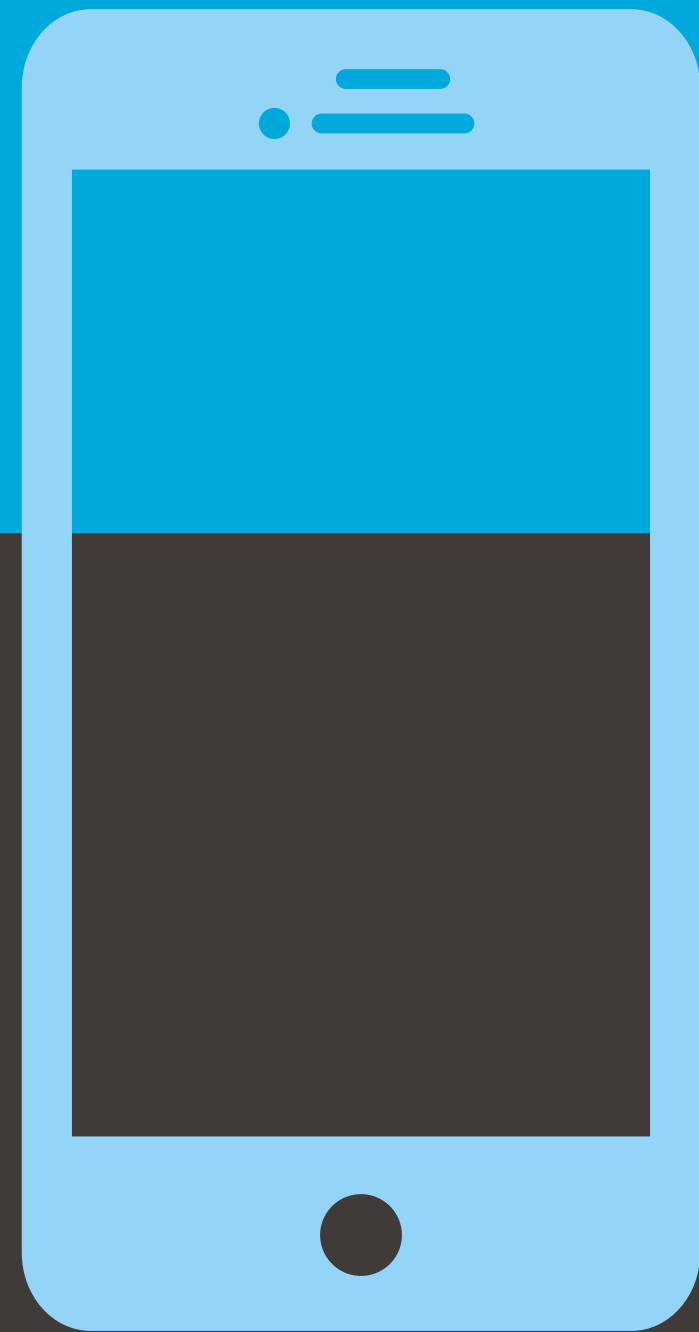




Presents

# The Opportunity Cost of Designing with Crayons





## DISPLAY BLOCK

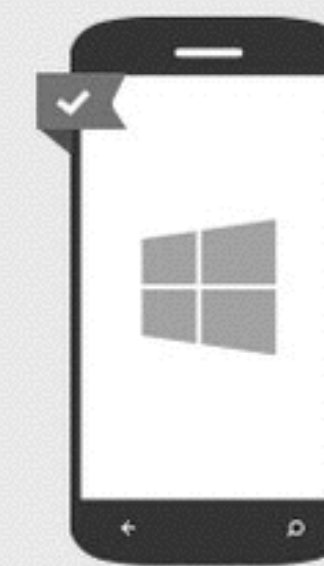
- Full service email agency
- Responsive design experts
- Management team with over 50 years email experience



