



PUBLICASTER
EDUCATION SERIES

**OPTIMIZE YOUR EMAILS
FOR MOBILE**

May 19, 2010

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Agenda



- The mobile email environment
- Rendering in different devices
- Designing for mobile devices
- Testing emails for mobile readability



The Mobile Email Environment

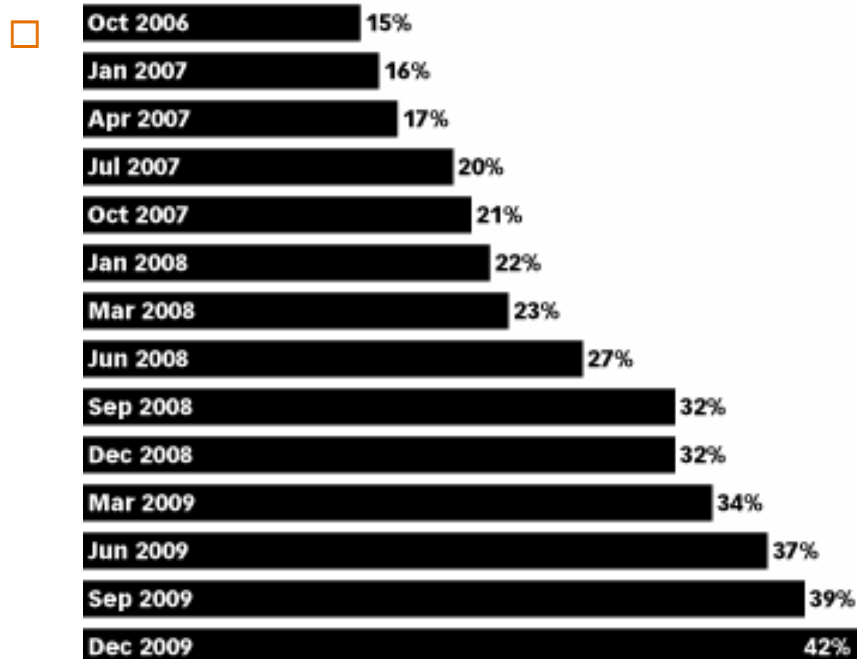


The Mobile Email Environment

- 16% of mobile users' permission-based email is viewed on mobile devices - *five points higher than last year.*

Source: Merkle Interactive Services (2009)

US Consumers Who Own a Smartphone, October 2006-December 2009 (% of respondents)



Source: ChangeWave Research survey as cited in press release, January 4, 2010

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www.eMarketer.com



The Mobile Email Environment

- Recent study of nearly 2,000

Publicaster users

- 32% of email marketers use the View in Browser link in outgoing campaigns to help readers view their messages.
- Only 2% of email marketers create custom mobile versions of their outgoing campaigns targeted towards mobile devices.



Rendering in Different Devices

Rendering in Different Devices



- Older systems show text only
 - ▣ BlackBerry devices running RIM's handheld OS 4.4 or older
- Newer systems show HTML (or try)
 - ▣ BlackBerry devices running RIM's handheld OS 4.5 or higher
 - ▣ Apple iPhone
 - ▣ Android
 - ▣ Palm Pre with webOS

