this critical space to further encourage your subscribers to open your email and take action.

Inbox also displays a sender image. If you have a verified Google+ profile, [digitally sign your emails with DKIM or SPF](#), and send at least 1000 emails a week from your domain, Inbox will display a sender image pulled from your Google+ profile. For everyone else, it will display the first letter of your sender name.



CHAPTER 2

EMAIL DELIVERY, SECURITY, & SPAM ADVANCEMENTS

DMARC POLICY CHANGES AT YAHOO MAIL + AOL MAIL

We've all received phishing emails. The majority are clearly fraudulent, but on occasion there are some believable ones. Have you ever received an email from a friend with a strange link in it? How about a company asking you to update your information?

If you've looked closely at these emails, you likely noticed that these messages don't actually come from your friend or that company. Rather, they've been spoofed. While the spammer is sending from their own server, it looks as if they are sending from a trusted email address. DMARC, which stands for Domain-based Message Authentication, Reporting and Conformance, is an authentication protocol that helps reduce these types of emails.

```
ExampleXYZ <examplexyz@yahoo.com>
Reply-To: hello@examplexyz.com
```

In an effort to stop fraudulent and spoofed emails coming from @yahoo.com and @aol.com addresses, [Yahoo Mail](#) and [AOL Mail](#) recently made changes their DMARC policies. With this update, emails that claim to come from @yahoo.com or @aol.com addresses—but actually originate from other servers—will be rejected by DMARC-compliant mail receivers.

As a result, if you're sending an email from an @yahoo.com or @aol.com address from your Email Service Provider (ESP), your email will be rejected by all subscribers that use DMARC-compliant providers. This negatively affects your deliverability and decreases the chances of your email being successfully delivered.

ACTION ITEM: ENSURING DELIVERY IN THE DMARC AGE

★ Send emails from a private domain

Luckily, there is a simple fix! If you are using an @yahoo.com or @aol.com account as your from address when sending through your ESP, you'll need to change the email address you're sending from.

While other webmail providers, like Gmail, haven't yet made changes to their DMARC policies, they likely will in the near future. As a result, we recommend using a private domain from a domain you control—for example, we send from @email.litmus.com. Sending from a private domain can also help prevent future deliverability issues caused by similar updates.

CANADIAN ANTI-SPAM LAW GOES INTO EFFECT

On July 1, 2014, the Canadian Anti-Spam Law (CASL) went into effect. While we are not lawyers, here are our thoughts on how to react to CASL. To learn more about CASL, visit [fightspam.gc.ca](#).

Essentially, CASL is an opt-in law for organizations and ESPs based in Canada, or for anyone sending emails to Canadian subscribers. It applies to most marketing messages, with exemptions for transactional emails, warranty and safety notices, and purely informational messages.

According to CASL, opt ins can be either express or implied.

Express vs. implied consent

Express consent means that subscribers have specifically opted-in to receive emails by providing their email address, marking a checkbox to receive emails (no pre-checked boxes), and clicking submit. During the signup, you must also include the following information:

- A clear statement about what the subscriber can expect to receive from you after signing up for your emails.
- Information about the sender (you or your client)—include the company name, as well as at least one piece of contact information, which can be a physical address, website address, or email address.
- A clear statement that the subscriber can unsubscribe from your emails at any point.

If a subscriber has provided express content, you can continue to email them until they unsubscribe.

Implied consent assumes that you've had an existing relationship with a subscriber sometime in the past 24 months. You can seek express consent during this time, but if you don't get it, the implied consent expires after two years. There is currently a transition period until July 1, 2017 during which you can continue sending to subscribers who have implied consent (unless they unsubscribe) but, starting July 1, 2017, the 24-month rule is in effect.

Email + unsubscribe requirements

To be CASL-compliant, you must clearly identify yourself (or your client) as the sender as well as include a method for your subscribers to contact you. A physical mailing address must be included along with your phone number, email address, or website address.

In addition, you must include a way for users to unsubscribe from further messages, and the method you choose must work for at least 60 days after you send the email. While your unsubscribe link can point to a preference center, you cannot require subscribers to login in order to unsubscribe. All unsubscribes must be processed within 10 days.

Keep records

It is now vital to keep records of your subscribers' consent, both express and implied. You'll want to note the date and time of consent, as well as which type of consent was given. You should record the source of the consent (e.g. whether it was a specific form or URL) and, if possible, the IP address of your subscriber. Keeping records is crucial in case a subscriber complains about your email.

Penalties

Failure to comply with CASL carries some major penalties. Fines of \$1 million to \$10 million per violation are possible and, starting July 1, 2017, subscribers can sue a sender if they believe they have received spam.

ACTION ITEM: COMPLYING WITH CASL

★ Only send opt-in emails to comply with CASL

If you are located in Canada—or sending emails to Canadian residents—then you must comply with CASL. Hopefully, you've been sending opt-in emails from the start! If that's the case, becoming (and staying) CASL-compliant shouldn't be too difficult.

Take a look at your lists. What type of consent did you receive from subscribers—express or implied? If you have received express consent prior to July 1, 2014, then you can continue to email those subscribers as-is until they unsubscribe. If you received express consent post-CASL, then you need to ensure that your sign up forms and messages adhere to all of the CASL requirements.

If implied consent was received prior to July 1, 2014, then you may continue emailing those subscribers during the two-year transition phase. However, after July 1, 2017, you must follow the 24-month implied consent rules. Try asking those subscribers for express consent during that time to keep them on your lists.

If you can't determine how people were added to your lists (or have ever purchased or rented a list), we recommend removing these subscribers from your mailings. You should also consider using [subscriber inactivity](#) as an indication that it's time to prune your list.

Moving forward it's important to establish a process for tracking consent for your subscribers. Be sure to keep records, too, in case any legal issues arise.

EMAIL CLIENT UPDATES & CHANGES

MAJOR UPDATES TO GMAIL

IMAGE CACHING

In December 2013, Gmail began [caching images](#) for users accessing Gmail via a browser and in the mobile Gmail apps. While image caching keeps images safe by checking files for known viruses or malware, it poses a few challenges for accurate collection of open data.

- Opens in the Gmail webmail interface are indistinguishable from opens made on the iOS and Android Gmail mobile app.
- Geolocation data is lost: Opens will show the location(s) where Google’s image proxy server is located.

Type of Gmail open	Reports as	Reading environment
Gmail in a web browser	Via Gmail’s Image Cache*	Webmail
Gmail mobile app (Android)	Via Gmail’s Image Cache*	Webmail
Gmail mobile app (iOS)	Via Gmail’s Image Cache*	Webmail
Gmail in a desktop client (sent to @gmail address; opened in Outlook, Apple Mail, etc.)	The email client (Outlook, Apple Mail, etc.)	Desktop
Email app on Android (sent to @gmail address)	Google Android	Mobile
Email app on iOS (sent to @gmail address)	Apple iPhone	Mobile

In addition, some Gmail subscribers have noticed image compression artifacts, degraded image quality, images failing to load, and even images loading in the wrong spot.