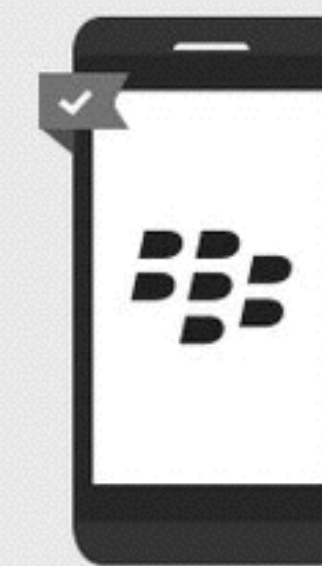
iOS Mail app



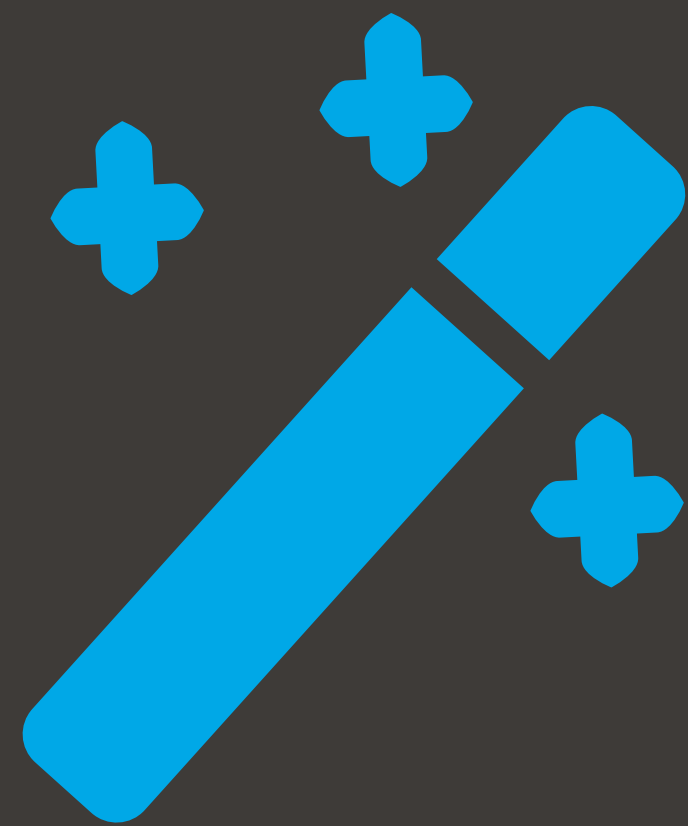
Android 4.X  
Email/OEM app



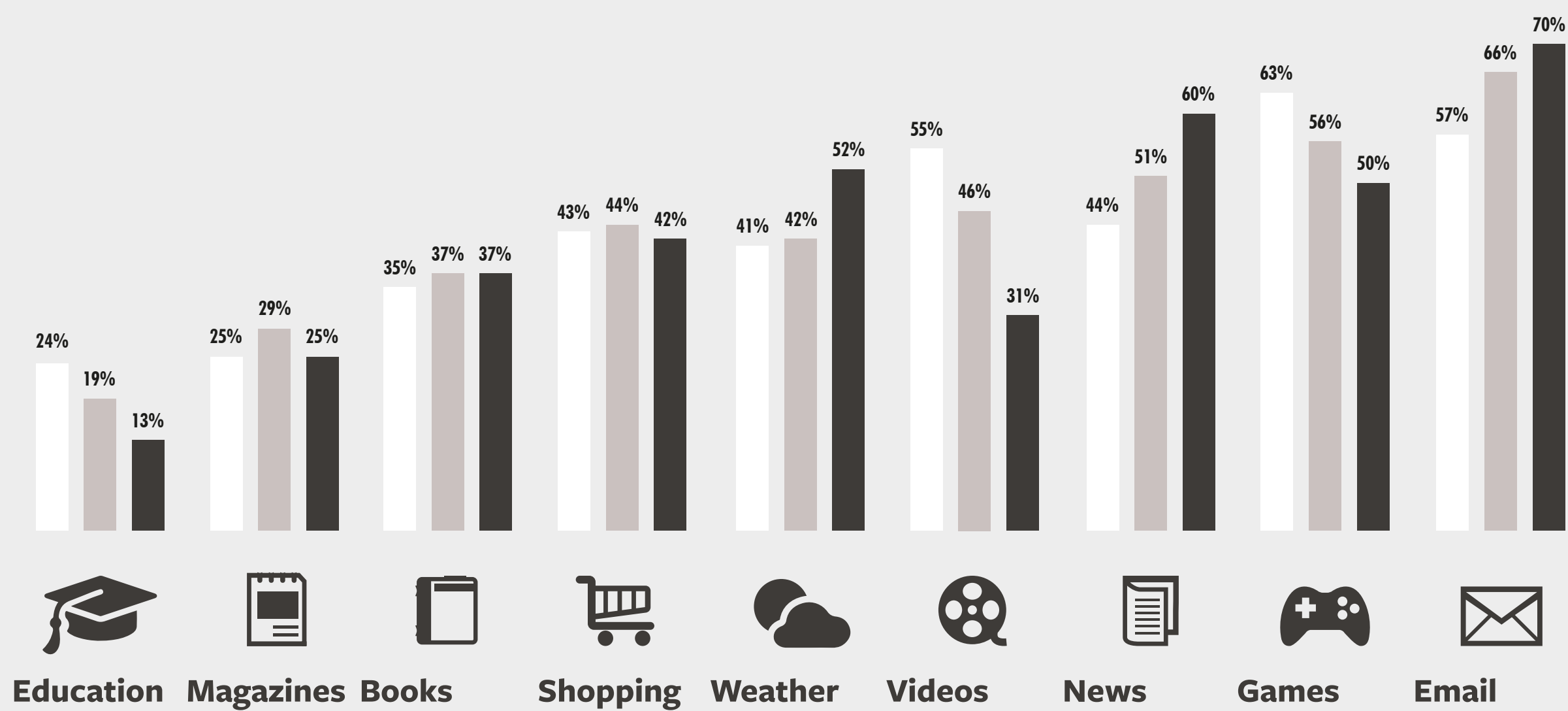
Windows Phone 7.5



BlackBerry  
OS7 + Z10



# SET THE SCENE



- 60% of opens are on devices
- This is the year



## SET THE SCENE

- Your customers are looking
- MCommerce has grown 63%



Studies have found that people look  
at their phones an average of

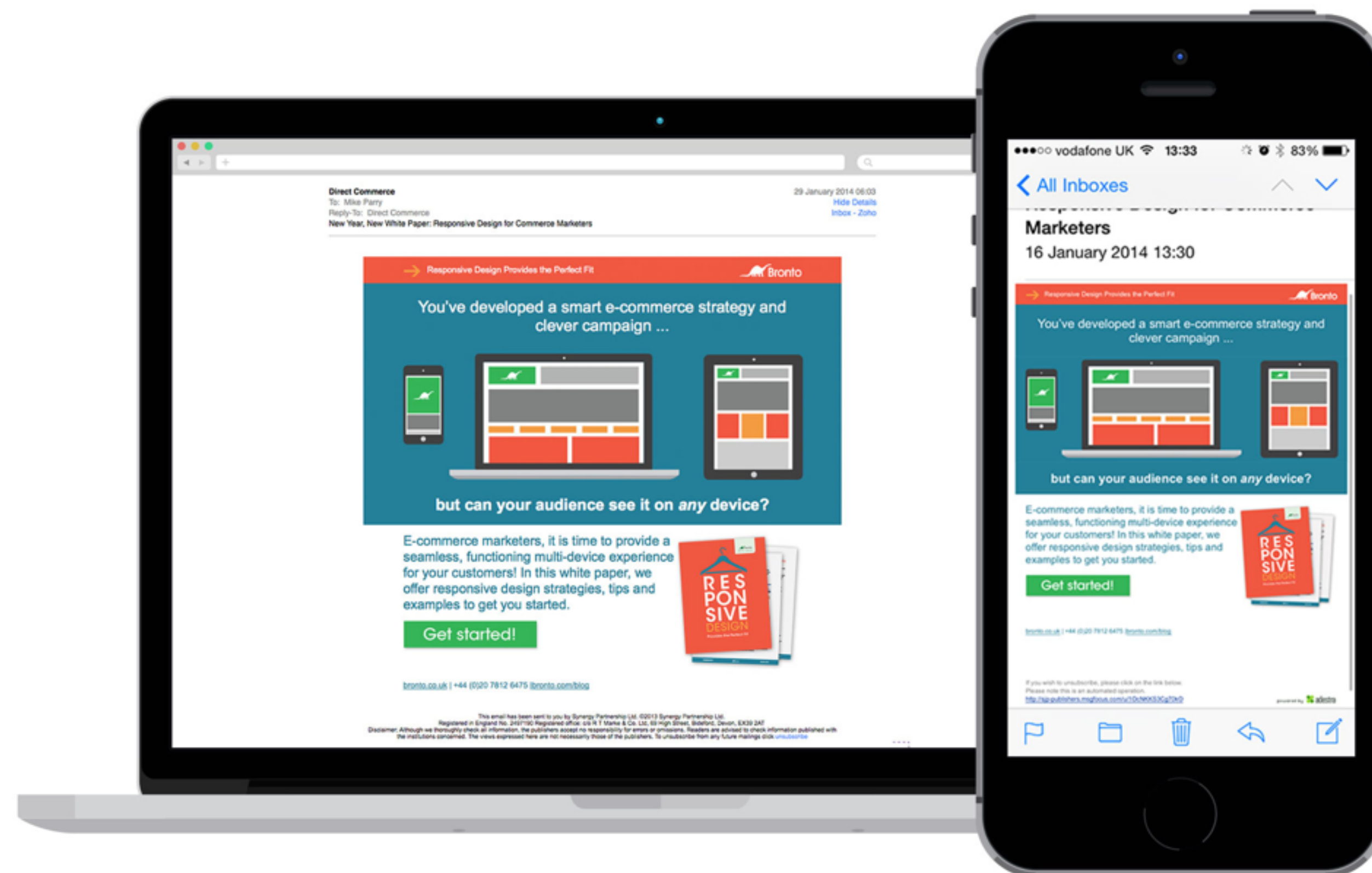
**150**

times a day





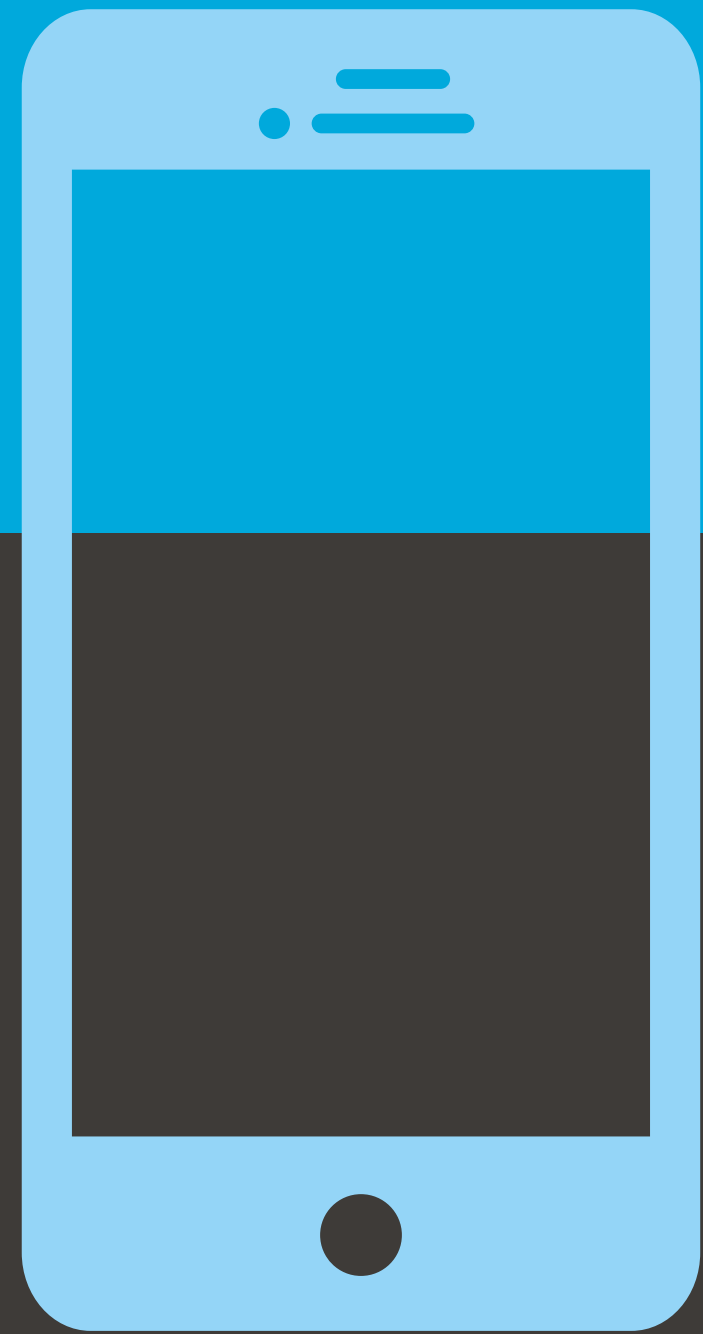
# WE'VE ALL WITNESSED





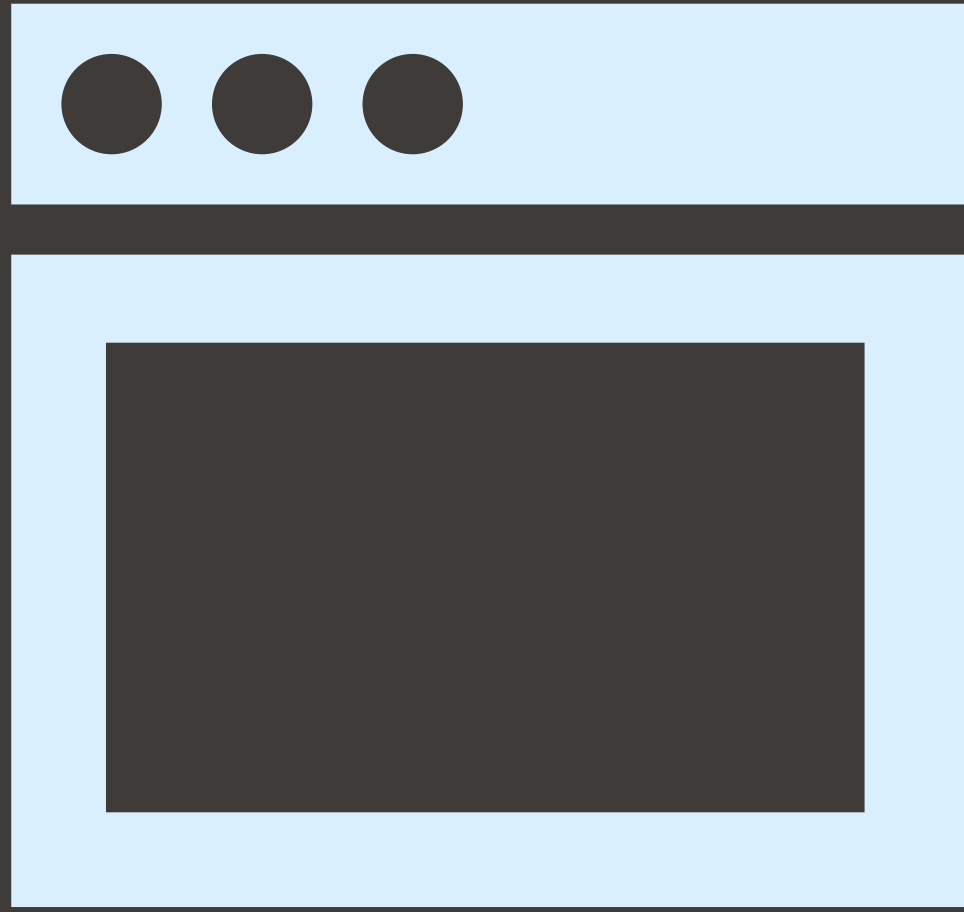
## WE'VE ALL WITNESSED

- **Emails that are too wide**
- **Emails where the text is too small**
- **Pixellated images and broken copy**



