



JUSTINE JORDAN

The Hidden Talents of Email:
Creating Customer-Centric Messages

Litmus

@meladorri

MOZCON

2016

Well, hello there!

 @meladorri @litmusapp

litmus.com/lp/mozcon



EMAIL'S

GOT



T★LENT

HAPPY BIRTHAVERSARY, JUSTINE!

Inbox x



robet575

to DAN11088, alysjordan, jennhoffman, nchls.jordan, me, DTJordan89, Nikhoffman, seajorda, jennyhoffman88 ▾

Enjoy your special day, Justine! Here's your B-day poem made with love from all of us.
Happy Birthaversary! :)



W JUSTINE'S 2015 ...





<input type="checkbox"/>	☆	Rue La La	Inbox	Up to 75% on dresses. I Wills just wanna have fu-un. - Also on 7 Steals for all.
<input type="checkbox"/>	☆	Steve Madden	Inbox	Don't Forget - Take An Extra 25% Off! - 25% off plus Free Shipping with code F
<input type="checkbox"/>	☆	6pm.com	Inbox	Fall in love with Madden Girl up to 70% off! - http://click.email.6pm.com/?qs=
<input type="checkbox"/>	☆	LOFT	Inbox	All new, all 40% OFF - 40% off NEW arrivals & EVERYTHING else http://mail.lof
<input type="checkbox"/>	☆	Payless ShoeSource	Inbox	EXTRA 15% off + Boho Sandals + \$10 Flats = HOT Savings! - 15% off everyth
<input type="checkbox"/>	☆	west elm	Inbox	Up to 70% OFF + ships FREE! - 70% off**. Free Shipping* on markdowns. Exclu
<input type="checkbox"/>	☆	Littlewoods	Inbox	Up to 50% off selected home & electricals! - Big home & electrical buys at little
<input type="checkbox"/>	☆	Very.co.uk	Inbox	Up to 50% off selected home & electricals! - Big home & electrical buys at little
<input type="checkbox"/>	☆	Timbuk2	Inbox	25% Off Almost Everything. Shop Now. - 25% Off Summer Essentials"> San F
<input type="checkbox"/>	☆	Payless ShoeSource	Inbox	15% off for You + Semi-Annual Sale - 1 Days Left! - 40% off + an extra 15% o
<input type="checkbox"/>	☆	Sierra Trading Post	Inbox	Top Secret Sale: EXTRA 40% OFF 24,000+ Items & Free Shipping! - 40% Off*
<input type="checkbox"/>	☆	True&Co.	Inbox	Our 30% off Spring Sale Starts Now! - 30% off beautiful essentials. FREE RETI
<input type="checkbox"/>	☆	Payless ShoeSource	Inbox	15% off + Semi-Annual Sale - Final Weekend! - 40% off + an extra 15% off! vie





Rachel Perry

@rperry110



Following

.@jcrew if you put "Puppies!" in the subject line of an email you better deliver on some damn puppies. #emailfail



Puppies!!!

View



J.Crew <jcrew@email.jcrew.com>

To: [Redacted]

8:57 AM (6 hours ago)



17% off J.Crew styles for women, kids & boys. Plus, Free shipping on all orders today only.

View on a mobile device

J.CREW

WOMEN MEN KIDS SALE

PUPPIES!!!

*Not really, but this
should make you smile.*



Reminder: Please share your views with us about ARIA



@SaneArchive x



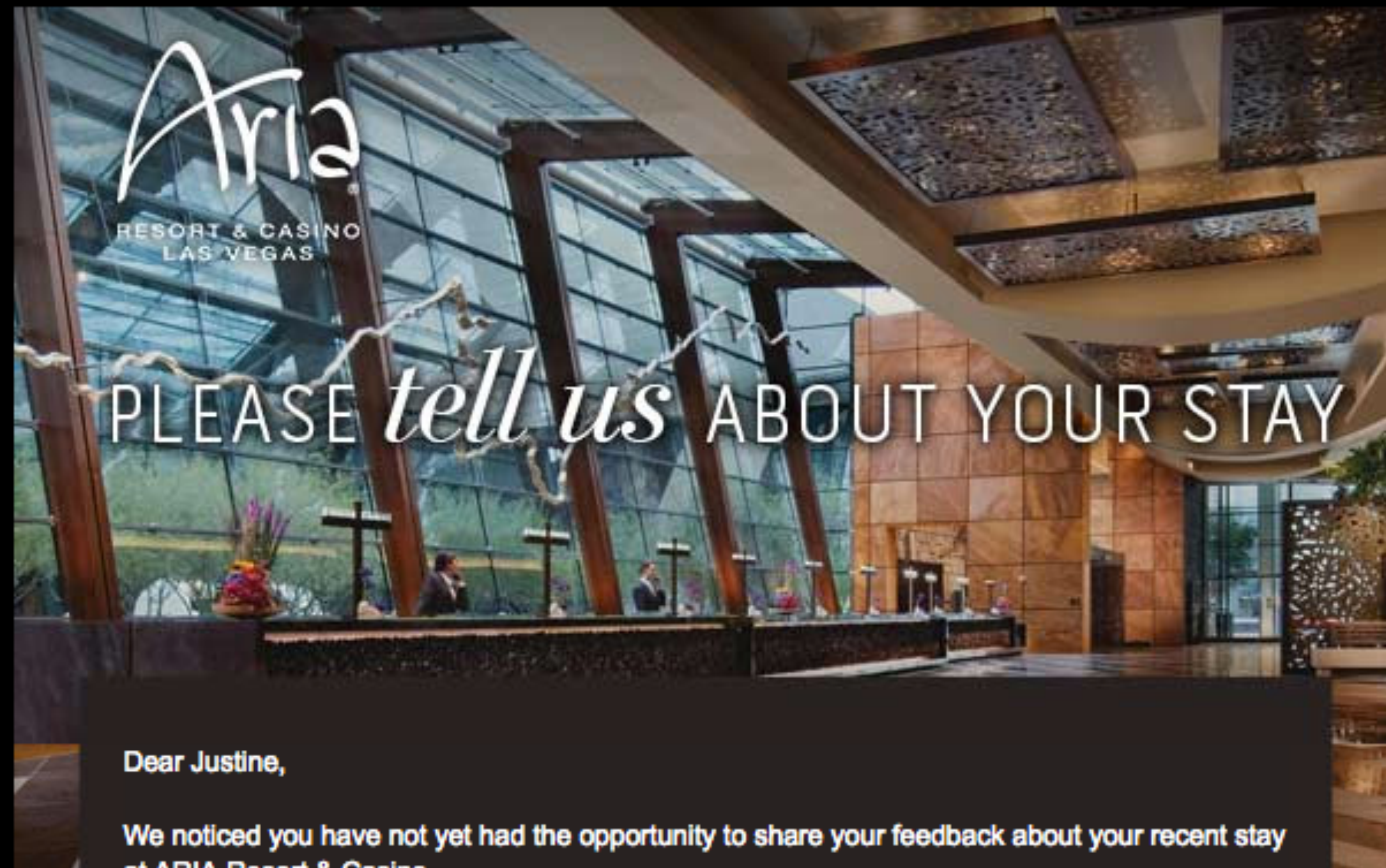
ARIA - DO NOT REPLY <mgmresorts@express.medallia.com>

to me ▾

3/7/15 ☆



To ensure you receive our best offers, add lasvegas@hotel.ariasvegas.com to your address book.



Reminder: Please share your views with us about ARIA



ARIA - DO NOT REPLY <mgmresorts@express.medallia.com>

@SaneArchive x

3/7/15 ☆

To ensure you receive our best offers, add lasvegas@hotel.arialasvegas.com to your address book.

PLEASE *tell us* ABOUT YOUR STAY

Dear Justine,

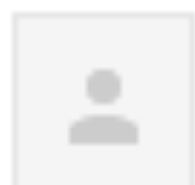
We noticed you have not yet had the opportunity to share your feedback about your recent stay at ARIA Resort & Casino.



Apologies from GoodData CMO



@SaneArchive x



Blaine Mathieu, GoodData trish@gooddata.com [via](#) mktomail.com

to me ▾



GoodData

Justine,

Late last week we made a mistake and accidentally sent you a reminder for a webinar that had already been completed and that you may not have even signed up for. I have directed changes to our processes that should help prevent this from happening again.

If you are interested, here is a link to the full webinar entitled "[The Rise of the Data Product](#)". It features world-renowned 'digital business' thought leader

Apologies from GoodData CMO

Blaine Mathieu, GoodData trish@gooddata.com



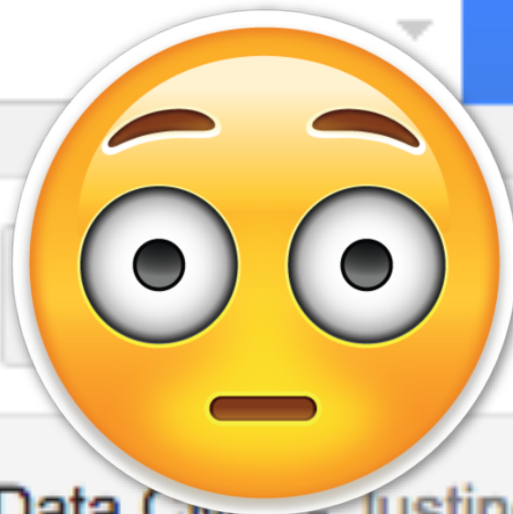
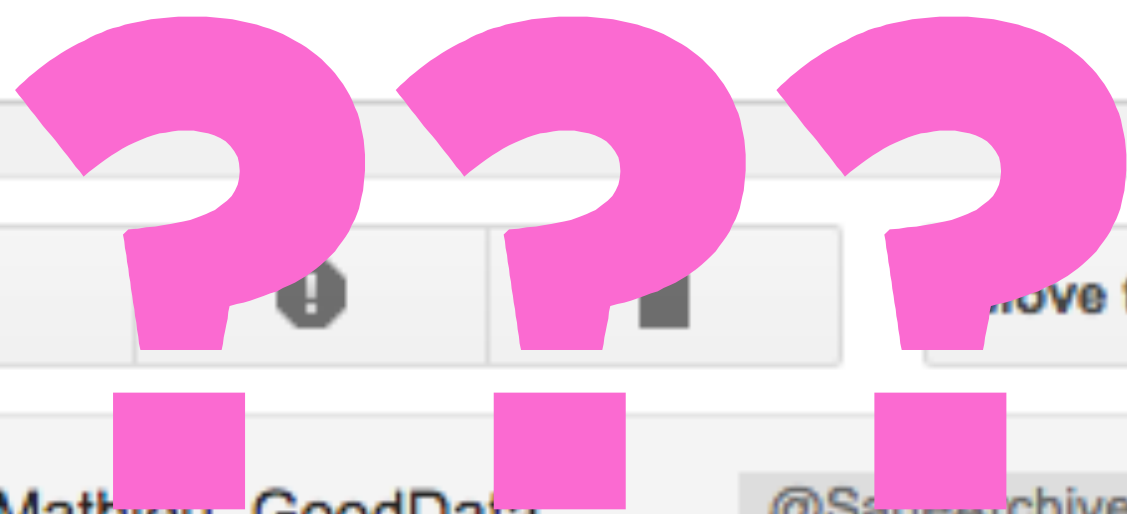
GoodData

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from:gooddata



- ☐ ☆ ▢ Blaine Mathieu, GoodData @SaneArchive Apologies from GoodData CMO - Justine, Late last week we made a mistake and accidentally sent you a reminder
- ☐ ☆ ▢ Monica McDermott @SaneArchive Next Tuesday: Enhance the Customer Lifecycle - To view this email as a web page, click here Cohesive communica
- ☐ ☆ ▢ Monica McDermott @SaneArchive Next Tuesday: Enhance the Customer Lifecycle - To view this email as a web page, click here Cohesive communica
- ☐ ☆ ▢ Monica McDermott @SaneArchive Limited Registration: GoodData & Bloor Group Webinar - To view this email as a web page, click here Cohesive co
- ☐ ☆ ▢ Monica McDermott @SaneArchive Limited Registration: How to Be a Marketing Prodigy - Marketing is one of the most difficult jobs to have. As bu
- ☐ ☆ ▢ Monica McDermott @SaneArchive GoodData announces Insights-as-a-Service: Download Your Kit - GoodData Launches Insights-as-a-Service,

Late last week we made a mistake and accidentally sent you a reminder for a webinar that had already been completed and that you may not have even signed up for. I have directed changes to our processes that should help prevent this from happening again.

If you are interested, here is a link to the full webinar entitled "[The Rise of the Data Product](#)". It features world-renowned 'digital business' thought leader



IGN **GRAND** SKY



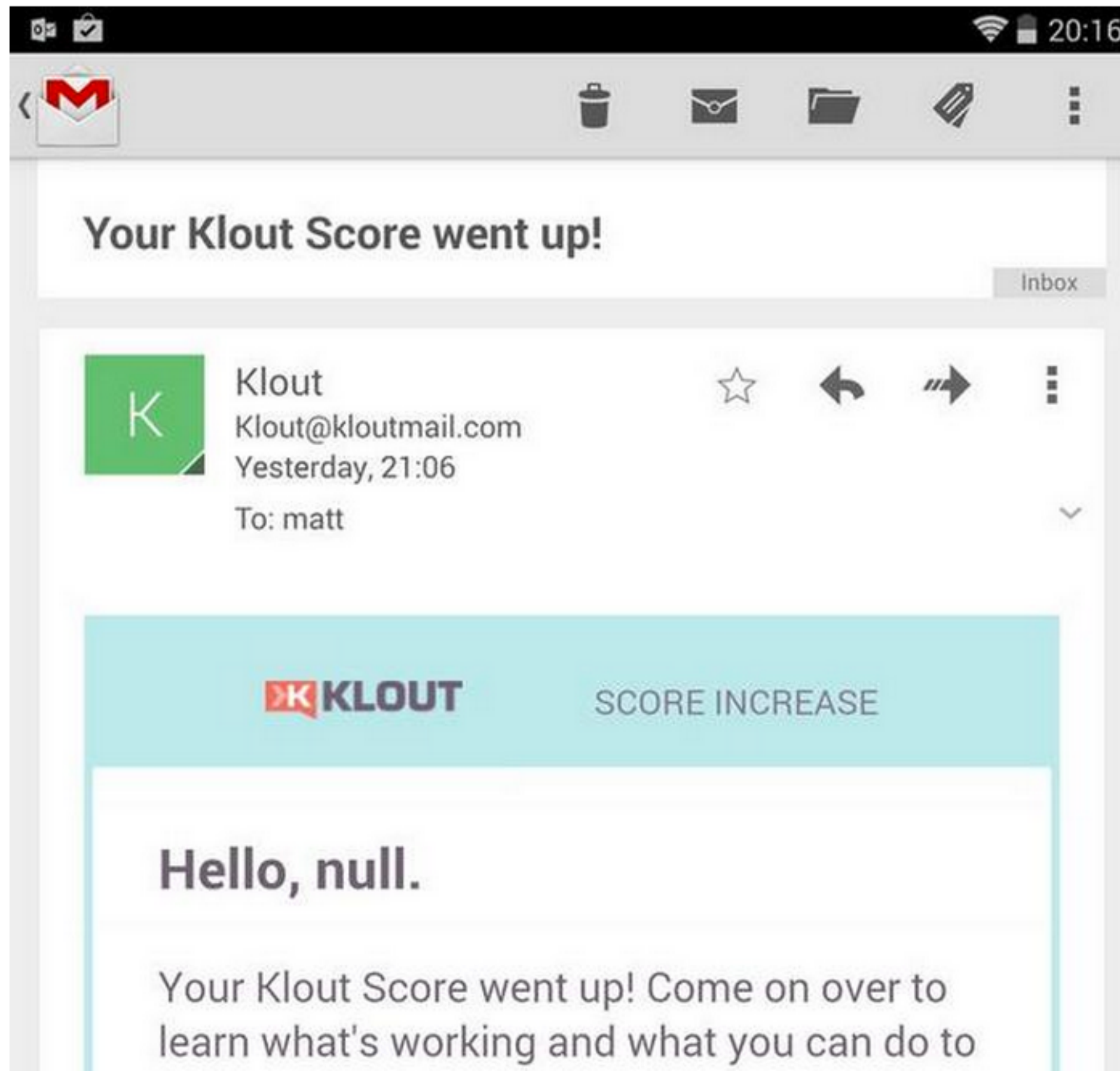
Matthew Lawrence

@mattjlawrence

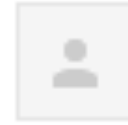


Follow

Hello, null! Not feeling the love @klout
#emailfail







Songkick <emails@songkick.com> [Unsubscribe](#)
to me ▾

11/10/15 ☆



songkick

Hi meladorri,

Here is a new event for stuff in your [tracker](#).
Check out your [upcoming events calendar](#) to see
them all.