ACTION ITEMS: REACTING TO IMAGE CACHING

★ **Optimize your emails across all Gmail inboxes**

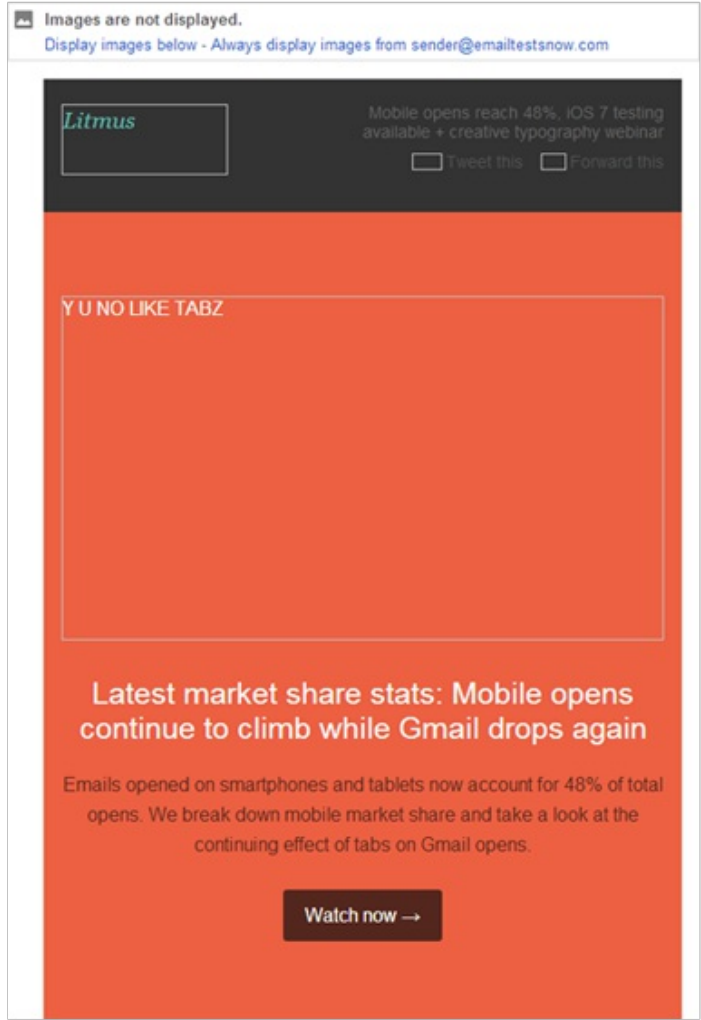
Don’t panic. Although device detection is less detailed, you should continue to optimize your emails across all Gmail inboxes. If you relied on geolocation data for targeted emails, you’ll have to try a different strategy for Gmail users—try a campaign or incentive asking users update their location in your subscription center.

★ **Design for images off view**

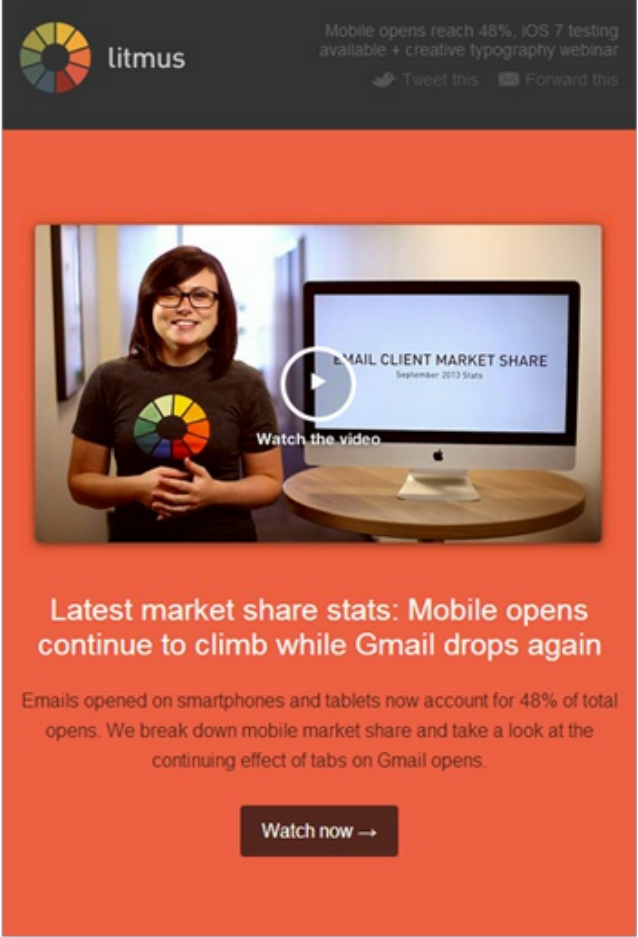
Anticipate that users may not see images due to loading problems and optimize your emails for this scenario. Use [ALT text](#), background colors, and lots of live text to ensure your subscribers will be able to read and interact with your campaigns even if images aren’t clear.

AUTOMATIC IMAGE DOWNLOADS

Shortly after introducing image caching, Gmail began [automatically displaying images](#). The effects of this change became evident with an increase in Gmail opens in early 2014—a trend that has continued throughout the year.



BEFORE: IMAGES OFF BY DEFAULT



AFTER: IMAGES ON BY DEFAULT

Email tracking relies on a unique image (often known as a tracking pixel) in your campaign loading within the email. Every time the image is downloaded from the server, the tracking software or ESP marks that email as an open. While Gmail formerly asked users to click a link to download all images (including the invisible open tracking image), all images are now automatically downloaded and displayed. The net result is an increase in open rates.

Overall, Gmail opens increased 73% in 2014, largely as a result of image caching and automatic image downloads.

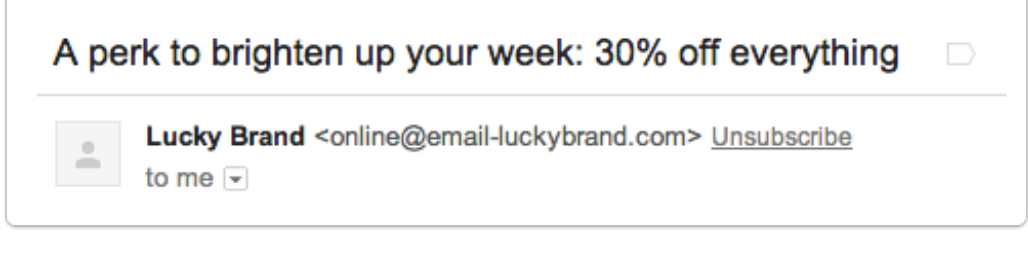
ACTION ITEM: CONTINUE OPTIMIZING FOR IMAGES-OFF VIEWING

★ **Other clients still block images automatically**

You can breathe a sigh of relief knowing that your Gmail subscribers will now see your design as intended. However, you should still optimize your campaigns for missing images since many email clients, like Outlook, still block images by default.

AUTOMATIC UNSUBSCRIBE

In February, Gmail introduced an [automatic unsubscribe](#) option, which is available to all users using Gmail in a web browser. Rather than searching for the unsubscribe link in an email, Gmail users can now unsubscribe with a simple click right at the top of the message.



While auto-unsubscribe seems scary at first, it may help reduce spam complaints and improve your sender reputation. Rather than marking an email as spam, a frustrated user can now unsubscribe from your list. Losing subscribers is never fun, but auto-unsubscribe should lead to healthier lists and an overall better email marketing program.

ACTION ITEM: IMPLEMENT THE AUTOMATIC UNSUBSCRIBE

★ Use this feature to your advantage!

