

AN INTERACTIVE E-MAIL CHECKLIST

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Idea phase

Expectations about interactivity have been managed with the client's awareness

Marketeer(s), designer(s) and developer(s) agreed on the best idea and development of it

If this a new challenge, a simple prototype (without visuals) has been planned first

Developer has at least basic knowledge of Email HTML and also CSS3 and is able to build click based interactive HTML with box model

Development/HTML phase

Interactive block is preferably built with box model (click based interactivity) and the code is compact and readable

The checkbox/radio logic is not based on confusing elements (like navigation buttons), but simply on the state that is important to the user (like on which page or slide they are, which question and answer, etc)

Preferably CSS transitions and animations are used to make the interactions more responsive and fun

A clicking instruction is added before anything is clicked, for example with a "0" radio button that has the same styling as the "1" and that also shows the instruction

Interactive CSS is in a separate style tag or style sheet (Apple only), so that there is no Gmail style rejection (especially mobile)

When clicking around, there is no invisible layer blocking other clicks

Fallback is prepared with either static table based content, a screenshot or GIF recording of the interactive block with a link to a landing page or webversion

If the ESP supports reading URL parameters in a webversion, you can add a parameter to have the webversion process the first click

If the interactive block is below the fold, add an anchor link and use that after in the webversion URL to let the browser jump directly to the block

Dark mode styling has been added for Apple, if the brand template supports it

Implementation phase

Interactive HTML block has been placed in the expected place in the email/template

Interactive CSS is placed in either a style tag in the head tag, in the body or loaded as an external stylesheet (Apple only)

Interactive HTML block contains both the interactive and fallback part, as an example with "not mso" to hide interactivity from Outlook:

```
<!--[if !mso]><!-- -->
<div class="interactive">
...
</div>
<!--<![endif]-->
<div class="fallback">
...
</div>
```

Interactive client targeting code is present in separate style tags in the head-tag, and in accordance with <https://howtotarget.email>. Often something like webkit "on" first, then Gmail, Office and Outlook and Samsung app "off"

If the ESP supports manually making links and inserting them as a background image url, then you can make and add tracking pixels

Testing phase

Email interactivity has been tested in Apple Mail on different Apple devices (click based interactivity)

Fallback has been checked in clients like (Gmail and) Outlook and others, preferably in Litmus or Email On Acid

Email has been tested in Gmail (if this is a Gmail compatible email, for example parallax or a form)

Layout is responsive in every mobile client

Dark mode is acceptable (although sometimes Gmail iOS can be a problem because of full inversion)

If tracking pixels have been implemented, then they are confirmed to be registering in the ESP