Wednesday 13 January 2016

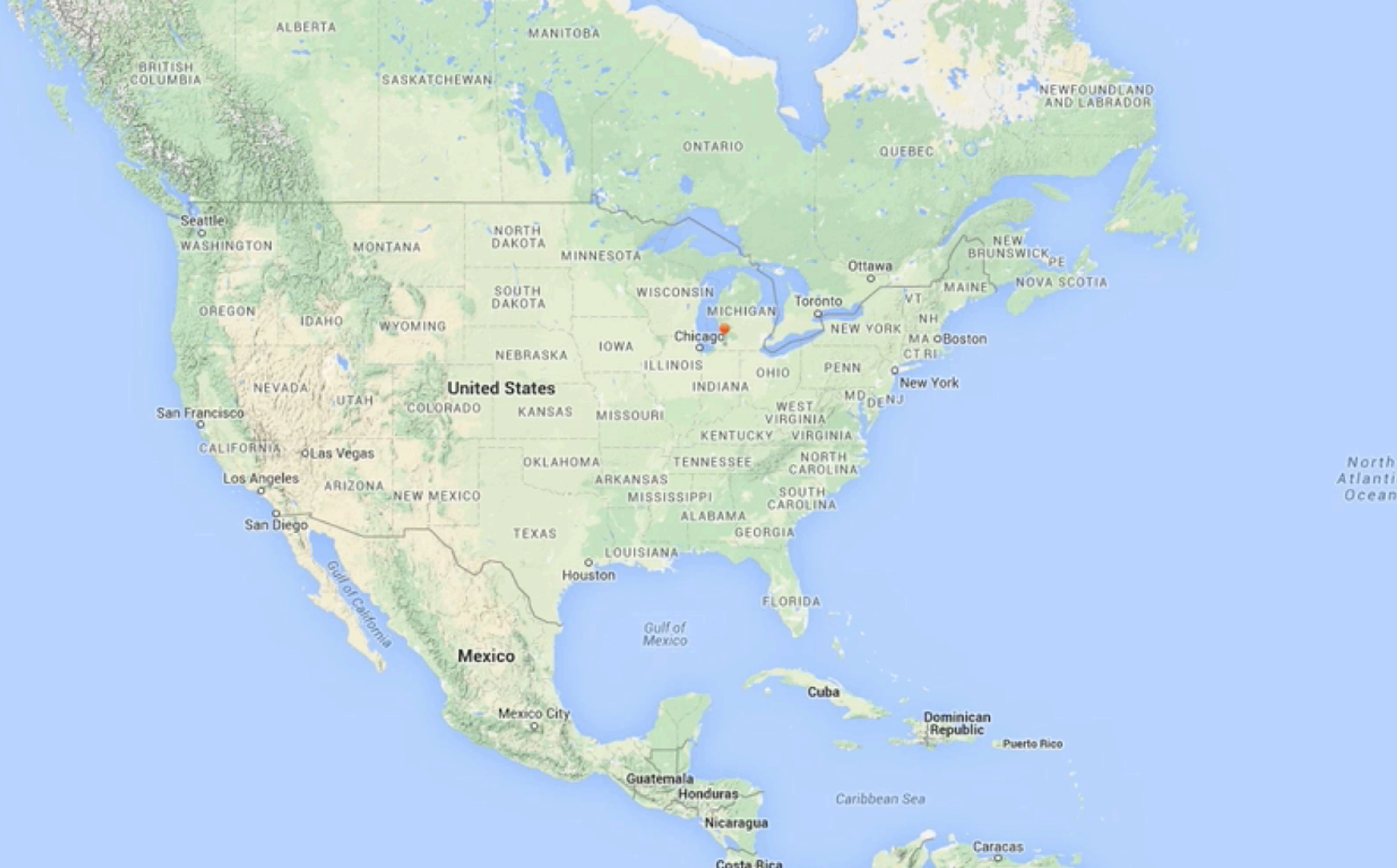
Ratatat

House of Blues, Boston, MA, US

[Buy Tickets](#)

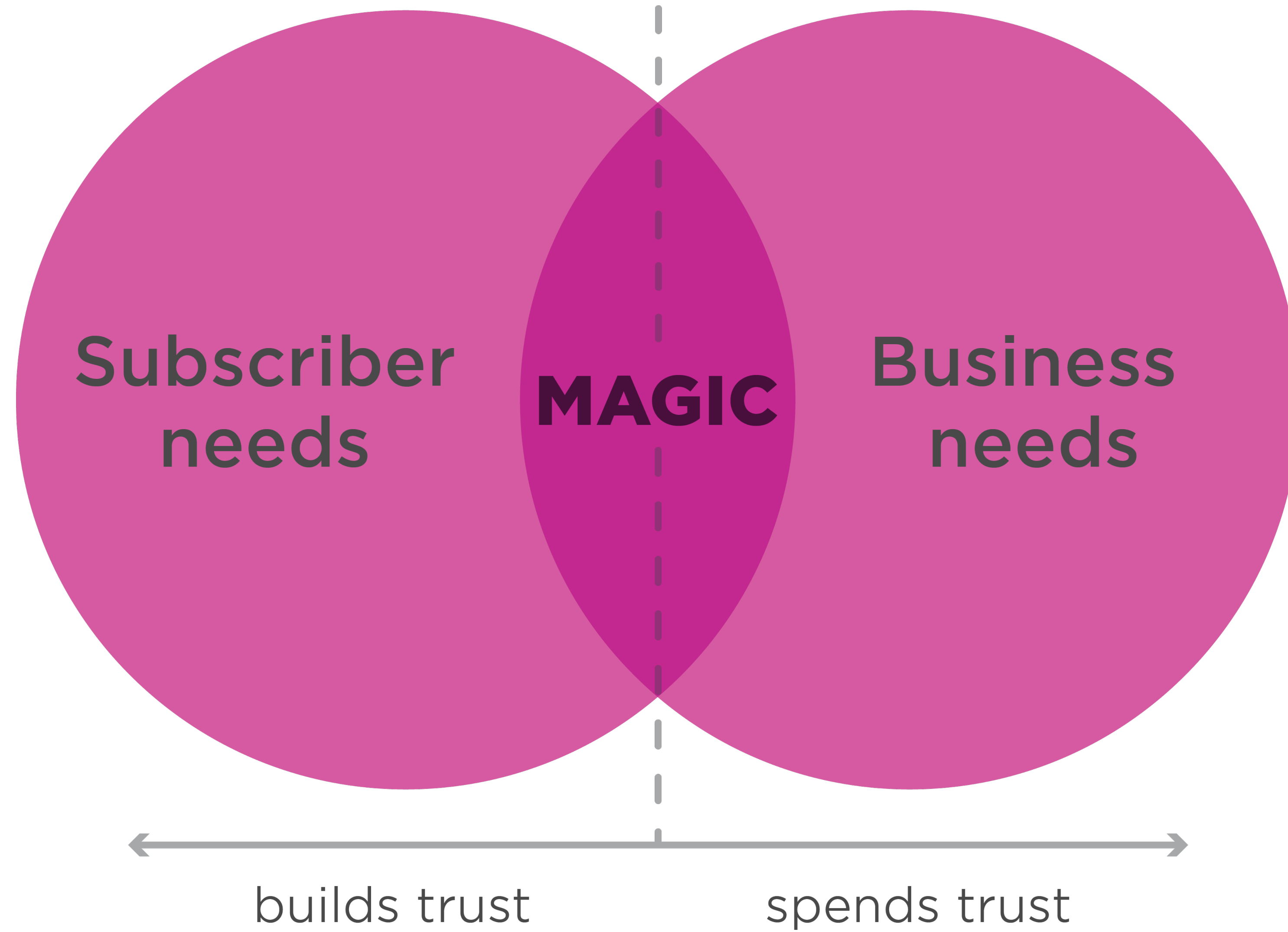


**Preferred.
Measurable.
Direct.
Personal.**



“Humans want to connect
with **real people**.”

Harron Walter





Quick, find an outlet.

YOUR BATTERY IS DYING.



Hey Justine,

Just a heads up, your Karma Go battery has dropped below 30%. Be sure to plug it into power soon.

If any questions or feedback pop into your head, hit reply on this email.



Subject:
Charge Your Karma Battery Soon.

From:
Karma <notifications@yourkarma.com>

SUNMONTUEWEDTHUFRI

SAT

WHAT TO WEAR

Water is falling from the sky!

So now the Patriots are on a roll we can relax for a few days, right? Well, a until Black Friday, which is 11 days away (but who's counting?) Have a dry Monday - Josh

Weather - Boston ▲53° ▼38°

6am8am10am12pm2pm4pm6pm8pm

100%

60%

80%

38°38°41°45°47°49°52°53°

Rain throughout the day. Starting off in the high 30s. High of 53°. 100% chance of moderate rain on the way to work (7am-11am) and 80% chance of light rain on the way home (4pm-8pm). Temps this evening in the 40s. Tomorrow: Mostly cloudy until afternoon.

Humidity: Very Dry

Drink more water than usual today.

Wind: Light breeze (~6mph)

Leaves begin to rustle.

Clothing - Women's (Men's)

Clothing - Women's (Men's)

Extras

Umbrella

Lightweight gloves

Lightweight Hat

Tops

Cardigan

Mid-weight Rain Jacket

Bottoms

Jeans or Pants

Skirt with Tights

Shoes

Casual boots

Sneakers

Exercise/outdoors

Sunrise: 6:38am Sunset: 4:22pm

Morning

100% chance of Light rain Chilly, 38°

Midday

100% chance of Light rain

Afternoon

100% chance of Light rain

Evening

80% chance of Light rain

Pollen level: Low

Commute

Bike:

Not a good day to bike to work today: 100% chance of light rain in the morning (6-10am), 60% chance of drizzle in the evening

@meladorri \ @litmusapp

#MozCon

Hierarchy of Subscriber Needs

REMARKABLE

exceptional content + experiences

VALUABLE

targeted, relevant, personalized

FUNCTIONAL

links and images work

RESPECTFUL

permission + expectations

Hierarchy of Subscriber Needs

REMARKABLE

exceptional content + experiences

VALUABLE

targeted, relevant, personalized

FUNCTIONAL

links and images work

RESPECTFUL

permission + expectations

GET OUT OF THE



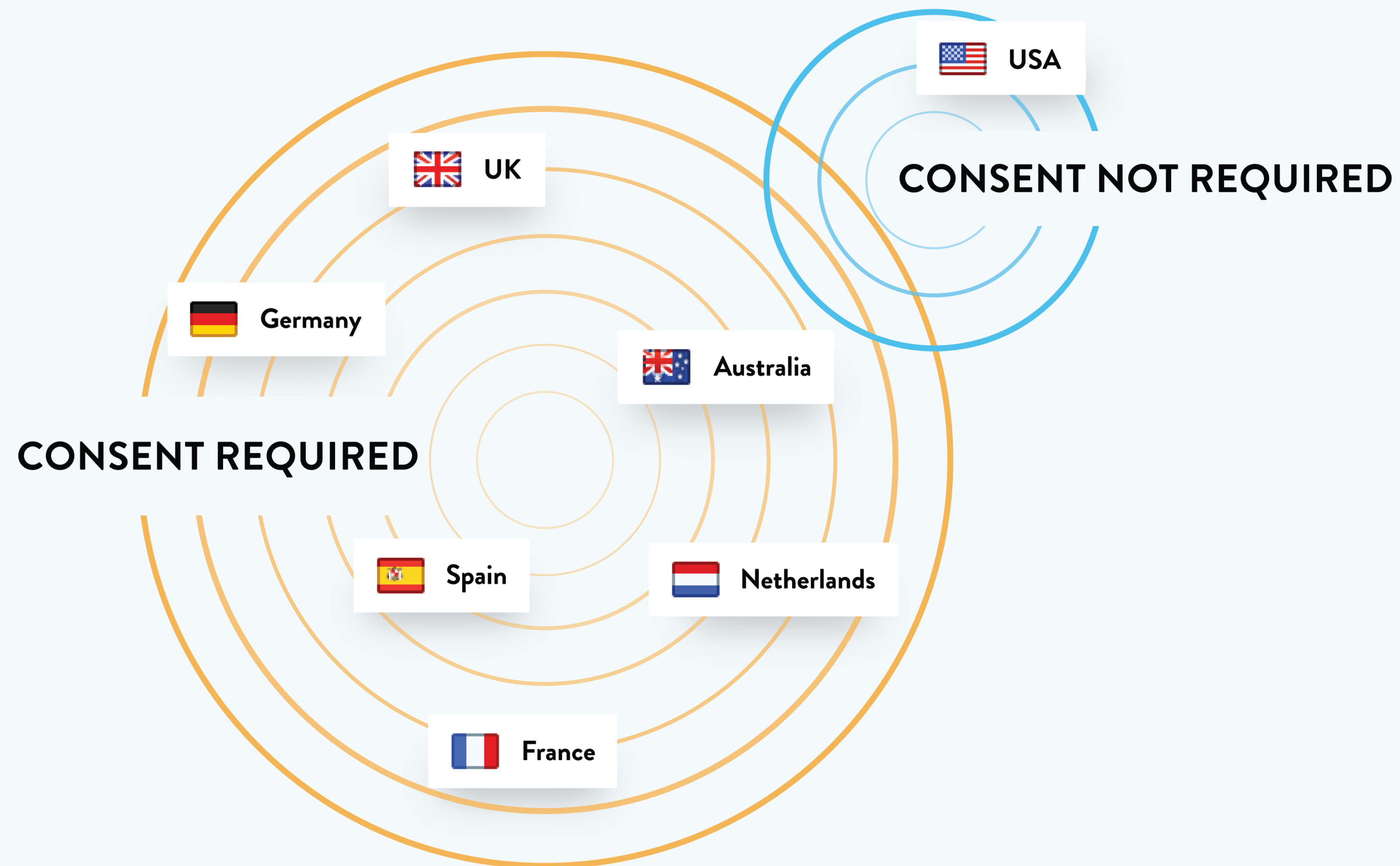
MENTALITY







Don't act like a spammer.



