

EMAIL CAMPAIGNS

TECHNICAL REQUIREMENTS & GUIDELINES



In this document, you will find our recommendations and tips to optimise your campaign results. With 5 years of experience, the LINNC online team is at your disposal to assist you with the technical know-how to build and optimise your messages.

TECHNICAL REQUIREMENTS

Any email sent by LINNC online contains a predefined and non-modifiable header and footer

→ The code and an example can be seen [here](#)

The width must be set between 500 and 700 pixels

Why?

Most recipients will be looking at your email through their preview pane, which is usually a small portion of their available screen. A width of fewer than 600 pixels is safe for most programmes.

CSS must be coded inline (in the body of your code, not the head part)

Why?

Some email clients will detect CSS placed in the « Body » and « Head » zones to delete them, this would result in the deletion of your formatting.

Certain tools are available to transform the CSS placed in the header into inline CSS: <http://inliner.cm/>
Please find the list of supported CSS according to email clients:

→ [See the list](#)

Total images weight must not exceed 300KB

No Flash, JavaScript, form & video in email messages.

Why?

Images that are too heavy take longer to load on our users' email clients, especially considering that almost half of them look at our messages on a smartphone with a 3G/4G connection.

Why?

You can deliver HTML emails with Flash embedded, but most recipients won't be able to view them, unless they are using an email programme that uses a browser to render their HTML email. Most anti-virus applications block the code used to embed Flash movies, block JavaScript, and even background music files. All these have been used in the past to spread viruses, so they are commonly blocked now.

The best solution is to direct emails to **landing pages**. If you've got a great animation or movie to show to your recipients, just send a simple, intriguing GIF or JPEG graphic in your HTML email, then link it to a landing page on your website with the animation in it. We can also host the animation on the PCR servers at no extra cost. **Maximum width for the animation: 750px**

The same goes for JavaScript, forms and movie files. Anti-virus applications block them from running. So fancy rollover or pop-up navigation and streaming videos will not work either.

Files which do not meet these technical specifications cannot be accepted or sent.

ANY QUESTIONS?

➔ Please contact our technical team [here](#)

GUIDELINES

The subject line: 45 characters maximum including spaces

Use a **relevant subject line**. Please remember that this is a key element to the success of your emailing campaign. Do not use special characters or words such as “free”, “click here!”, “click here now!”, “act now!” or “limited time!” that can be blocked by spam filters.

LINNC online tip: subject lines highlighting scientific content get better opening rates.

The message: 1/3 images, 2/3 text content

Give your message the best chance to be read!

- *Sublime-header*

Located at the very top of the message, it completes your subject line and helps improve your message's opening rate.

We recommend it be about **40 characters maximum**, since character number display length can vary from device to device.

- *Images*

Remember to fill in the **Alt text field** to give information to users who choose not to display images.

- *Call to action*

Suggest a call to action in the first 300 pixels of the message. It must be clearly identifiable.

Give priority to action verbs, which engage the reader more than the usual « Click here ».

- *Responsive message*

As close to 50% of LINNC online contacts check emails on a **mobile device** (tablet/smartphone), for best performance **we strongly recommend that you optimise your messages by using responsive emailings.**

The links below can be good resources to assist you in creating your campaigns:

[→ Emailology](#)

[→ Email boilerplate](#)

[→ Email boilerplate redux](#)

- *Provide a plain-text version*

Certain email clients do not support HTML emails. To make your message viewable by all of our contacts, **please also send us a plain-text version of your message.**

- *Social Network*

Provide links to share your message: it will increase the chance for it to spread beyond the emailing campaign and to reach other potential targets.

WANT TO KNOW MORE?

➔ Find out about free tools and guides [here](#)