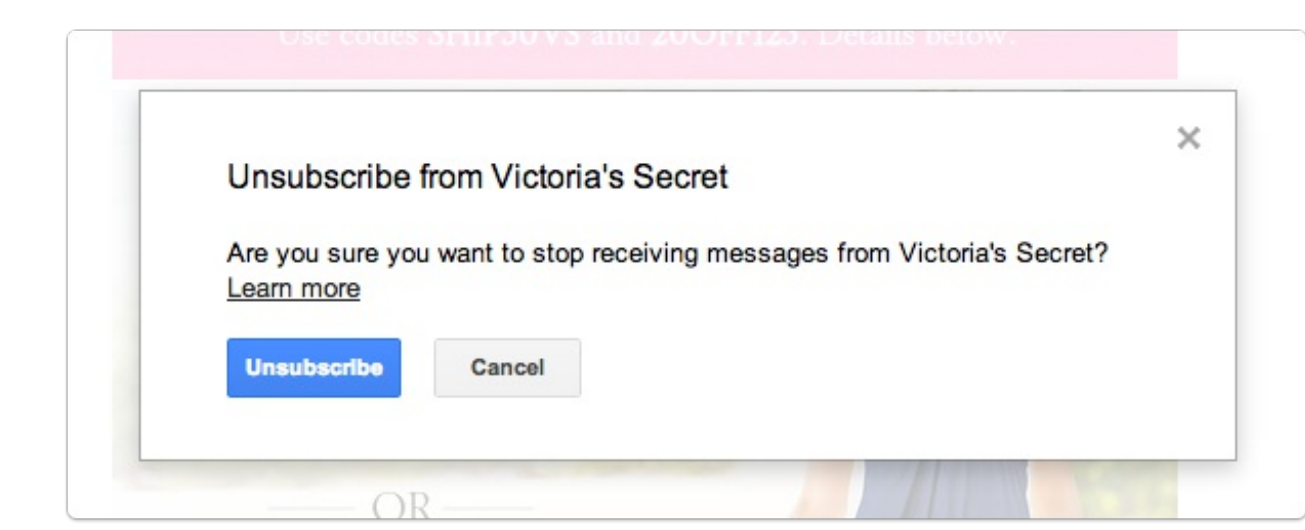
Having an engaged list and fewer spam reports is always good news. The auto-unsubscribe feature is only available to senders who are not known spammers, have a positive sending reputation, and who utilize a '[List-Unsubscribe](#)' line in the mailing header.

```
List-Unsubscribe: <mailto:unsubscribe@somedomain.com>, <http://somedomain.com/user/unsubscribe/?sid=abcdefg>
```

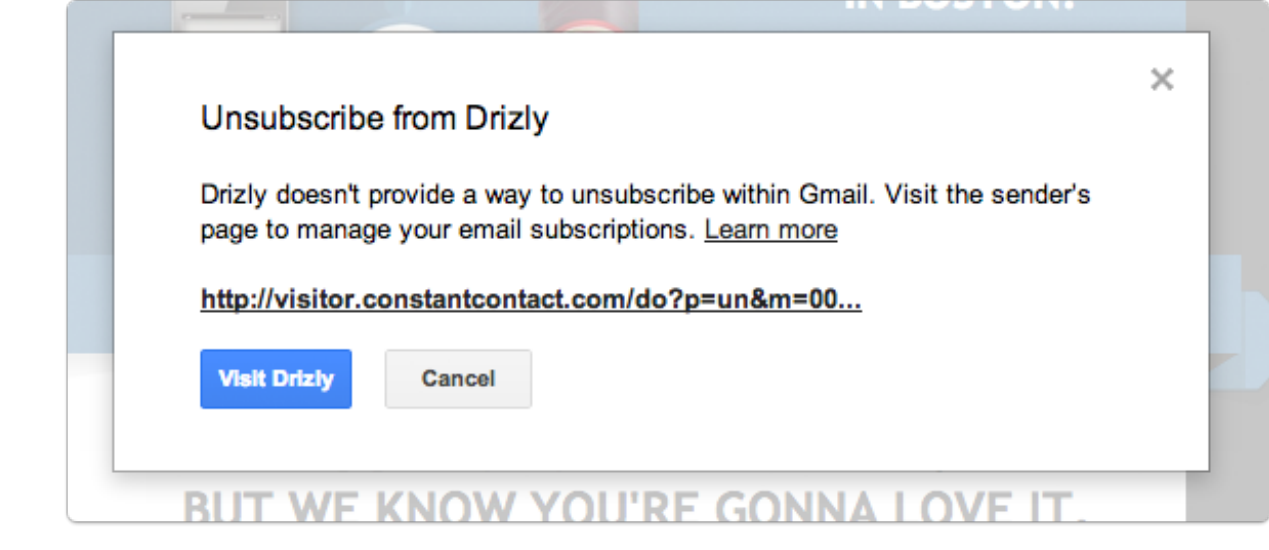
You can choose to use an email address, a URL (we'd recommend linking to your subscription center), or both in the List-Unsubscribe header.

In this example, both methods of List-Unsubscribe are used. If this occurs, then the latter of the two will display as the unsubscribe action. If you choose to use an email address, then subscribers will receive the following notice if they click on the auto-unsubscribe link:

In this case, Google will send an email to the sender requesting to have that subscriber removed from future sends. However, if you choose to use a URL, then subscriber will receive this notice:



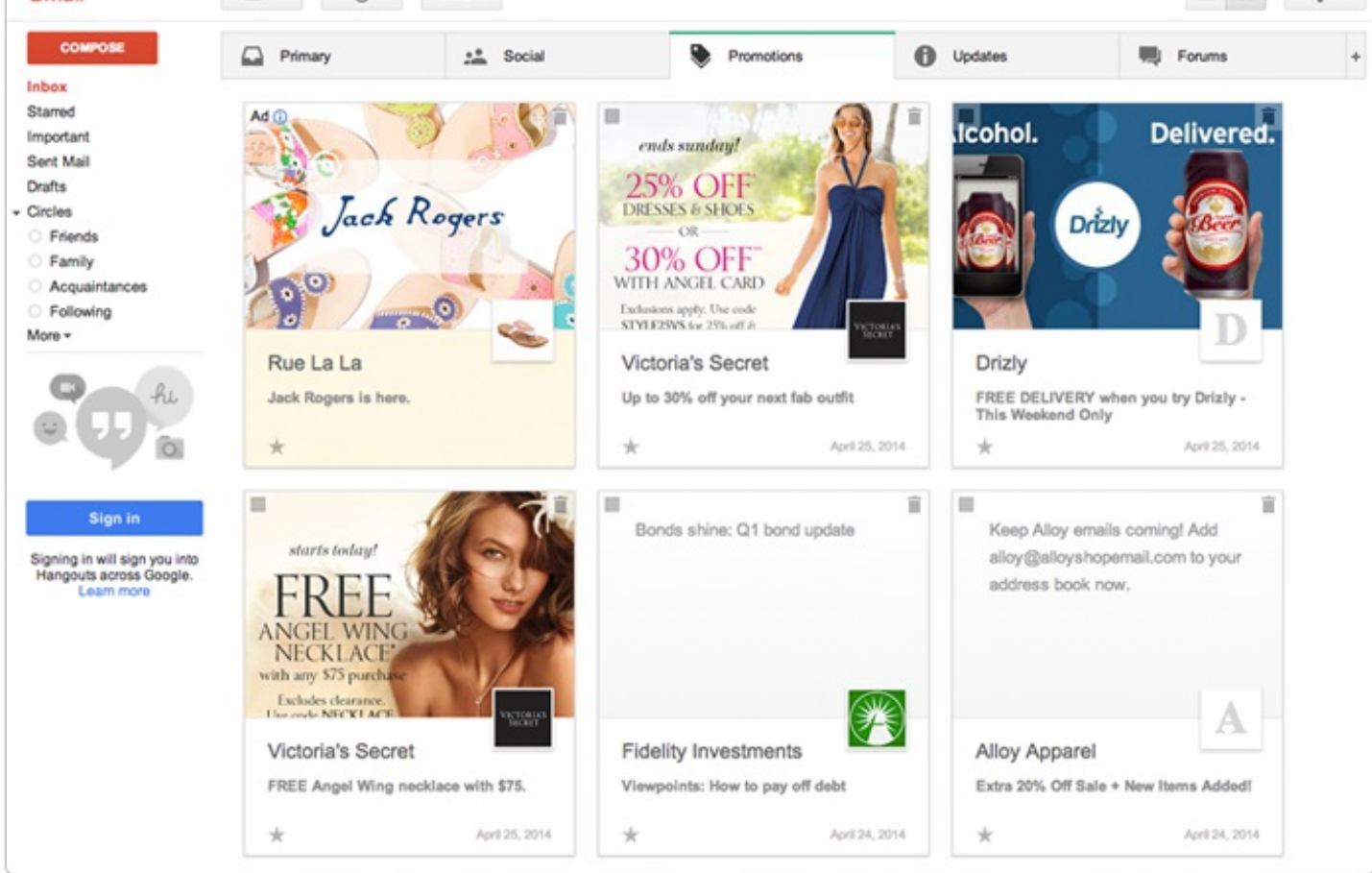
In this case, Gmail is simply passing along the unsubscribe link used by the sender. The unsubscribe process is the same as if the unsubscribe link in the body of the email had been clicked.



