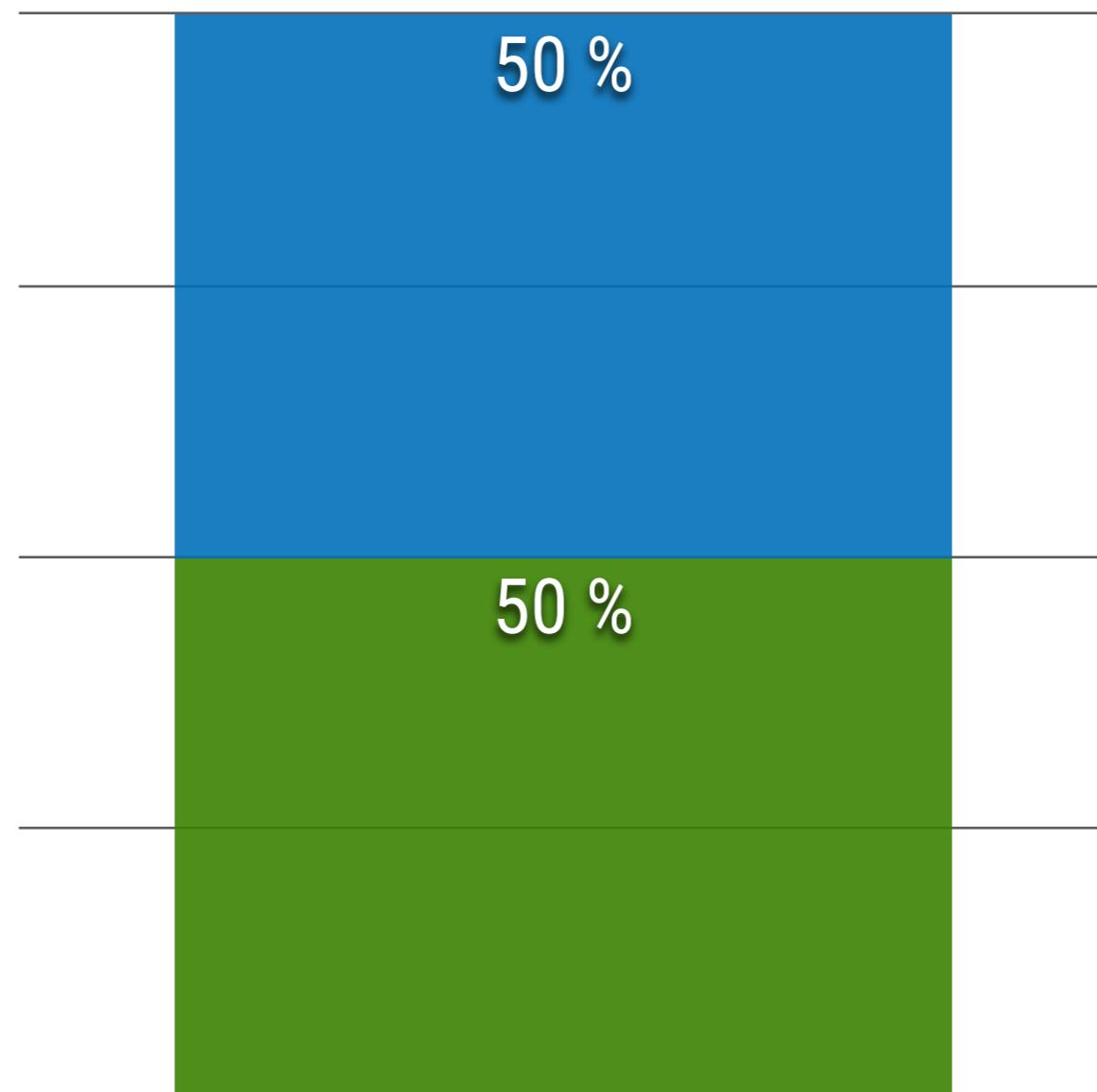


Responsive Emails

Einführung

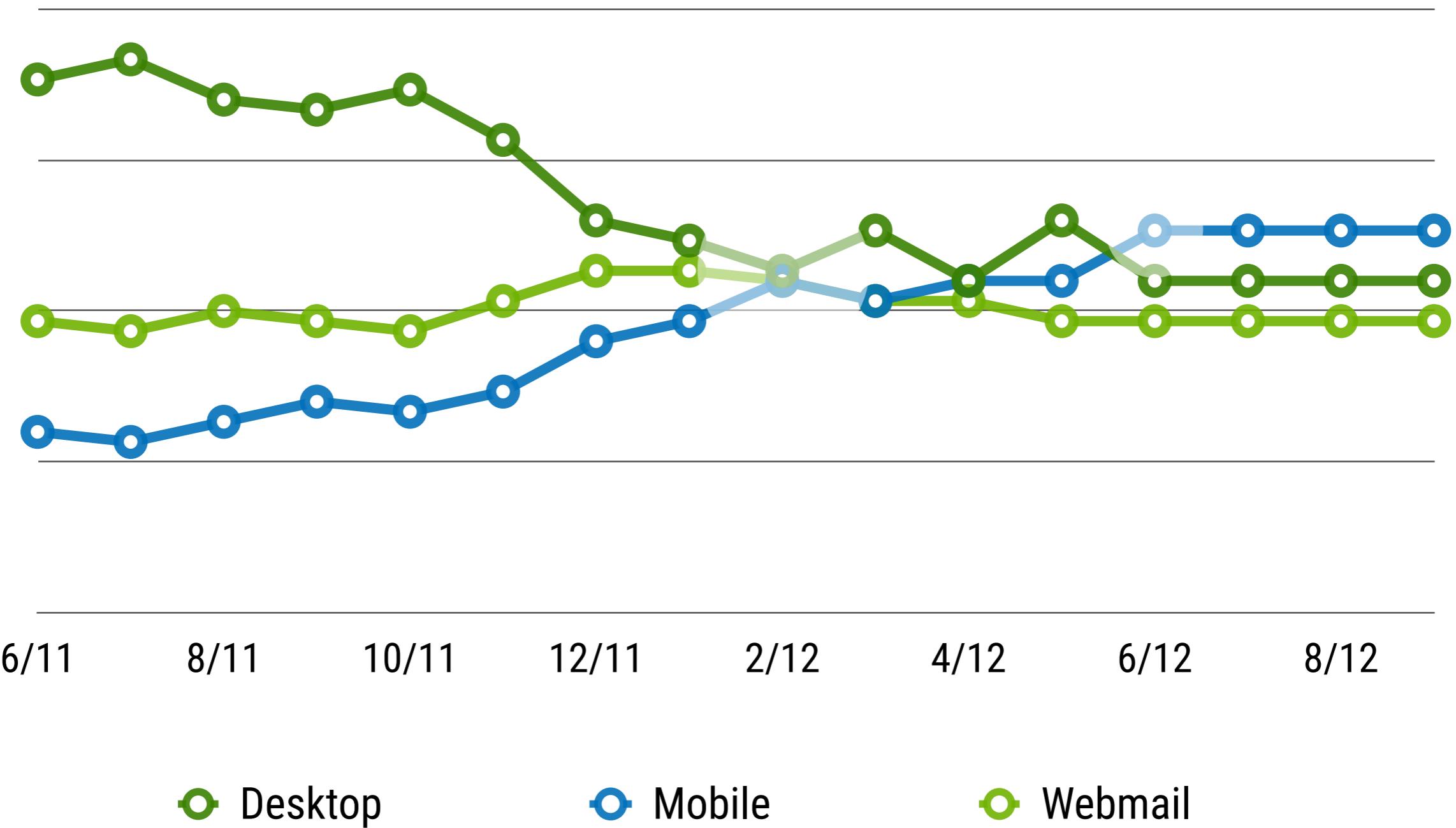
Zielmedien und technische Einschränkungen

IM FEBRUAR 2012 HABEN
DIE MOBILEN DIE
DESKTOP CLIENTS
ÜBERHOLT.