# WHAT SHOULD YOU BE DOING

- **Think mobile first**
- **Think user engagement**
- **Think brand identity**

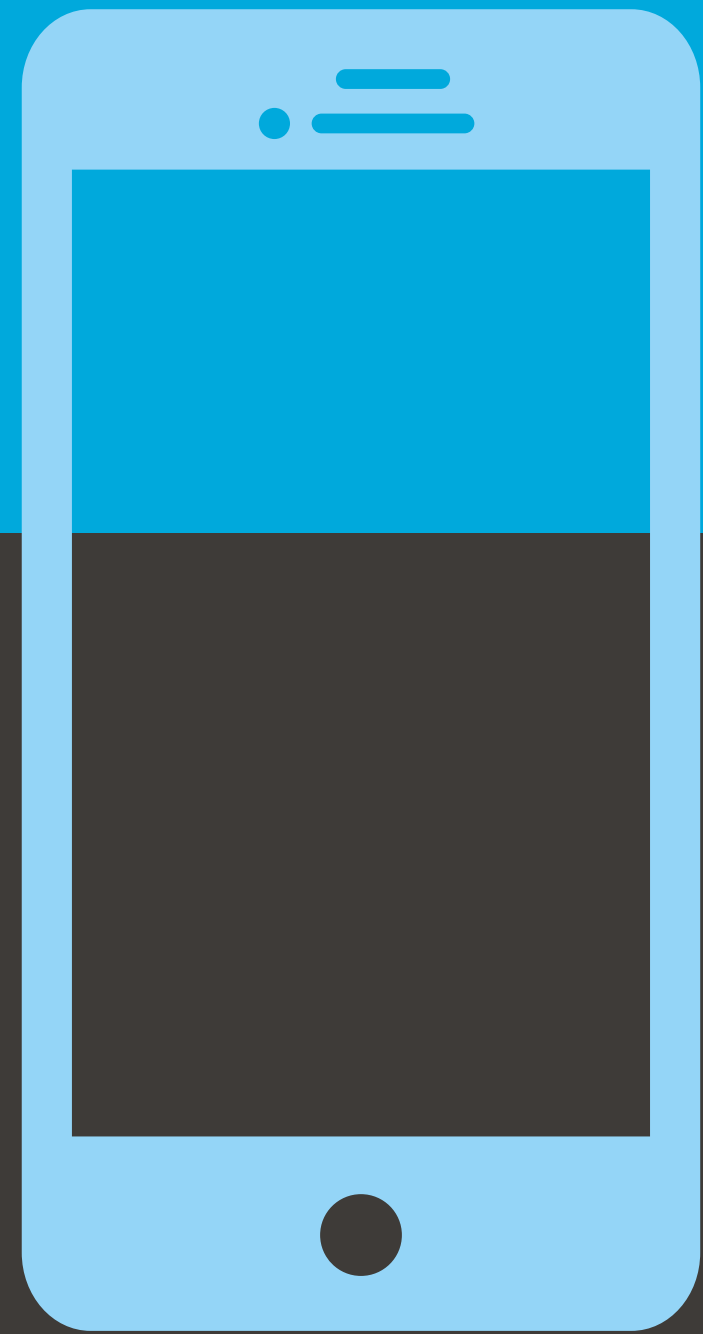


## SOME NUMBERS

- **Device based email opens greater than desktop**
- **Poor rendering**
- **48% of ALL your opens are at risk**

1	Apple iPhone	26%	◆ 0	6	Gmail	6%	▲ 2
2	Outlook	14%	◆ 0	7	Outlook.com	6%	▼ 1
3	Google Android	12%	▲ 2	8	Yahoo! Mail	5%	▼ 1
4	Apple iPad	12%	▼ 1	9	Windows Live Mail	3%	◆ 0
5	Apple Mail	8%	▼ 1	10	Windows Mail	2%	NEW





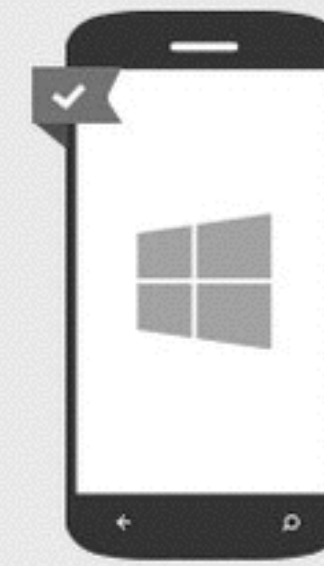
# EVERYONE AGREE WE SHOULD GO MOBILE



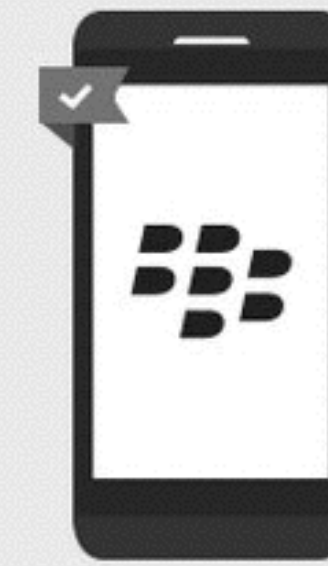
iOS Mail app



Android 4.X  
Email/OEM app



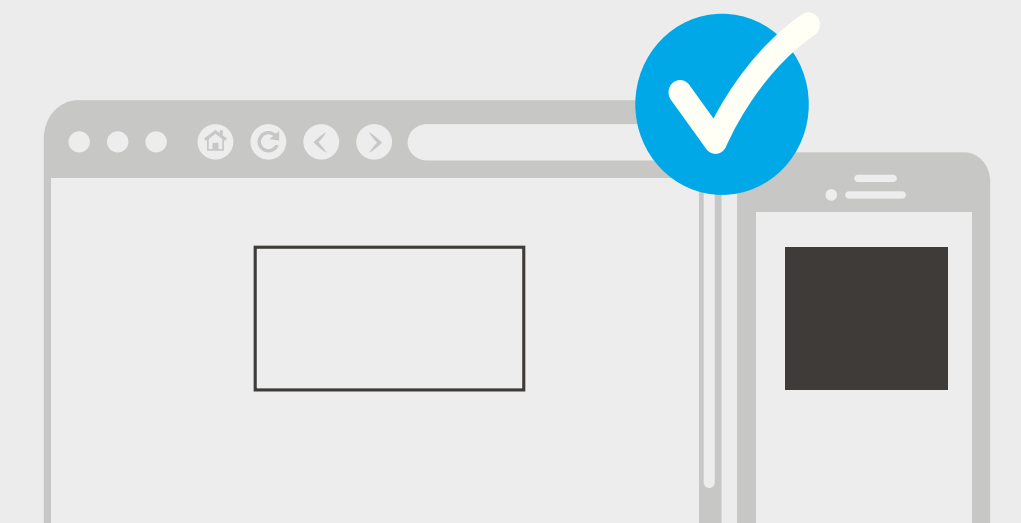
Windows Phone 7.5



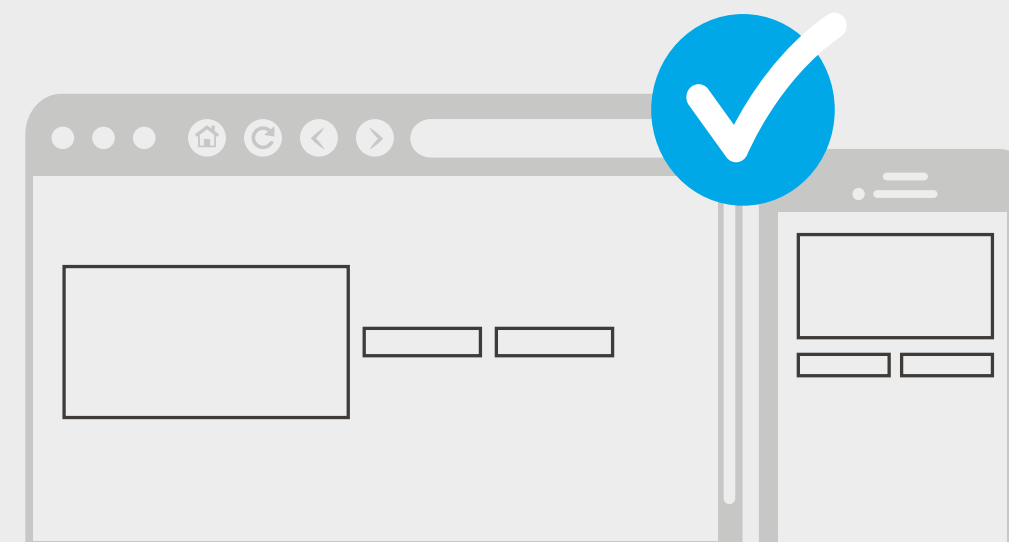
BlackBerry  
OS7 + Z10

# WHAT'S POSSIBLE?

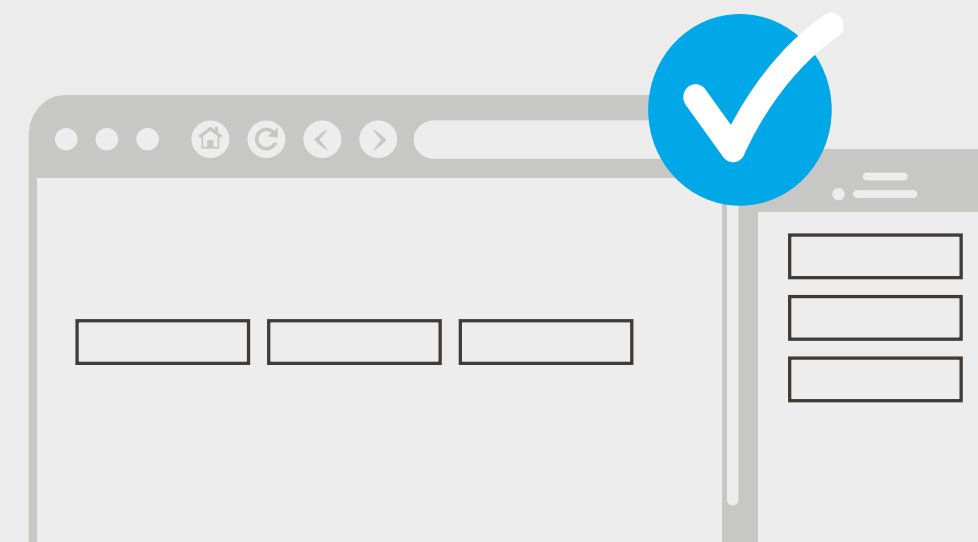
- Changing hierarchy
- Changing navigation
- Enlarging fonts
- Changing colours



