Own the Inbox!

Our guide can help you make the right choices to ensure that you get maximum impact from the Cumulo9 email banners and signatures.   As various email clients render imagery and text differently, it will assist you in ensuring they display consistently as designed, across a broad range of email applications.

You will find template layout options and specifications for:

- Building banners and signatures that support deliverability
- Managing links and the challenges of different email clients
- Ensuring your banners and signatures have compatible fonts

Get Started!

Explore our Look Book to start seeing the range of possibilities, and don't hesitate to contact your account manager for support on building your email media signatures and banner campaigns.

We also offer design advice. Our team are experts in optimising designs for email and can assist you in creating engaging, professional designs for your brand that work in all email clients.

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What is One-to-One?

Intelligent branded and tracked employee email. Professionalise your brand and leverage sales by inserting marketing banners and personalisation into employee email. Centralised signature and messaging control and detailed reporting/insight.

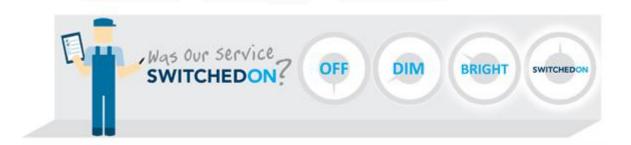Seamlessly branded and tracked employee email with dynamic templates.

Everyday email is transformed into a sales and marketing tool. With seamlessly branded and tracked business email, now you can improve cross selling and sales closure, while also creating a record of receipt of important documents. Your email is centrally controlled and optimised with dynamic promotional banners and detailed reporting.

Why use One-to-One?

Every customer touch point contributes to the overall perception of your brand. Cumulo9 One-to-One provides the ability to create, design and manage dynamic, personalised emails that integrate with your brand and other collateral, promoting your business efficiently and effectively.

This contributes to increased lead generation and sales by:

• driving traffic to your website
• integrating your social media
• enhancing your online presence
• creating marketing data for integration with your CRM
• allowing click through to event registrations and survey responses

Feature Components

1. 'Your Brand' & e-mail Media
2. 100% Content Delivery
3. It's About You
4. Signature Compliance
5. Download Business v.card
6. FMA /Version Controlled Compliance
7. Social/Links
8. Tracked Links
9. Dynamic Disclaimer

Banners

Cumulo9 One-to-One enables you to add banners to your employee emails, promoting a wide range of messages to customers, prospects and partners, increasing the impact of email campaigns by making them relevant to your specific target audience.

You may promote a number of different campaigns in any given period and the functionality of smart segmentation enables you to differentiate the messaging applied, depending on who is sending or receiving the email.

Best practice: 600 pixels wide x 150 pixels high
(maximum of 650).
Plus a mobile friendly version at 300 pixels wide

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Responsive Email Design

Mobile / Responsive
version: 300 pixels wide

The rising popularity of smartphones and tablets as mediums to view email has meant that email templates need to be looked at from an entirely different angle. The new-era of devices, sizes and operating systems provides challenges in getting emails to render "nicely" on the various combinations of hardware and software in the marketplace.

Unlike scalable design which scales 100% table widths down to any screen size, responsive design allows room for a designer to modify, hide, stack, add or expand/ collapse the content to optimize usability for narrow screens. It is important to note that responsive isn't fool-proof. Some email clients like Gmail and Outlook strip out CSS style sheets (including the media queries which allow responsive templates to function).

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Banner Specifications for desktop & mobile

Maximum size desktop: 650 pixels wide. We recommend a height of no greater than 150px. You can choose to have a banner smaller than these specifications.

- We recommend a maximum width of 650 pixels (600 preferred) and a maximum height of 150 pixels for any Cumulo9 header or footer design.
- We also recommend creating a specific swap-out image for mobile at 300 pixels (but no bigger than 420). This is to ensure that banners will be viewable but not obstructive in any email preview pane or smartphone.
- For responsive design to work well, two images should be provided for every banner – one for desktop (600 to 650 pixels wide) and one for mobile (300 pixels wide). If only a desktop version is provided, a number of additional criteria will apply so as to allow the image to be split into two 300 pixel wide segments and stacked successfully. Please request a copy of our responsive template design guide if you wish to use a single image approach to your banner design.
- The banner must be designed in 72 to 100 dpi and should display correctly on 100% zoom view.
- Banner and footer file sizes should be as small as possible whilst meeting quality requirements. File size impacts on speed of loading the email media and suggested size is 40kb
- Most email clients do not support any scripts or executable files (including flash).
- Use JPEG, PNG, GIF / Animated GIF*.
- *Please note, in animated headers, the first frame should be set to 0 seconds to cater for all Outlook versions from 2007 which do not display animation and will display the first frame only – this is your 'static' version.