Don't act like a spammer.



Permission is...

- Opt-in
- Not implied
- Not purchased
- Not forever

SUBSCRIBER EXPERIENCE



<input type="checkbox"/>		Quora Digest
<input type="checkbox"/>		Quora
<input type="checkbox"/>		Quora People You Follow
<input type="checkbox"/>		Quora Digest
<input type="checkbox"/>		Quora People You Follow
<input type="checkbox"/>		Quora Session Recap
<input type="checkbox"/>		Trending on Quora
<input type="checkbox"/>		Quora Digest
<input type="checkbox"/>		Quora Digest
<input type="checkbox"/>		Quora Digest

Inbox	What's it like to go out at night as a banker? - Quora - Answer: * You do not worry about the
Inbox	Patty Wilson followed you on Quora - Patty Wilson followed you on Quora Patty Wilson Patty
Inbox	Jonathan Kim recently answered "What is the more important skill to be a front-end deve
Inbox	Those who are under 30 and make \$300k+ a year, what do you do? - Quora - Answer: Ther
Inbox	Jonathan Kim recently answered "How does Erqqvg (Reddit in real time) work?" - Answer
Inbox	Daniel Ek answered 15 questions including What are some early decisions that were key
Inbox	Hillary Clinton answers: Is Obamacare helping or hurting the average U.S. citizen? - Answ
Inbox	International Travel: What is it like to travel first class on any airline? - Quora - Answer: It i
Inbox	What's a cheap and healthy food that you can eat every day? - Quora - Answer: I eat with a
Inbox	What makes the American Express Black Card the world's most exclusive credit card? - (

Behind every from name...




no-reply@brand.com

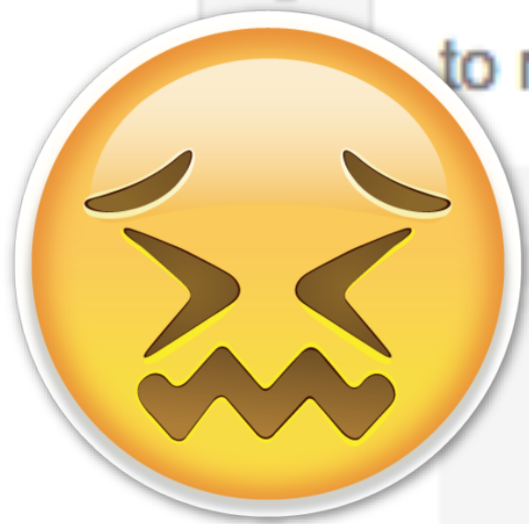


replies@brand.com

Your iEnjoy Home order receipt from August 26, 2016 Inbox x

 **iEnjoy Home** <noreply@ienjoyhome.com>

to me ▾



from: **iEnjoy Home** <noreply@ienjoyhome.com>

date: Fri, Aug 26, 2016 at 7:30 PM

subject: Your iEnjoy Home order receipt from August 26, 2016

mailed-by: ienjoyhome.com

signed-by: ienjoyhome-com.20150623.gappssmtp.com

encryption: Standard (TLS) [Learn more](#)

order

New Work-Life EAP Program

@SaneLater x



ADP Benefits Center <benefits_center@adp.com> [Unsubscribe](#)

to me ▾



from: **ADP Benefits Center** <benefits_center@adp.com>
reply-to: "noreply@m2.adp.com" <noreply@m2.adp.com>

ing this email, [read the online version](#).

date: Thu, Sep 1, 2016 at 3:35 PM
subject: New Work-Life EAP Program
mailed-by: m2.adp.com

A more human resource.

Justine, your August TrueBlue statement is ready!

Inbox x



TrueBlue <jetblueairways@email.jetblue.com> [Unsubscribe](#)

to me ▾



from: **TrueBlue** <jetblueairways@email.jetblue.com>

reply-to: TrueBlue <reply@email.jetblue.com>

date: Thu, Aug 25, 2016 at 10:29 AM

subject: Justine, your August TrueBlue statement is ready!

View

YOUR MONTHLY TRUEBLUE

TrueBlue

| Active

37,478 AVAILABLE
RED

Subject line optimization



opens



clicks, conversions

Inbox **DON'T DELETE - \$10 off Expires Soon + Sandals You Need Now! -**


Inbox 🔔 **Open this ASAP -**

Inbox **starts NOW! if you only open one email today... -**


Inbox **Be the best at shopping: open this ASAP -**

Inbox **so much good stuff inside (open me) -**





Too many exclamation marks, unnecessary punctuation, etc.	17%
ANYTHING IN ALL CAPS	24%
Spelling and grammatical errors	35%
Overly sales-y and promotional language	12%
Misused or broken personalization (Hi, [name]!)	12%



Personalization. Something that sounds like it's for ME!	25%
Creative, fun language.	15%
Mystery. I like teasers about what's inside.	5%
Relevancy. Make it matter.	50%
Urgency, like a limited-time sale.	4%

Source: Grammarly & Movable Ink

Preview text optimization



‘view images’



actionable, trackable



AT&T 11:03 PM

< Litmus **apreheader** Edit

- **Editors Retreat 2014 information webi...** 1/8/14 >
Email not displaying correctly? View
Online Get an insider's view of the Edi...
- **ON24** 1/8/14 >
Make a webinar resolution for 2014
If you have trouble displaying this email,
view it as a web page. 5 Webinar Res...
- **SlideShare** 1/7/14 >
Your SlideShare stats from last week
Your SlideShare stats from last week as
of 05 Jan, 2014 Total Stats + Weekly...
- **Help Scout** 1/7/14 >
How can we improve Help Scout for y...
Please take a few minutes to answer
some questions that will help us impr...
- **Terra Ickes, Sprout Social** 1/7/14 >
[Invitation] Join Twitter & Sprout for a...

AT&T 11:03 PM

< Litmus **apreheader** Edit

- **Wistia** 1/9/14 >
Scrappy Beginnings
We all started somewhere. Early videos
and lessons learned from Wistia and f...
- **Sprout Social** 1/9/14 >
Webinar Followup: Thanks for Attendi...
Here are some next steps to get the
most out of your webinar experience....
- **Meetup** 1/9/14 >
To Meetup Organizers around the world
Thanks for all you do to create
community. Your friends at Meetup A...
- **Direct Marketing IQ** 1/8/14 >
Brunch & Learn: Mapping Out Your E...
Click here to learn how to map out your
email calendar. Having problems view...
- **Tim Walsh** 1/8/14 >



Shows up in the inbox, but not in the email

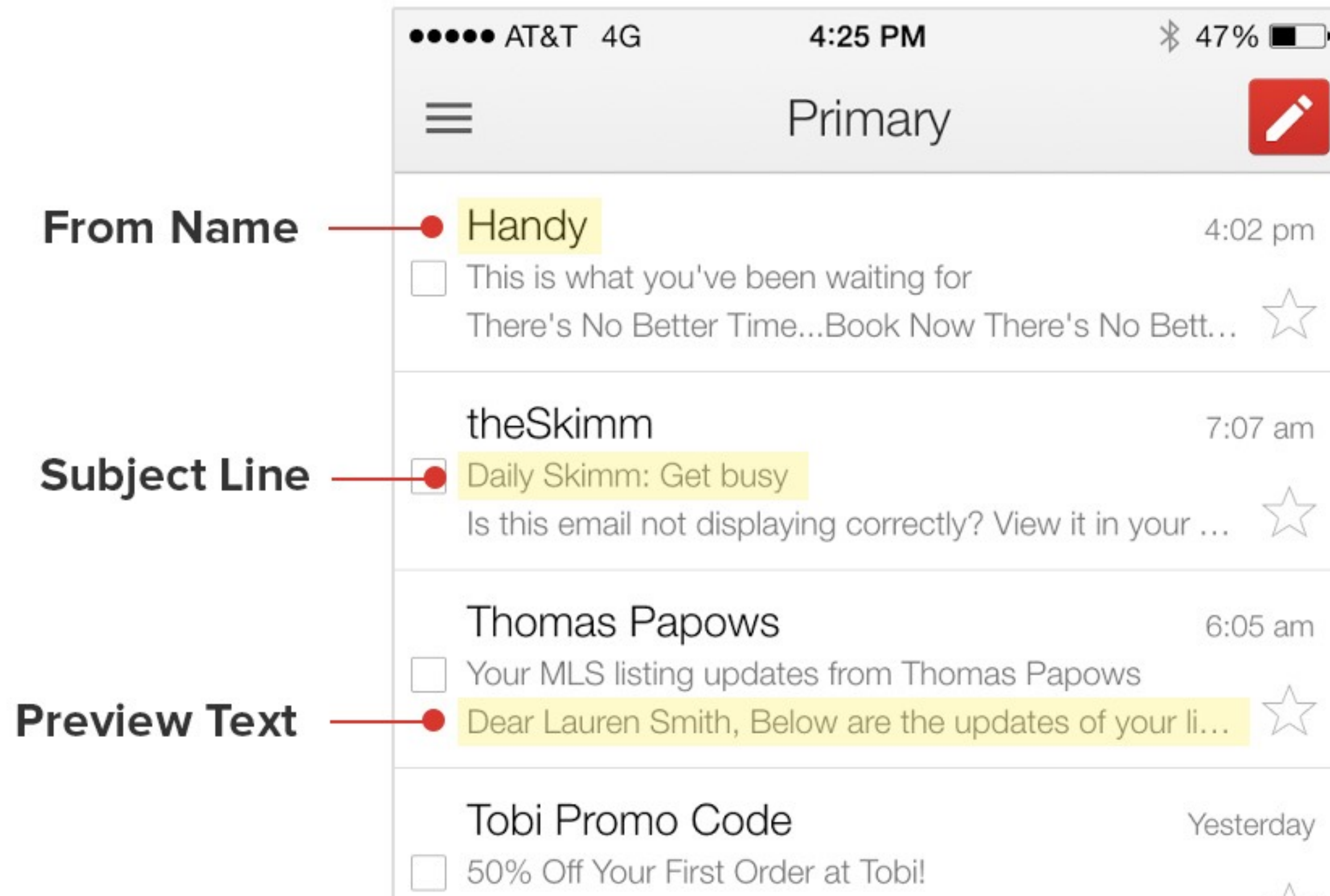
```
<div style="display:none;font-size:
1px;color:#333333;line-height:1px;max-
height:0px;max-width:0px;opacity:
0;overflow:hidden;">
```

Insert preview text here.

```
</div>
```

Guide to preview text >> bit.ly/preview-text

An optimized inbox



Don't be these guys

Groupon Goods

11:14 AM

Dodge the Mall with Last-Minute Jew...



Olive Garden

1:04 AM

Don't forget! Go Olive Garden for Fat...

Having trouble viewing this email? Click here. Refer a Friend Please add olivegard...



● Greek Council

7:09 PM



[ALLSTU] LAST DAY TO GET A BUTT...

It's National Hazing Prevention Week

Hazing can occur in any campus orga...

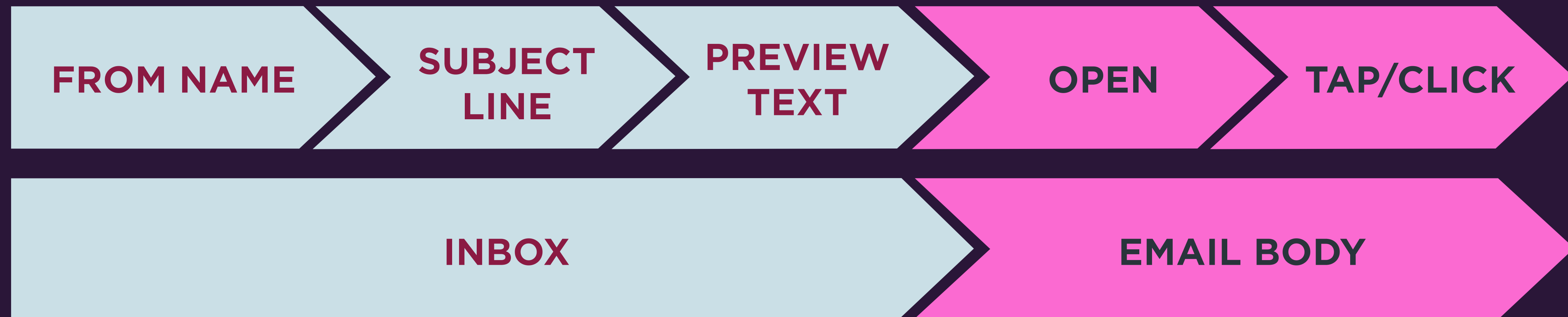
● Interaction Design Ass... 6:28 PM



TO Purho backstage pictures from "M...

We are glad to share with you the latest pictures taken inside our master

SUBSCRIBER EXPERIENCE



CONTEXT-AWARE EMAIL

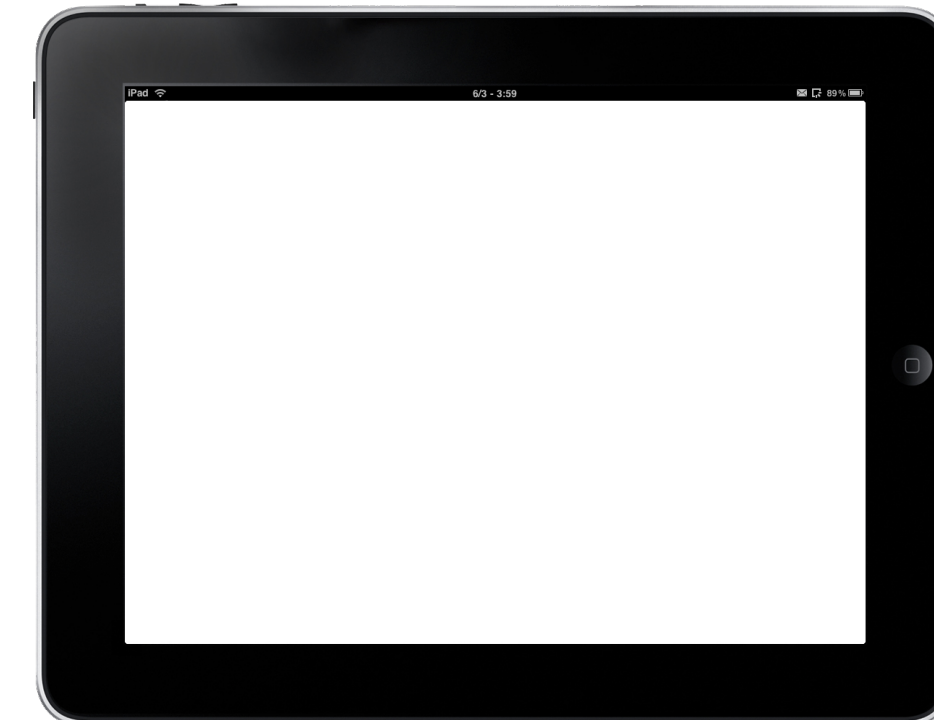
What do we know about the user
to create a better experience?

