

Email Best Practices

- Avoid a single image as the eblast
- Subject line within 4-7 words.
- Images and fonts need to be hosted on servers (no local files)
- Footer should include at least a physical address to comply with the CAN-SPAM Act.
- Images should be under 200kb
- Text to image ratio of at least 60/40
- Stick with web safe fonts for the best compatibility. Hosted fonts do not work in all email clients. If applicable, please send us your approved web safe font that aligns with your brand standards.
- Font styles should be included in-line on table cells. If symbols are not showing up correctly, use the HTML Entity of that character. (i.e., © needs to be inputted as ©)
- Ways to avoid spam triggers:
 - Avoid words like “free”, “last chance”, and “offer” in your subject line
 - Do not use excessive characters like \$ or %.
 - Using all caps in your subject line
 - Avoid displaying URLs that link to different web addresses i.e. www.mywebsite.com/home linking to www.mywebsite.com/best-offers.