And don't worry too much about your unsubscribe rates going up! [Campaign Monitor](#) found that there hasn't been a significant increase in unsubscribe rates since Google rolled out automatic unsubscribes.

PROMOTIONS TAB GRID VIEW

In March 2014, Gmail introduced [grid view](#), a visual alternative to the Promotions tab. Grid view is currently available for users that have opted-in and are using the Gmail web interface. Taking a page out of the Pinterest playbook, grid view brings large graphics and infinite scrolling to the Promotions tab.

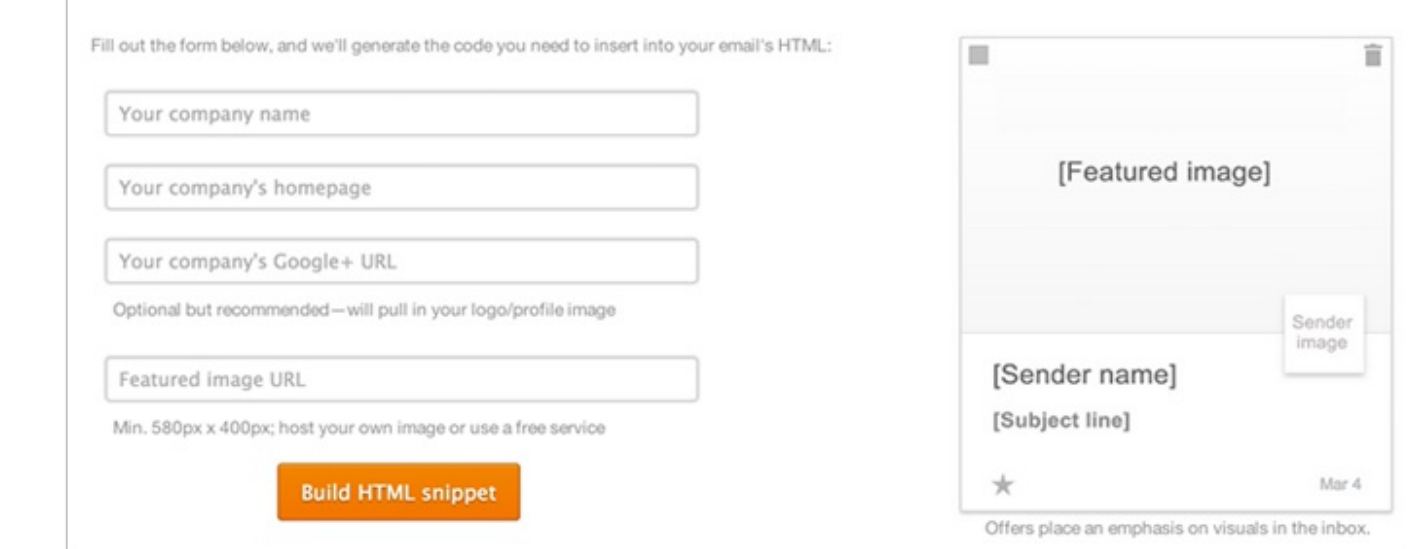


In accounts where grid view is enabled, Gmail displays each email with a large featured image, sender name, subject line, and sender image. Note that preview text is no longer displayed.

ACTION ITEM: OPTIMIZE YOUR EMAILS FOR THIS NEW INBOX

★ Define your grid view image with custom Gmail schema

While there was plenty of fanfare immediately following the release of grid view, the excitement (and adoption) has seemed to wane. Unfortunately, there's no way to measure how many of your emails are opened in grid view. If you're a retailer that sees a high volume of Gmail opens, have a highly visual brand, or know your audience consists of tech early adopters, you may want to consider optimizing your emails for Gmail's grid view. You'll need to implement specific markup—called schema—into the HTML of your email. We've developed a handy (and free!) [Gmail Promotion Tab Code Generator](#) to help you create the code you'll need to add to your HTML email campaigns.

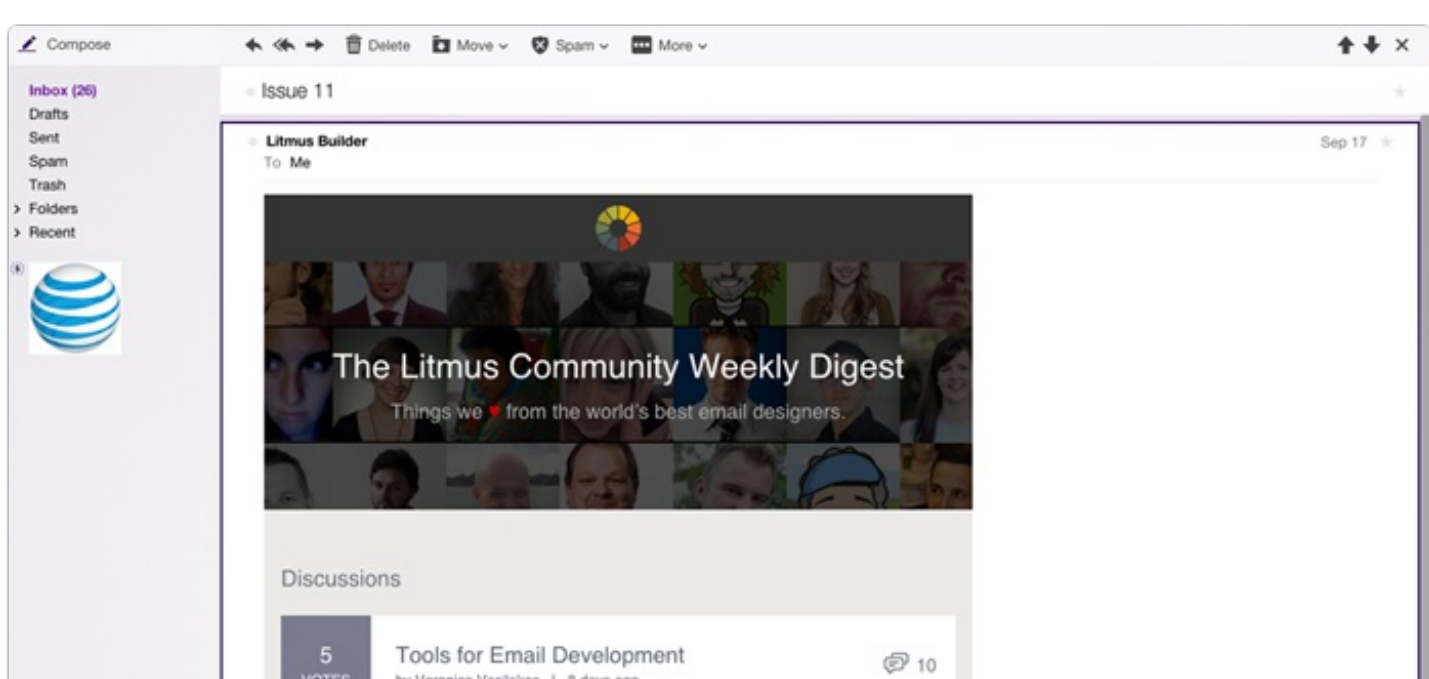


For emails that don't contain this specialized schema, Gmail will use an algorithm to determine which image should be featured. The sender name and subject line still come from your actual email, while the sender image is pulled from your company's verified Google+ profile. If you don't have a verified Google+ profile, the logo portion of the message will be the first letter of your sender name.

YAHOO'S UPDATE (OR, STEP BACK)

Yahoo Drops Support for Align Attributes

In May 2014, [Mark Lillicrapp](#), a Litmus Community member, noticed that [Yahoo no longer supported the center align HTML attribute](#). Many email creators use `align="center"` to center tables in their campaigns. This technique helps prevent content from pushing up against the edges of the email body and generally makes for a better looking email. As a result of this issue, tables are displayed to the left of their intended position.