Technology: What device is being used?

Environment: Where and when is the user?

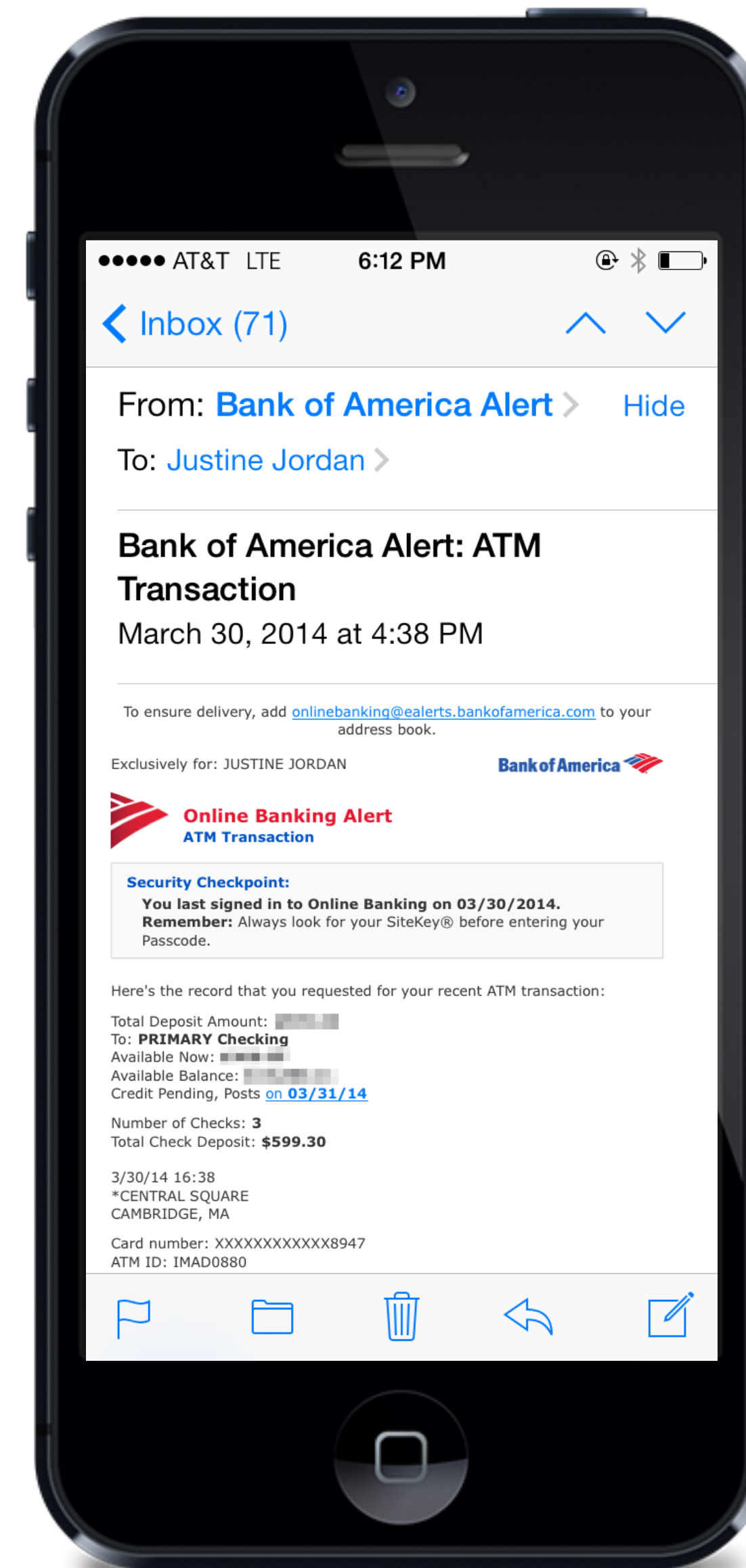
Task: What is the user trying to accomplish?

TECHNOLOGY

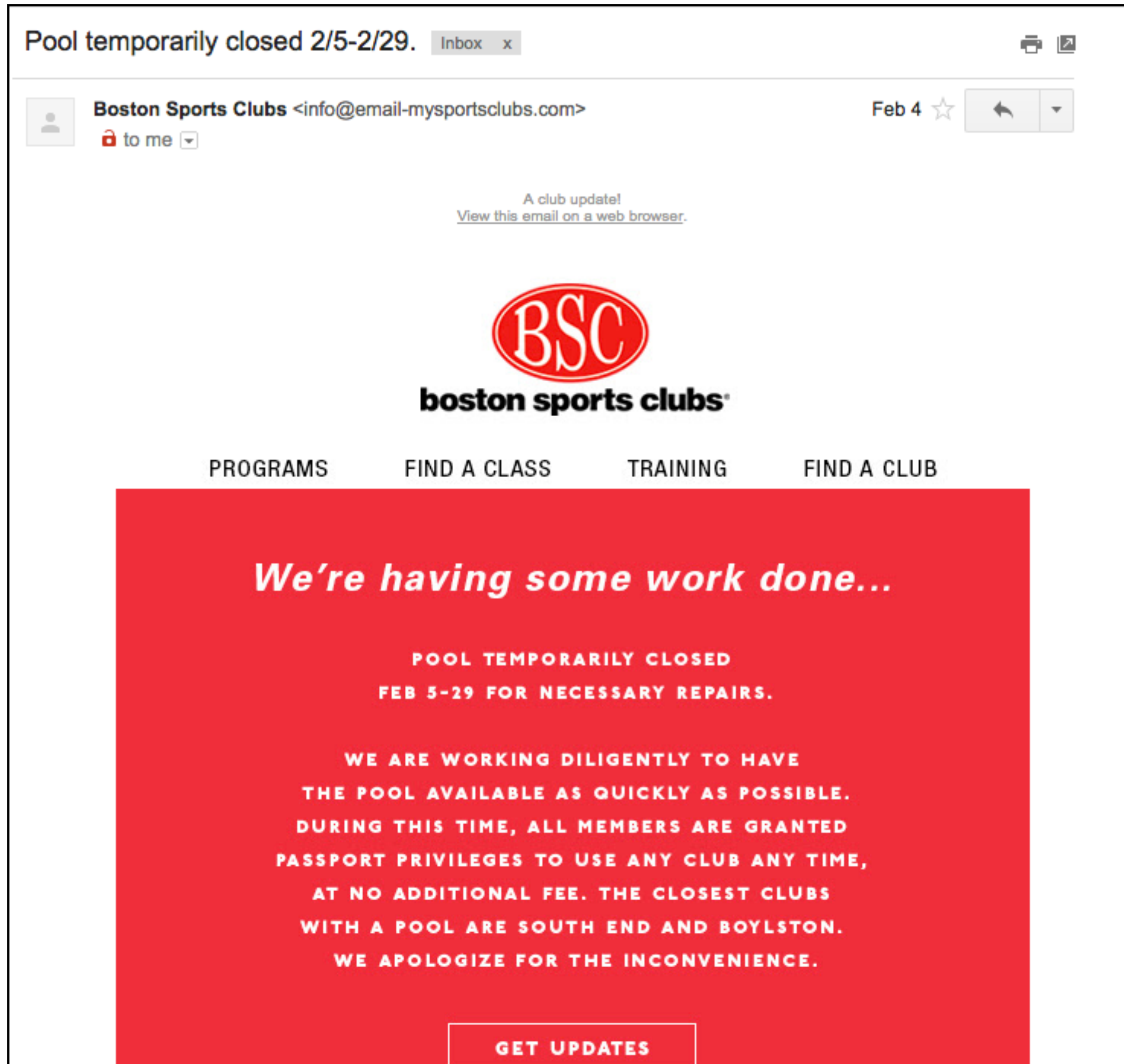


ENVIRONMENT

email from an ATM transaction!

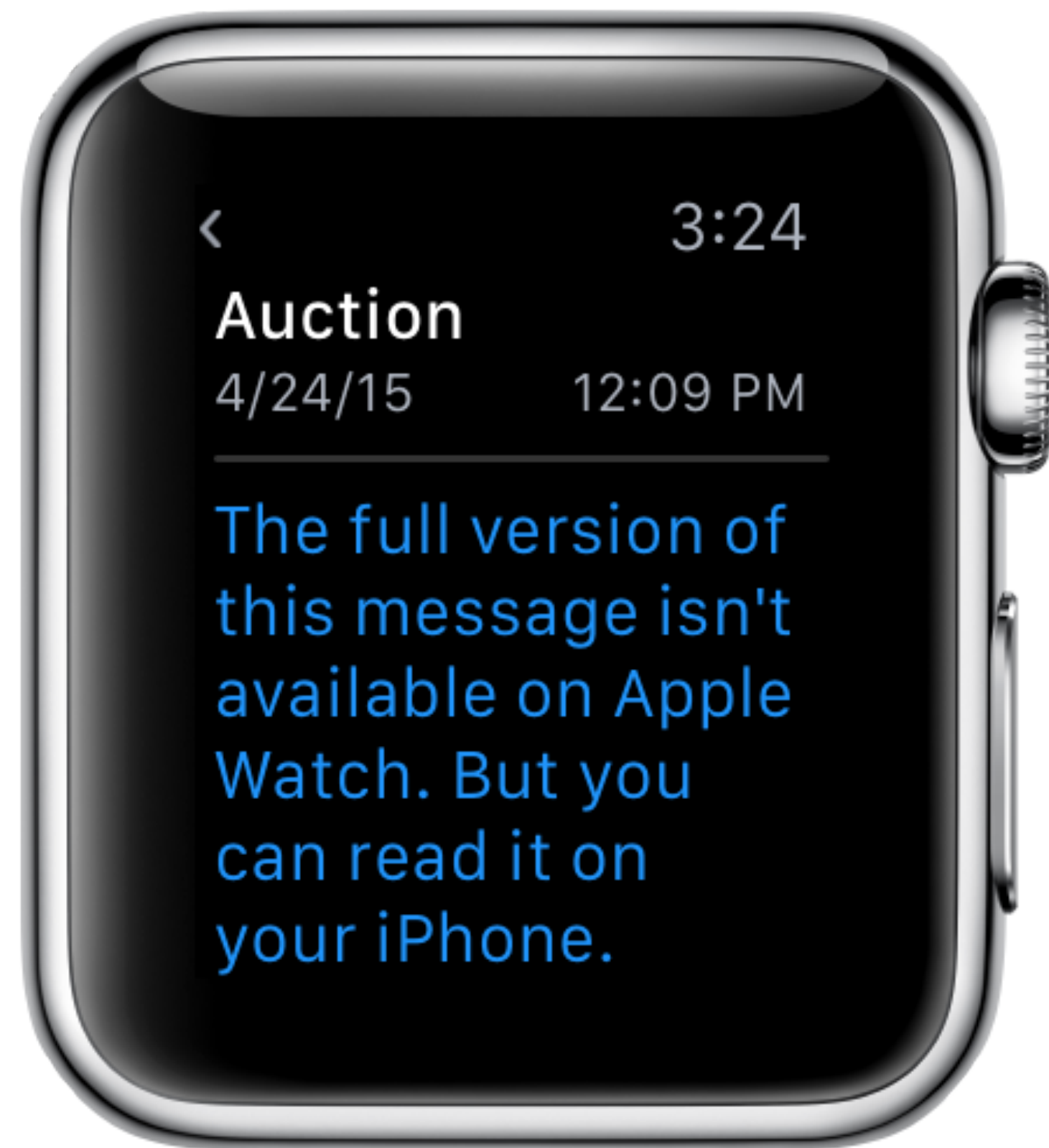


TASK



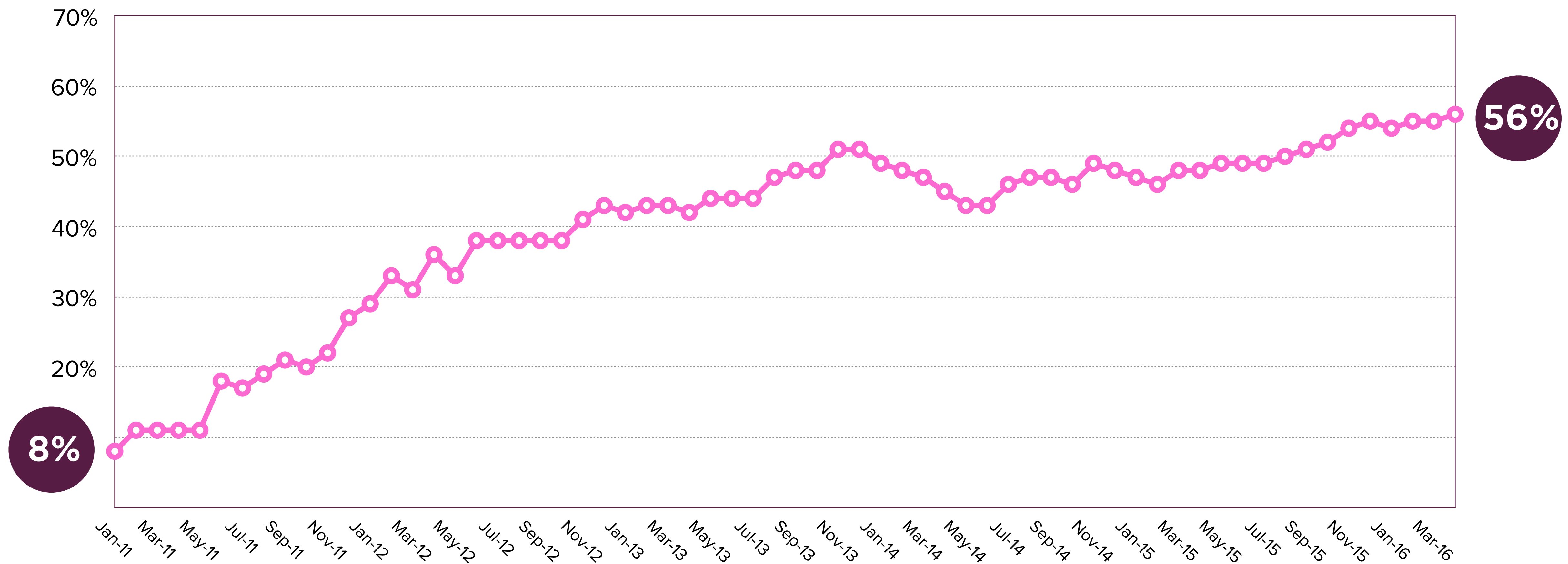
I want to swim.

*Which pool
is closed?*



Apple Watch?
No text version?
No email.

Mobile email opens: +600% in 5 years



Source: Litmus Email Analytics

Know your audience

The logo for mapmyrun, featuring the text "mapmy" in a dark grey sans-serif font, a blue circle containing a white silhouette of a person running, and the text "run" in the same dark grey sans-serif font.