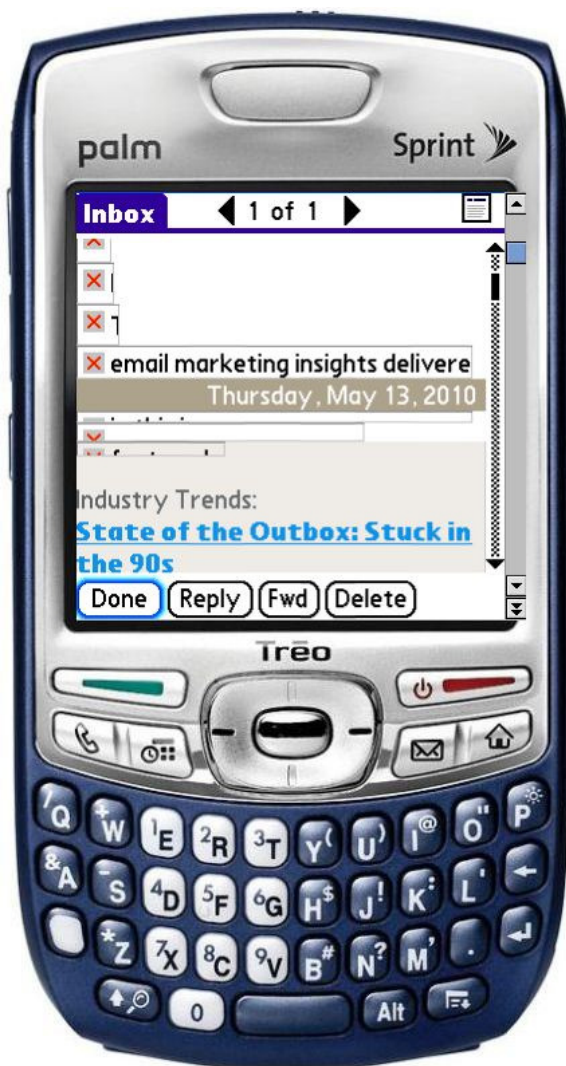
Rendering in Different Devices

- Best: iPhone, Android, Palm Pre



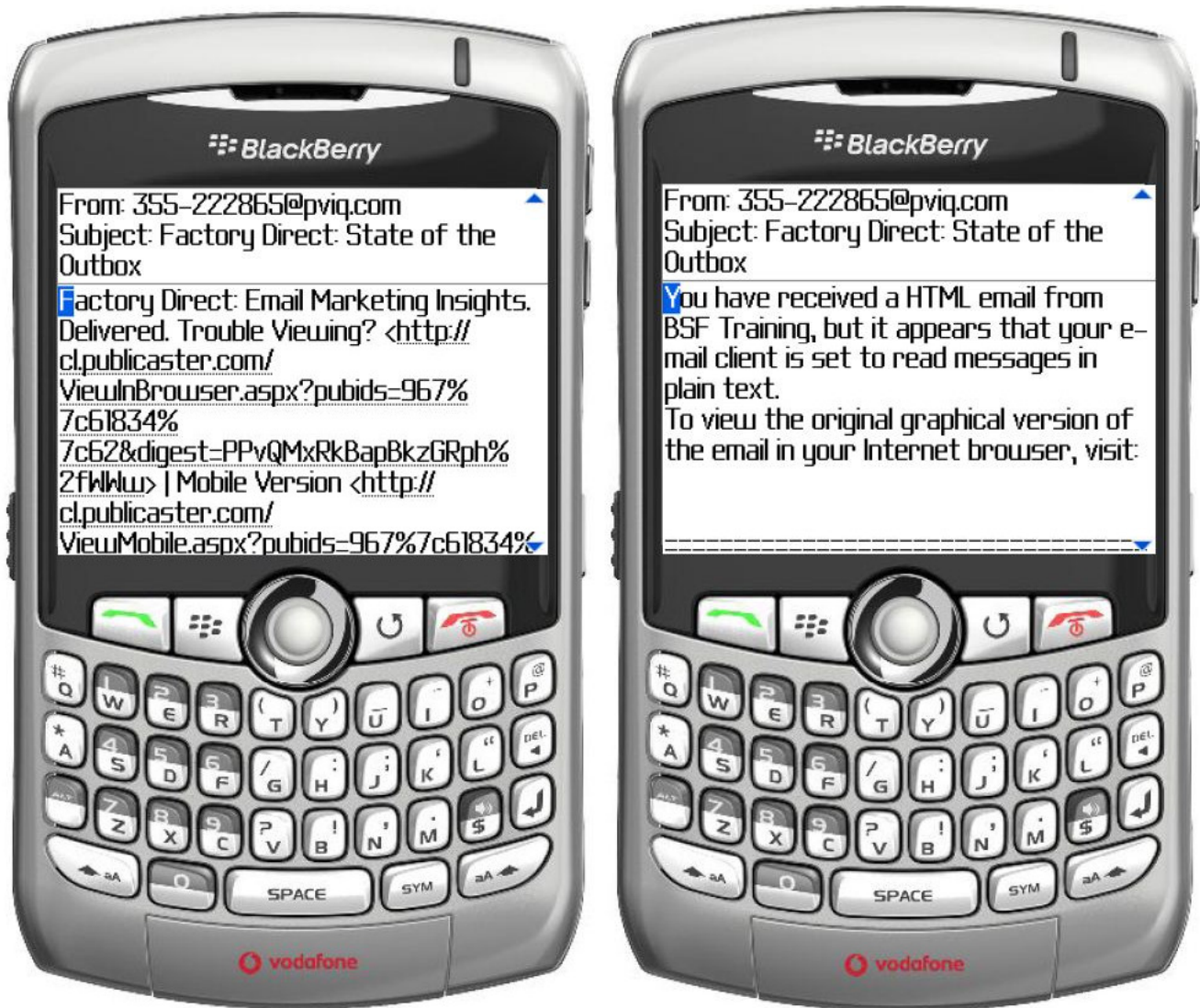
Rendering in Different Devices

- Okay: Palm Garnet, Windows Mobile 6



Rendering in Different Devices

- Ouch: Blackberry ES/IS 2.x, IS 1.x





Designing for Mobile Devices

Designing for Mobile Devices



- Step 1: Simplify HTML
- Step 2: Create plain text version
- Step 3: Create mobile version



Designing for Mobile Devices

- Step 1: Simplify HTML
 - Don't rely on images
 - Keep HTML document to less than 20KB
 - Check by pasting code into Notepad, saving, and checking file size

Designing for Mobile Devices



- Step 2: Create plain text version
 - Publicaster emails are multi-part by default
 - View Plain Text button
 - Create Text button to pull content from HTML version

Designing for Mobile Devices



- Step 3: Create mobile version
 - ▣ Mobile Version button
 - Create from HTML/Text buttons to pull content from other versions
 - ▣ Code snippet link
 - View Mobile Version
 - [~ViewMobile~]View Mobile Version[~EndViewMobile~]



Testing for Mobile Readability



Testing for Mobile Readability

- Inbox Preview
 - Previews email in 25 inboxes
 - Includes popular mobile devices
 - iPhone
 - BlackBerry
 - Palm
 - Updates in minutes
 - Shows images on or off
 - Purchase à la carte



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