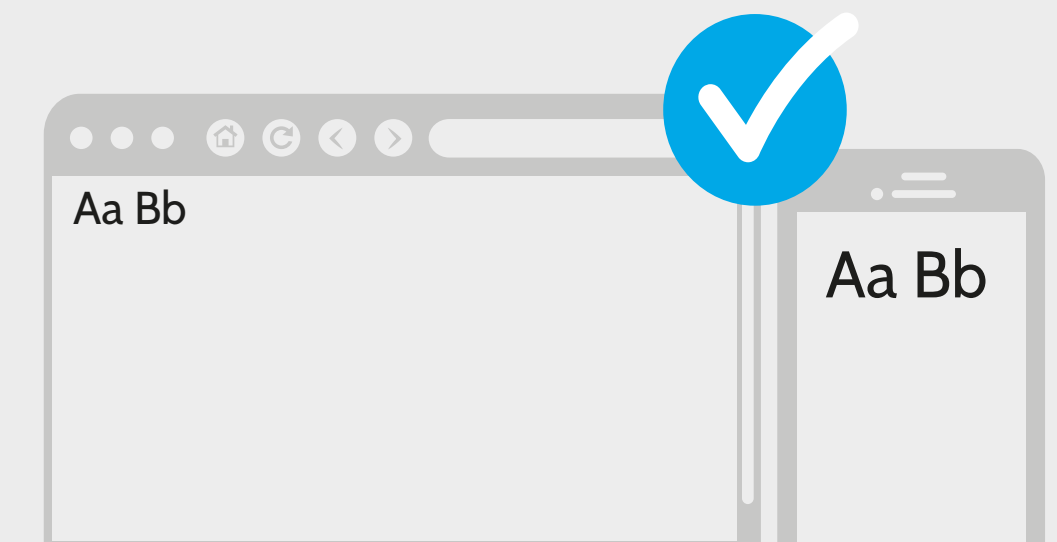
CHANGE COLOURS



CHANGE HIERARCHY



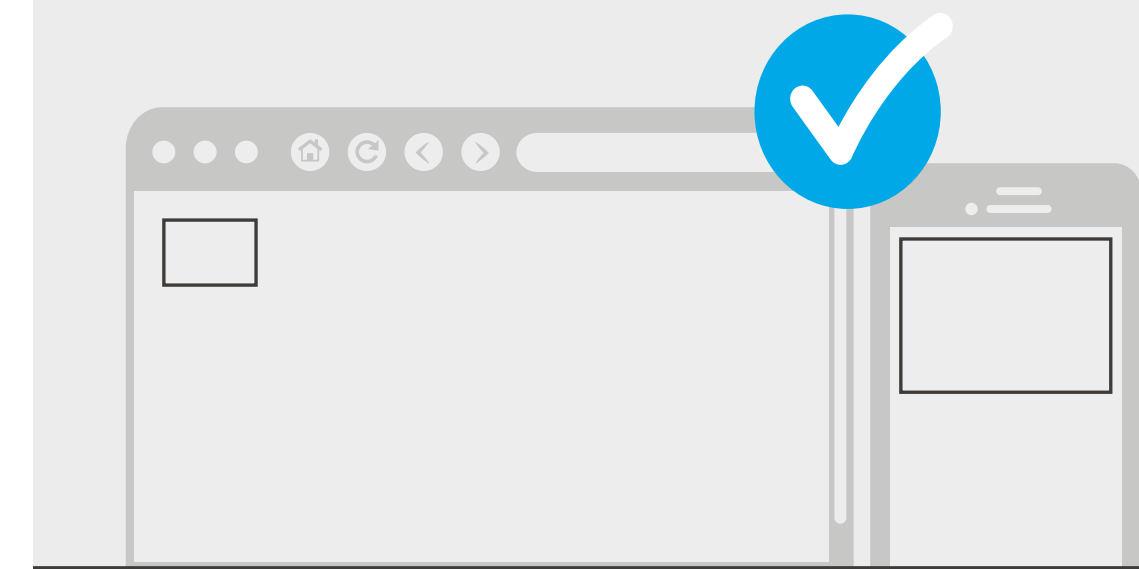
CHANGE NAVIGATION



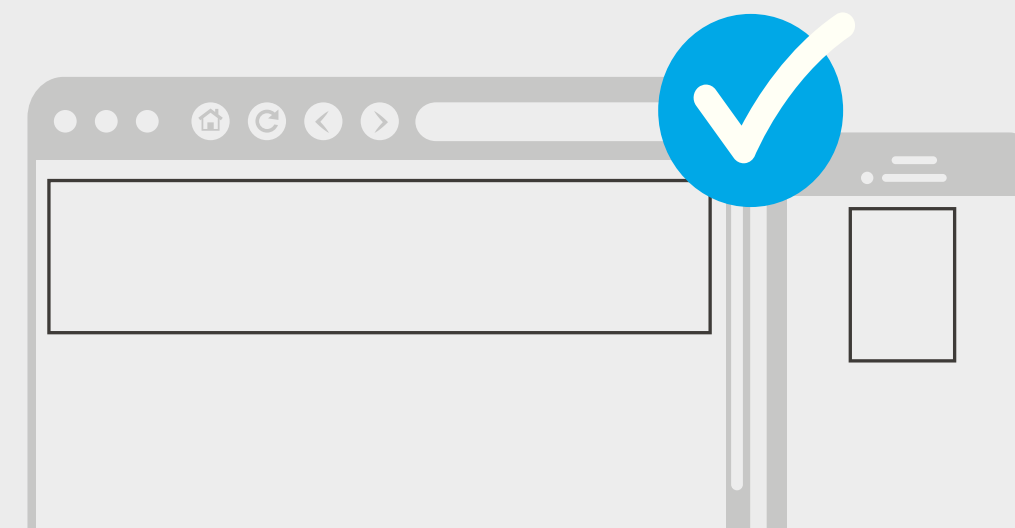
ENLARGE FONTS

# WHAT'S POSSIBLE?

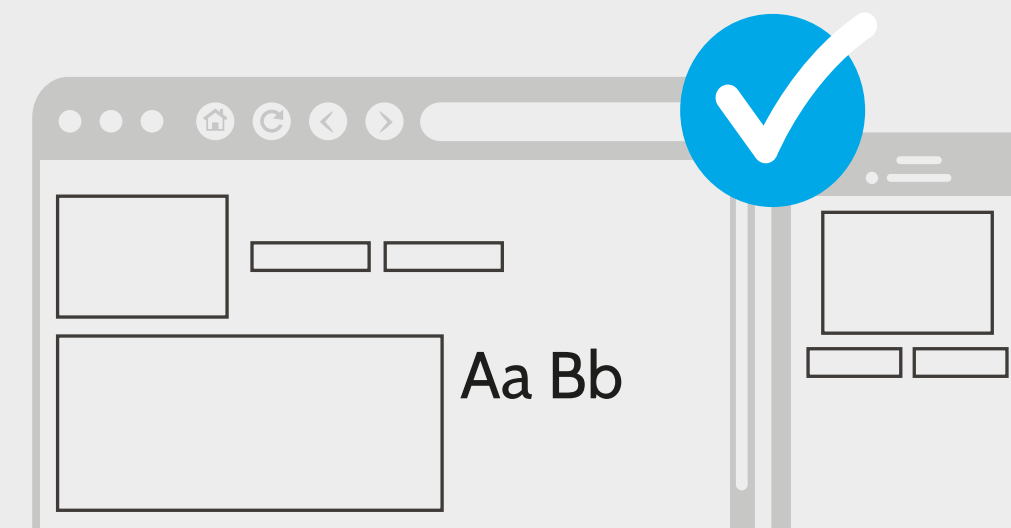
- Adding padding
- Changing or hiding content
- Changing layouts
- Scaling images