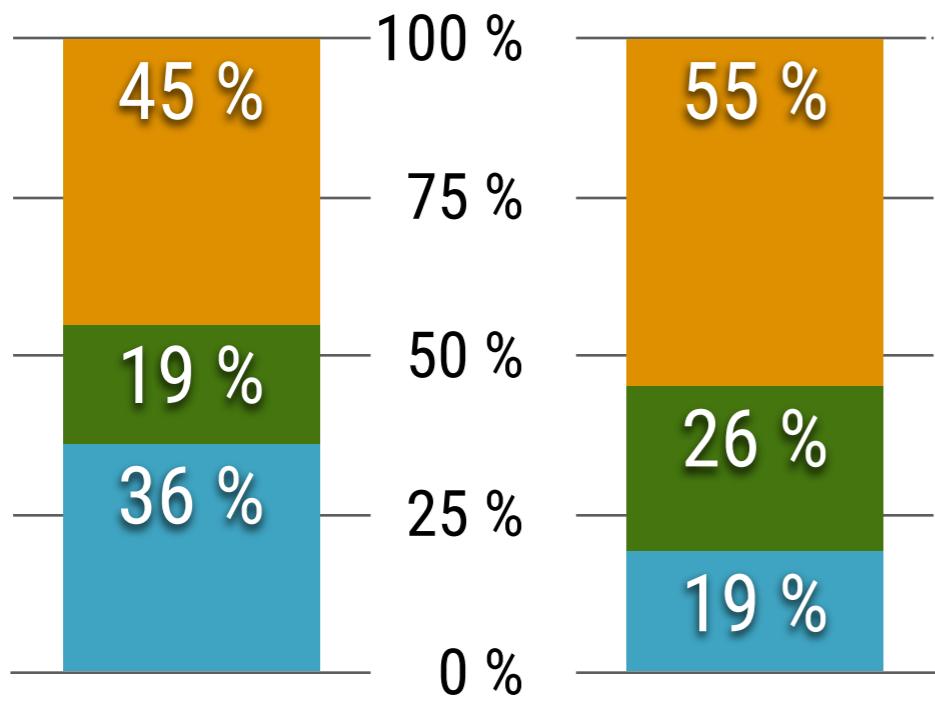


■ Desktop ■ Mobil

PLATTFORM OPENS PER MONAT



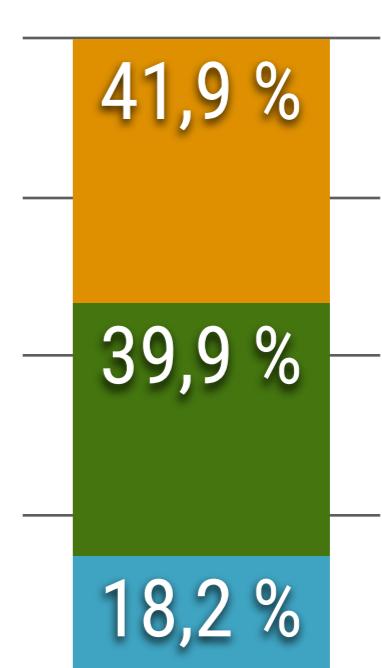
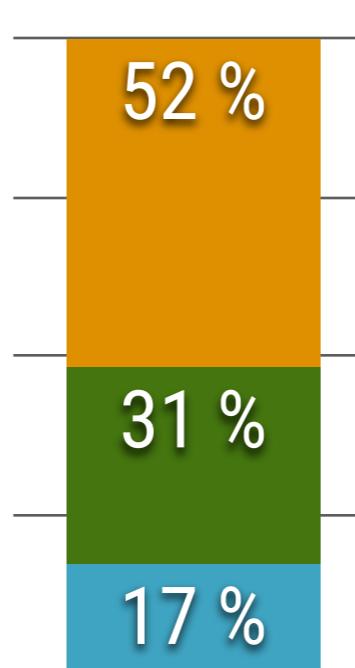
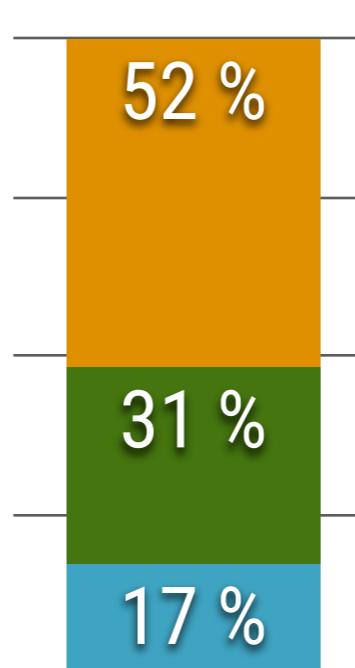
EMAIL OPENS
(ADESTRA,
MÄRZ 2015)



EMAIL OPENS
(LITMUS,
MÄRZ 2016)

EMAIL OPENS
(LITMUS,
MÄRZ 2017)

EMAIL OPENS
(LITMUS,
MÄRZ 2019)

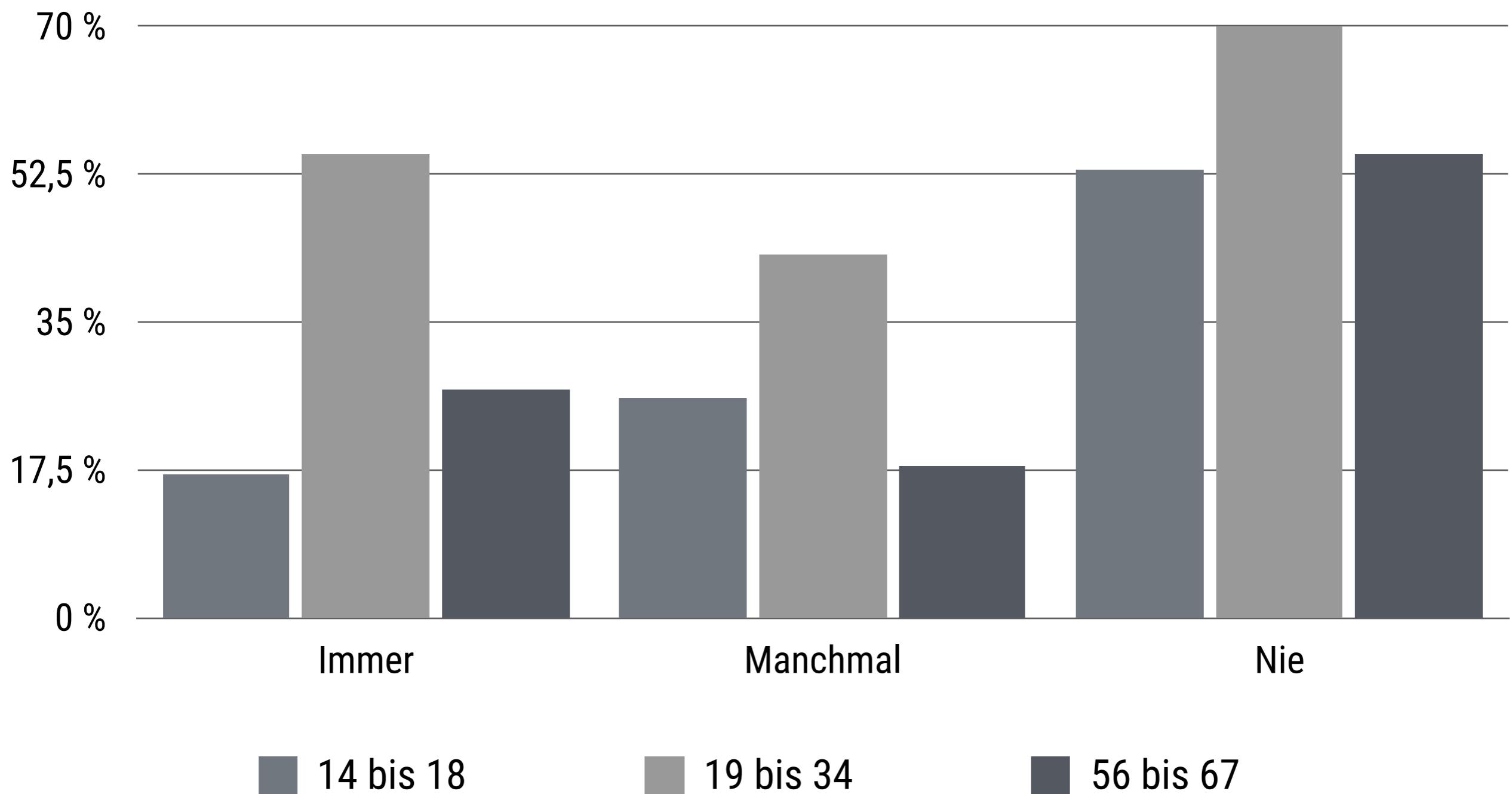


■ Desktop

■ Webmail

■ Mobil

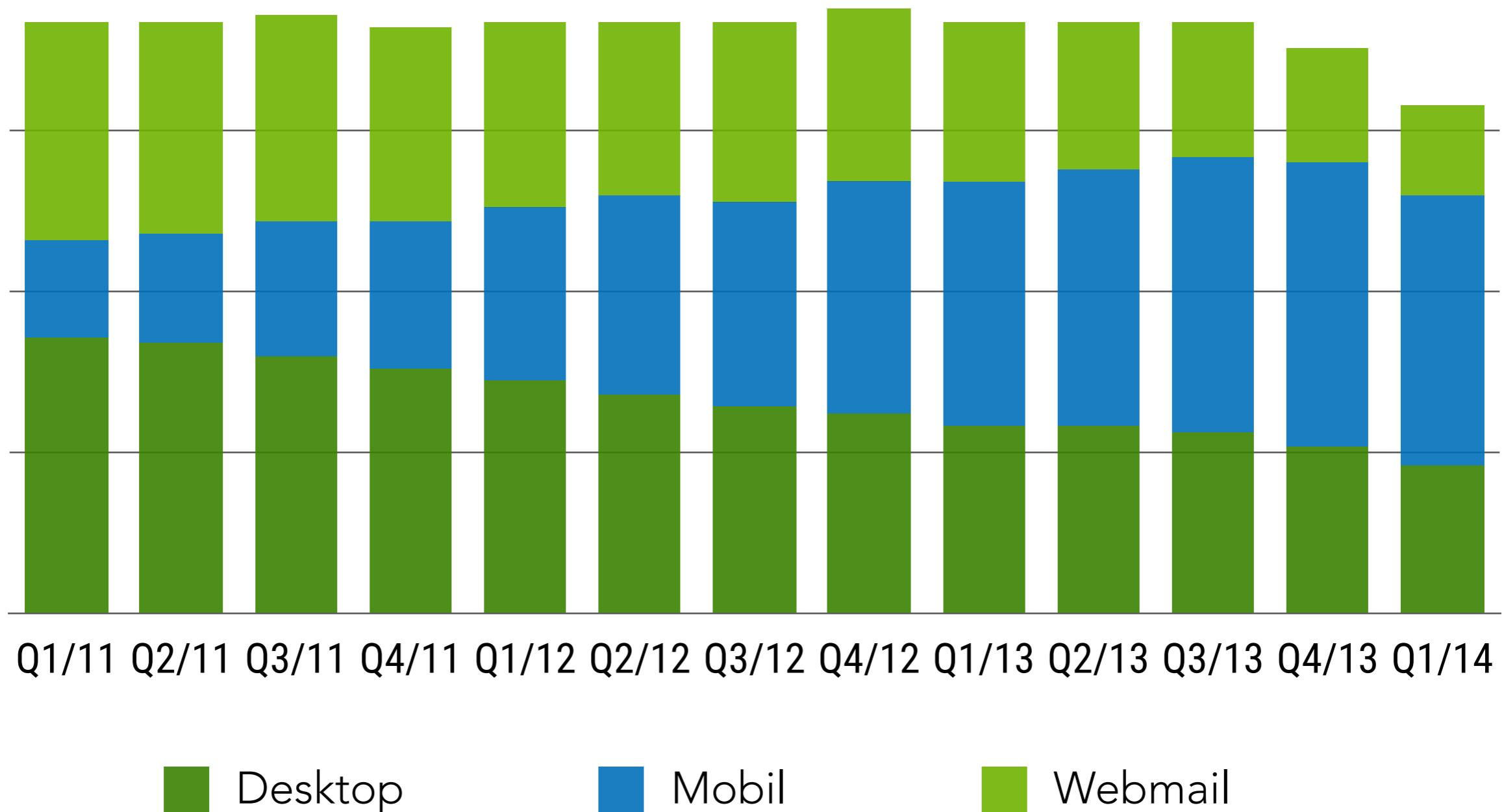
BENUTZEN SIE IHR MOBILES GERÄT, UM EMAILS VORZUSORTIEREN, BEVOR SIE ES AM DESKTOP LESEN?