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Do's and Don'ts

This page outlines the most important do's and don'ts for ensuring you achieve the best possible results on all devices.

DON'TS:
- Don't include borders on cells or tables
- Don't use shadows
- Don't use watermarks or background images as part of your design
- Don't complicate the layout with multiple column widths. Keep it simple – single column, two column, three column or four column – with as few combinations as possible.

DO'S
- Use a "mobile-first" approach
- Simplify navigation
- Use stacking
- Do use solid background colours (not gradients)
- Do keep all cells the same size. In a three column layout, the elements for all three columns must be exactly equal for all responsive design work. For example – if your layout is 630 pixels wide, each cell/column must be exactly 210 pixels wide. This would preclude any four column elements from your design as 630 cannot be equally divided by four.
- Ideally work to 300 pixels wide for mobile, 600 for desktop.
- Embrace white space
- Make links and buttons look "clickable"
- Padding and spacing: include extra breathing room between elements to make clicking and stacking easier.

Embedded or served images? Which is best?

IMAGES – EMBEDDED VS INLINE/HREF

The trend toward image display in most of the popular email clients is not to display images unless the sender is known (in the safe sender's list) or if the recipient right clicks to download images. By embedding images, the number of emails delivered with all template images is increased.

Should issues be experienced with specific domains (such as embedded images being stripped by firewalls or the email file size becoming too large or causing it to be marked as spam), embedding can be bypassed by using a "No Operation" rule specifically activated for that domain, resulting in inline (image href) images being delivered instead.

One-to-One also offer the unique ability to utilises a combination of embedded and inline images – you can specify certain images within a template (eg your logo or a user's profile photo) be embedded while leaving all other images to be served.

IMAGES – RESOLUTION VS SIZE, GIF VS JPG

For images to be used in your template or dynamic content, it is advised that image quality be kept as high as possible, with resolution between 72dpi and 100dpi (screen res). Any higher (eg 150dpi+) is best left for commercial printing purposes (such as newspapers and magazines).

The image quality, however, should be traded off against file size – ideally most template images should not exceed 5k and the total for all images in an email should not exceed 40 to 50k, whether hosted or embedded – if in doubt, err to the side of lower resolution (72dpi). Jpeg images are best for image/photo files why gifs work best for images which include fine curves and sharp contrasts, such as a computer-generated image which includes text of some sort.

Mailprimer One-to-One best practice

MX RECORD AND ANTI-SPAM/ANTI-VIRUS MEASURES

If at all possible, inbound email should be passed through a mail cleaning process (such as the History Cleaner in Mailprimer) and the server responsible for such cleaning should be configured to accept inbound email and to relay such to the server maintaining the users' mailboxes. Once the server is correctly configured to achieve this, your MX records should be updated to deliver email to the server responsible for cleaning the email.

When updating your MX records, it is advisable to provide two points of contact for initial mail delivery. Both of these should be correctly configured anti-spam providers (such as Death2Spam or SMX). This provides a fail-over position while ensuring spammers are not able to bypass your anti-spam measures by delivering mail directly to a secondary server.

The anti-spam servers should both be configured identically and have manual relay instructions to pass your email to the server responsible for inbound cleaning, with a failover to one or more mail servers hosting the end users' mailboxes. The server responsible for cleaning inbound email should be configured with a manual relay instruction to deliver firstly to the primary mail server then to any fall-back mailbox servers.

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Mailprimer One-to-One best practice

SPF RECORDS

Sender Policy Framework (SPF) is an extension to the Simple Mail Transfer Protocol (SMTP). SPF allows software to identify and reject forged addresses in the SMTP MAIL FROM (Return-Path). It is therefore vitally important that you include all servers authorised to send email on your behalf (including your own mailservers and Mailprimer) in the DNS TXT records for your domain.

The key issue in SPF is the specification for the new DNS information that domains set and receivers use. The records are laid out like this (in typical DNS-syntax):
example.org. IN TXT "v=spf1 a mx -all"

"v=spf1 mx a:yourdomain.com include:mailprimer.com ?all"

"v=" defines the version of SPF used. The following words provide mechanisms to use to determine if a domain is eligible to send mail. The "a" and "mx" specify the systems permitted to send messages for the given domain. The "-all" at the end specifies that, if the previous mechanisms did not match, the message should be rejected.

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MAILPRIMER ACCOUNT CREATION
Using the system admin account with the Mailprimer installation, create an account for your organisation. Once created, ensure that groups are created for each relevant business unit, as well as each and every domain which will pass mail through the mail server (Mailprimer, Exchange, mailMarshall or otherwise), whether or not that email is to be primed.

It is good practice to establish email champions within each business unit who can be assigned as "group" managers and can be trained in the finer points of email delivery and network topology so that they can act as a first point of contact for end users with email issues such as non-delivery, only escalating issues they are unable to resolve to the system administrator or to the relevant support desk.