ACTION ITEM: USE A LITTLE CODE TO FIX THE ISSUE

★ Set your outermost containing table to `table-layout: fixed;`

Litmus Community to the rescue! One of our most active members, [Mark Robbins](#), quickly discovered a fix for the alignment issue.

```
<!-- CONTAINER TABLE -->
<table width="100%" style="table-layout: fixed;">
  <tr>
    <td>
      <!-- NESTED TABLES AND EMAIL CONTENT -->
    </td>
  </tr>
</table>
```

This CSS property fixes the issue and doesn't affect how other email clients render campaigns—meaning that it's safe to include in your emails from here on out.

Be sure to test (or re-test) templates and emails to ensure the fix is working correctly. Pay special attention to transactional or automated emails that may not see continued edits over time.

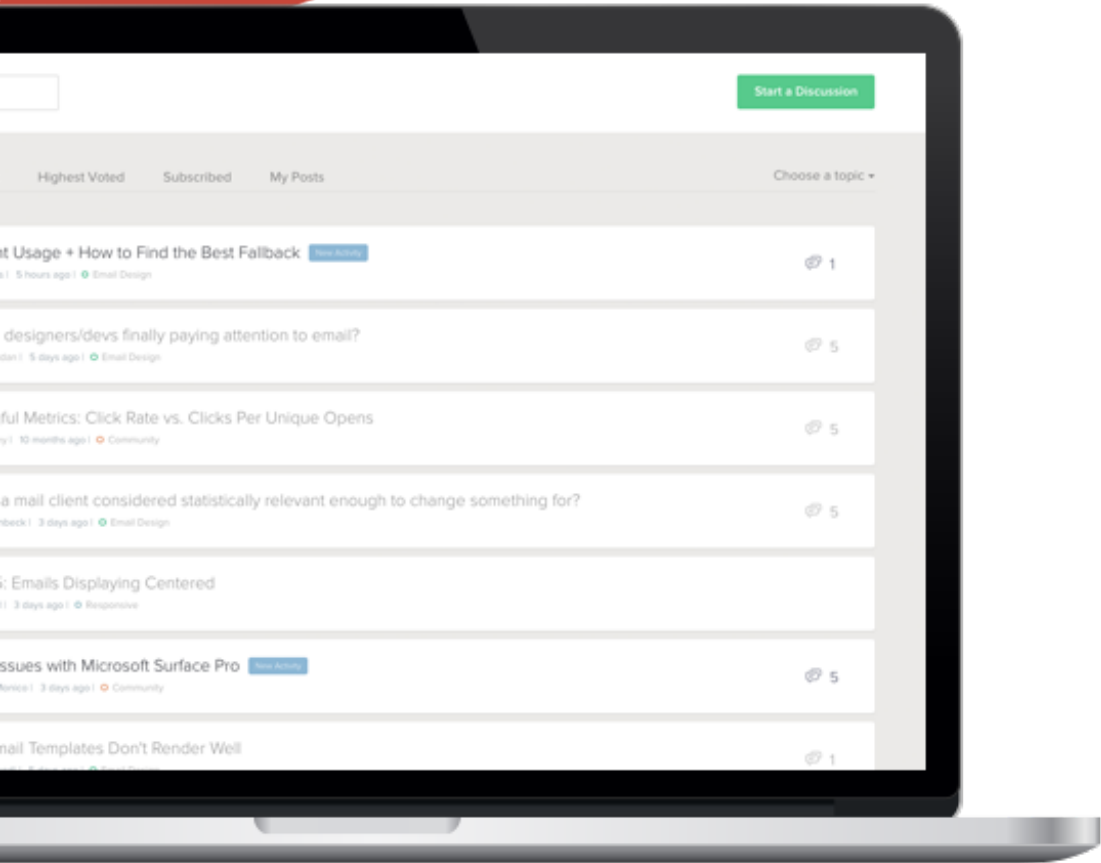
★ It's time to test in Yahoo! Mail

Is your email left or center aligned in Yahoo? Get screenshots of your campaign to see before you send.

TEST YOUR EMAIL IN YAHOO! MAIL→

CHAPTER 4

EMAIL DESIGN INDUSTRY ADVANCEMENTS



THE FIRST EMAIL DESIGN + MARKETING COMMUNITY

The [Litmus Community](#) is the perfect spot for email designers and marketers to share information, start discussions, ask code questions, and work out problems together.

WHAT SHOULD YOU DO?

- ★ **Join the Community!**
Registration is completely free—you don’t have to maintain a paid account to participate in Community. Everyone is welcome to join in the discussions, learn, share, troubleshoot, and contribute.

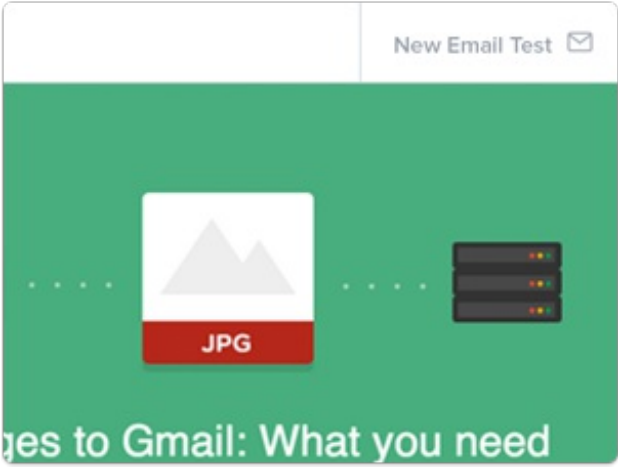
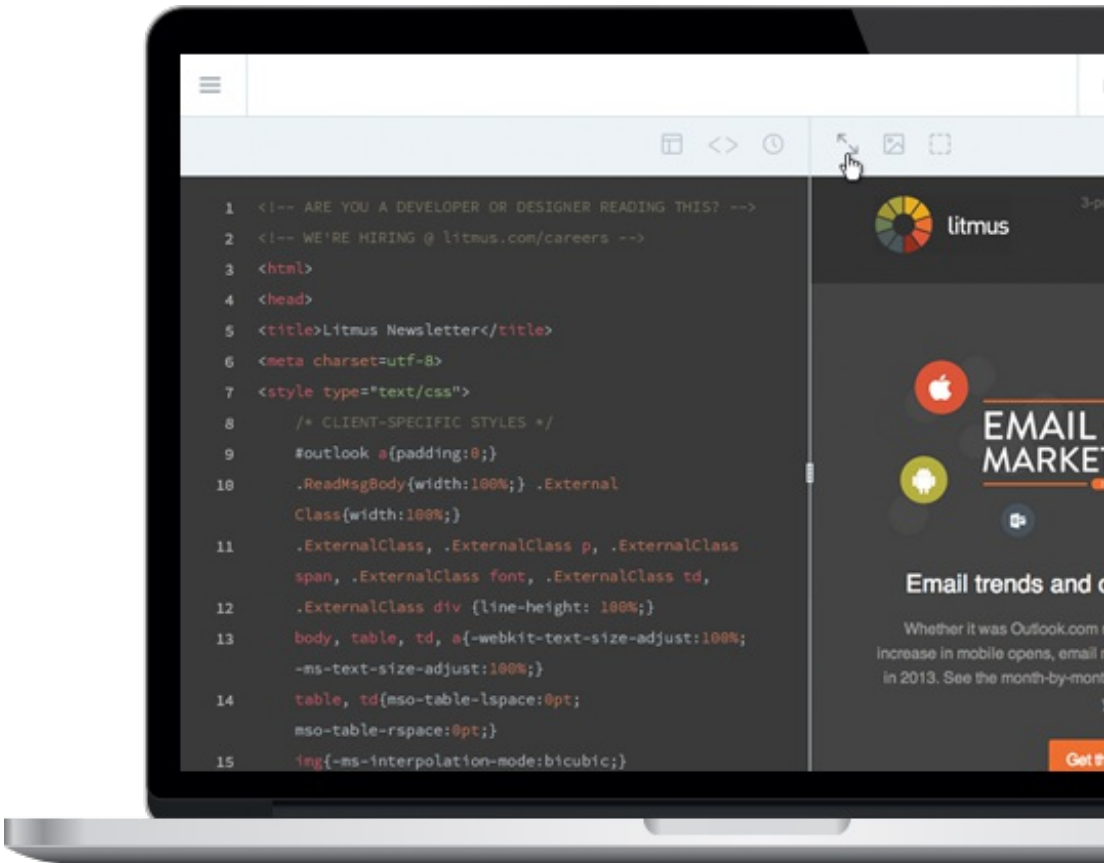
[JOIN THE LITMUS COMMUNITY →](#)