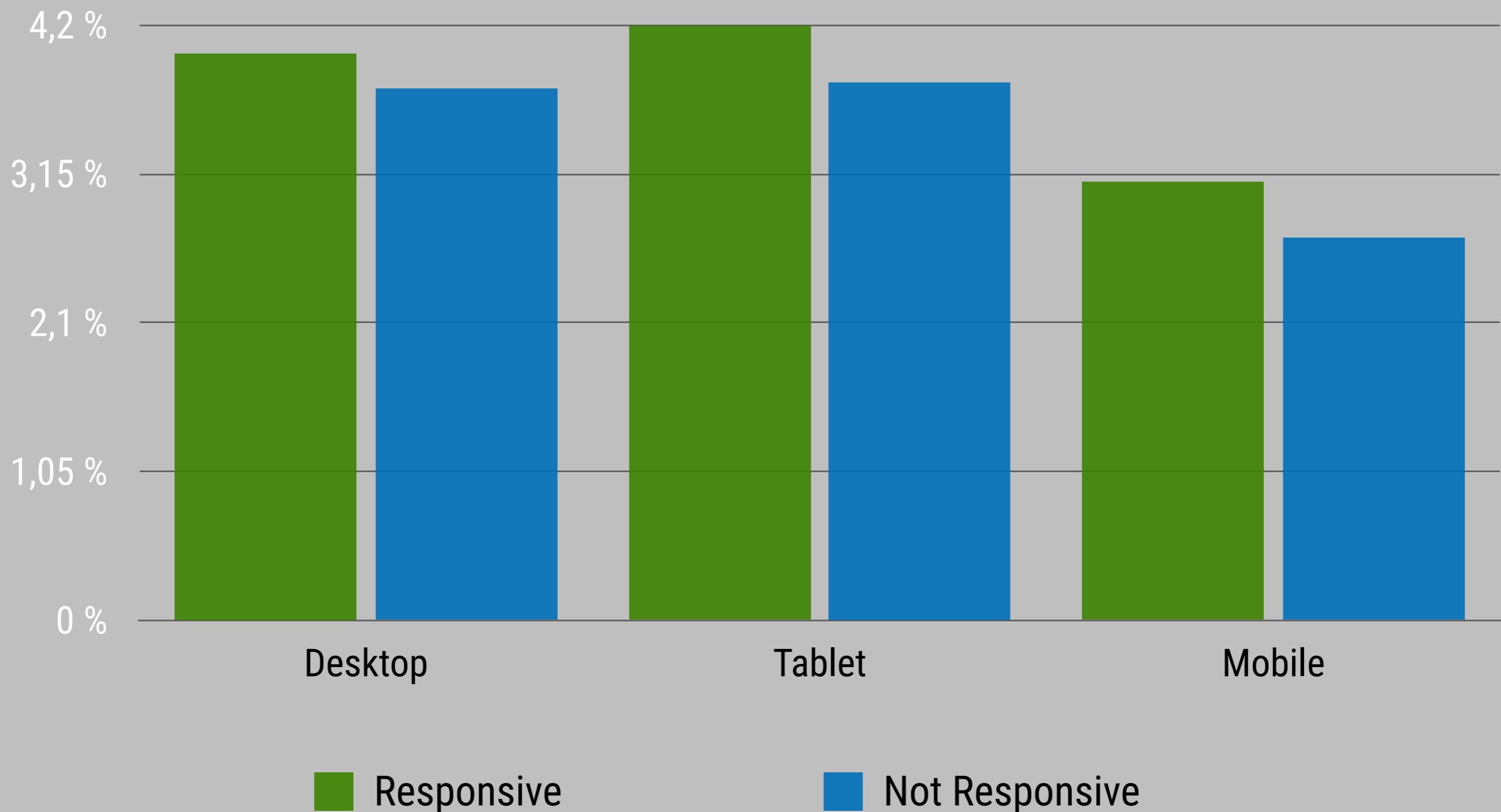
- Desktop represents 19% of all email opens, webmail 26% and mobile 55%. – Litmus “Email Analytics” (March 2016)
- 45% of email opens occurred on mobile, 36% on desktop and 19% in a webmail client. – Adestra “Top 10 email clients” (March 2015)
- 33% of emails are opened in a mobile application, 17% in a webmail client and 48% on desktop. – Freshmail “Best practices for email coding” (May 2015)
- 65% of total email opens occurred on a mobile phone or tablet in Q4 2015, compared to 54% in Q3 2015. – Experian “Quarterly email benchmark report” (Q4 2015)
- Mobile accounts for 35.12% to 39,51% of all unique email opens over the course of 2014 in the Netherlands. DDMA “Nationale email benchmark 2015” (2015)

- 67,2% of consumers use a smartphone to check their email, 42,3% use a tablet while 93,3% uses desktop environment. – BlueHornet “Customer Views of email marketing 2015” (2015)
- B2C emails get 57,4% more opens on mobile than B2B email, ranking 42.78% opens on mobile for B2C compared to 27.18% for B2B. DDMA “Nationale email benchmark 2015” (2015)
- Mobile accounts for 28.55% in Q1 to 33,43% in Q4 of unique email clicks in the Netherlands. DDMA “Nationale email benchmark 2015” (2015)
- Webmail and desktop opens have steadily declined throughout 2015, each dropping 13% since January. Litmus – “Email Analytics” (Nov 2015)
- 75 percent of Gmail users access their accounts on mobile devices. Gmail now has 900 million users. – Google / TechCrunch “I/O developers conference” (May 2015)
- Mobile email opens have grown with 180% in three years. From 15% Q1 2011 to 42% in Q1 2014. – Campaign Monitor “Email interaction across mobile and desktop” (Q1 2014)

OPENS NACH SYSTEMUMGEBUNG PRO QUARTAL



CLICKRATEN RESPONSIVE/NICHT RESPONSIVE



„The first link in a responsive design email on mobile has a 30% higher click rate than non-responsive design.“

- Litmus and MailChimp “The Science of Email Clicks: The Impact of Responsive Design & Inbox Testing” (December 2014)

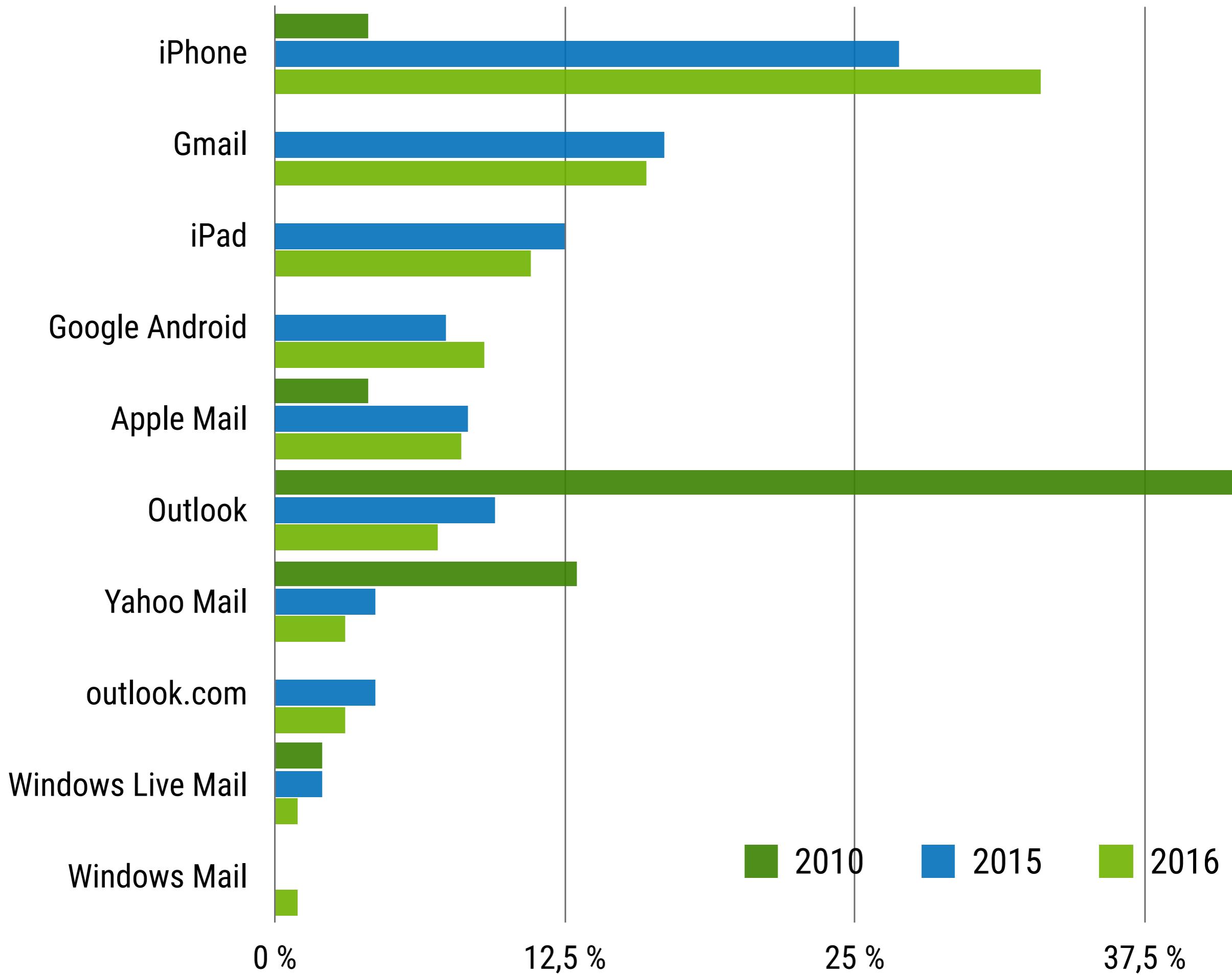
- The iPhone is the most popular platform in the mobile email space (60%) followed by Apple iPad (21%) and Google Android (18%) Litmus “Email Analytics” (March 2016)
- The iPad is the third most popular email client (11%). But iPad opens have been on a continuous decline over the past year, dropping over 7% from January to July 2015. – Litmus “Top 10 Email Programs” (July 2015)
- Mobile received 39% of unique clicks, with 9% from tablets and 61% from all desktop. – Experian “Quarterly Email Benchmark Study” (Q3 2014)
- Mobile email click-throughs grew 22.8 percent on Black Friday, from 44.7 percent in 2014 to 54.9 percent in 2015. This increase is noteworthy because mobile opens were up only 2.7 percent, from 56.1 percent in 2014 to 57.6 percent in 2015. – IBM Silverpop “Watson Trend benchmark” (2015)

- Clicks to opens in mobile email have declined from 13,6% to 11,5% over the course of 2013. Campaign Monitor “Email interaction across mobile and desktop” (Q1 2014)
- Nearly a quarter (23%) of campaigns initially opened on mobile devices were later opened a second time by consumers 70% on the same device, 30% on a different device. – Campaign Monitor “Email interaction across mobile and desktop” (Q1 2014)
- In nearly 98% of the emails sent, the email open is occurring on only one type of device – Knotice “Mobile email opens report 2nd half 2013” (2014).