FORMS
Most email clients are now steering away from forms functionality (and forms do not work in the majority of clients currently in use), so these should be avoided. While forms may display in some clients, they only function in Outlook Express.

JAVA SCRIPT
JavaScript does not display or function in almost all clients. Avoid JavaScript.

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Mailprimer One-to-One best practice

TEMPLATE VISIBILITY – FORWARDS AND REPLIES
Depending on corporate policy, you may wish to apply a full template to the first email in a conversation only, with replies and forwards only including signature details. A simple rule for replies and forwards to have the light or (more often) light no images template can achieve this.

HTML CLEANING
If you have strict corporate brand guidelines, it is best to activate HTML cleaning on outbound emails to ensure that all emails from within the corporate network conform to the set standards – this will remove user added emoticons, oversize, colour text and the like. It will also remove edited text (such as text marked in red to indicate changes) so should be used with discretion – or bypassed for specific trusted users.

HISTORY CLEANING – INBOUND AND OUTBOUND
History cleaning will remove previously inserted templates, ensuring a clean template is delivered on the next email to your contact.

If you have rules for replies and forwards, such will then include no template on subsequent emails. This, however, may be preferable to disabling history cleaning, as contact's email clients can distort the template and visually deform the email, so it is best to clean the history at all times. It is also possible to enable history cleaning on inbound emails, so that your users do not view mails distorted by their recipients' email clients.

Mailprimer One-to-One best practice

CSS AND INLINE STYLES (TEMPLATES)
When building templates, many designers use Cascading Style Sheets (CSS). This is good practice. However, to be effective in the vast majority of email clients (especially webmail), inline styles and classes should also be added to each div and span tag within the template so that text is formatted inline for webmail clients and using CSS for Outlook and the other clients which accept and process CSS. Limitations of CSS within Outlook 2007 should also be observed.

PIXELS VS POINTS – FOR TEXT
Pixels are acceptable for table elements, however, to ensure the best reproduction of fonts, it is best to stipulate point sizes in your CSS and inline styles, as many webmail clients will ignore pixel sizes.

STANDARDISED WIDTHS (NON-RESPONSIVE TEMPLATES) – only to be used if responsive is not an option
It is good practice to build templates (and designs for such) with standardised column widths not less than 13px, but preferably 15px. Overall width of the core table should be kept to 630 (42 columns) to 660px wide (44 columns), using column spans as required. The table can be centred within a 100% width table if such behaviour is required. This size allows the email to be printed on a single A4 width.

FULL VS LITE
Each template within One-to-One offer two levels of HTML code – full (HTML) and lite. With responsive coding, these may be identical. However, it is good practice to produce a 'lite' version of your design / template which features fewer images and only essential details. This version will be automatically applied to HTML-averse recipients (such as Government and military domains) and can also be applied (using a rule in One-to-One) for replies and forwards so that long email chains / conversations are kept light-weight and easy to follow.

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INTERNAL VS EXTERNAL MAIL ROUTING

In most mail server environments, it is possible to direct specific senders email messages via an alternate route (Smarthost). Standard practice is for all users' external email to be directed to the Internet. When Mailprimer One-to-One is implemented, those emails will be relayed via the One-to-One server before being delivered to the Internet. Internal emails are generally delivered directly to the recipient's inbox and as such will not be templated (as they will not have reached the One-to-One server). You may wish to consider sending internal messages out to One-to-One for templating before being delivered back to recipients within your domain. If you do wish to do so, please contact support@cumulo9.com for instructions on how to set this up for individual or all users.

REMOVING USER SIGNATURES (INTERNAL VS EXTERNAL)

It is possible to build a rule which will recognise Outlook autosignatures (provided these autosignatures include a specific text string) so that these display on internal emails (which are not primed as they do not reach Mailprimer) but ensures they are removed if the email is destined for delivery outside of your network. Alternatively, you can route internal emails through One-to-One.

NON-TEMPLATED EMAILS

If you do elect to apply templates to internal emails (please se next slide), you may wish to exclude certain addresses from having templates applied or from receiving emails with templates applied, such as support addresses, particularly if those addresses are utilised by third-party applications hosted outside of your environment (such as ZenDesk). This allows the messages into your ticket system to be kept as brief as possible. This can be achieved by rules within One-to-One or your mail server. This is not essential and you may choose to deliver templated emails to these addresses if you prefer. It should also be noted that unless your third-party application provider allows smarthosting to direct outbound emails to One-to-One (or via your server), it may not be possible to apply templates and tracking to emails from addresses hosted on some ticketing or CRM systems.