THE FIRST CODE EDITOR BUILT FOR EMAIL DESIGN

Email creators have long been stuck using tools created for web design. With the community’s help, we launched the first code editor built for email designers by email designers: [Litmus Builder](#).

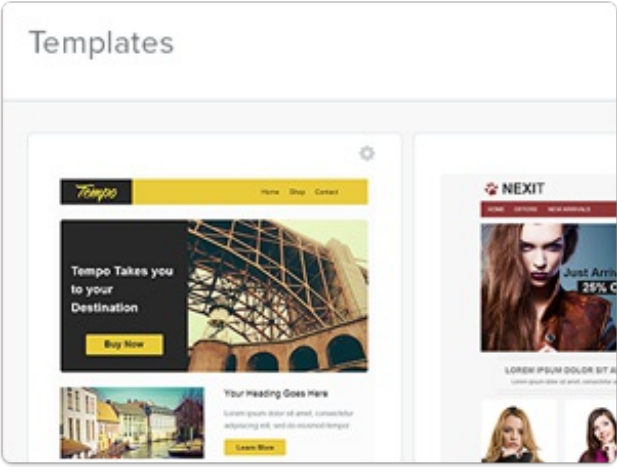
Litmus Builder provides real-time mobile and desktop previews of your email. Customizable snippets, HTML/CSS autocomplete, images on/off views, Emmet integration, drag and drop uploads, and public sharing help make building, testing, and sharing emails faster than ever before.

Other helpful features in Builder include:



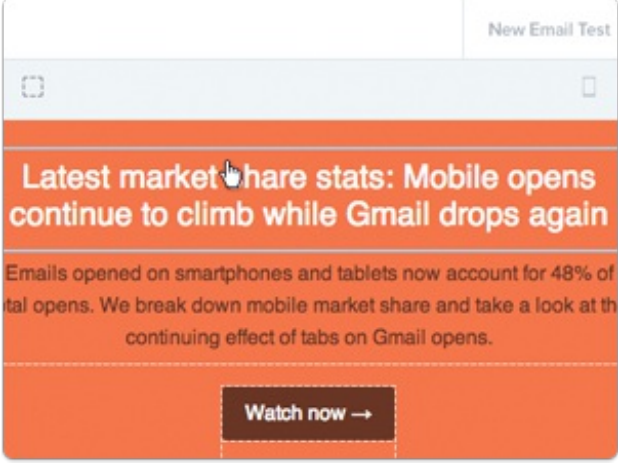
One-click email testing

In seconds, you can start a Litmus email previews test, as well as send a real test to your own inbox.



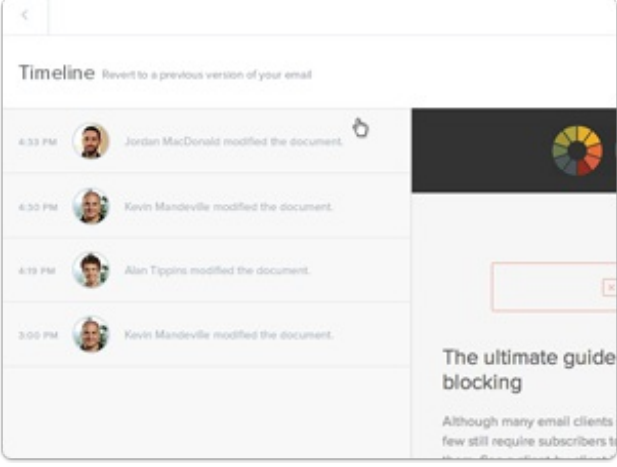
Gallery of customizable templates

Start your emails as a blank slate, use one of our pre-tested templates, or create your own. It’s up to you!



Easily navigate your HTML

Click on any HTML element in the preview pane and land on that element directly within the code editor.



Never lose changes to an email again

View your entire email’s history. See who made changes and when and easily restore any version at any time.

WHAT SHOULD YOU DO?

- ★ **Start using Litmus Builder for free**

Streamline your email build process by using the powerful email-specific tools in Builder. Builder access is included in all Litmus subscriptions, or you can sign up for a free Builder-only account.

[GET STARTED WITH LITMUS BUILDER →](#)

EMAIL CLIENT MARKET SHARE

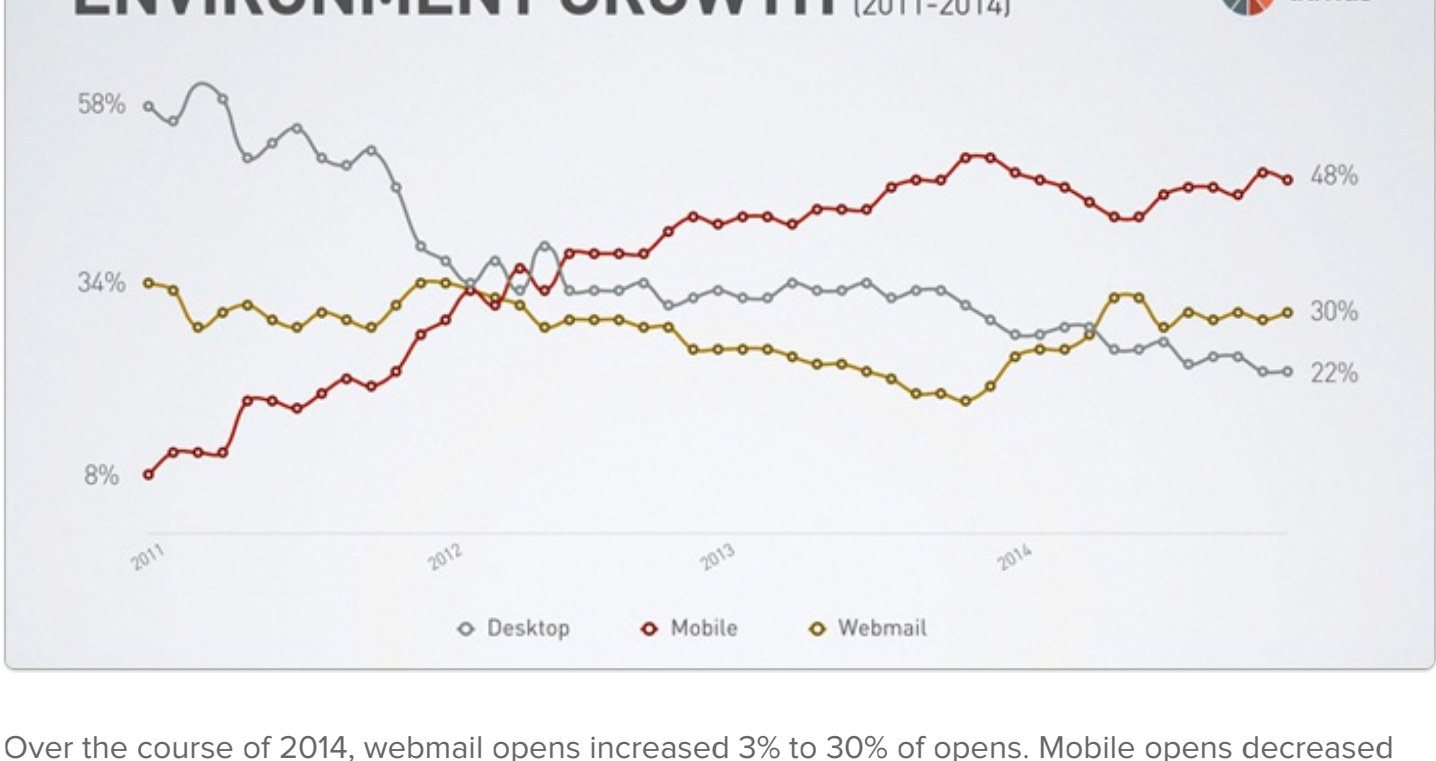
1	APPLE IPHONE	28%
2	GMAIL	16%
3	APPLE IPAD	12%
4	OUTLOOK	9%
5	APPLE MAIL	8%
6	GOOGLE ANDROID	7%
7	OUTLOOK.COM	5%
8	YAHOO! MAIL	4%
9	WINDOWS LIVE MAIL	2%
10	AOL MAIL	1%