- By the end of 2018, worldwide mobile email users are expected to total over 2.2 billion. – The Radicati Group “Email Statistics Report, 2014-2018”
- By 2018 80% of email users are expected to access their email accounts via a mobile device. – The Radicati Group “Email Statistics Report, 2014-2018”

Email Clients

- Desktop
- Mobile
- Webmail



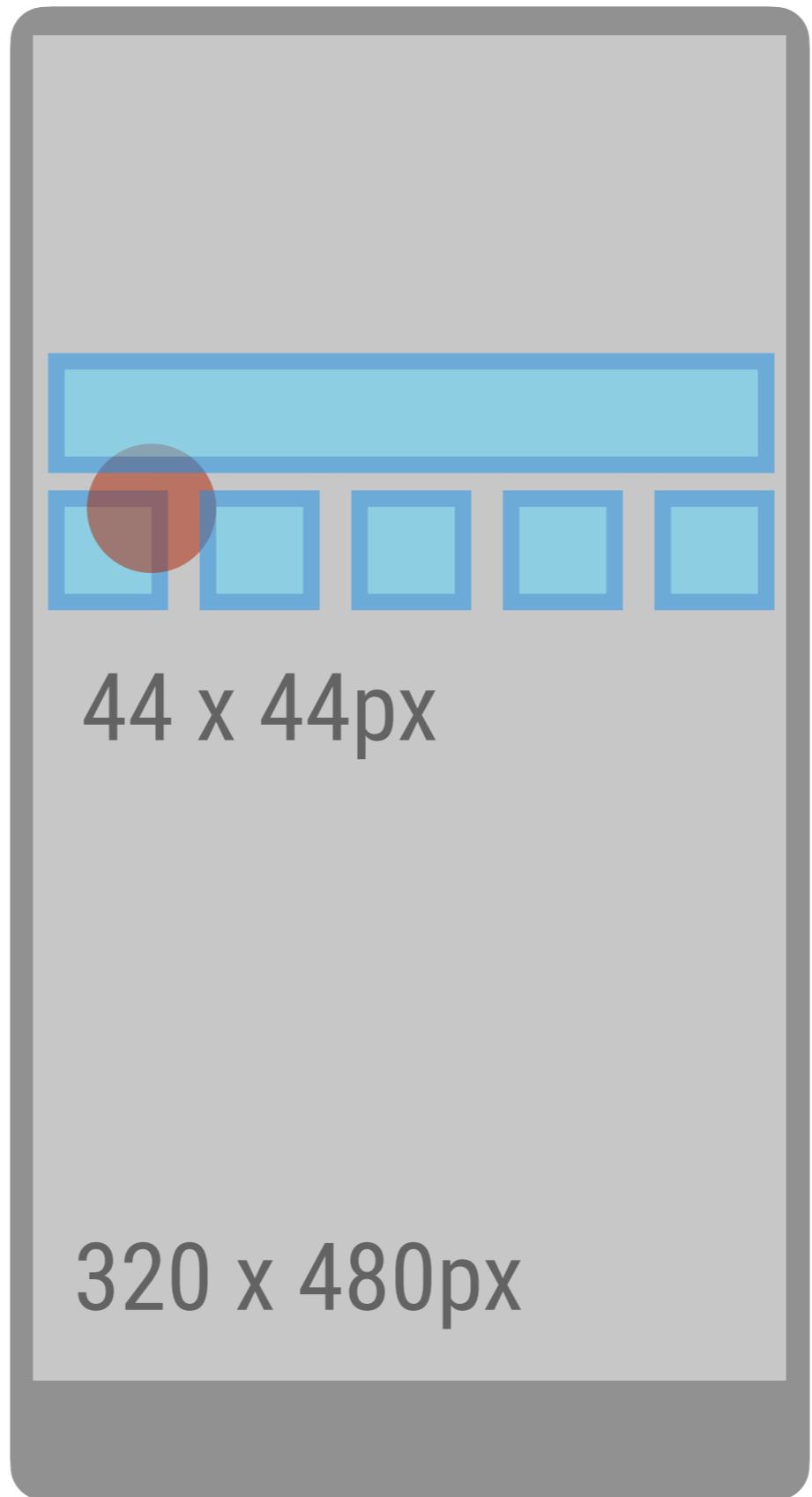
Top Email Clients 2019

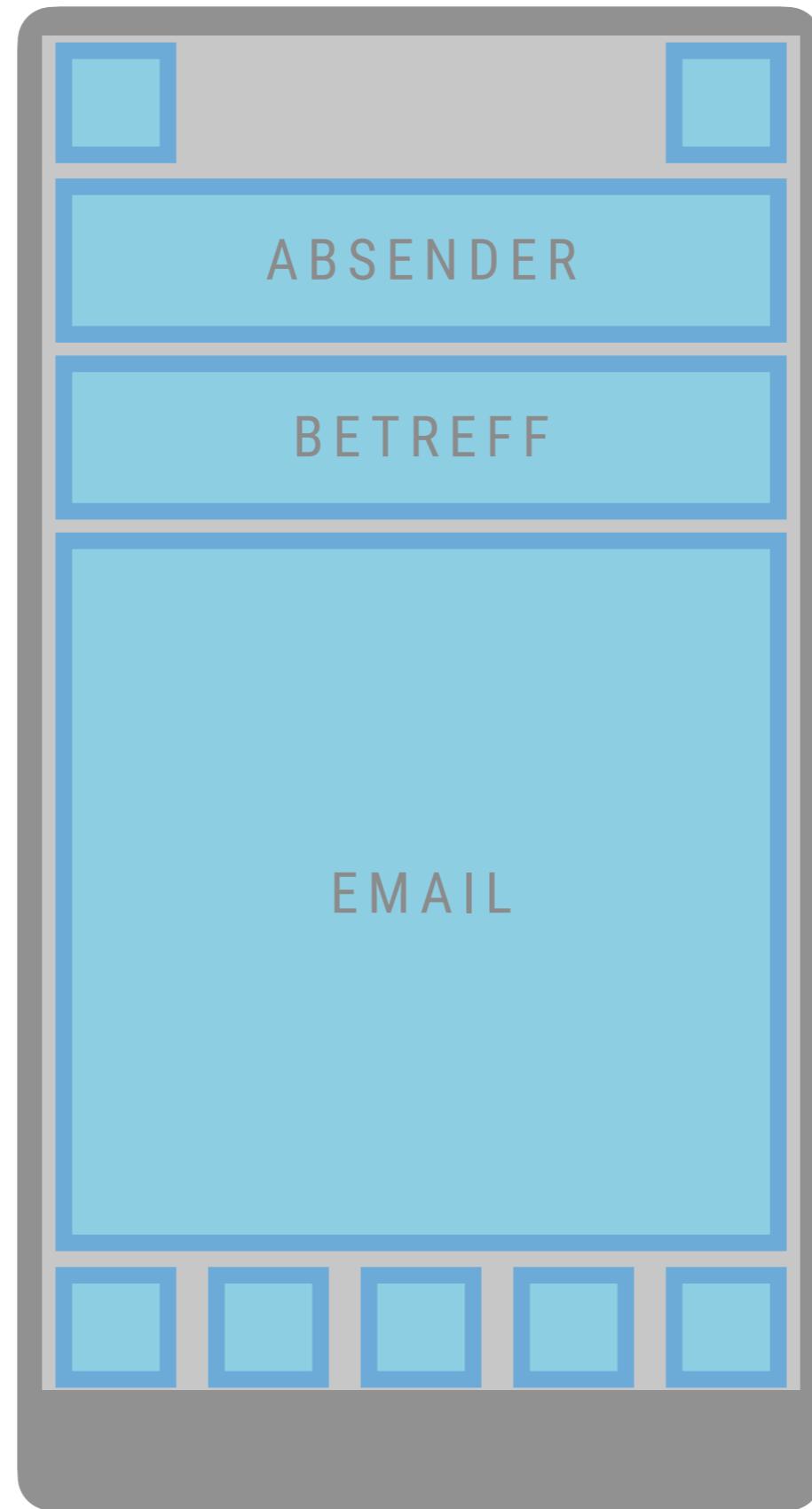
- Gmail, 27.8% (vermutlich Mailclient auf Android, aber auch Gmail auf iPhone)
- Apple iPhone, 27.6% (vermutlich Mailclient auf iOS, aber auch Gmail)
- Outlook, 9.1%
- Apple iPad, 8.5%
- Apple Mail, 7.5%
- Yahoo! Mail, 6.3%
- Google Android, 2.5%
- Outlook.com, 2.3%
- Samsung Mail, 1.6%
- Thunderbird, 0.5%

Größen und Darstellung

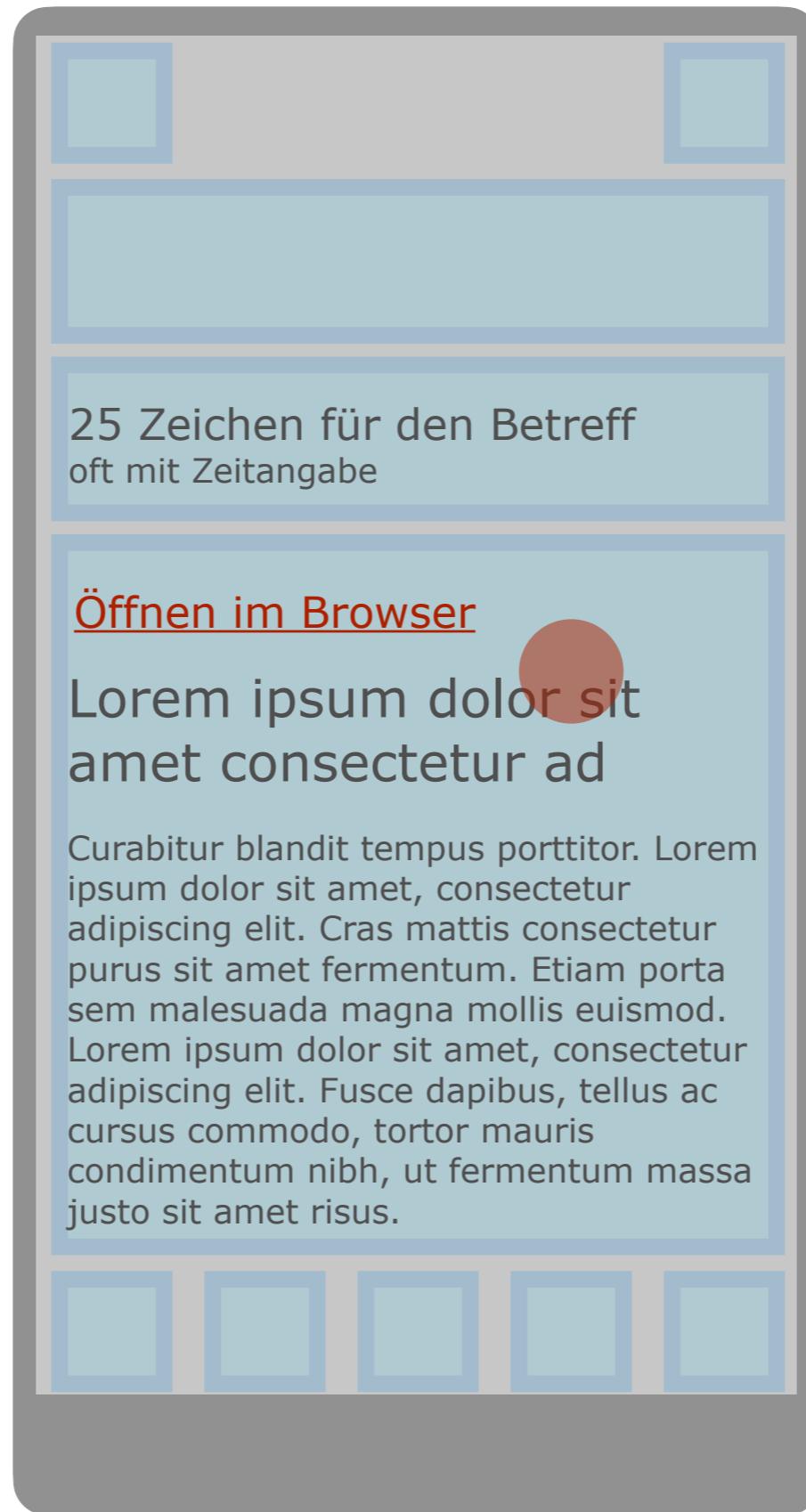
Grundsätze für Touch Optimierung

- **Touchbereiche müssen gross genug sein.**
Die minimale Touch-Area ist bei Apple 44x44px groß,
bei Microsoft 38x38px.
- **Call-To-Action-Buttons mit genügend Abstand zueinander.**
Zur Sicherheit gegen unabsichtliches Klicken des falschen Links,
ggf. ganze Passagen verlinken, oder Button über die gesamte Breite strecken.
- **Mindestgrößen für Schriften einhalten**
Mindestens 14px für Fließtext
Mindestens 22px für Überschriften
- **Betreffzeilen kurz halten - ca. 25 Zeichen sollten reichen**
Sonst wird zuviel Platz dafür verwendet. Der Viewport auf Smartphones ist
natürlich viel kleiner als bei Desktop- Anwendung. Gleiches gilt für Texthinweise
wie "Öffnen im Browser", die noch vor dem eigentlichen Logo platziert sind.









