Images in an HTML email

Overview

HTML email that has images must have the images publicly accessible in order for the receiving users to view the images. The best practice for this is to host the images on a web server. Some organizations outsource the creation on the images where it is quite normal for these companies to host the images on their servers.

In many cases, having easy access to a publicly available web server is not an option for HTML email template authors. This best practice describes a method of being able to access images that are stored in the documents tab.

The quick answer is to use the following format for your image source. The rest of this document describes how to set this up in more detail.

https://{SF_Instance}.salesforce.com/servlet/servlet.ImageServer?oid={ORG_ID}&id={ Document_Image_Id}

Where the following is substituted:
- {SF_Instance}: This is the instance where your salesforce.com runs. It will be similar to "na0", "na1", "emea", "apac" etc. This can be seen on most screens of salesforce.com as the first part of the URL.
- {ORG_ID}: The salesforce.com com Organization ID. Located under the company information tab in the setup menu.
- {Document_Image_Id}: Document ID is the document identifier. This can be located as last part of the URL when viewing your image from the documents tab.

Step-by-step instructions

The following sections describe where to locate the components that need to be substituted in the URL. The final section gives a working example of a simple HTML email template.

The URL that is being described in the following section is:
https://{SF_Instance}.salesforce.com/servlet/servlet.ImageServer?oid={ORG_ID}&id={ Document_Image_Id}

For more information on HTML email templates please go to Help and Training within Salesforce.com and then do a search on "HTML email".

{SF_Instance}: Salesforce.com Instance

This is the instance that salesforce.com runs in; "na0", "na1", "emea", "apac" etc. This can be seen on most screens of salesforce.com as the first part of the URL.

{ORG_ID}: Salesforce.com com Organization ID

This can be found under the company information tab. To locate this, click on setup, Administration setup, company profile, company information.

{Document_Image_Id}: Document Identifier

After uploading your image into the documents tab, go into the document view function. Please note the last 15 characters of the URL (All characters after the last "/"). Also make sure the image is marked as "externally available".
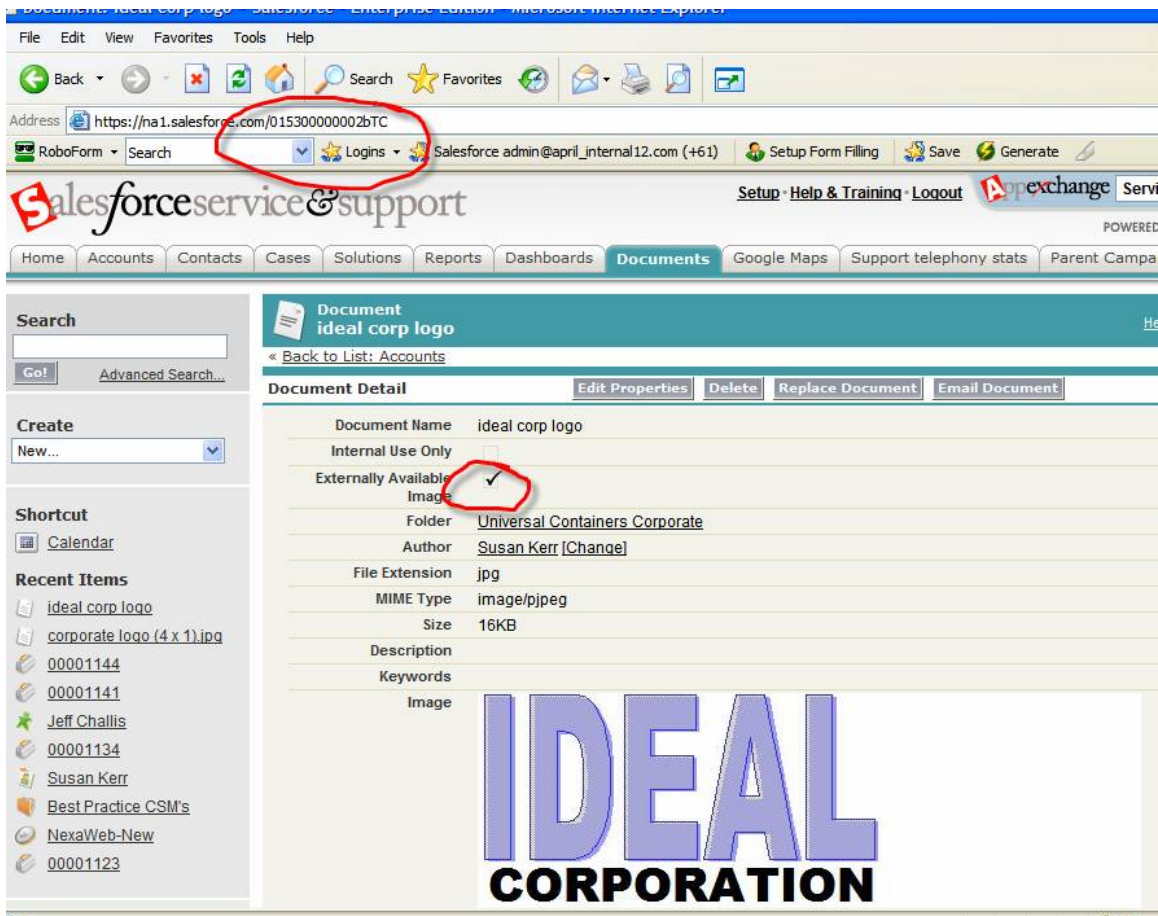
Sample HTML email template