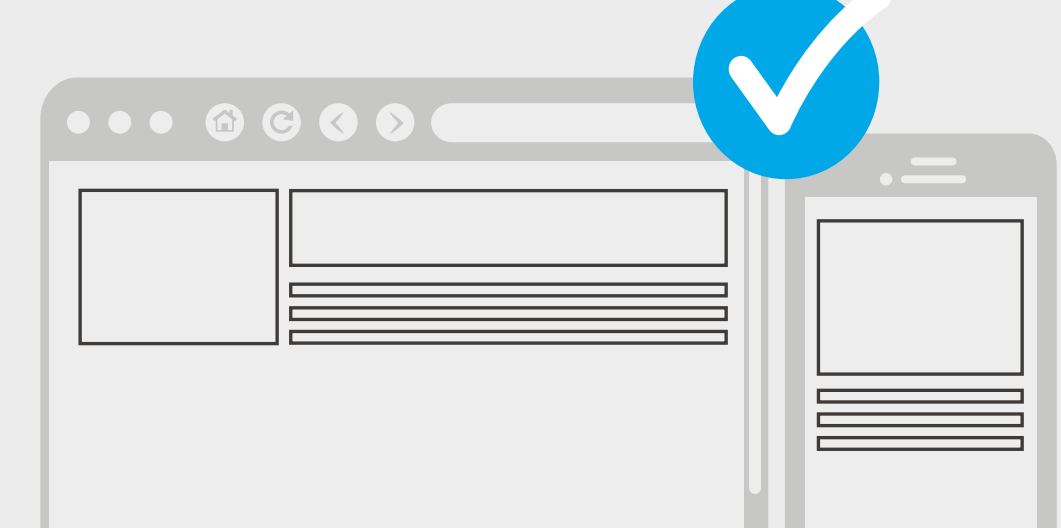
SCALE IMAGES



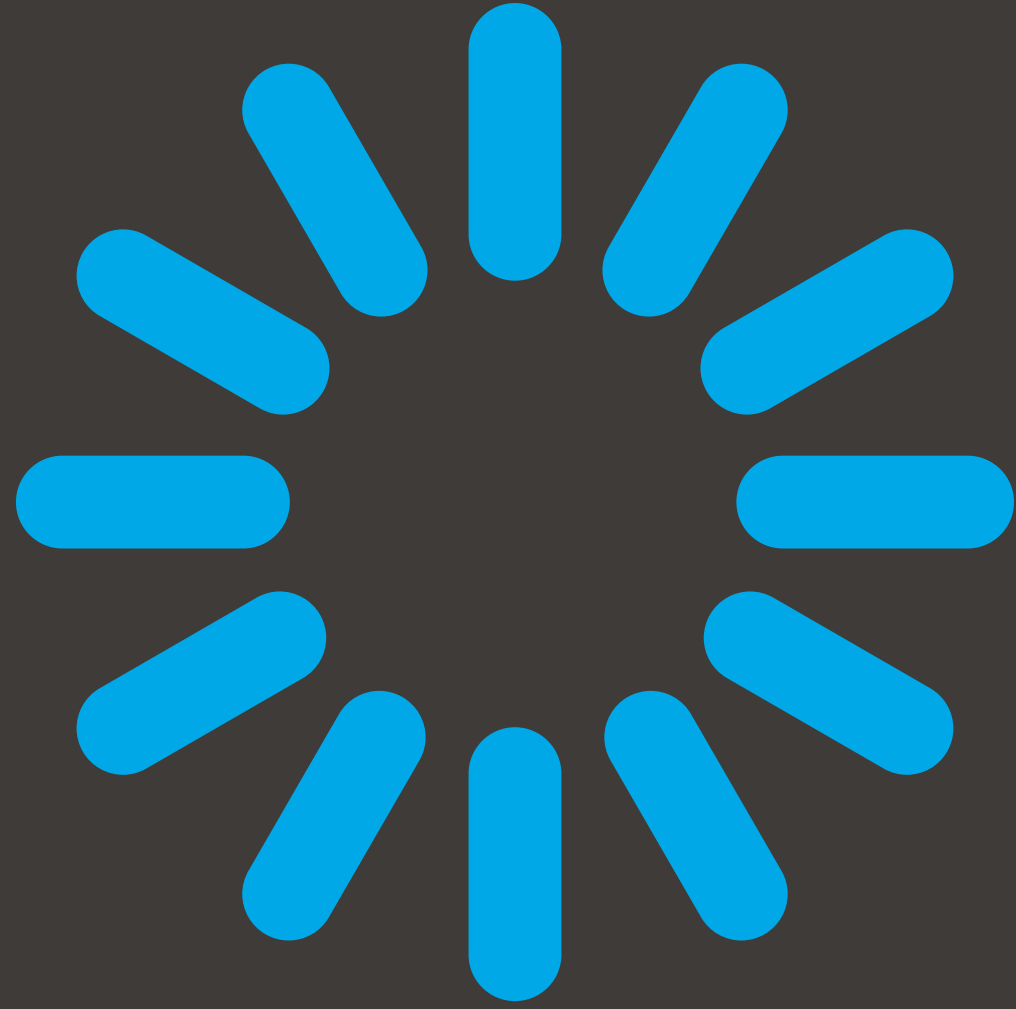
ADD PADDING



CHANGE OR HIDE CONTENT



CHANGE LAYOUT

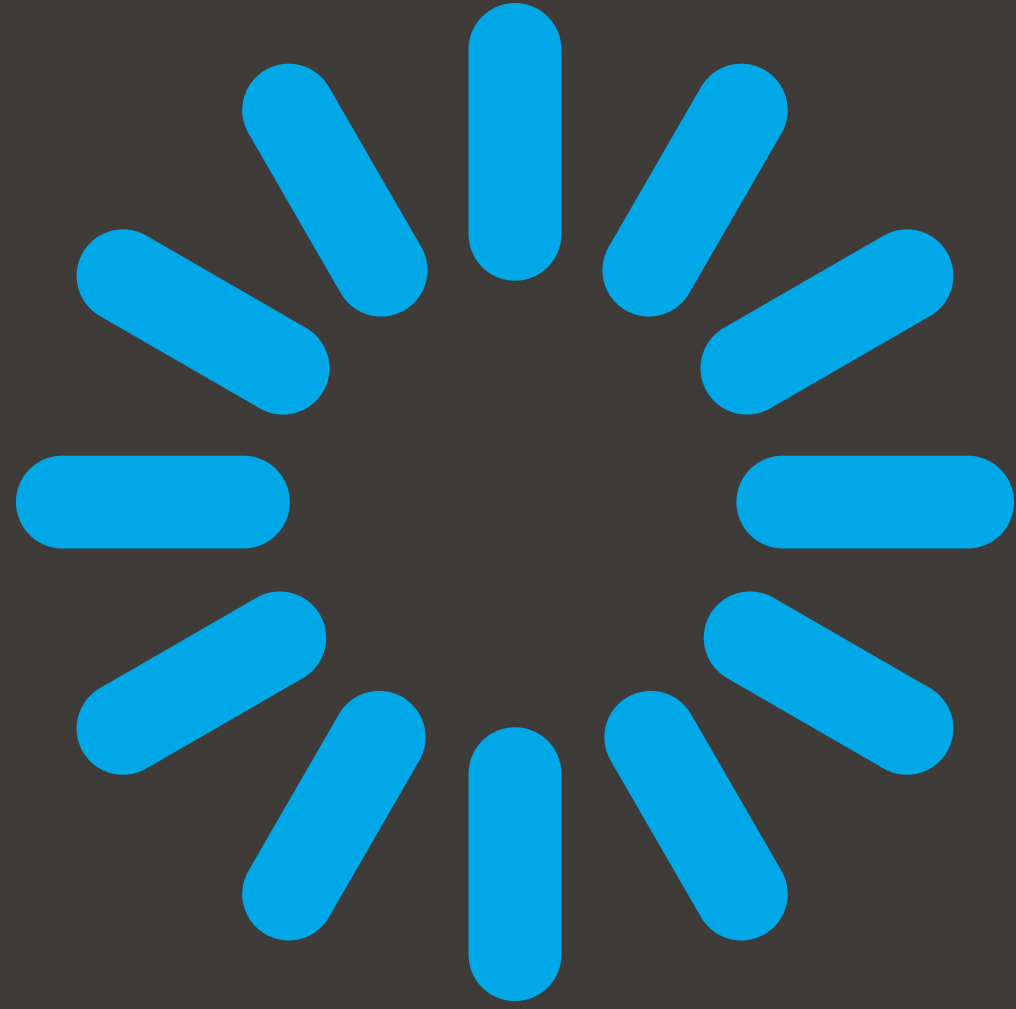


## HOW

- Use building blocks
- Cut down on unnecessary content
- Action oriented copy

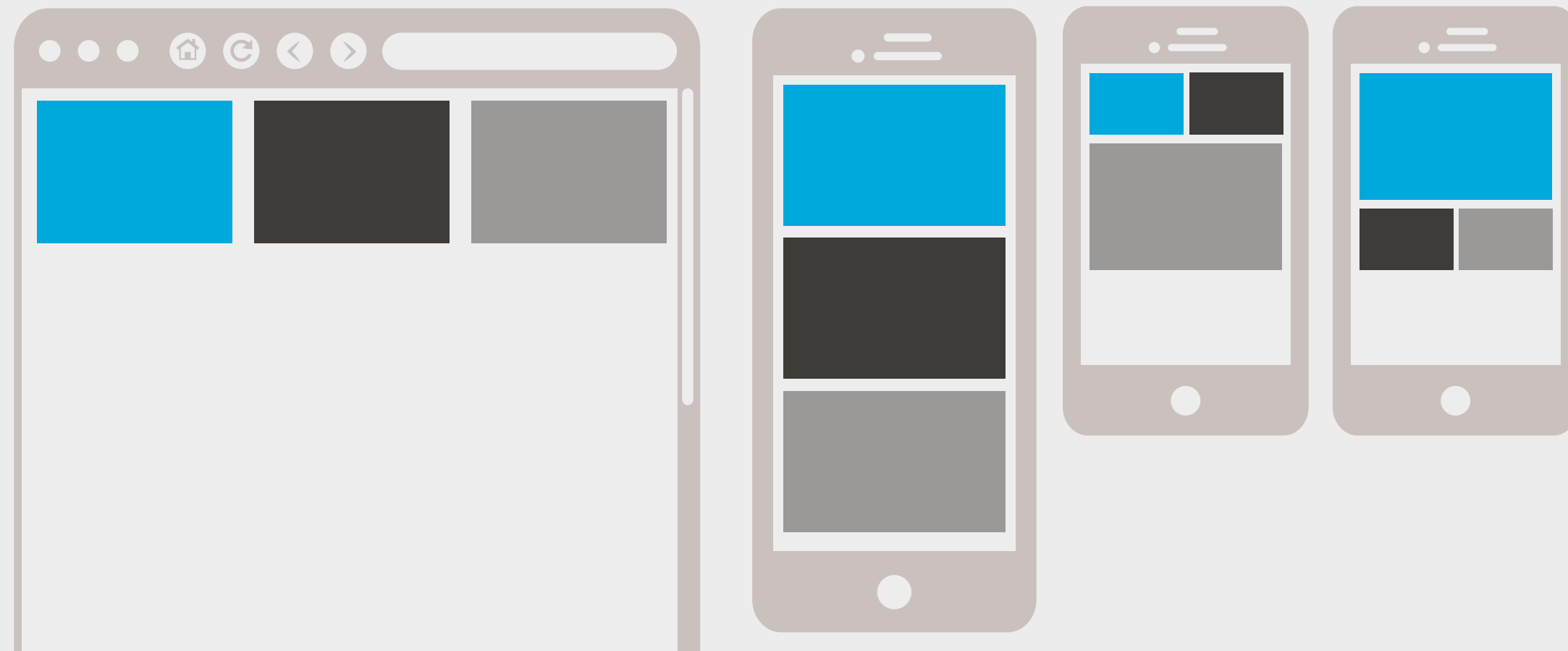