25 Zeichen

22px

14px



22px

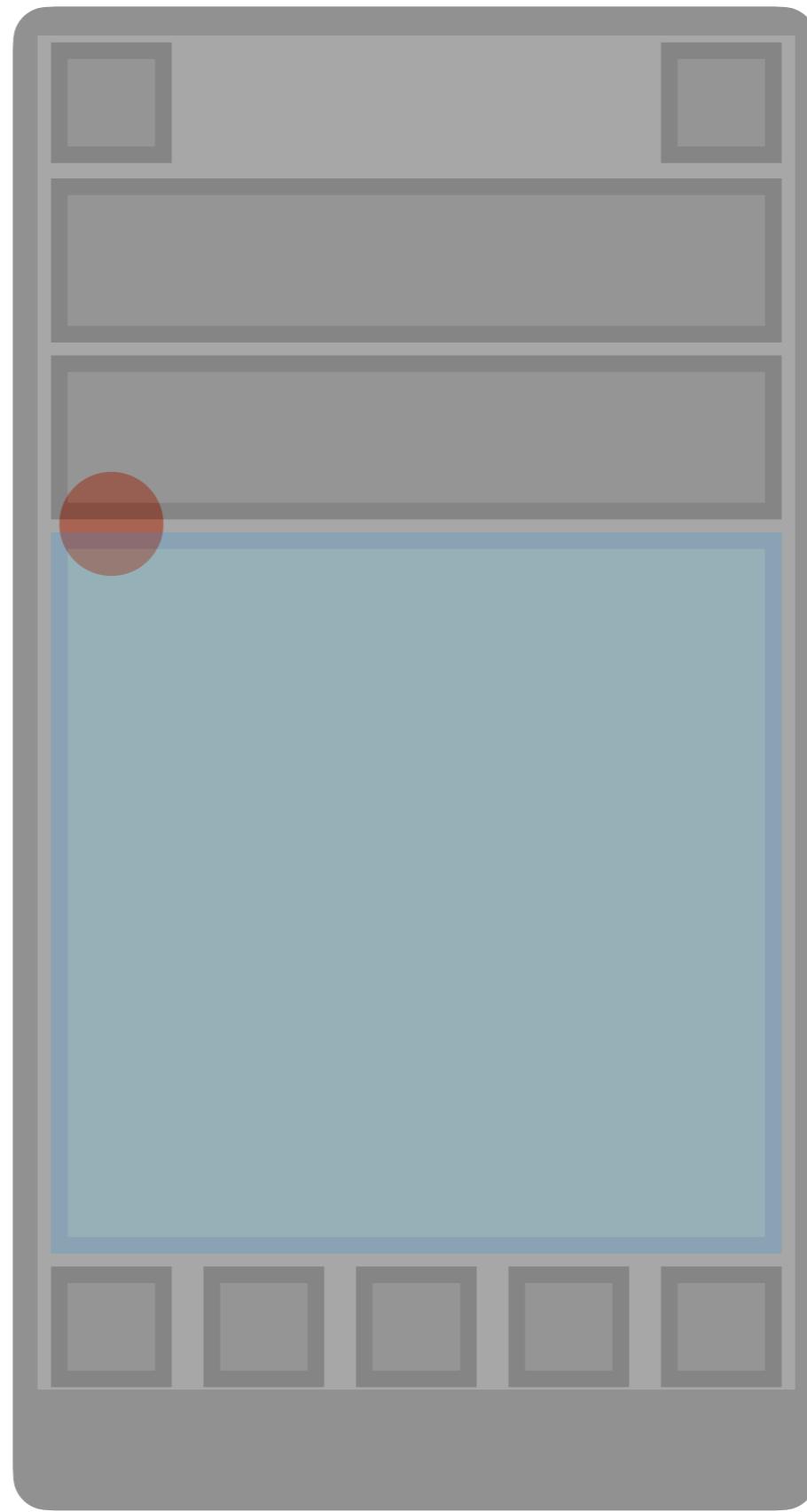
14px

44 x 44px

320 x 480px

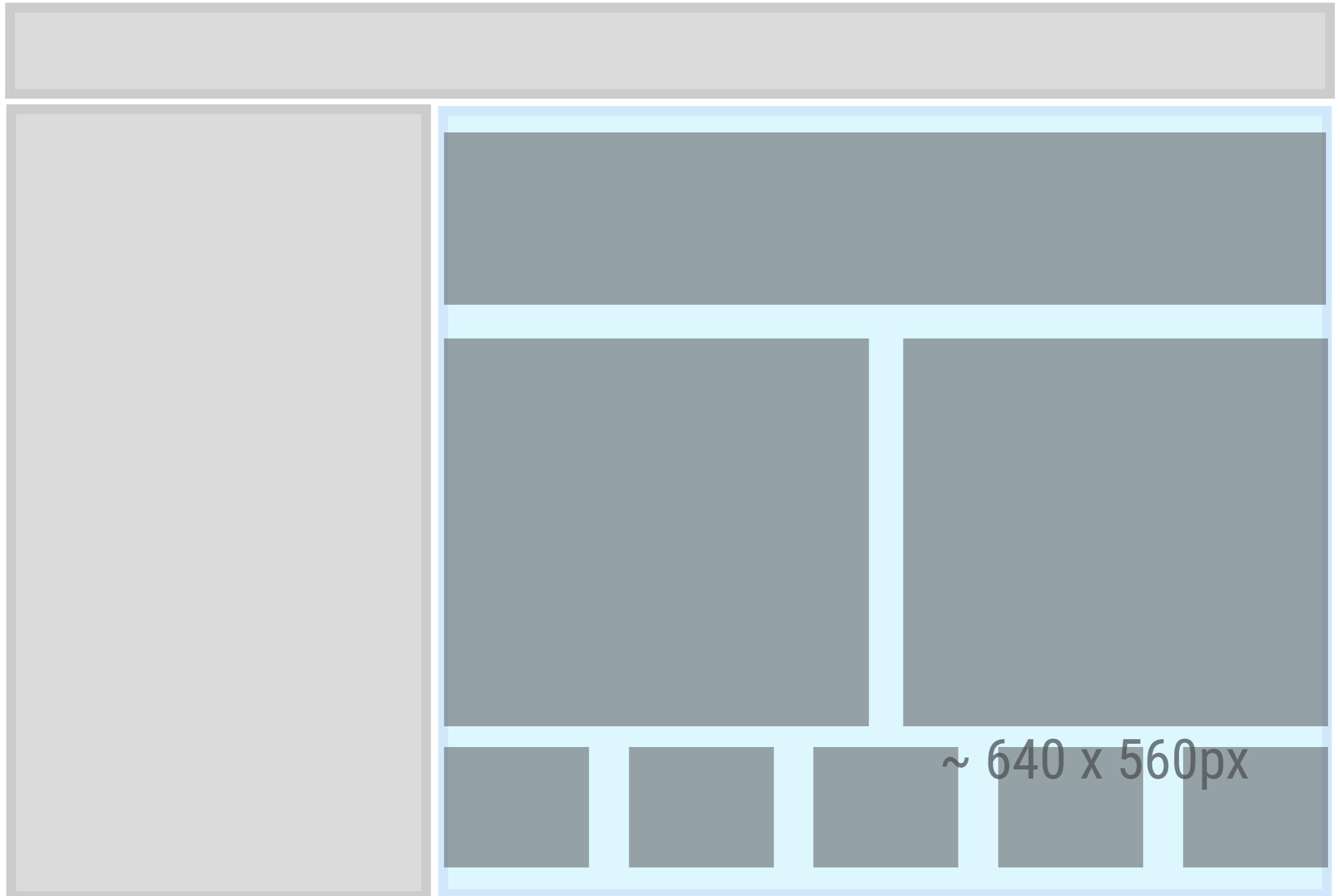
Layoutgrößen

- **Mobilephones fangen bei 320px an**
Nach oben gibt es alle möglichen Varianten.
- **Webclients** verwenden rund die Hälfte des Viewports zur Emaildarstellung. (1024 bis 1920 px Breite -> 512 bis 960px)
- **Emails sind schmal**
Eine Layoutbreite von **maximal 650px** funktioniert in den meisten Clients. (600px)