70%+ open on mobile



< 15% open on mobile

[Fly last-minute & save](#) | [View email in web browser](#)



- Packages
- Hotels
- Cars
- Flights
- Cruises
- Things to Do
- Deals
- Rewards



Last-Minute Deals

Last-minute doesn't have to mean more money. Save big with today's flight deals and leave as early as tomorrow, this weekend, or next!

[See Deals](#)

Super low fares
March 31, 2014 at 10:16 AM
Inbox – Gmail

Download our award-winning app

Available on the App Store

ANDROID APP ON Google play



- Packages
- Hotels
- Flights
- Cruises



Last-Minute Deals

Last-minute doesn't have to mean more money. Save big with today's flight deals and leave as early as tomorrow, this weekend, or next!

[See Deals](#)

Book on our app & get TRIPLE Expedia Rewards points!



Modern devices have sharp screens





**Save image at 2x
intended display size**


```

```



**Save image at 2x
intended display size**

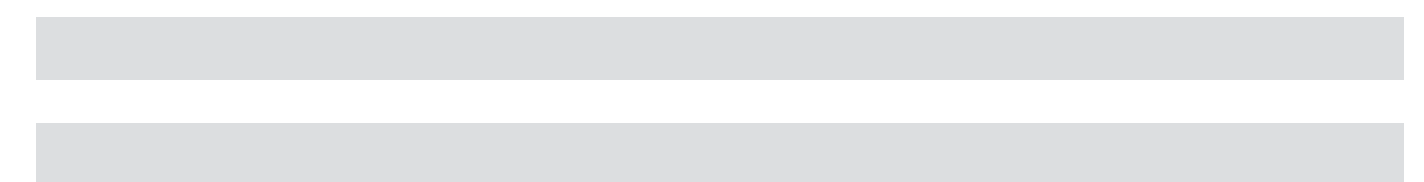
2

**Resize image
with HTML**

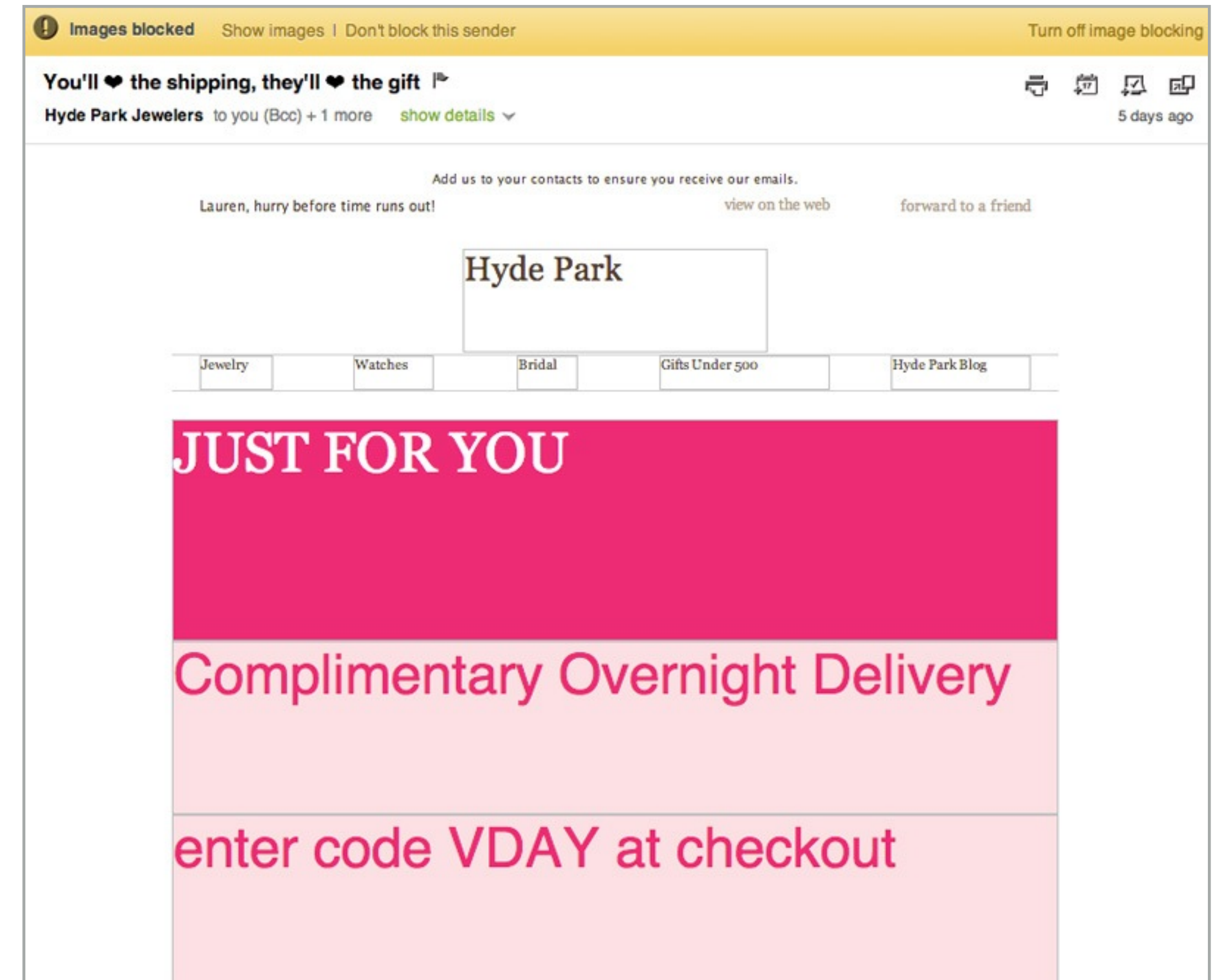
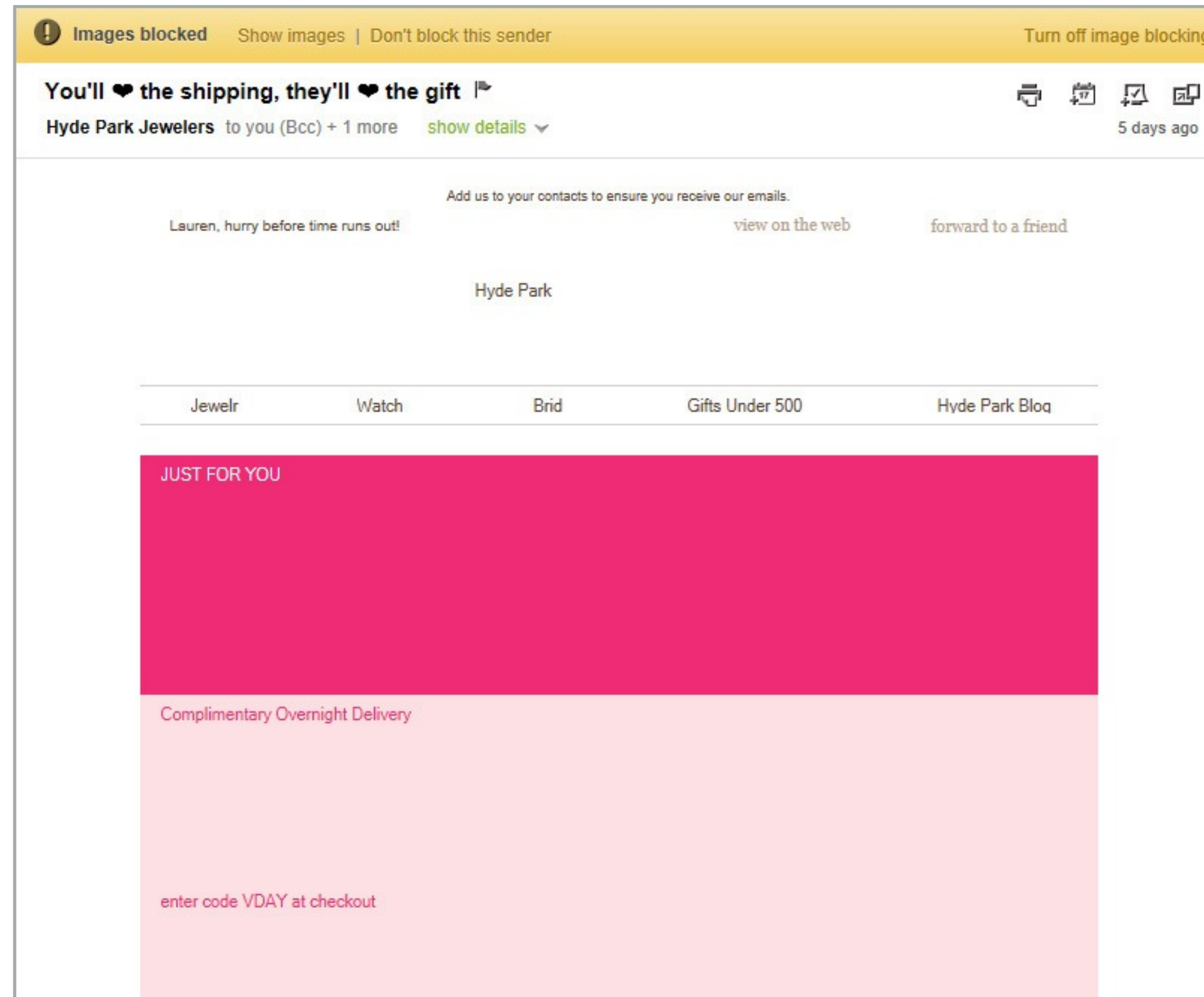
Your email



NEWS



No images = no message?



Style your ALT text

```

```

Guide to styled ALT text >> bit.ly/styledALT

Simple accessibility hack

```
<table role="presentation">
```

<http://blog.rebelmail.com/accessibility-in-email-part-ii/>



Images as buttons

Greetings from your new Nikon account

Your Nikon account has one purpose: helping you get more enjoyment from your Nikon. In the coming days, we'll be activating some new features and improving some existing ones. You'll like the changes, and we hope you take advantage of all our site has to offer.

Sign in Now

Greetings from your new Nikon account

Your Nikon account has one purpose: helping you get more enjoyment from your Nikon. In the coming days, we'll be activating some new features and improving some existing ones. You'll like the changes, and we hope you take advantage of all our site has to offer.

Sign in Now

top secret stats within

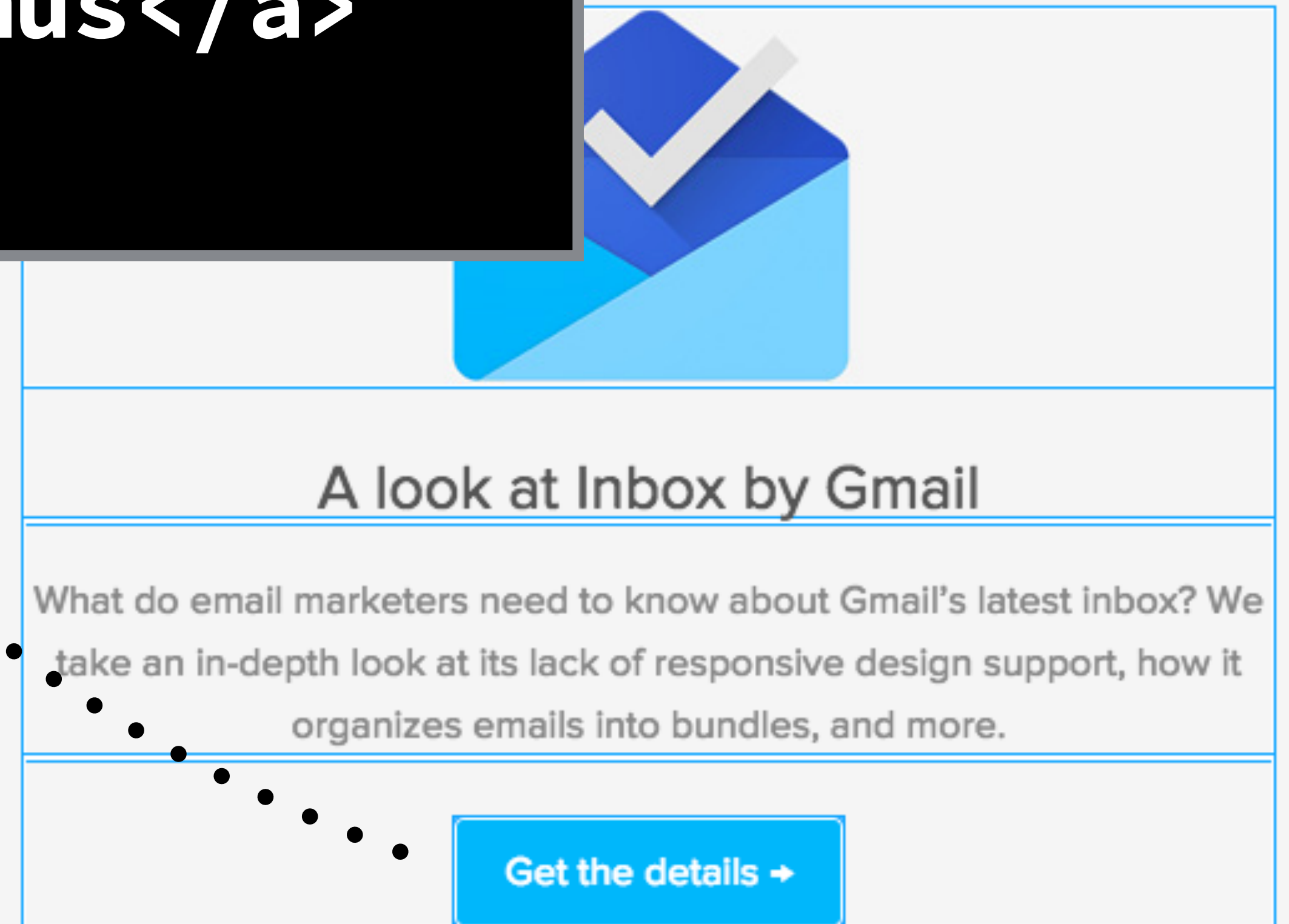
Have webmail users gone mobile?

Free webmail services such as Gmail or Yahoo! offer the flexibility to view email messages in a browser, using a mobile device or in a desktop client. So, where do webmail users open email?

View infographic →

```
<td bgcolor="#63D1F4">  
<a href="litmus.com">Litmus</a>  
</td>
```

- 1 Table cell
- 2 Background color
- 3 Text link



Guide to bulletproof buttons >> bit.ly/bulletproof-buttons

I like...