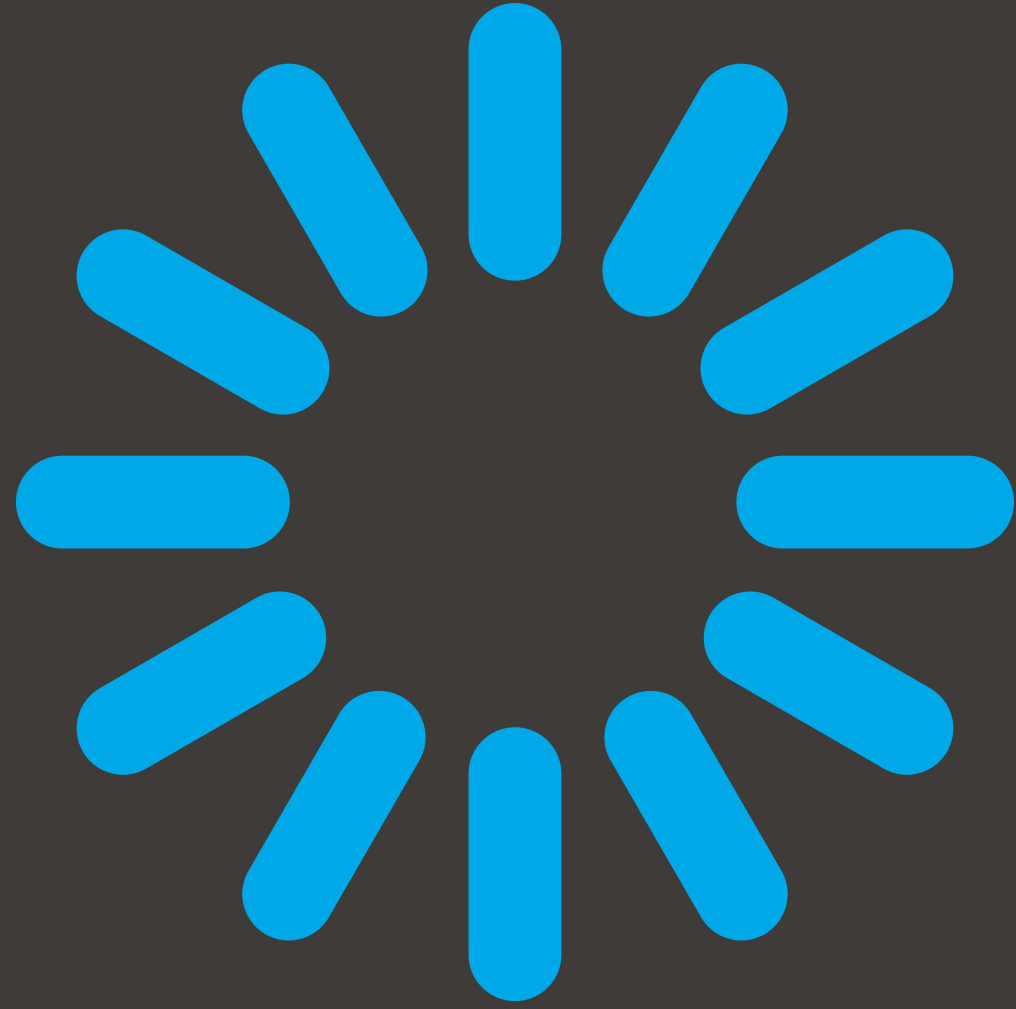
*Examples of good layouts that can easily be used for responsive emails*



## HOW

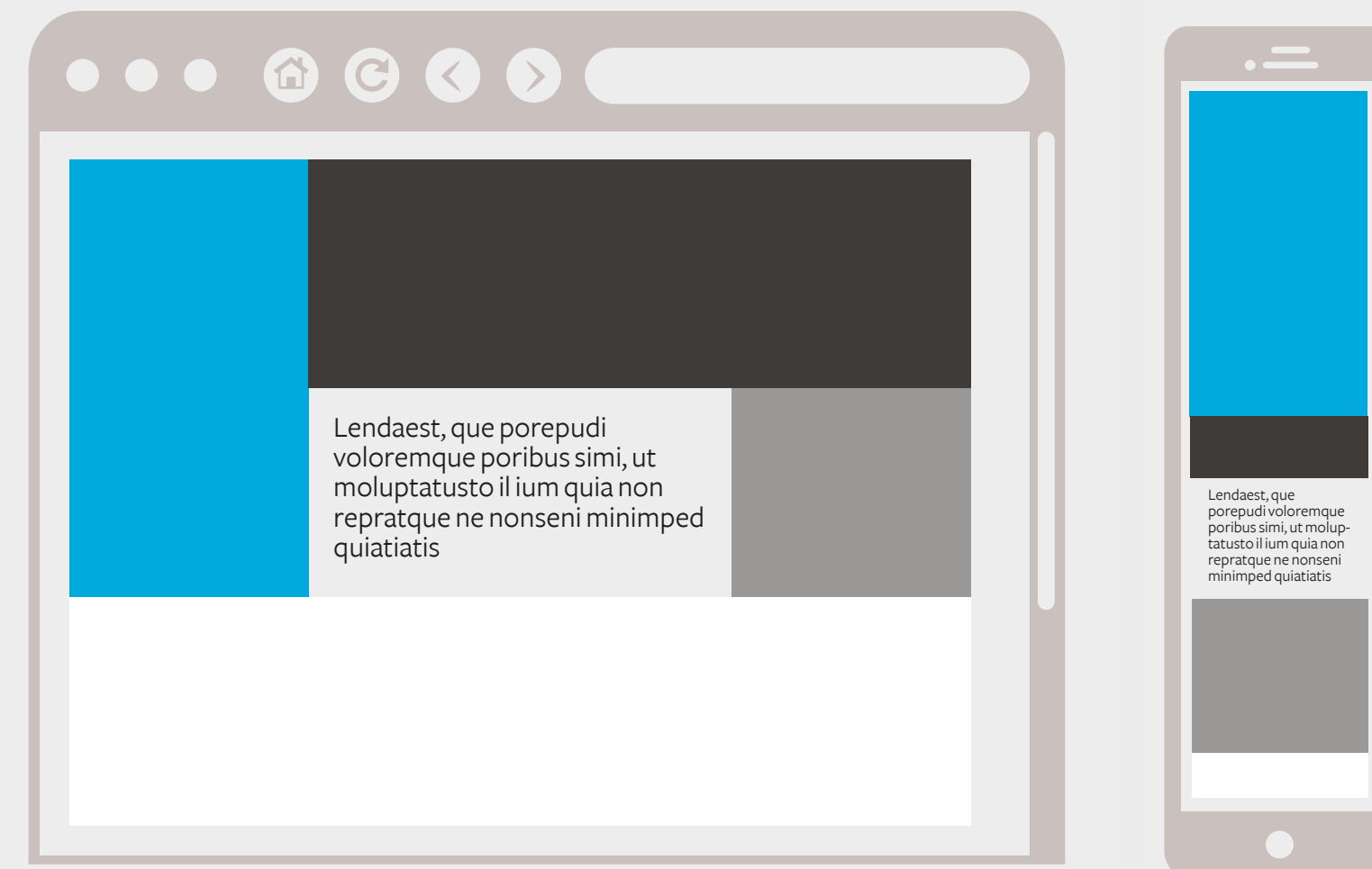
- Multiple images/columns on a single row can be stacked
- Different mobile layouts are possible for a single desktop layout
- Always follow the order from left to right