320 x 480px

1024 x 768px



the mobile first approach

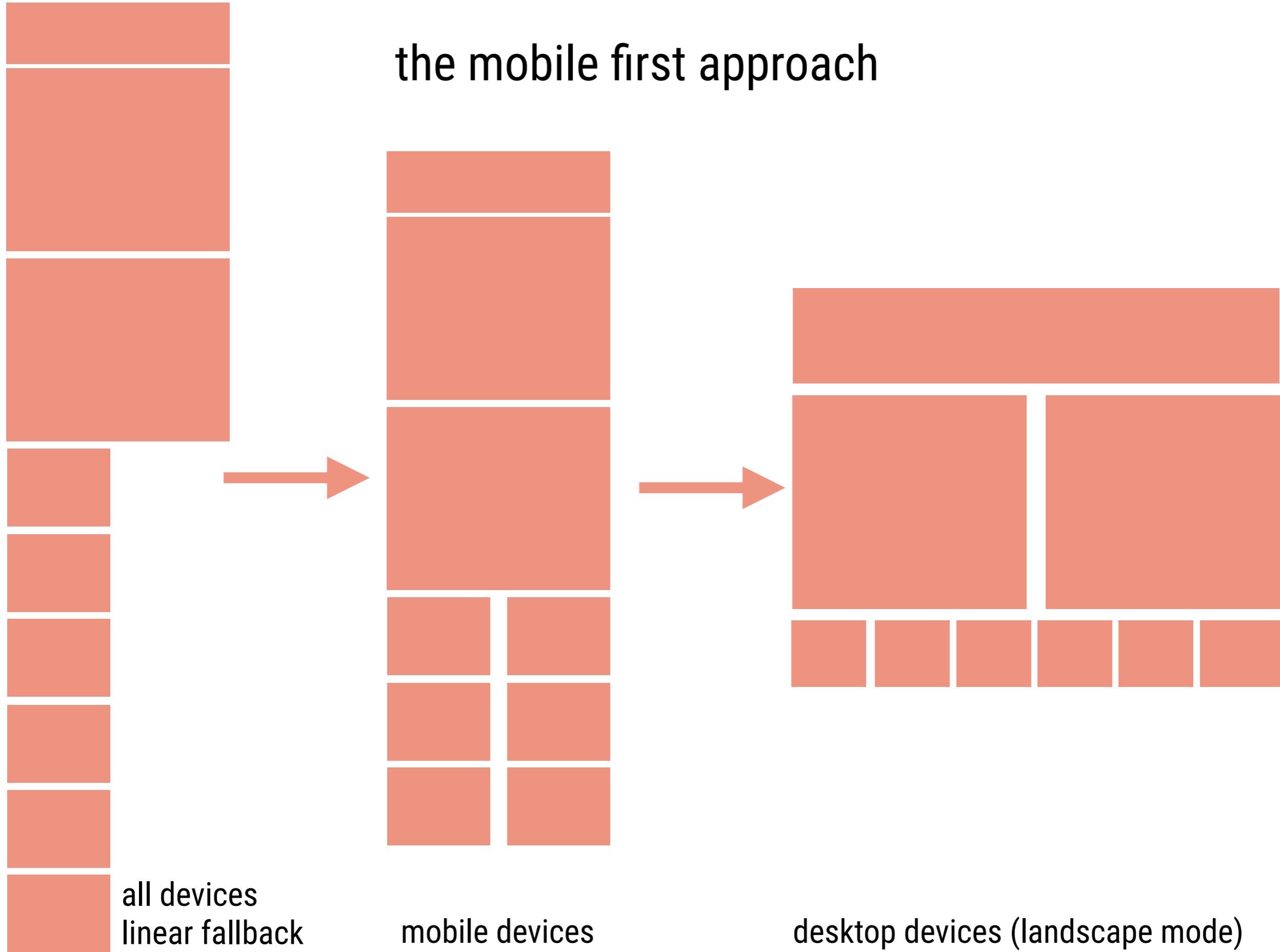
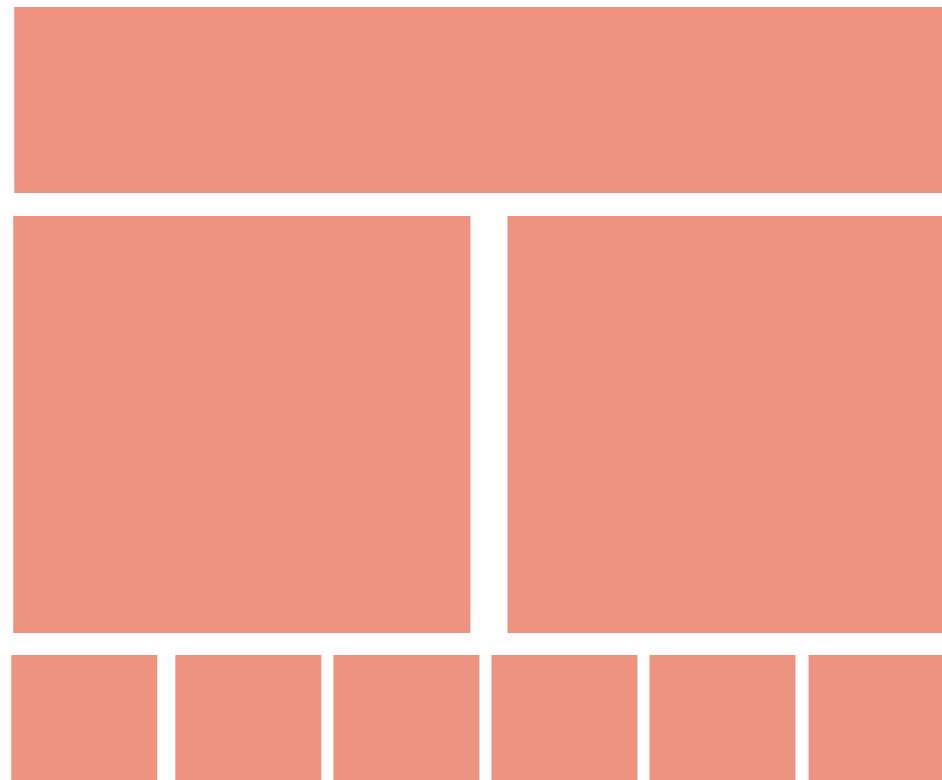
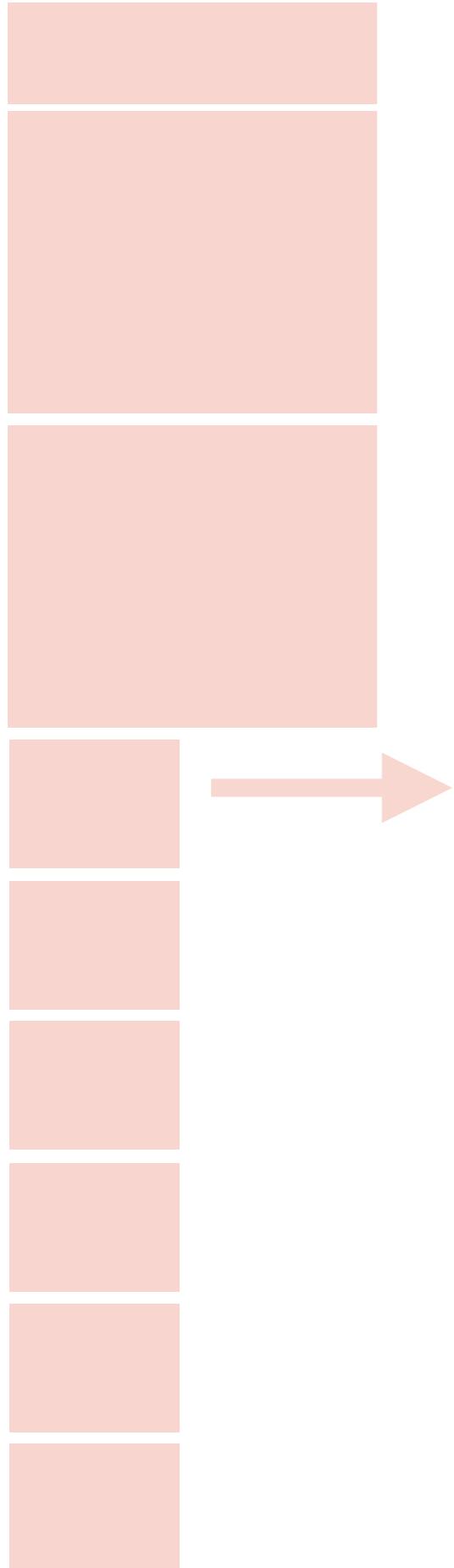
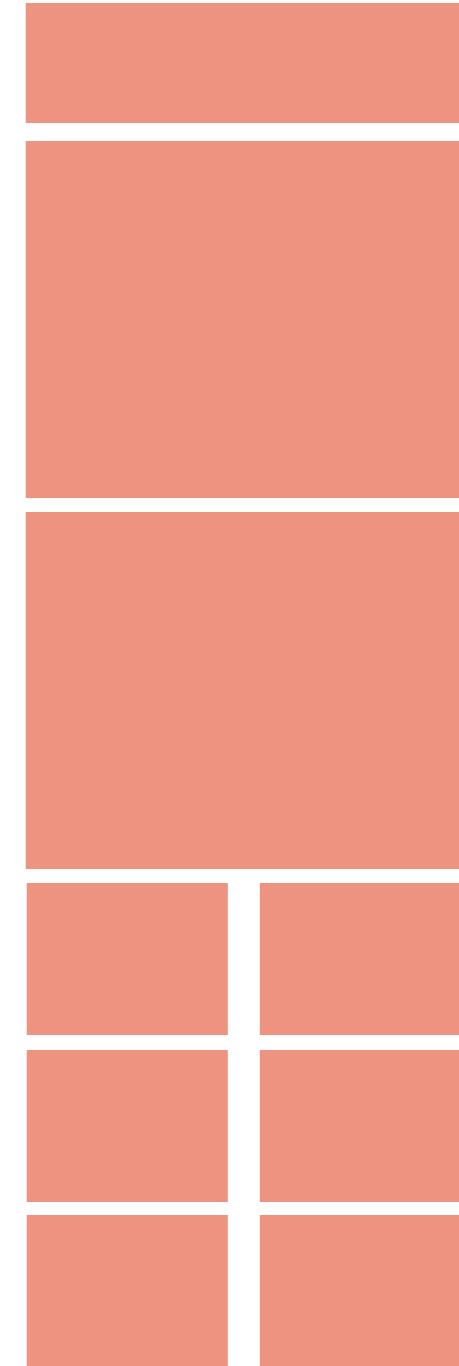