BIG BUTTONS

... and I cannot lie

Create a great CTA

Free Trial

See plans and pricing

Create a great CTA

Free Trial

See plans and pricing

200% increase in signups

Stop saying ‘click here’



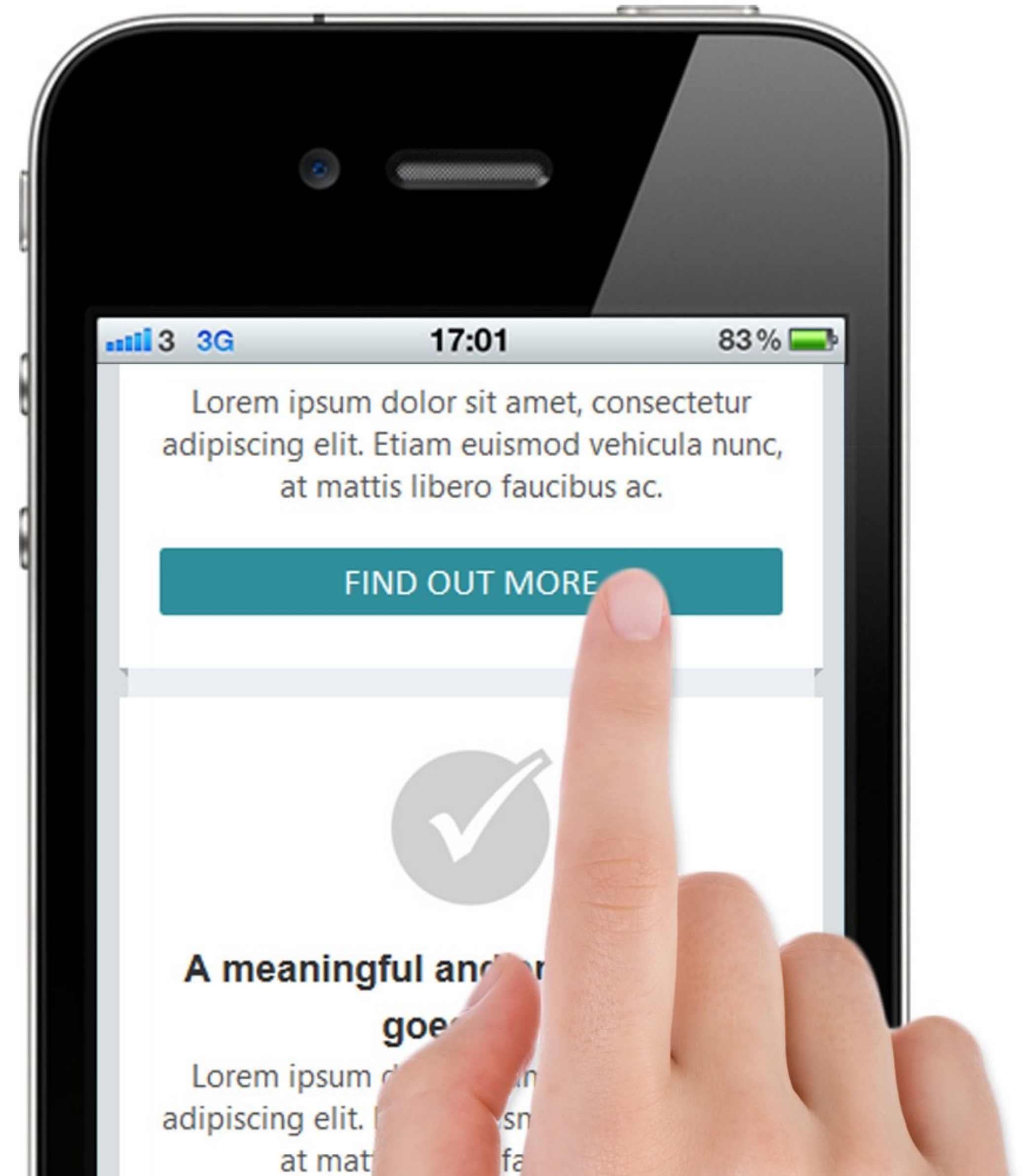
To read the full article, [click here](#).



[Read the full article](#).

Bigger is better

- ▶ Body copy: 16px+
- ▶ Headlines: 22px+
- ▶ Buttons: 44px by 44px
- ▶ Space: 40px+
- ▶ Tappable touch targets



ENLARGE

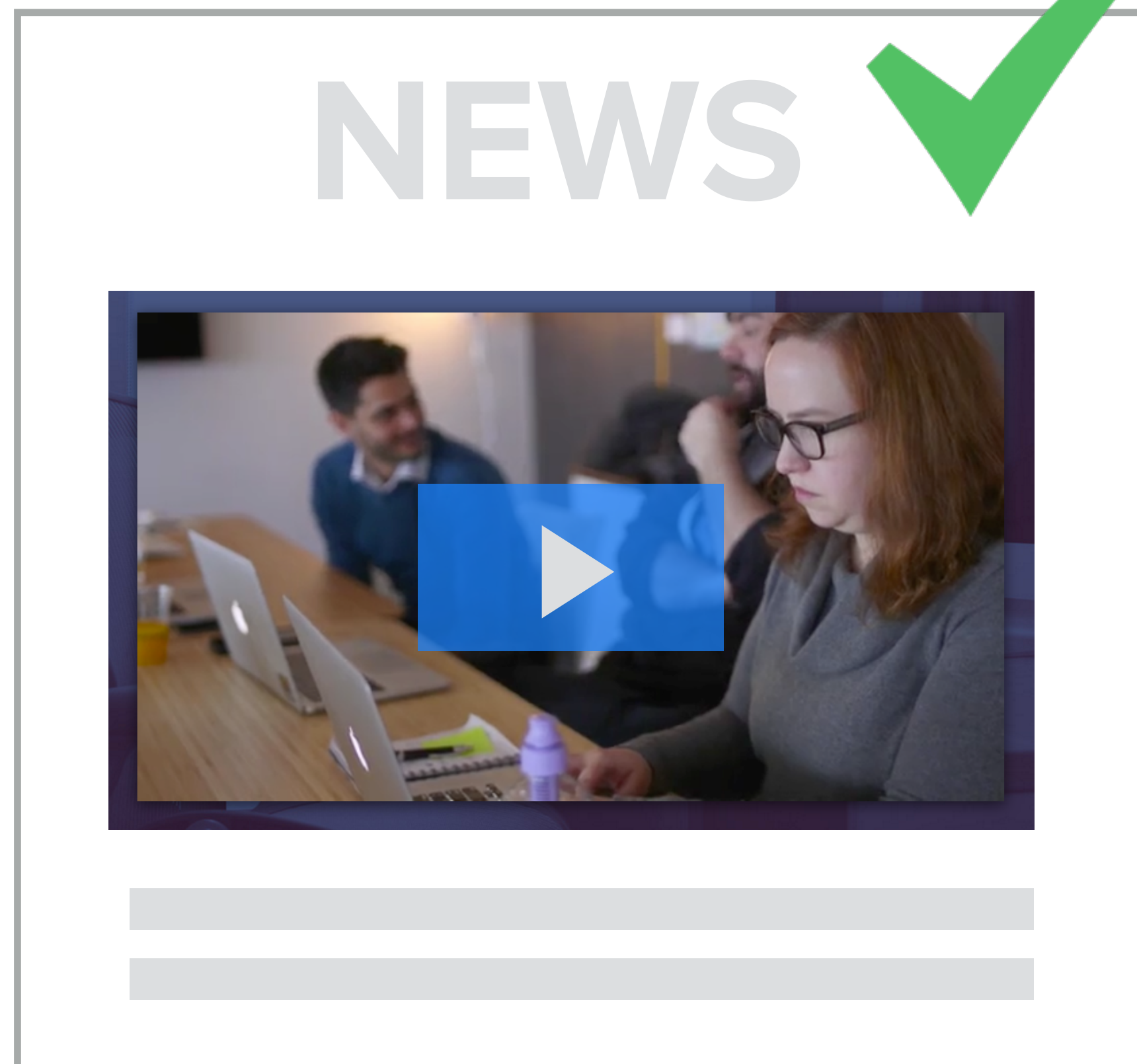


ALL THE THINGS

Video

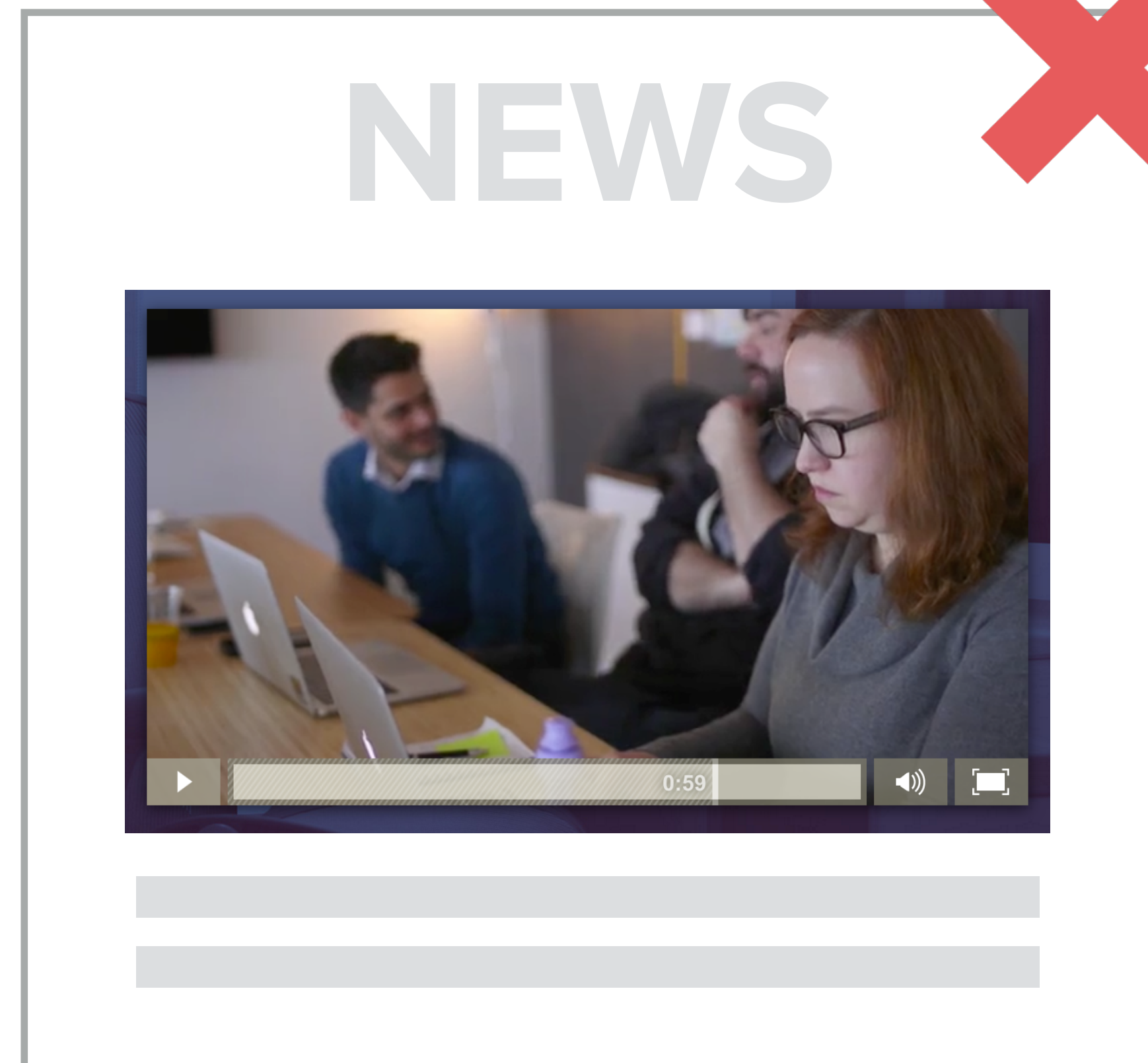
Video **with** email

Click to watch video on a landing page



Video **in** email

Press play and watch without leaving the email



Never click links when testing email again.

Landing page testing checks all the links for you.



Learn more & free trial →

Automatically scan all the links in your email

Each link in your email includes a report that shows you:

Never click links when testing email again.

Landing page testing checks all the links for you.



Learn more & free trial →

Automatically scan all the links in your email

Each link in your email includes a report that shows you:

Animated GIFs

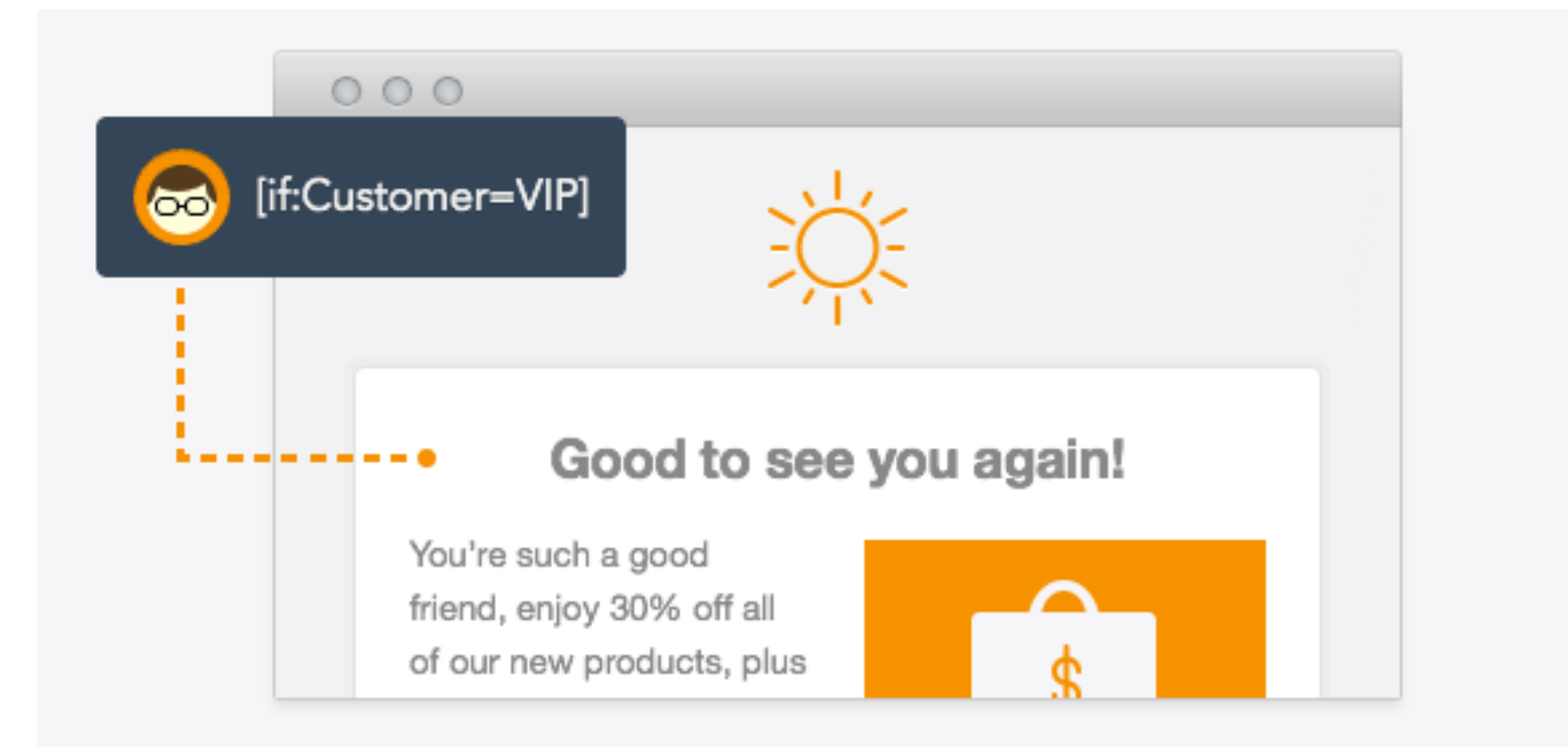
Entertaining



Enticing



Explaining

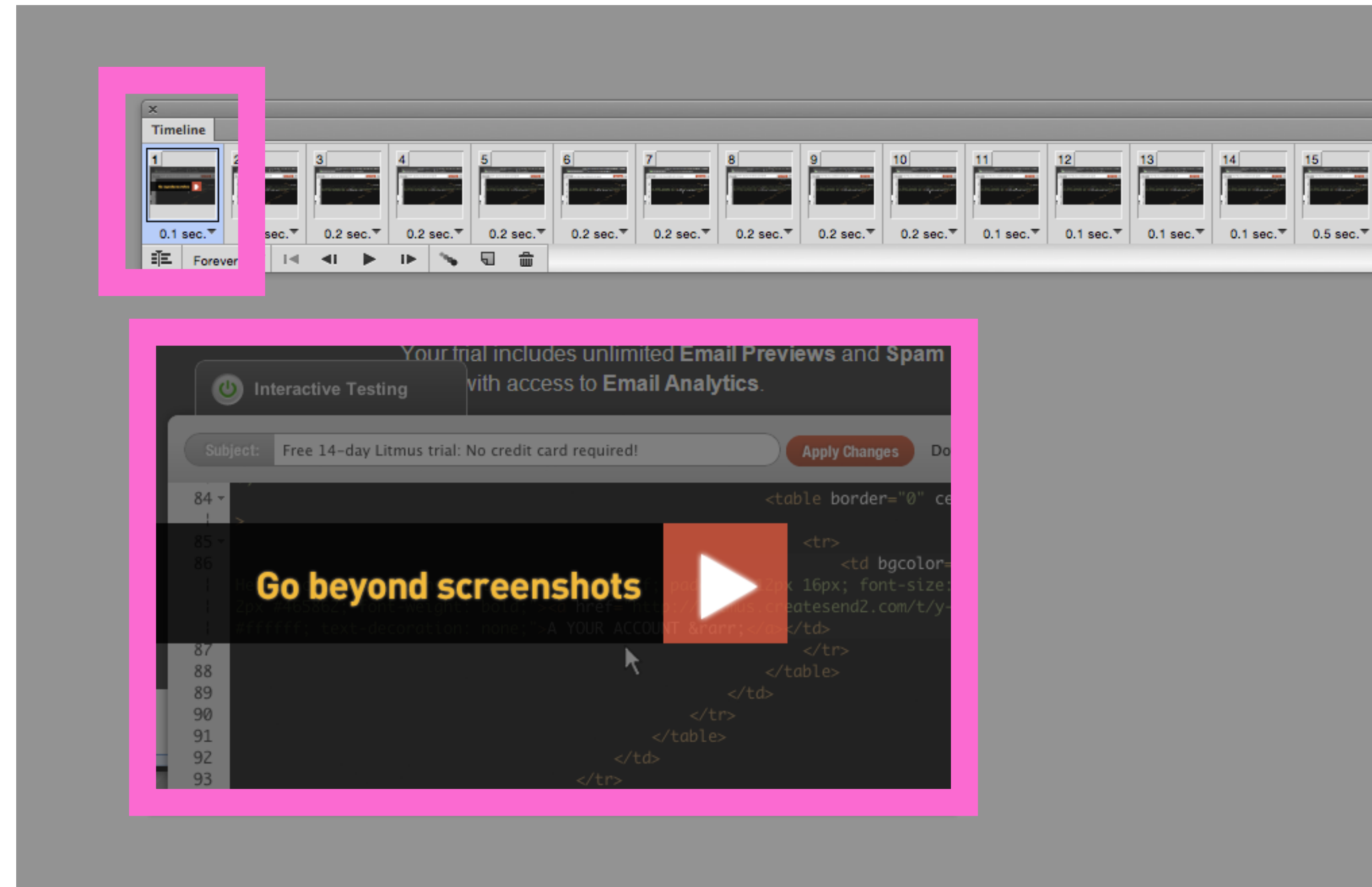


Animated GIFs

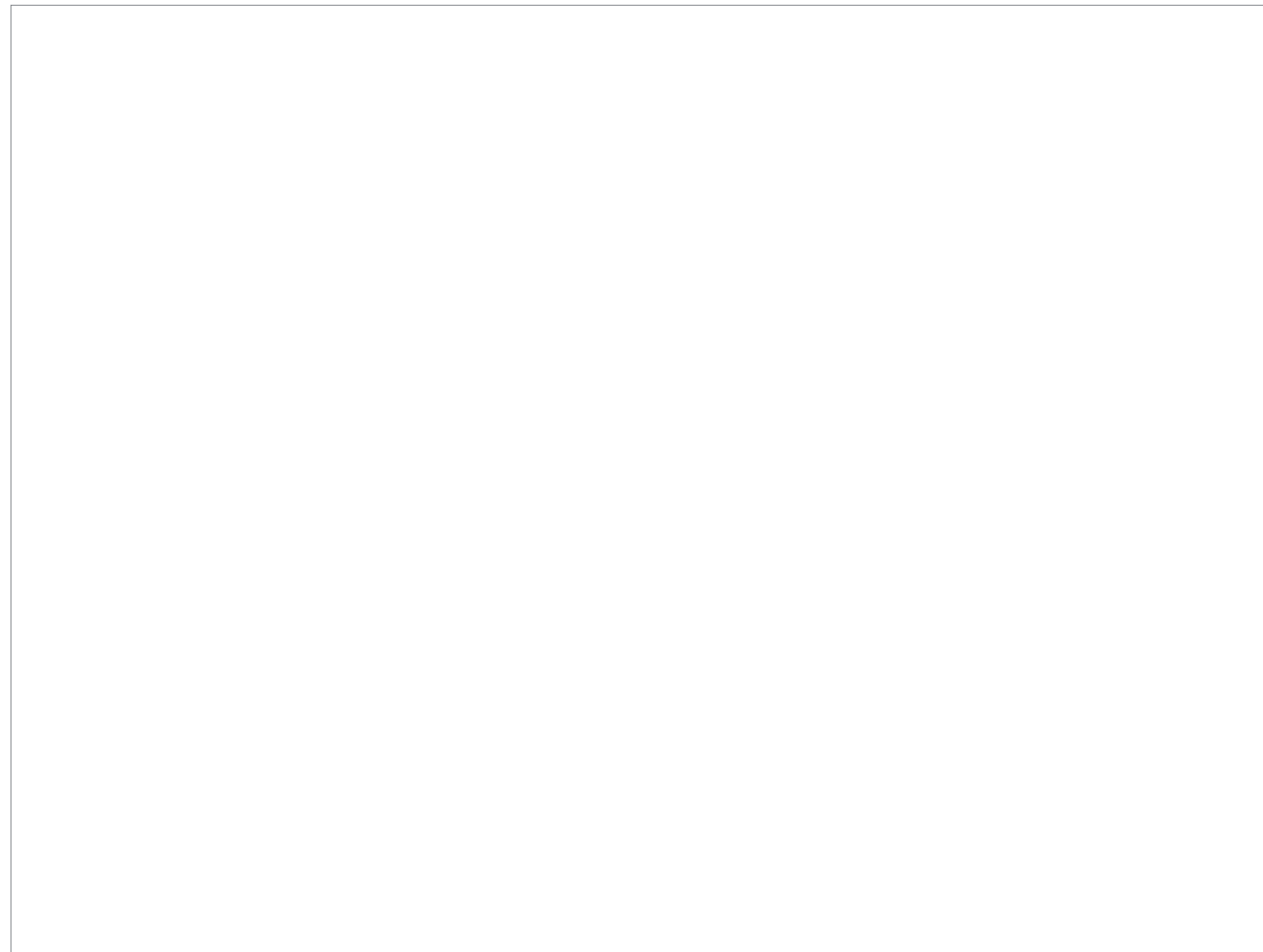


Include CTA in 1st frame

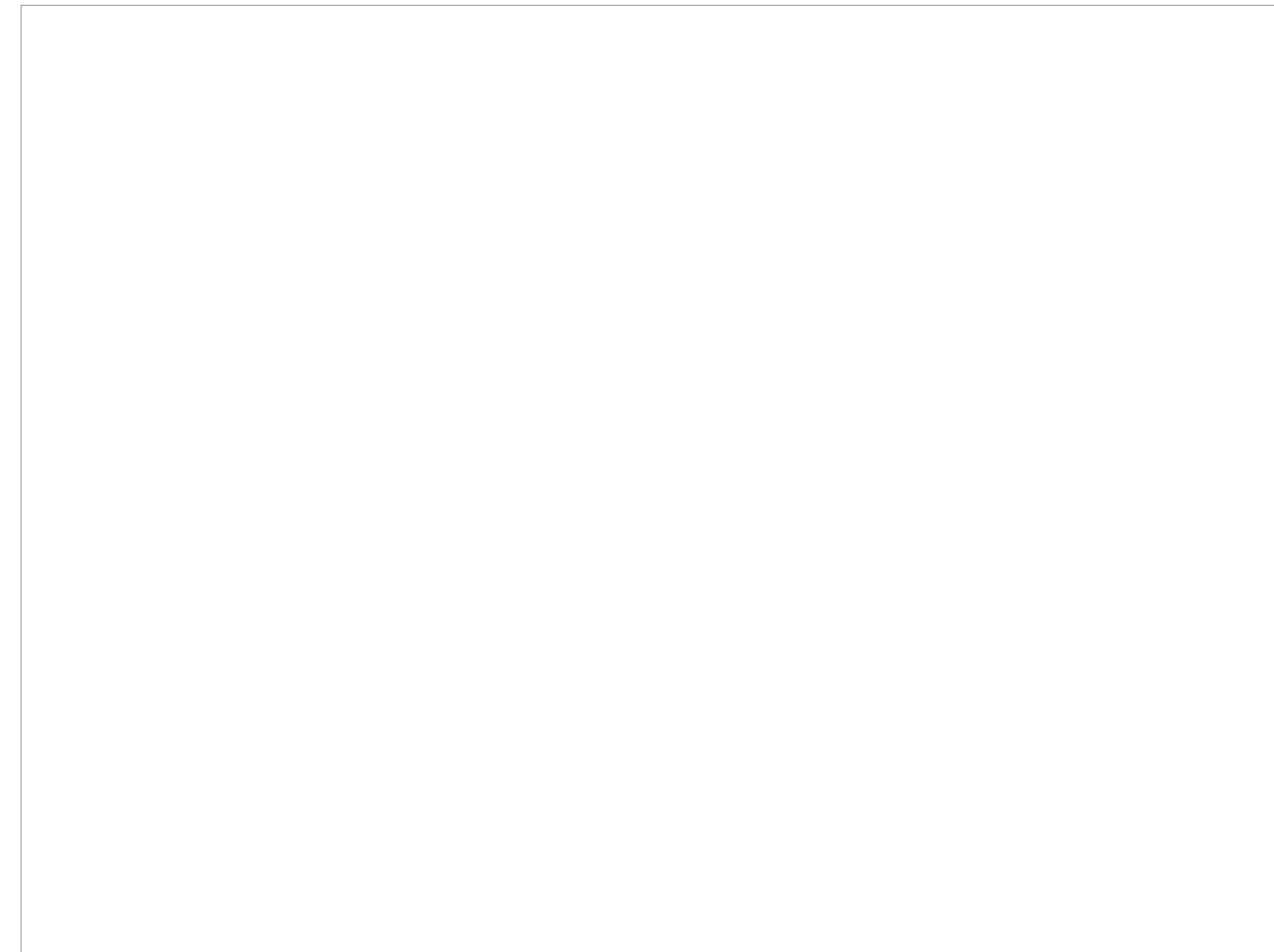
>>> bit.ly/gifs-email



Animated GIFs



Outlook 2007+



Other programs

Hierarchy of Subscriber Needs

REMARKABLE

exceptional content + experiences

VALUABLE

targeted, relevant, personalized

FUNCTIONAL

links and images work

RESPECTFUL

permission + expectations

CONTEXT-AWARE EMAIL

What else do we know?

How can it benefit us and them?



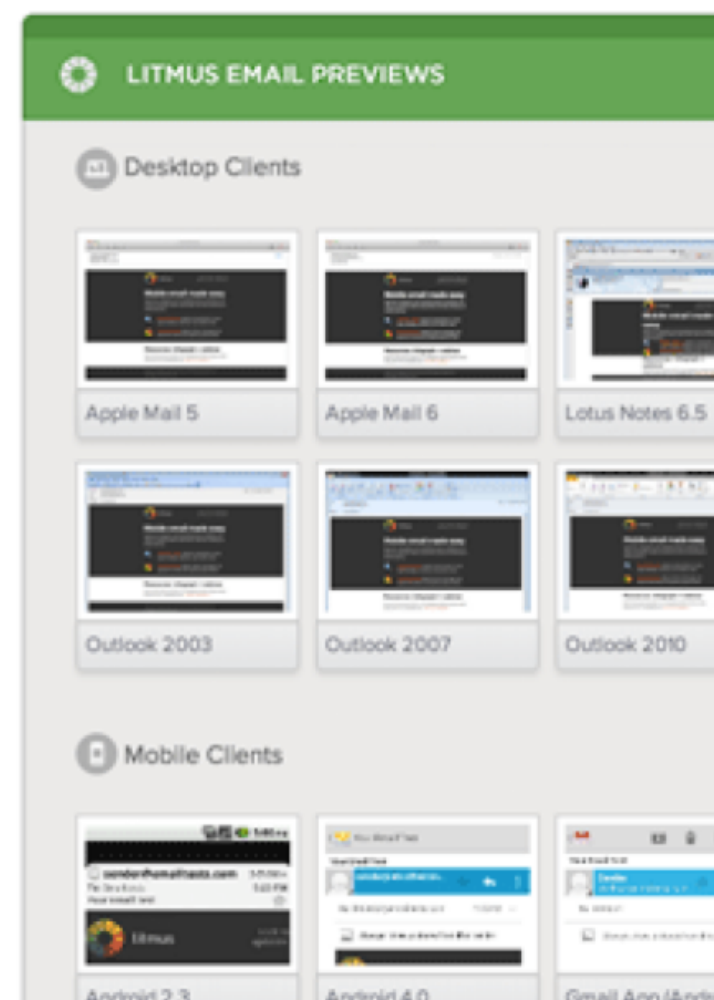
You + Litmus = The new email marketing power couple

Thanks for choosing Litmus!

Over the next week, we'll send occasional messages to help you create beautiful emails that look great on every device.

Get started by running an [Email Previews](#) test! In a matter of minutes, you'll have screenshots of your email in 40+ email clients.

[Log in to your account →](#)



Need help?

We've created a quick [getting started guide](#) that will walk you through running a new Email Previews test.

If you have any questions, please don't hesitate to [drop us an email](#). We'd love to help!



A guide to responsive design, changes to Gmail, subject line tips + more

Woohoo! You're in.