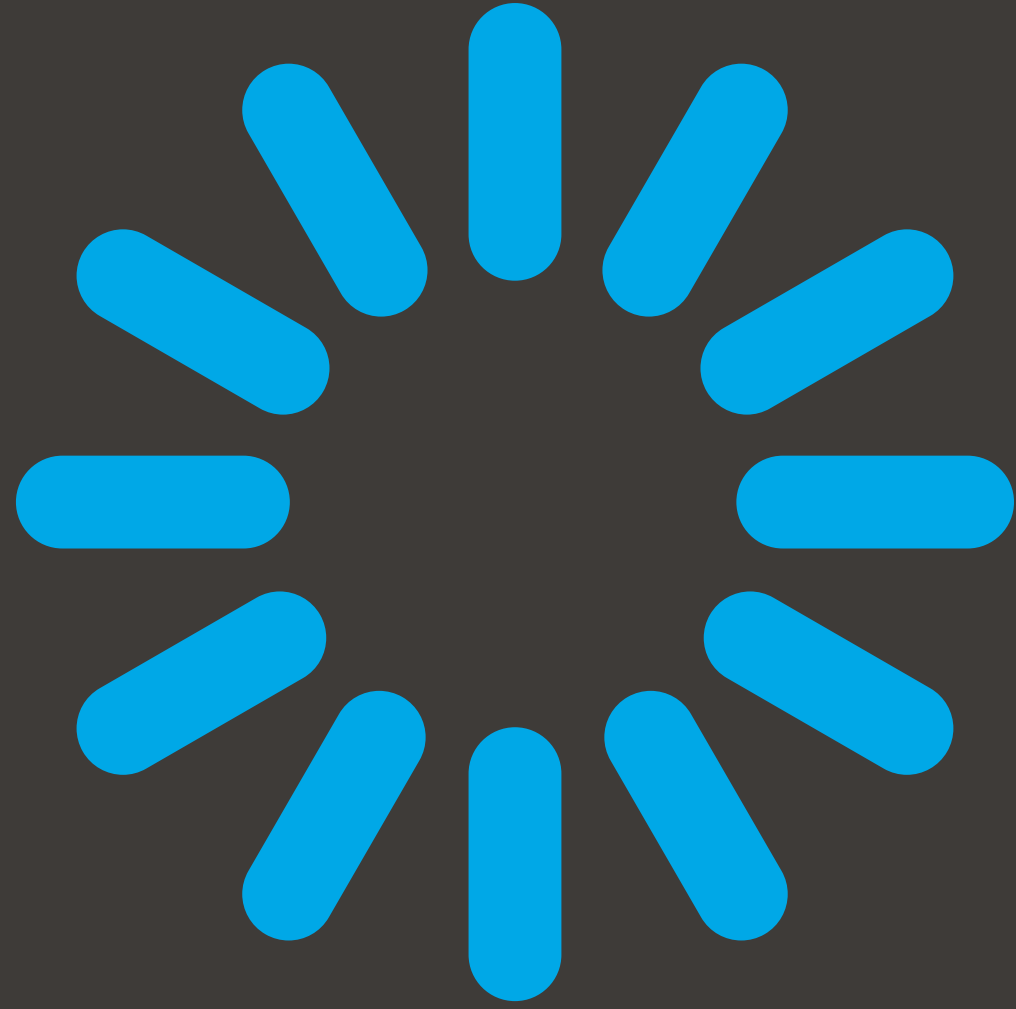




## HOW

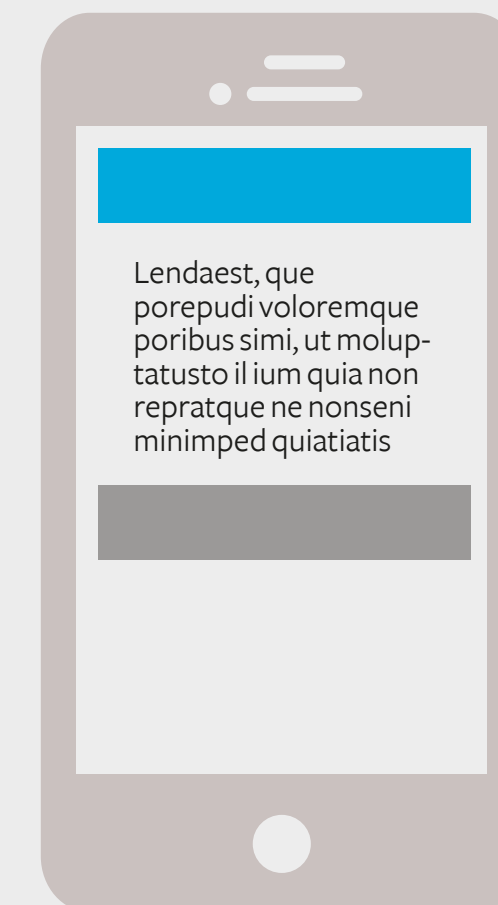
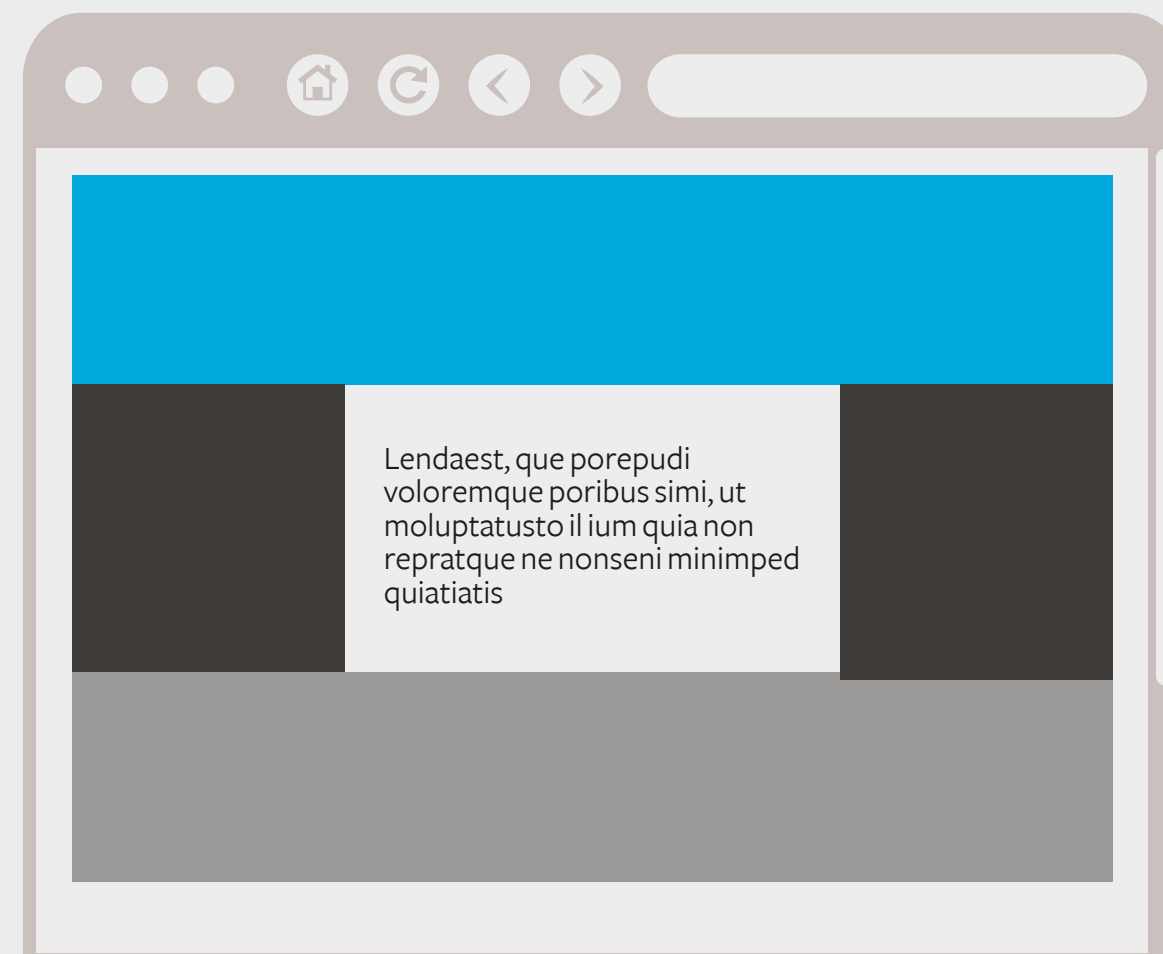
- **Don't put copy over image blocks**
- **3 Columns, 2 rows become 1 column**
- **Blocks still always stack Left to Right**