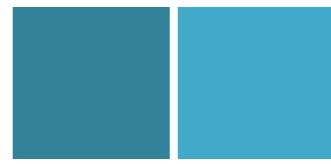
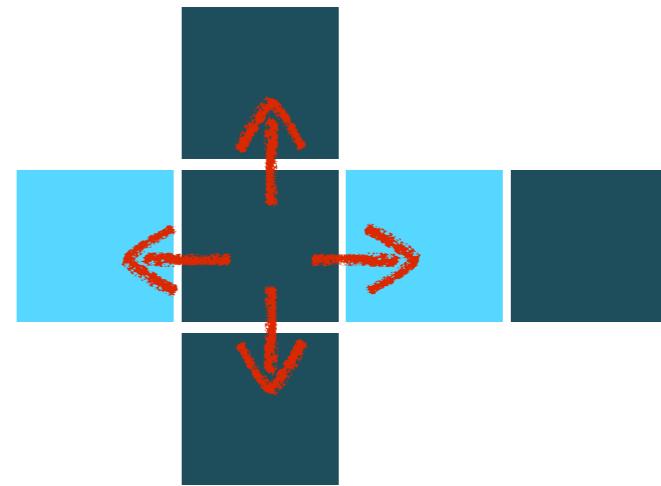
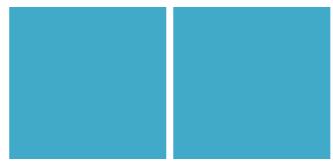
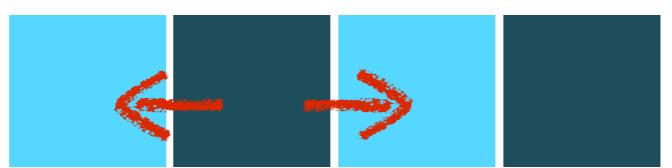
Table based layout



desktop mail client,
mobile & browser clients in landscape mode



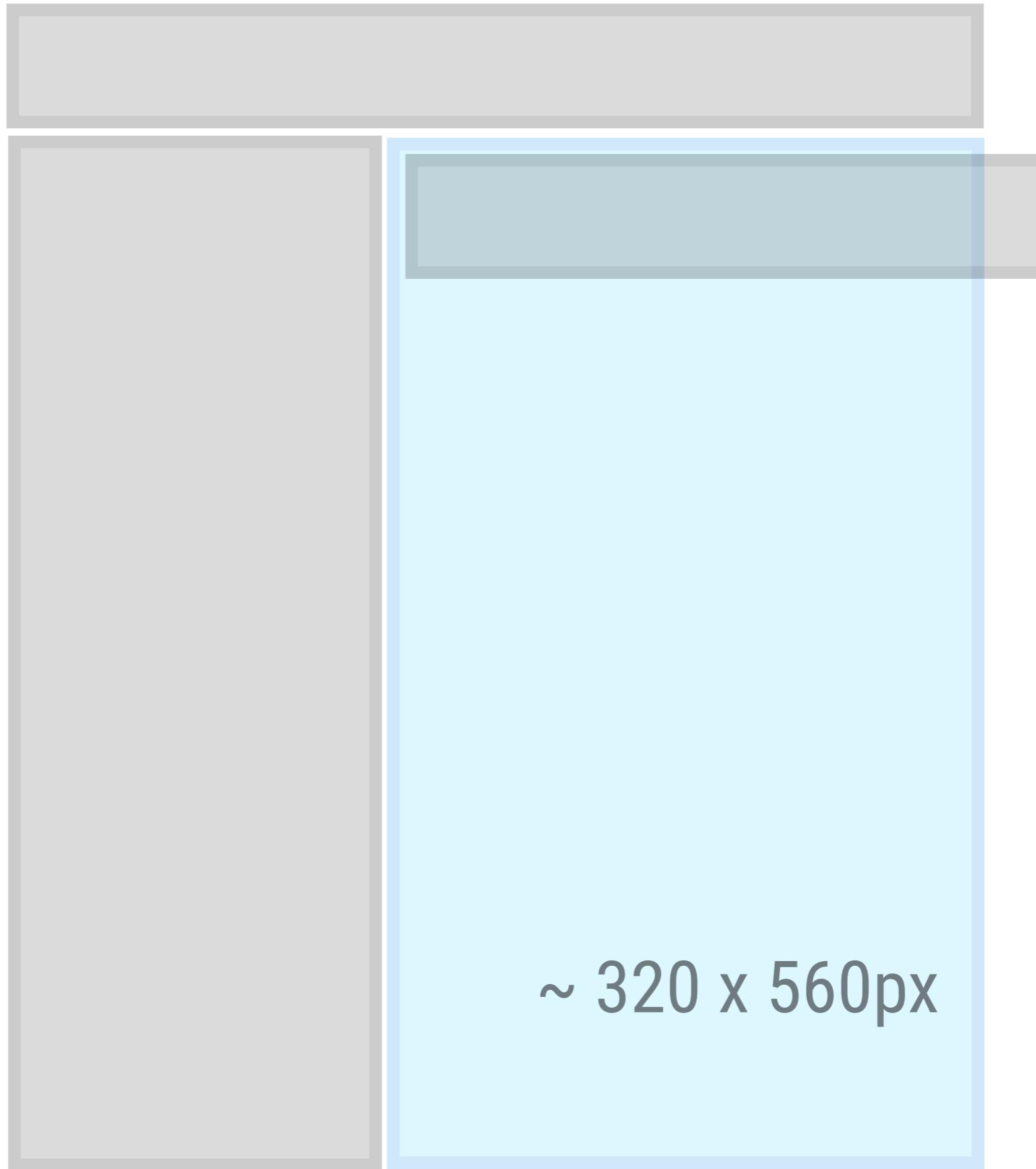
mobile mail client,
browser mail client on
mobile devices



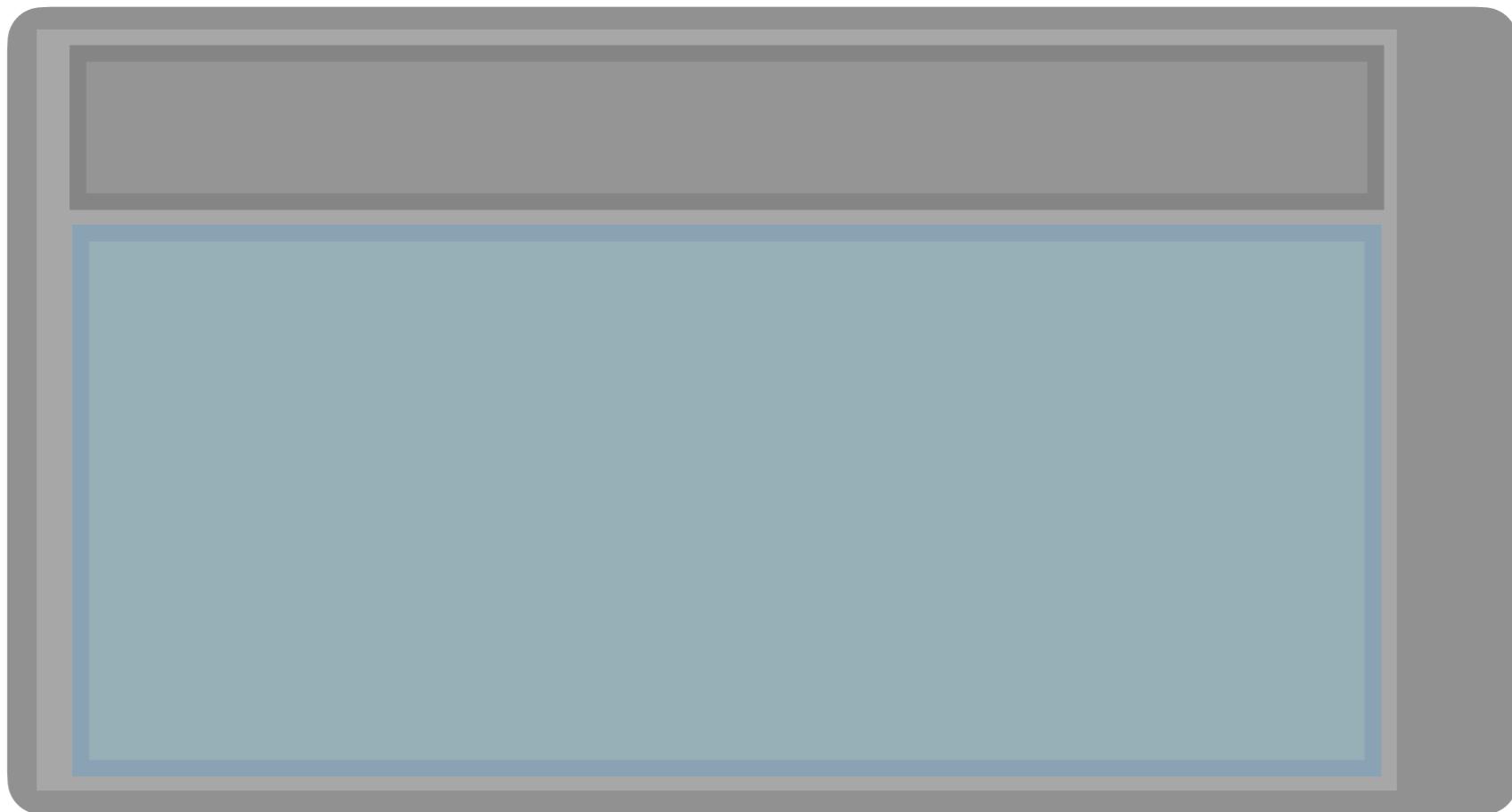
Layoutgrößen

- **Die meisten Clients können die Viewportbreite verändern.**
Ein fluides Layout ist deshalb empfehlenswert.

600 x 768px



480 x 320px



HTML für Emails

- „Code like 1999“

verschachtelte Tabellen,
Font-Tags und Inline-CSS,
zudem keine CSS-Positioning über floats.

- **HTML für Webmailer wie Gmail, Yahoo Mail oder web.de**
Der <head>-Bereich und der öffnende <body>-Tag werden herausgeschnitten sowie der Doctype ersetzt.
- Deshalb keine CSS-Styles im <head>,
keine Hintergrundgrafiken im <body>,
Hintergrundbilder in eine Wrapper-Tabelle einbinden
- **Namespaces verwenden**
Keine CSS-Klassen, die mit dem Webmail-Service kollidieren.
- **Keine Hochkommata in CSS-Zuweisungen**
Aus font-family: „Lucida Grade“ wird font-family: Lucida Grande.
- **Keine relativen Größenangaben**
Alle Angaben in Pixeln an.

- Alle paddings und margins auf 0 setzen.
- **padding** anstatt margin verwenden
margin wird selten richtig interpretiert.
- **Keine Kurzschrifweisen für font**
font-size, font-weight, font-family einzeln aufzählen.
- **Hexadezimale Farbwerte verwenden**
Vermeiden Sie RGB oder HSL als Farbwerte.
- Kein Whitespace in Tabellenzellen.
- **Überschriften H1, H2 und H3 etc ...**
Dafür sämtliche CSS-Eigenschaften **neu** vergeben,
damit kein Default-Style greift.
- **Tabellenzellen vererben keine Attribute**
Deshalb Text-Stile in Tabellenzellen jeweils neu vergeben.

- The biggest turnoffs people have with mobile email are: Receiving too many (44%), Not relevant (37%), Too small to read and interact with (32%), Website and landingpages not mobile optimized (26%) and Not well formatted for mobile phones (21%) – LiveClicker and The Relevancy Group “Exploring the Benefits Real-Time Email – Driving Marketing Effectiveness” (2015)

Warum mögen Sie es nicht, auf dem Mobilephone Marketing Mails zu bekommen?

- 44% Zuviiele Mails oder zu häufig Mails erhalten.
- 37% Ist nicht interessant für mich.
- 32% Die Ansicht ist zu klein, ich kann es nicht bedienen.
- 26% Wenn ich auf die Webseite durchklicke, kann ich dort nichts richtig lesen oder bedienen.
- 21% Die Mail wird nicht richtig dargestellt und wirkt durcheinander.
- 9% Ich benutze lieber die App.
- 9% Ich kenn die Inhalte bereits aus einer anderen Quelle.
- 18% Andere Gründe ...

