

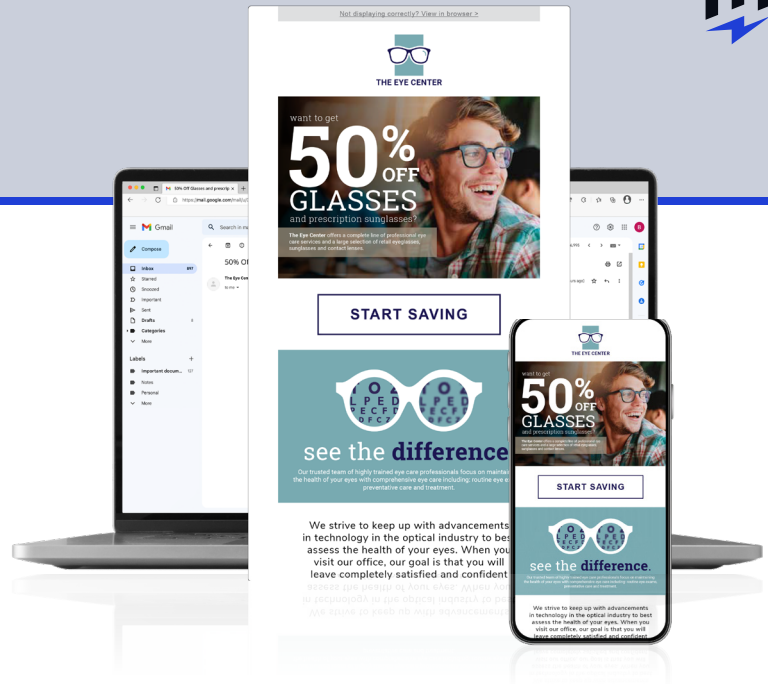
Acquisition Email

DESIGN SPECIFICATIONS



ACQUISITION EMAIL

Consumer preferences and purchase behaviors are more diverse than ever before. By utilizing our Equire Acquisition Email program, you can engage your target audience to gain new customers. Reach the right people more often to drive results.



EVERY EMAIL SHOULD INCLUDE:



- ✓ Recognizable "From" Name
- ✓ Strong Subject Line
- ✓ Header & Preheader
- ✓ Logo and Colors
- ✓ Engaging Images
- ✓ Body Copy
- ✓ Call-to-Action (CTA) buttons
- ✓ Footer

GENERAL TIPS FOR HTML



DIMENSIONS

- For best optimization on desktop, keep your email's maximum width at 600px with responsive design so that it can adapt to fit different devices and resolutions.



FILE SIZE

- Keep email file size under 100kb. Consider removing redundant or unused styles or moving some of the content of the email to a landing page. If the email is under this limit, it is more likely to pass through spam filters by remaining lightweight.



SUBJECT LINE

- Your subject line should be short and sweet, but it should also be attention-grabbing and give the readers an idea of what your email is about.
- Subject lines with 4-7 words are known to perform best with the highest open rate.
- **Mspark's expert designers can assist with selecting an attention-grabbing subject line for an email that both accurately sums up the content and stands out in the recipient's inbox.**

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IMAGE FORMAT

- Preferred image formats for email graphics are JPG, JPEG, GIF and PNG.
- The PNG format guarantees that your images will remain clear and crisp in your design while providing transparency and high-quality graphics.



IMAGE FILE SIZE

- It's best to avoid overly large images, both in file size and pixel dimensions.
- We recommend a maximum file size of 1MB for images. 72 dpi is generally sufficient for the web, but isn't required.



COLOR MODE OR PROFILE

- Make sure you use the RGB color mode for your email graphics.
- Avoid using CMYK graphics as they may not display correctly in an email client or web browser. Additionally, CMYK occasionally results in embedded graphics not working properly.



IMAGES & TEXT

- Stick to a 60:40 or 70:30 image to text ratio.



ALT TEXT

- When adding an image, you should add alt text as well. Alt text is essential for accessibility and for viewers who might have trouble downloading your images. It can also help with search engine optimization for your landing pages.



FONTS

- It's important to use fonts that are well supported across multiple platforms.
- Typefaces like Helvetica, Arial, Verdana, Georgia or Times New Roman will get you very wide coverage across systems and will act as a fail-safe in case you're using some fancier font set may not be present on some machines.
- Another option is to use web fonts.
- Your chosen email typeface should be no less than 10 points and no greater than 16 points.



MACROS OR PERSONALIZATION

- When it comes to email marketing, grabbing your audience's attention is crucial. One effective way to do this is by using personalized messaging.
- By incorporating dynamic content and merge tags, you can create customized email campaigns that address each recipient by their name and include information specific to their preferences or past interactions with your brand.
- By leveraging personalized content, you can make your customers feel valued and understood, which ultimately fosters stronger customer relationships and increases the likelihood of repeat business.
- See page 3 for Mspark's macros list.

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MACROS REQUIREMENTS



ACQUISITION EMAIL

Standard Html Macros

A macro, otherwise known as dynamic variable data, is a special code that gets replaced with information specific to each recipient. Using macros, you can personalize automatic emails or manual emails to include specific information about the recipient, such as first name or organization name.

HEADER NAME	MACROS (MUST BE IN ALL CAPS)
FirstName	%%FIRSTNAME%%
LastName	%%LASTNAME%%
Address	%%ADDRESS%%
Address2	%%ADDRESS2%%
City	%%CITY%%
State	%%STATE%%
Zip	%%ZIP%%
URL	%%URL%%
Custom	%%CUSTOM%%

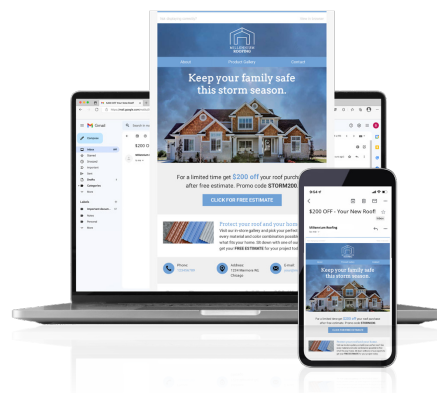
ADDITIONAL CUSTOM FIELDS CAN BE ADDED AS NEEDED.

For questions or more information, please contact Customer Experience Operations (cxops@mspark.com) or your Customer Experience Manager.

We accept the following links used in an HTML file:

- mailto:
- tel:
- fax:
- sms:

**IMPORTANT:
MACROS MUST
BE IN ALL CAPS**



Macro formatting might differ from external email builders. Emails that contain incorrectly formatted macros will not be sent. Follow our guideline to ensure your macros are formatted correctly for a successful email launch.