TOP 10 EMAIL CLIENTS IN 2014

Our 2014 market share data is derived from over 12 billion opens collected worldwide with [Email Analytics](#) between January 1, 2014 and December 31, 2014.

Our open data highlights worldwide trends across all industries and verticals. Open data for your subscribers is likely different. We recommend using Email Analytics to determine email client open popularity for your audience.

As always, it's important to note that some email clients may be over- or under-reported due to automatic enablement of images and/or image blocking. The aforementioned Gmail changes also [impacted open rates during 2014](#).



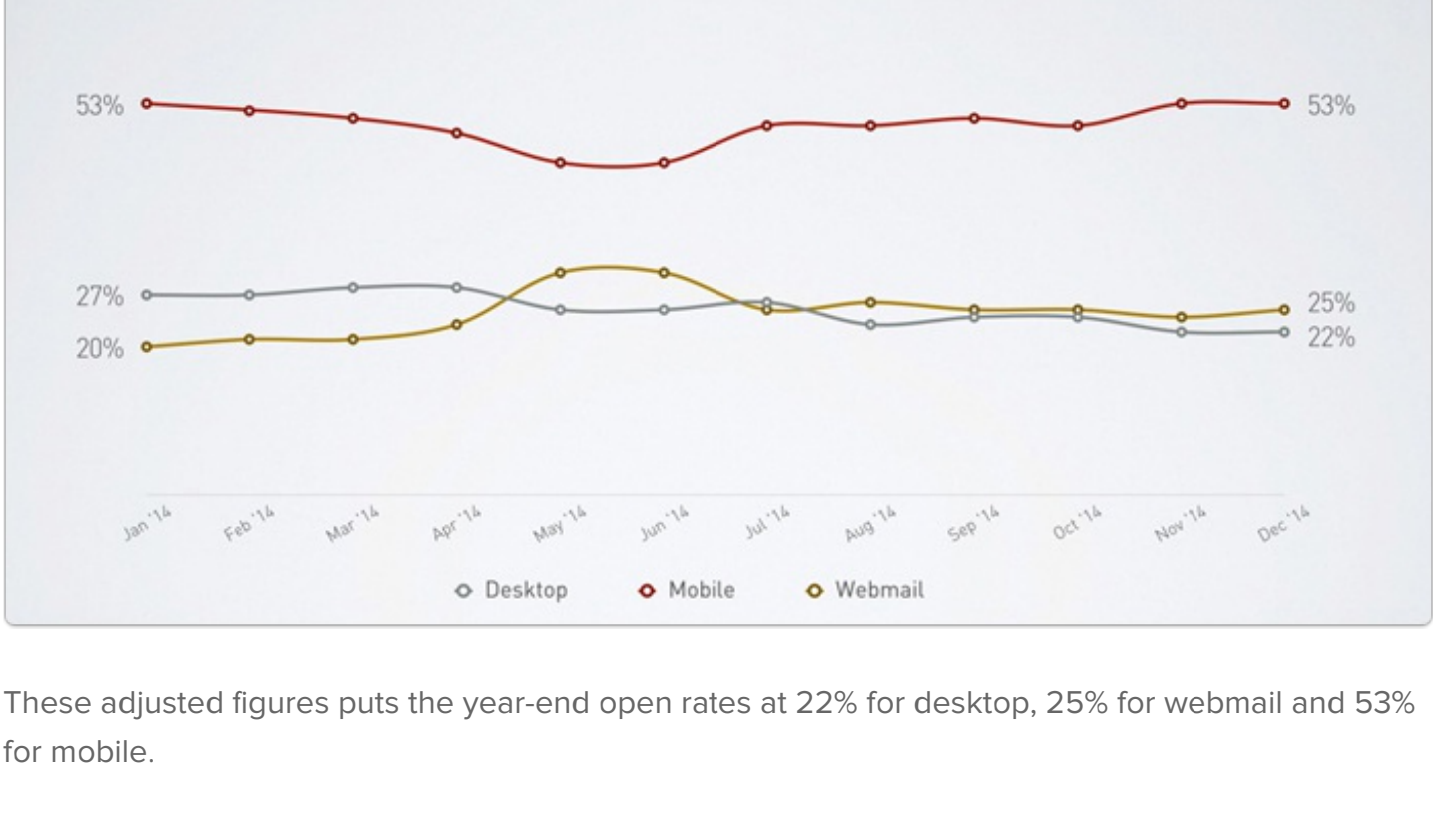
Over the course of 2014, webmail opens increased 3% to 30% of opens. Mobile opens decreased 1% to end the year with 48% of opens, and desktop opens decreased 2% for a year-end 22% total open rate.

GMAIL'S IMPACT ON OPENS

The addition of Gmail's automatic image enablement and image caching in 2013 had a major impact on email opens throughout 2014. Not only did Gmail opens increase 72% to represent 16% of all opens, but, as a result of image caching, all opens in Gmail look like they are coming from the same place—regardless of the fact that some are coming from web browsers and some are coming from mobile apps.

All opens from Gmail now fall into the webmail category, which explains why webmail opens increased over the course of the year. In addition, since some mobile Gmail opens are now reported as webmail opens, mobile opens steadily declined in the first half of 2014. However, things started to pick back up in June and mobile opens began rising once again.