SELEKTOREN GEWICHTUNGEN

html-attribut, * 0 0 0 0 0

<style>
body 0 0 0 0 1
.my-class 0 0 0 1 0
:pseudo 0 0 0 1 0
[href] 0 0 0 1 0
#id 0 0 1 0 0
</style>

#inx.inx-container !important 1 0 1 1 0

<b style=""> 0 1 0 0 0

!important 1 0 0 0 0

CSS SELEKTOREN

body {}	→ Elementeselektor
.my-class {}	→ Klassenselektor
#my-id {}	→ ID-Selektor
a[href]	→ Attributselektor (minified)
input[type=email]	→ Attributselektor

CSS SELEKTOREN KOMBINATIONEN

* {}

→ General Selektor

ol li

→ Descendantselektor

nav > ul > li

→ Childselektor

h1 > p ~ li

→ General Following Siblings

h1 + p

→ Immediate Following Sibling

h1, h2, h3 { ... }

→ list of selectors

CSS SELEKTOREN KOMBINATIONEN

ol li

→ Descendantselektor

```
<ol>
  <li>
    <ul>
      <li>...</li>
    </ul>
  </li>
</ol>
```

CSS SELEKTOREN KOMBINATIONEN

ol>li

→ Descendantselektor

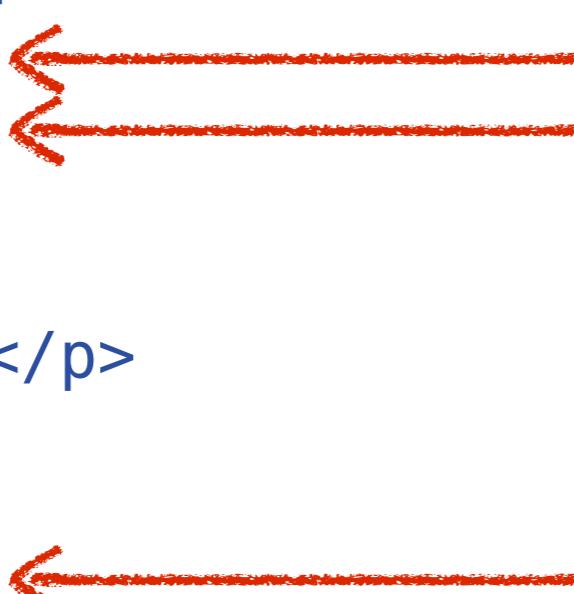
```
<ol>
  <li>
    <ul>
      <li>...</li>
    </ul>
  </li>
</ol>
```

CSS SELEKTOREN KOMBINATIONEN

`h1~p`

→ General following siblings

```
<h1> ... </h1>
<p> ... </p>
<p> ... </p>
<ul>
  <li>
    <p>...</p>
  </li>
</ul>
<p> ... </p>
```



CSS SELEKTOREN KOMBINATIONEN

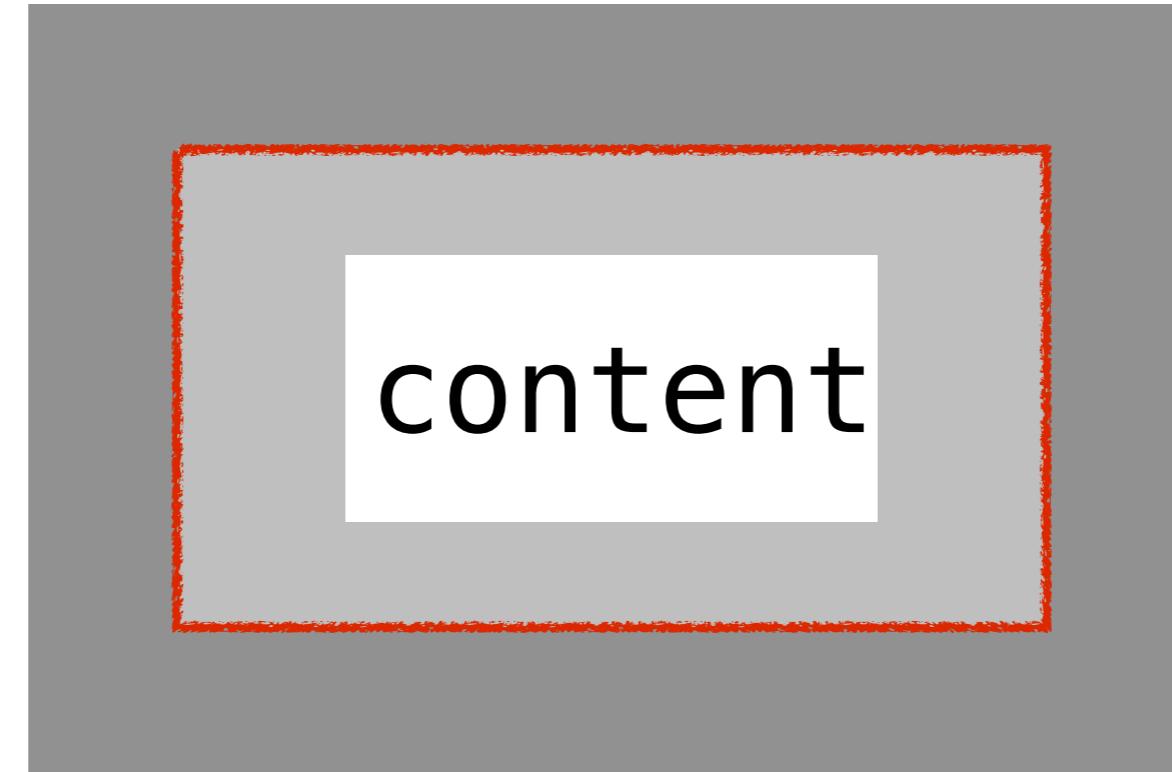
`h1~p`

→ immediate following sibling

```
<h1> ... </h1>
<p> ... </p>
<p> ... </p>
<ul>
  <li>
    <p>...</p>
  </li>
</ul>
<p> ... </p>
```



BOX SIZING



box-sizing: content-box;

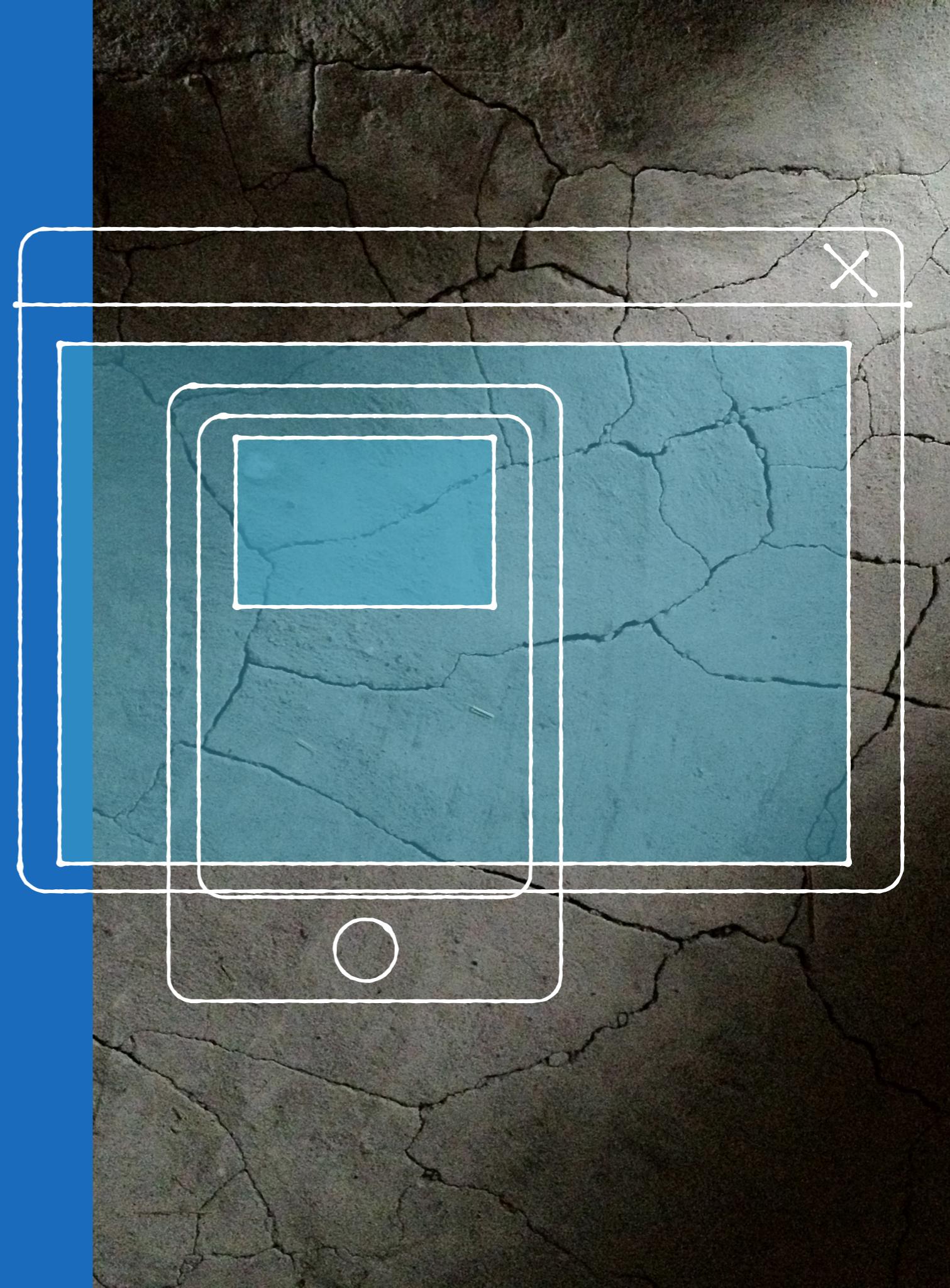
```
width: 100px;  
padding: 16px;  
border-width: 1px;  
margin: 24px;  
real width: 134px;
```

box-sizing: border-box;

```
width: 100px;  
incl. padding: 16px;  
incl. border-width: 1px;  
margin: 24px;  
real width: 100px;
```

BILDER RESPONSIVE BEMASSEN

```
.portrait {  
    height      : auto;  
    width       : 100%;  
    max-width   : 100%;  
}
```



DAS <PICTURE> ELEMENT

Für die Platzierung von Bildern wird ein neues <picture>-Element eingeführt. Damit können auflösungsabhängig verschiedene Bildformate bereitgestellt werden. Dabei müssen die Bilder vom Größten zum Kleinsten hin eingebunden werden.

```
<picture>
  <source media="(min-width: 1200px)" srcset="1440px.jpg">
  <source media="(min-width: 992px)" srcset="1199px.jpg">
  <source media="(min-width: 768px)" srcset="991px.jpg" v v
  <source media="(min-width: 481px)" srcset="767px.jpg" v v
  <source media="(max-width: 480px)" srcset="480px.jpg" v
  
</picture>
```