

Targeted E-Mail guidelines

Please send us the contents at least one week before the dispatch date.
We will then provide you with the "authorised for dispatch" within a few days.

Two weeks after dispatch, you will receive an evaluation of the targeted e-mail.

CONTENT

Subject

max. 40 characters (incl. spaces)

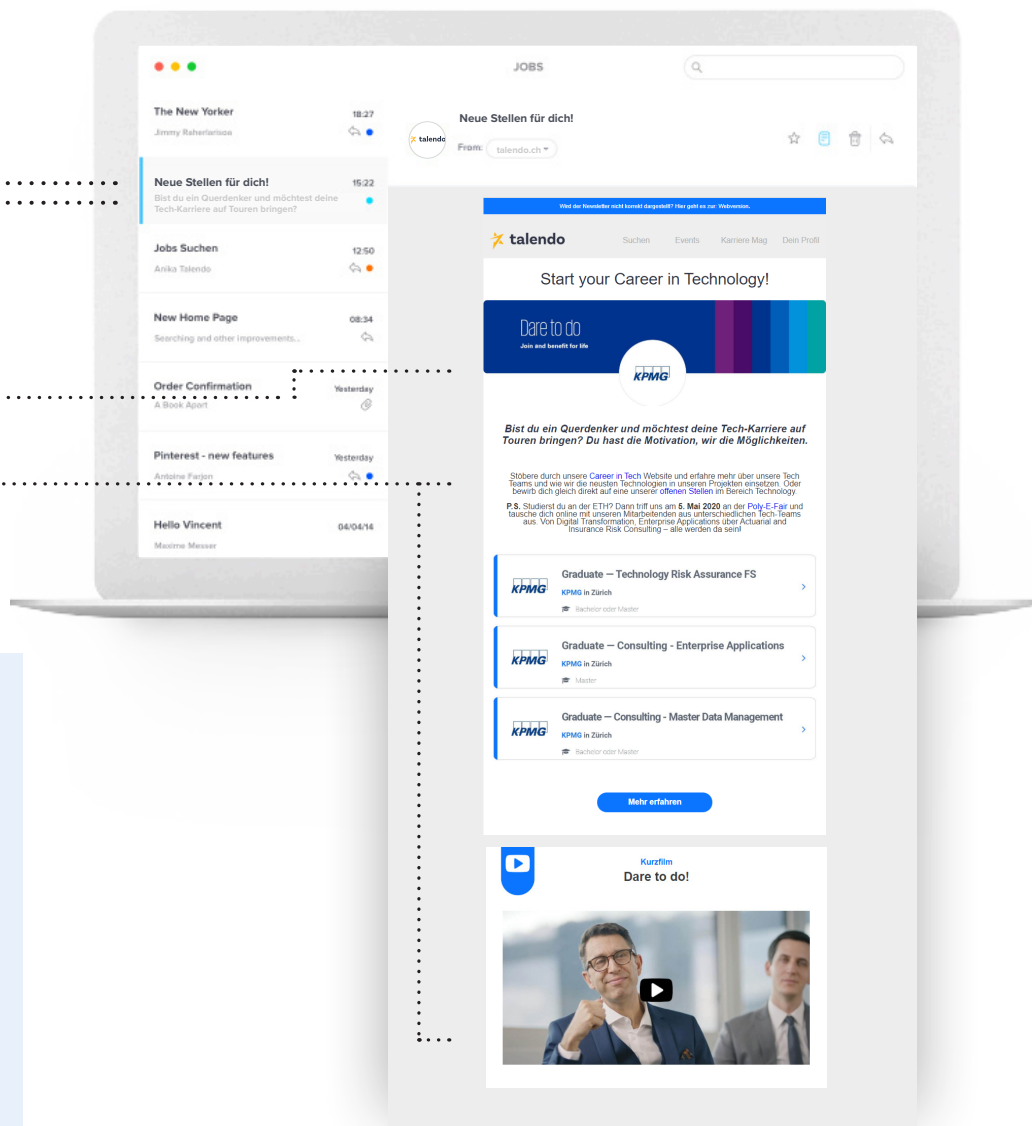
Preheader

max. 70 characters (incl. spaces)

Header Image

600x400px, .png/.jpg

Freely selectable content-
no specifications



RECOMMENDATION

Intro

Greet the recipients with a meaningful title and summarise your message briefly and concisely.

Less is more

Long texts are rarely read, So keep it short. We recommend between 1,200 - 1,500 characters (including spaces).

Images & graphics

Design your targeted e-mail with meaningful images and graphics, to visualise your message and make it tangible.

YouTube video

Add a powerful YouTube video to your targeted email to illustrate your message.

Call to action

Ask the recipients several times multiple times to take a clear action.