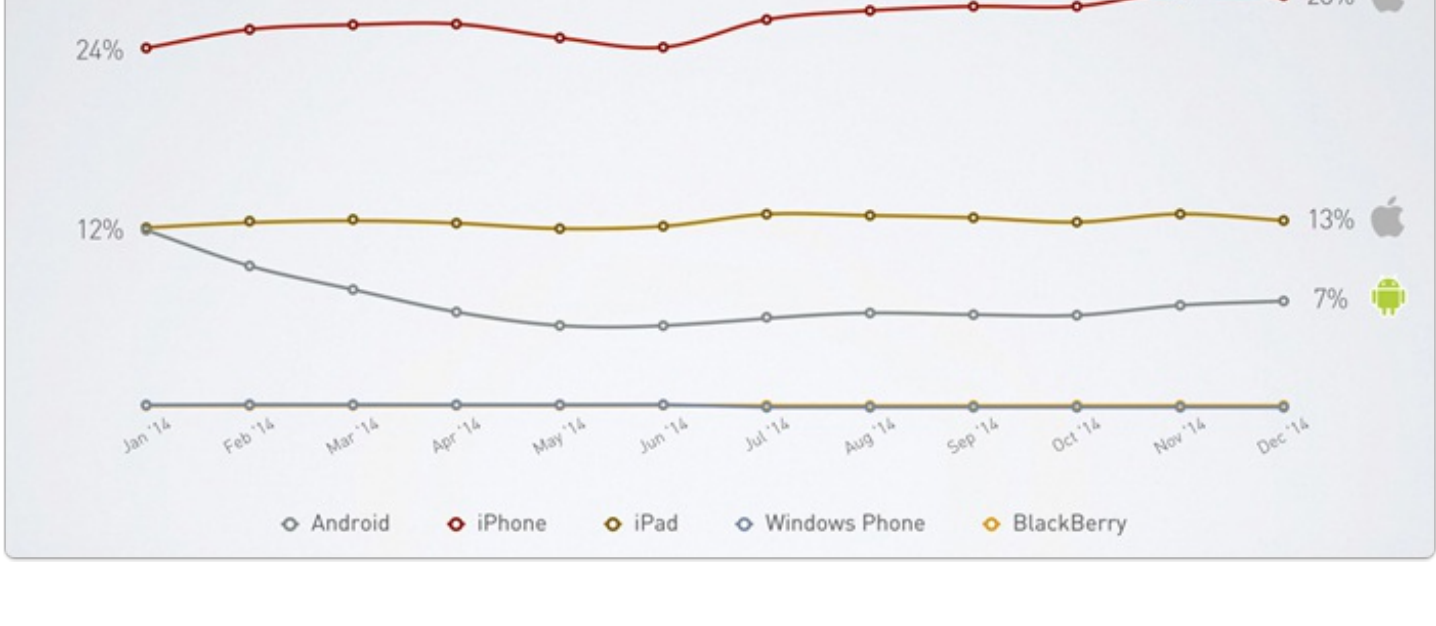
By looking at historical data and trends for mobile growth and the difference in Gmail opens before and after the updates, we can attempt to adjust market share to account for the mobile opens that are being counted as webmail. On average, it appears as though mobile opens are probably 3–5% higher than what is currently detectable.



These adjusted figures puts the year-end open rates at 22% for desktop, 25% for webmail and 53% for mobile.

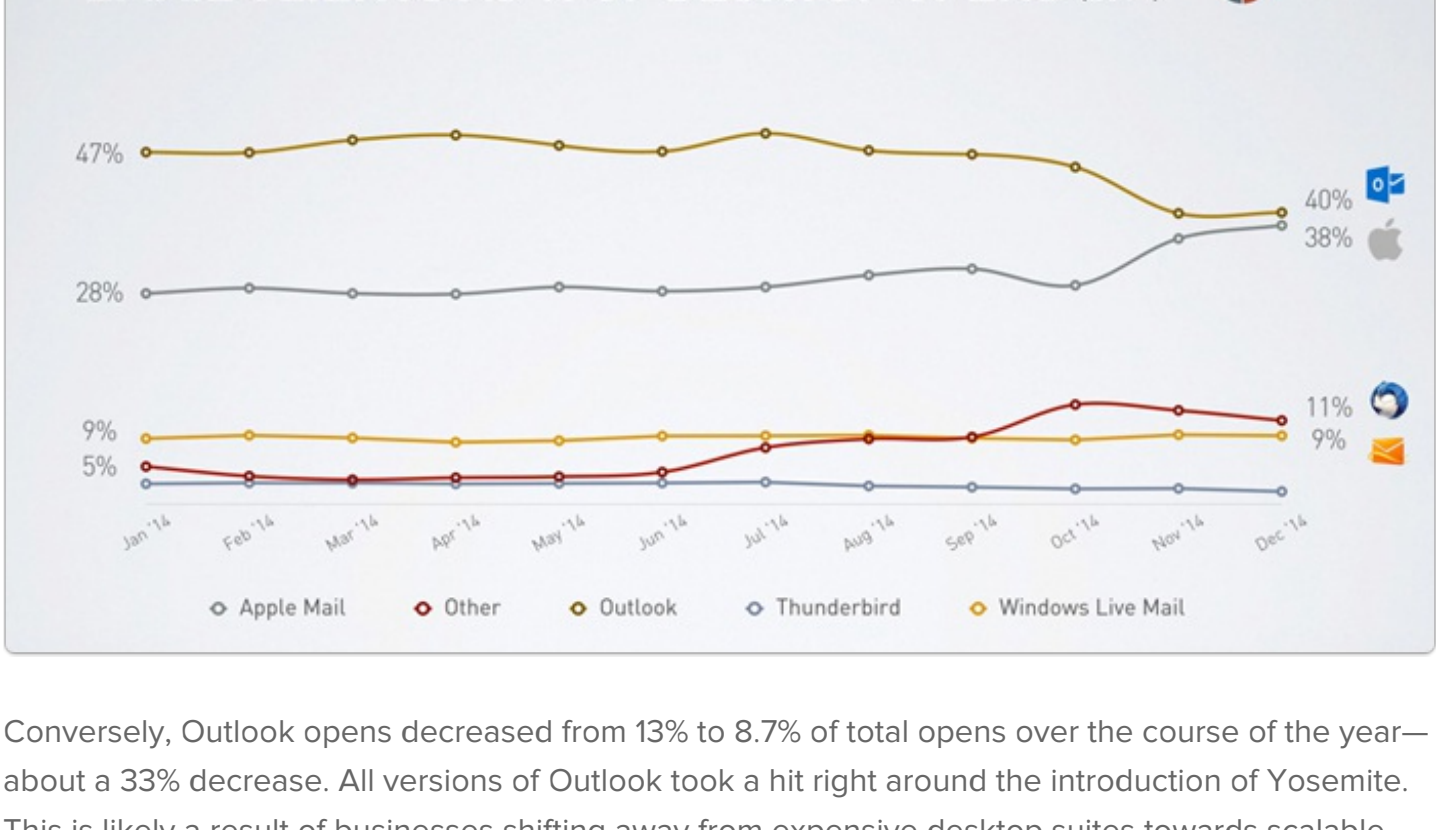
MOBILE: ANDROID OPENS DECREASE, IPHONE OPENS INCREASE

Over the course of 2014, Android opens decreased 40% to represent only 7% of opens. This decrease is also a result of changes to Gmail, since some opens that were once attributed as Android mobile opens, are now being tracked as Gmail webmail opens. However, iPhone opens rose from 25% to 28% over the year.



DESKTOP: OUTLOOK OPENS DECREASE, APPLE MAIL OPENS INCREASE

After the release of the Yosemite operating system in October 2014, Apple Mail opens spiked and closed out the year representing 38% of desktop opens (and 8% of total opens).



Conversely, Outlook opens decreased from 13% to 8.7% of total opens over the course of the year—about a 33% decrease. All versions of Outlook took a hit right around the introduction of Yosemite. This is likely a result of businesses shifting away from expensive desktop suites towards scalable mobile and web apps, like Google Apps.

WHAT DOES IT ALL MEAN?

Whether it's the addition of a new or updated email app, or an email client dropping support for HTML or CSS attributes (without notice, of course), the email world is constantly changing and advancing. As marketers and designers who spend our days planning, coding, testing, and executing email campaigns, it's our responsibility to stay on top of the latest updates and advances. After all, we understand the power of email—and that optimizing these messages can have a huge impact on opens, clicks, conversions, and most importantly—our brand.

Utilize free and paid tools to maximize the impact of your marketing messages. Litmus makes it easy to research, learn, build, test, troubleshoot, and analyze every campaign. Ensure that you're providing your subscribers with the best email experience possible, and getting the best possible results.

Try Litmus free for 14 days. No credit card required.

IT'S TIME TO TEST →

ABOUT THE AUTHOR



Lauren Smith is a content marketer at Litmus. Whether it's blogging, tweeting, or planning conferences, she's always helping the world send better emails.

ABOUT THE DESIGNER



Kevin Mandeville is a content designer at Litmus. Apart from pushing pixels to perfection, he also co-hosts [The Email Design Podcast](#).



Agencies, designers and marketing teams worldwide use Litmus' email preview and analytics solutions to test, target and optimize their campaigns.

Free 14-Day Trial