From the above we have been able to locate all the pieces of information that are needed for the complete URL.

Where the following values are to be substituted:
- {SF_Instance}: na1
- {ORG_ID}: 00D300000000o6s
- {Document_Image_Id}: 015300000002bTC

This would now make our URL:
https://na1.salesforce.com/servlet/servlet.ImageServer?oid=00D300000000o6s&id=015300000002bTC

You can test this out put cut/pasting your URL into the browser.
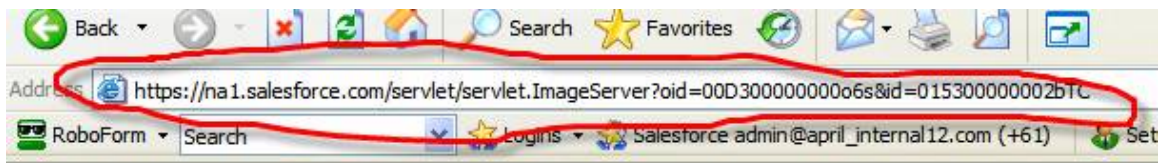
Now design your HTM email in your favorite HTML editor; Dreamweaver, FrontPage etc.

When designing your email, you will find it easiest to use images that are stored on your local disk drive. Once you have completed it, then go back and substitute the image code with the URL that points to the image in the documents tab. This is located in the <IMG SRC="…."> HTML tags.

The following gives an example using the URL that we created above.

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN"
"http://www.w3.org/TR/html4/loose.dtd">
<html>
<head>
<title>Sample HTML email</title>
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
</head>

<body>
<img
src="https://na1.salesforce.com/servlet/servlet.ImageServer?oid=00D300000000o6s&id=
015300000002bTC" width="98" height="55"></body>
</html>
```

The next step requires an HTML email template to be setup. To do this go to setup, Administration setup, Communications template, Email Templates. Make sure to select "Custom (without using letterhead)".

Make sure the template is marked as available for use.

Code is pasted into the body of the HTML email. Use the Preview button to check to make sure it is working OK before moving on.

**Custom Email Template Edit
HTML email**

Help fo

Step 3: Create HTML version

Preview | Save & Previous | Save & Next | Ca

Paste the HTML code for your custom HTML email in the box below. Use merge fields to personalize your email cont

Available Merge Fields

Select Field Type | Select Field | Copy Merge Field Value

Contact Fields

Copy and paste the merge field value into your HTML content below.

HTML Email Content | = Required Information

Subject | Sample HTML email with IMAGES from the DOCMENTS Tab.

HTML Body

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN"
"http://www.w3.org/TR/html4/loose.dtd">
<html>
<head>
<title>Sample HTML email</title>
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-
1">
</head>

<body>
<img src="https://na1.salesforce.com/servlet/servlet.ImageServer?
oid=00D300000000o6s&id=015300000002bTC" width="98"
height="55"></body>
</html>
```

Now you are ready to send you HTML emails.