Thanks for subscribing to our monthly newsletter! We look forward to geeking out over email with you and sharing tips, case studies and resources to help you create awesome emails.

Here are a few of our recent favorites to get you started...

The how-to guide to responsive email design

See what's possible with responsive design, learn about media queries, and find out which mobile apps support responsive emails.

[View the guide →](#)



Contextual follow-up: Prospect vs. Customer

Templates that work—and look great—in every inbox

Subscribers expect emails that are easy to read and easy to use, whether they're opening them on a computer or their favorite smartphone.

Rest easy knowing your emails look great in desktop, webmail, and mobile inboxes (yes, even in Outlook!) with these pre-tested responsive templates.

[Download the templates →](#)

Take your mobile email strategy to the next step

Downloading our free templates was only the beginning! Take the next step toward mobile optimization with a **free 14-day Litmus trial**.



See your responsive design on iPhone, iPad, and Android

Litmus makes it easy to preview your campaigns in the most popular inboxes. Get screenshots of your emails in 40+ mobile, desktop, and webmail programs.

Try it free! Access all our testing and analytics tools for 14 days, no credit card required.

[Start a free trial →](#)

Trigger from **action** or **inaction**



Get your emails in to the inbox

It looks like you haven't [authenticated your domain](#) to tell people that Customer.io is trusted to send your mail.

Without authentication, it's not the end of the world, but authenticating will help more of the emails you send get to your recipients' inboxes and give you better deliverability. You might need to ask someone who has access to your DNS settings on your domain to help.

Improve your deliverability

P.S. If this all seems like mumbo-jumbo, just reply to this email and we can help you get more info.

Can we help you set up your account?

It looks like you were signing up for a Litmus account yesterday but didn't quite finish. If you have any questions, just [drop us an email](#). We'd love to help!

Need a little convincing? All new Litmus accounts come with an all-access **free 7-day trial**, which you can easily cancel at any time.

Continue setting up your account →

Happy testing, and see you soon!

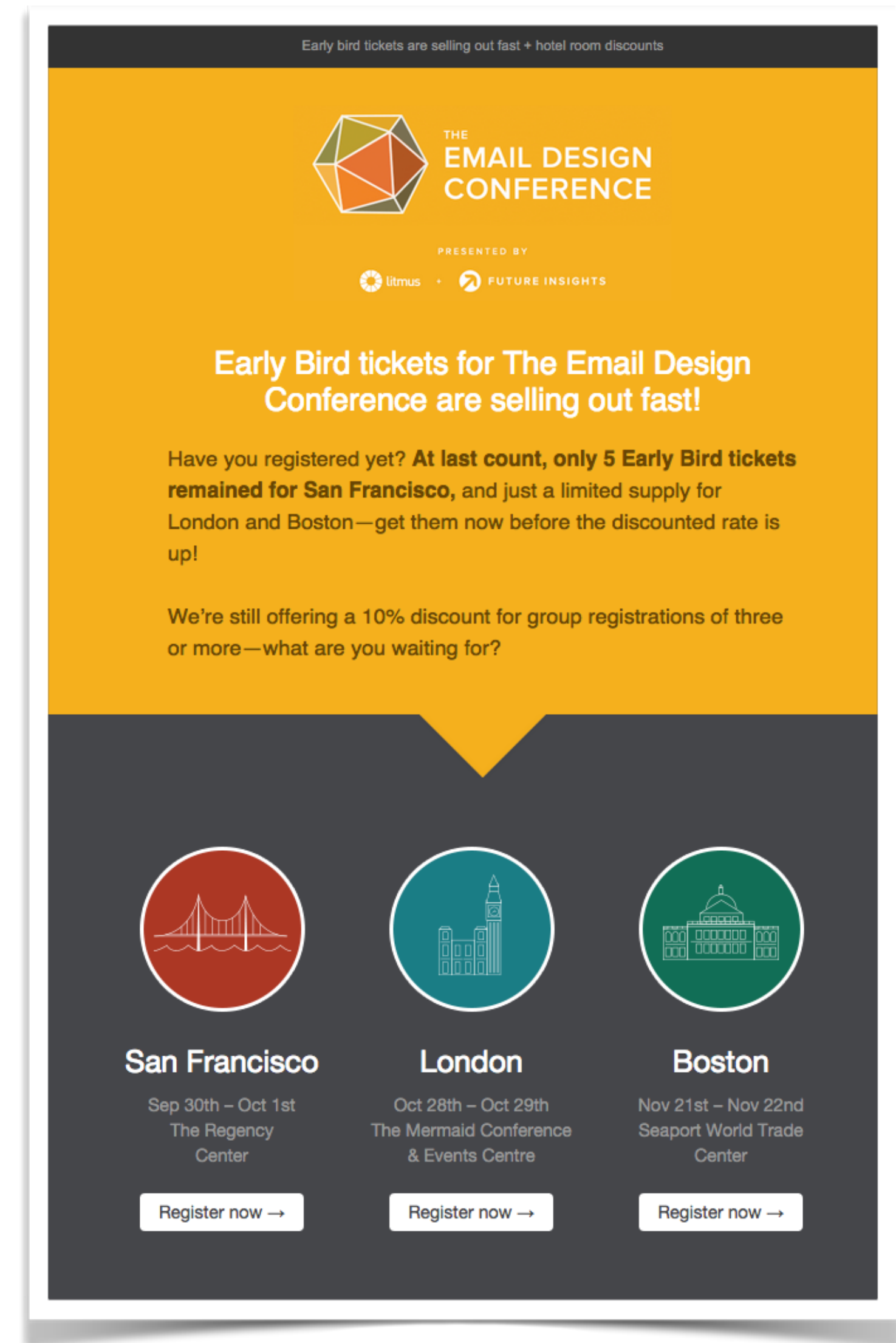
Cheers,
The Litmus team

All accounts come with a 7-day trial and our no-questions-asked refund policy. We'll send a reminder email two days before your trial is over, and canceling is [stress-free](#), too.

City-specific targeting



General email



Hi Justine,

Alexander wasn't a
River Apartment in
Here are some other



⚡ Instant Book
Modern Warehouse

Email Receipt

Customer Receipt

Confirmation Code
Sun, April 17, 2016
Receipt #

Guests

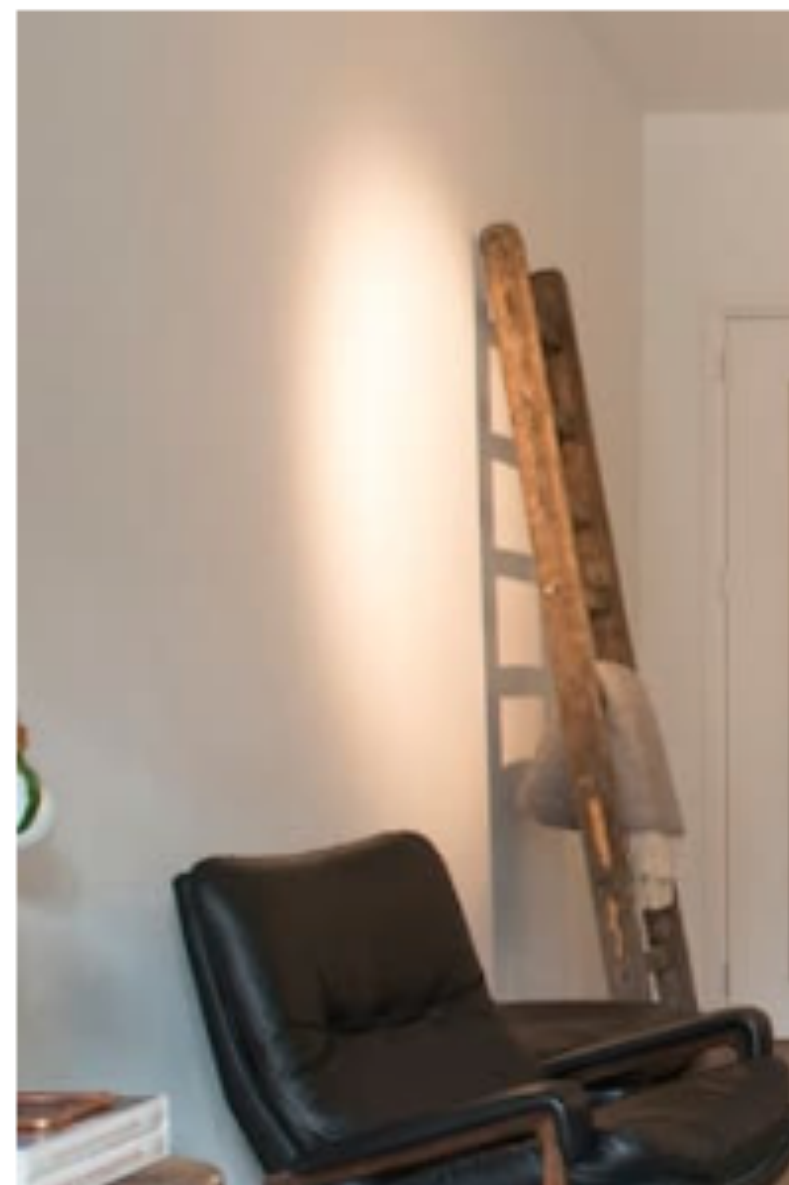
Travel Destination

Accommodation



Pack

It's almost time



How did you feel about your stay at Josephine's place?

We won't share this information with Josephine.

- ☐ **Great :)**
I would definitely recommend it.
- ☐ **Just OK**
I don't have much to say.
- ☐ **Not great**



Time to dust off your suitcase

You booked a trip this time last year. It's time to start thinking about your next adventure.

[Start your search](#)

Here are some places to get you inspired.



Private room in San Francisco



Where travelers like you go to escape

Here's where travelers in Boston go when they want to live elsewhere. Even if it's just for a week.

[Get away](#)



New York

Bright lights, long nights, a great slice, tall buildings, museums



San Francisco

The Golden Gate Bridge, steep hills



Just a short drive or flight away

This is where travelers in your area go to relax for a day or two. Check out these spots or view all nearby weekend destinations.

[See all weekend getaways](#)



New York



Portland

We're pretty relaxed here at Litmus – jeans are definitely okay! From our experience, conference venues can be a bit cool, so packing a sweater may not be a bad idea.



CSS Animation

Sunshine or clouds?

Last we checked, it looked like an umbrella might be a good idea.

[Get the latest weather updates.](#)

SUN Oct 27th	MON Oct 28th	TUE Oct 29th	WED Oct 30th
			
14°	13°	10°	13°
Low: 12°	Low: 8°	Low: 5°	Low: 9°

*Note to our American friends: these temperatures are in Celsius!
You can expect highs in the 50s and lows in the 40s!*

Conference location + logistics

The Mermaid Conference & Events Centre
Puddle Dock, Blackfriars, London, EC4V 3DB



Do you ♥ email? Join the club. Literally.

[Tweet this](#) [Forward this](#)



Spot yourself? [Tweet about it](#) →

Join us in the Litmus Community!

Email newsletters are great. But they can't answer all the countless questions that need answering. The Litmus Community is the place to get those questions answered.

Image Personalization

[Access the Community Now](#) →

Interactivity

Introducing Litmus Builder

The world's first code editor built for email design & development

The screenshot displays the Litmus Builder web application. The interface is split into two main sections: a code editor on the left and a live preview on the right. The code editor shows HTML and CSS code for an email newsletter, including comments, meta tags, and client-specific styles. The live preview shows the rendered email design, which includes the Litmus logo, a headline about a 3-point rise for Gmail, and a section titled 'EMAIL CLIENT MARKET SHARE' with various email client logos. A red button with the text 'START TOUR' is overlaid on the preview area. The top navigation bar includes a menu icon, a 'New Email Test' button, and a 'Settings' button.

```
1 <!-- ARE YOU A DEVELOPER OR DESIGNER READING THIS? -->
2 <!-- WE'RE HIRING @ litmus.com/careers -->
3 <html>
4 <head>
5 <title>Litmus Newsletter</title>
6 <meta charset=utf-8>
7 <style type="text/css">
8     /* CLIENT-SPECIFIC STYLES */
9     #outlook a{padding:0;}
10    .ReadMsgBody{width:100%;} .External
11    Class{width:100%;}
12    .ExternalClass, .ExternalClass p, .ExternalClass
13    span, .ExternalClass font, .ExternalClass td,
```




Gamification

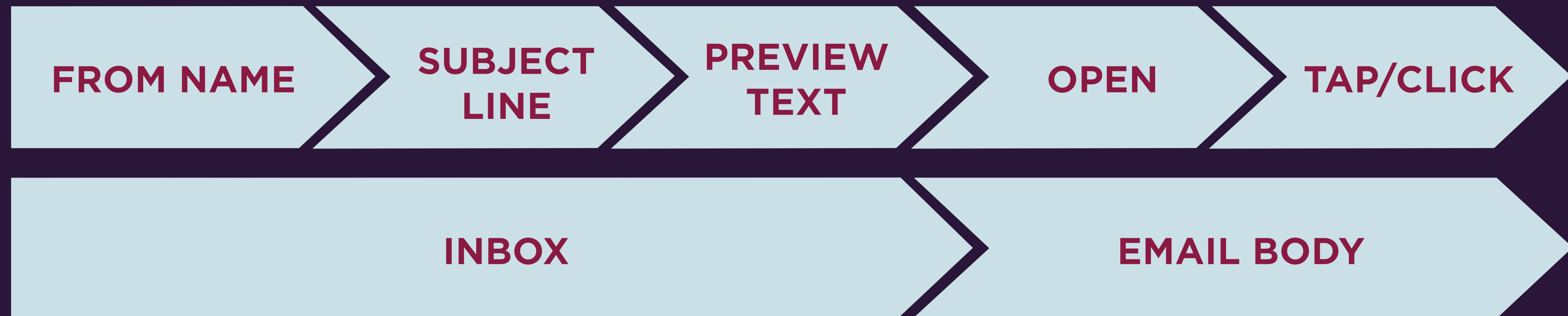
Here's how to reveal the surprise city and date:

(We could just tell you the third city, but where's the fun in that?)

- 1 [Tweet your guess](#) with the #TEDC16 hashtag
- 2 Forward this email to anyone you think will want to go to TEDC
- 3 [Tell us what you'd like to see at TEDC](#) (sessions, networking, food, anything!)

Once we reach 500 shares, we'll reveal the surprise city here in the email!

SUBSCRIBER EXPERIENCE



Hierarchy of Subscriber Needs

REMARKABLE

exceptional content + experiences

VALUABLE

targeted, relevant, personalized

FUNCTIONAL

links and images work

RESPECTFUL

permission + expectations

THE HIDDEN *talents* OF EMAIL

GOOD EMAILS
MAKE PEOPLE

OPEN

GOOD EMAILS
MAKE PEOPLE

CLICK

great EMAILS
MAKE PEOPLE

THINK

great EMAILS
MAKE PEOPLE
FEEEL

great EMAILS
MAKE PEOPLE

ACT

great EMAILS
MAKE PEOPLE

SHARE

DELIVER AWESOME EXPERIENCES



#MakeEmailBetter

THANK YOU

JUSTINE JORDAN

Litmus @meladorri

MOZCON

2016