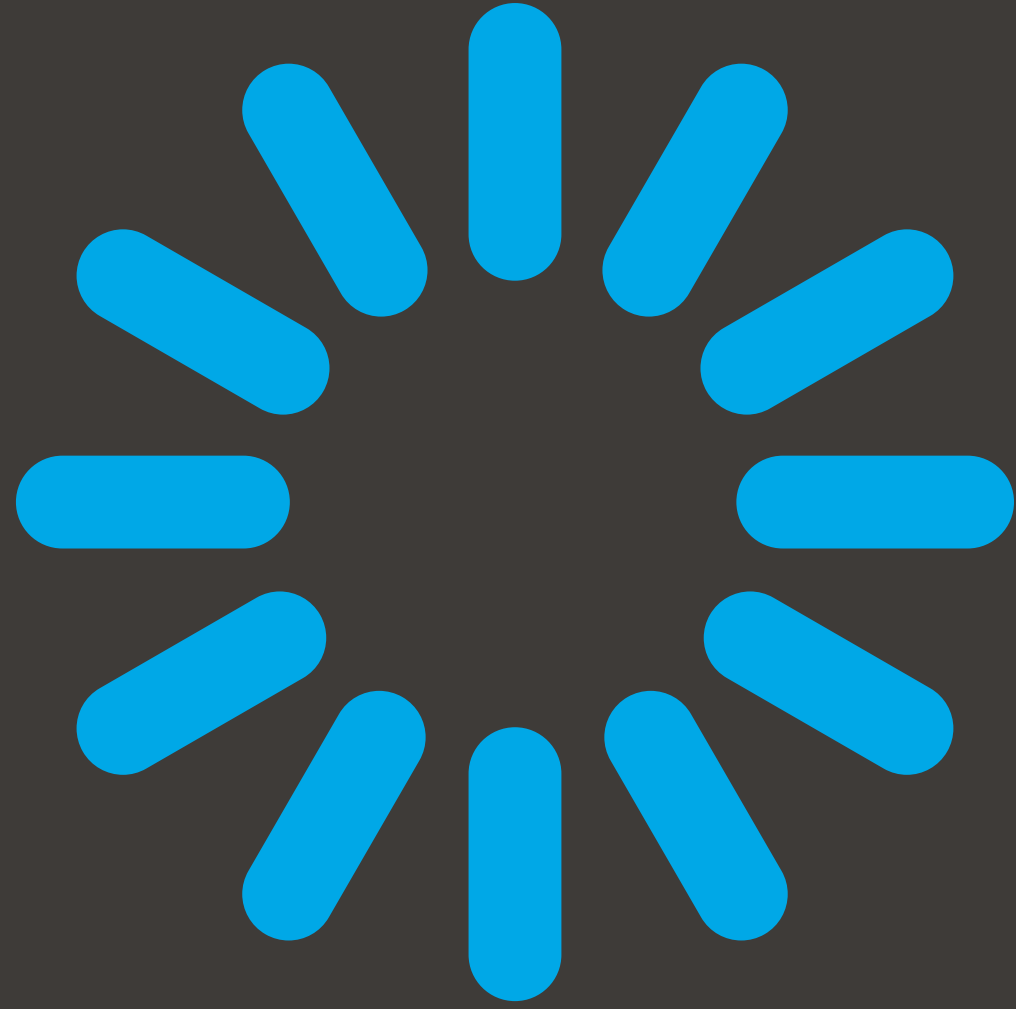




## HOW

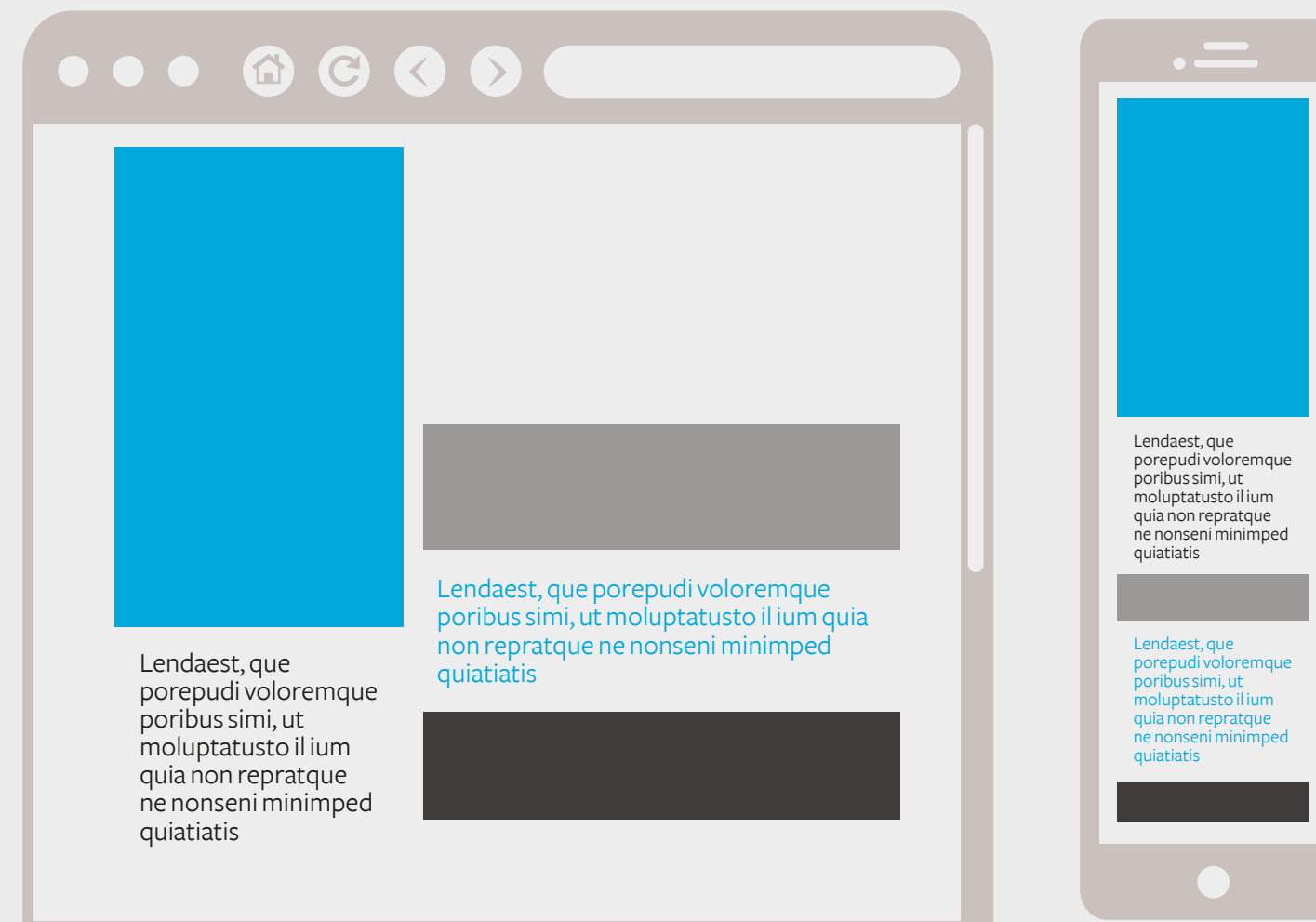
- **Hide blocks of content**
- **Makes the email more stackable**
- **Reduces length on mobile device**





## HOW

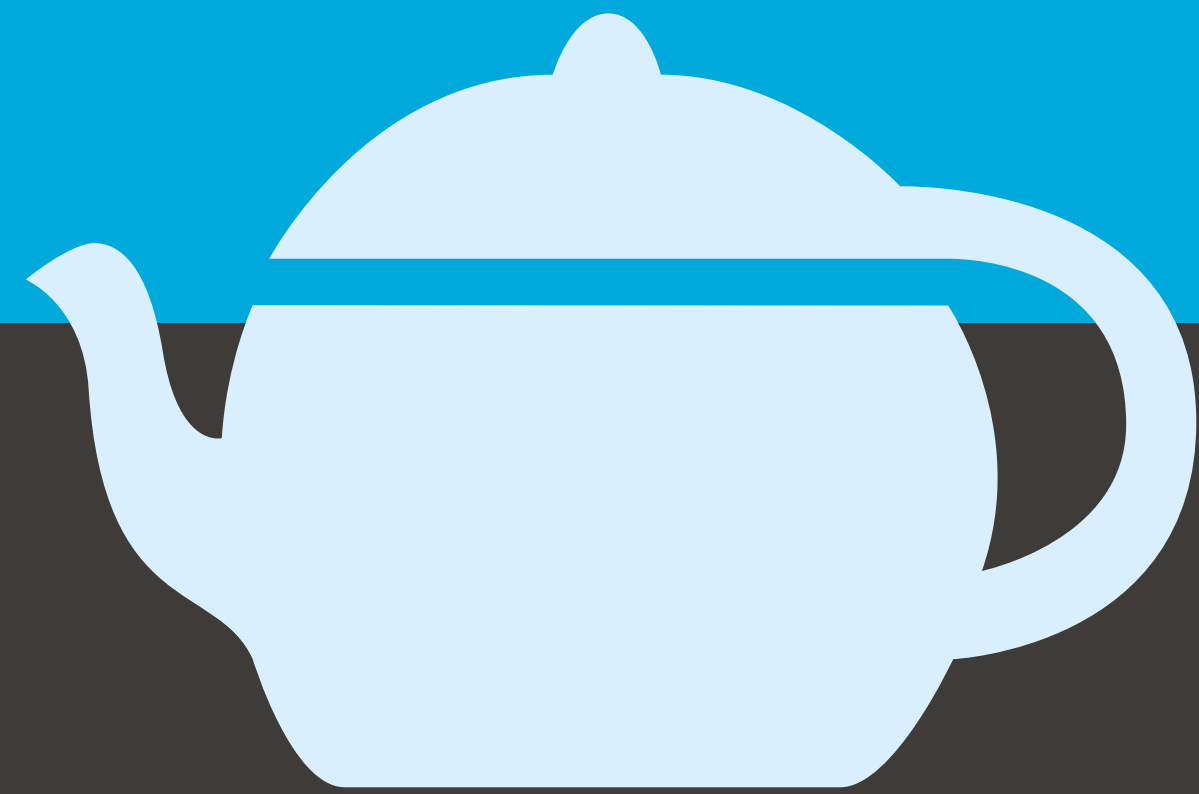
- Uneven column and row orders don't stack
- Cannot stack blue block and copy over the grey block
- To achieve the condition we align the text blocks





# HOW THAT MANIFESTS





## RESULTS

- Improved user engagement
- Improved branding experience
- Increased clicks
- Improved ROI



# COMPARE RESULTS

## Standard design

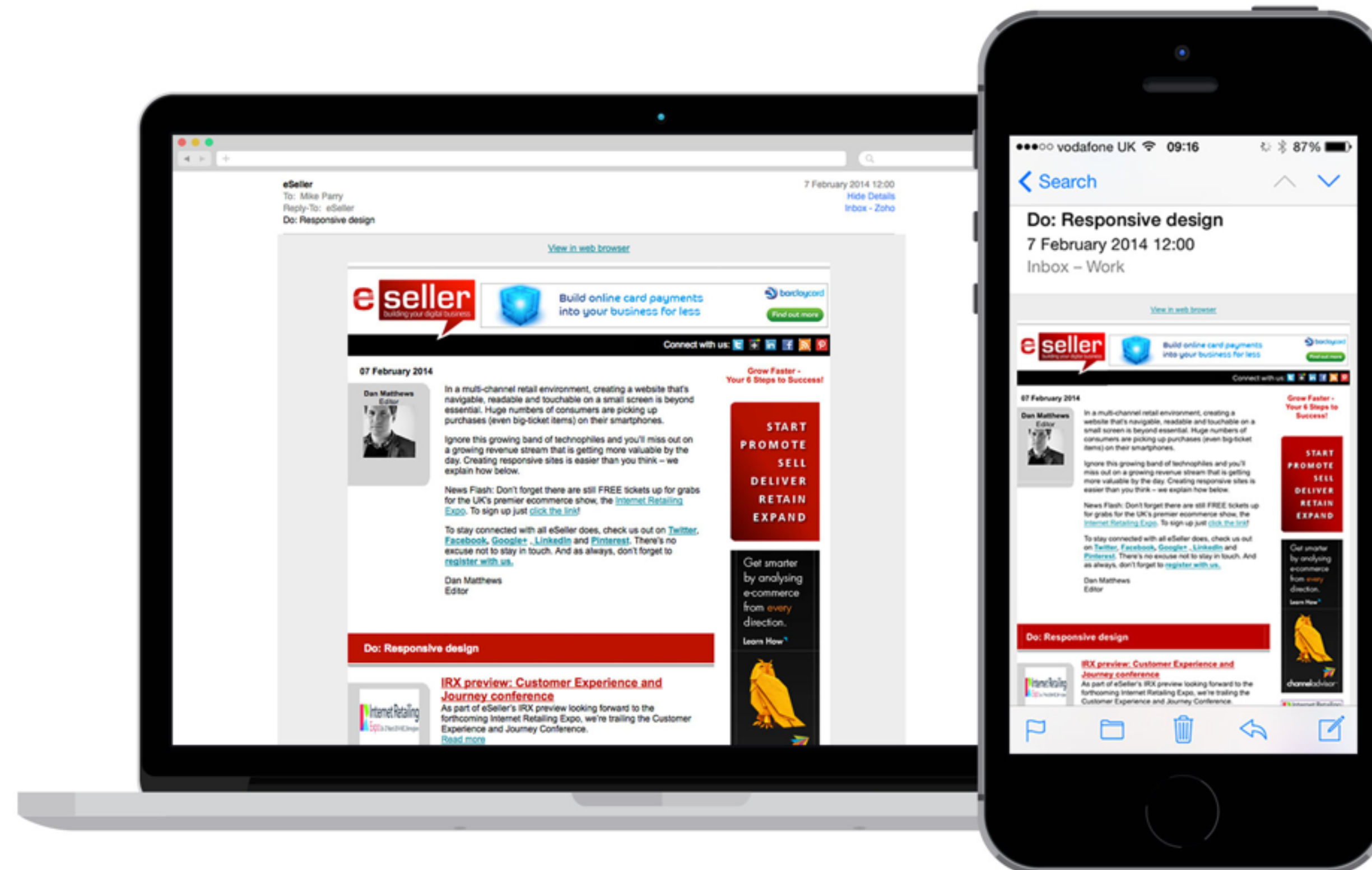
Delivered <b>96.9%</b>	Undeliverable <b>3.1%</b>	Opens <b>23%</b>	Clicks <b>3.7%</b>
Soft Bounces <b>3%</b>	Hard Bounces <b>0.1%</b>	Opt-outs <b>0.1%</b>	FBL Complaints <b>0%</b>

## Responsive design

Delivered <b>99.8%</b>	Undeliverable <b>0.2%</b>	Opens <b>25.7%</b>	Clicks <b>4.1%</b>
Soft Bounces <b>0.1%</b>	Hard Bounces <b>0%</b>	Opt-outs <b>0.1%</b>	FBL Complaints <b>0%</b>



# SERIOUSLY DON'T DO THIS





**THANK YOU**

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**displayblock.com**