

## 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.

Four 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

600 x 400px, .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.