Mailprimer One-to-One best practice

SETTING RULES FOR MAIL DELIVERY
Basic rules in Mailprimer

1. Clean History
Removes specially tagged elements of the template/primer from the history of email, ensuring only one, clean version of
the template is visible on each email delivered to a recipient
2. Clean HTML
Removes extraneous (user inserted) HTML (animated smileys, etc) from emails, standardising fonts, colours and the like to corporate preferences
3. Dynamically select template handler
Allows a specific named template to be used when a rule is matched, such as the template's name being inserted into square brackets [] in the subject line or a line of text is matched in the body – "it is my pleasure to provide a quote"
4. Embed Images
Embeds images into the email, ensuring they are delivered with the email and displayed in most email clients. This increases the size of the email fractionally. Some firewalls also remove embedded images.
5. Light HTML
Forces delivery of the light (non-tabled) version of the template irrespective of learned behaviour or other settings

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Mailprimer One-to-One best practice

6. Light HTML no images
Forces delivery of the light (non-tabled) version of the template and removes all images, irrespective of learned behaviour or other settings
7. No operation
Allows the administrator to bypass other rules by adjusting the priority to be 1 less than the rule you wish to bypass and setting the next priority to be 1 more than the rule you wish to bypass
8. Replace text
Replaces matched text with replacement text in the body or subject of an email
9. Text primer
Sends the email as text only – all HTML will be converted to text. It is usually preferable to use the Light HTML no images primer in place of this rule to deliver a visually acceptable email which still includes font styles and colours
10. Use specific template
Allows you to specify a specific template for delivery based on recipient, subject, content, etc

DEFAULT DELIVERY LEVEL
A default level can be set for template delivery – this is the level of template which will be used (Full HTML, Light HTML, Light HTML no images) when first sending an email to a new/previously unknown contact. Setting a light or light no images level should ensure most emails are delivered first time. Once the recipient replies and the system learns more about their email client, their delivery level will automatically be stepped up (if possible)

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RAINEY COLLINS
L A W Y E R S

This is the test message.

Alan Knowsley
Partner
RAINEY COLLINS

TELEPHONE 64 4 473 6850 - FACSIMILE 64 4 473 9304 - DX SP20010

WWW.RAINEYCOLLINS.CO.NZ

L 19 - PWC TOWER - 113-119 THE TERRACE

BOX 689 - WELLINGTON - NEW ZEALAND

C9 admin Lives jucy

This is the test message.

I am Senior Template Designer
JUCY Group Limited
Talk to me direct: +64 9 308 6227

Skype me

www.jucyworld.com

Debra Houghton
Ph: +64 9 309 5191   Fx: +64 9 309 5260   Mb: +64 21 986 144
PO Box 6310, Wellesley Street, Auckland 1141, New Zealand
4th Floor, Smith & Caughey Bldg, 253 Queen Street, Auckland
www.gilligansheppard.co.nz

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Debra Houghton, Admin Specialist, advises on how to fix adult boredom.

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WEBSITE   AUTOMOTIVE   BUS   EARTH MOVING

This is the test message.

David Renwick
Transmax Ltd
P 09 917 7331 **M** 021 942 187 **F** 09 917 7339
Unit J2, 140 Plunket Ave, Manukau, Auckland
www.transmax.co.nz

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Signatures

Signatures can vary from subtle detailing and individuals' name, position and contact details to rich content including links to webpages, contact directories and social media. Your employee signature style and image variations give you:

- Improved corporate identity in every email you send
- Options to add social messages with links and feeds from Facebook, Twitter and LinkedIn
- Creation of newsletter sign-up links within your email signature
- Additional images, such as a photo of the sender for a personal touch.
- Disclosure statements and compliance documents

Adding profile photos to users' signatures can be particularly effective and creates a personal connection to recipients. We recommend using images at 120 pixels wide – best practice for profile photos is no image smaller than 90 pixels wide and not larger than 150 pixels wide.

Mark Miller
Registered Financial Adviser
Aim Financial Services Ltd
Phone: (09) 282 3782, Fax: (09) 377 8026, Mobile: 022 183 5011
Lvl 4, 55 Anzac Ave, Auckland New Zealand

Disclosure Statement

FOLLOW US

CONFIDENTIALITY NOTICE: This email, including any attachments is confidential. If you are not the intended recipient, any use, distribution or copying of this email or the information contained in it is prohibited. If you have received this email in error, please notify us immediately and delete it.

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Signature Specifications

- When we create your signature template, the personalised sender information in the signature fields uses text. This is also important for deliverability as a balance of text and imagery lowers the spam score.   It is not best practice to use a full image as a signature.

- Text that needs to be personalised cannot have an image or gradient as a background, so this is an important consideration in ensuring that your design supports deliverability. If you do wish to have some colour around text, it is possible to choose one solid background colour.

- When using both banners and signatures we recommend the widths are consistent.   For signatures without banners, follow the 650 pixel guideline width to ensure full visibility when opening an email.
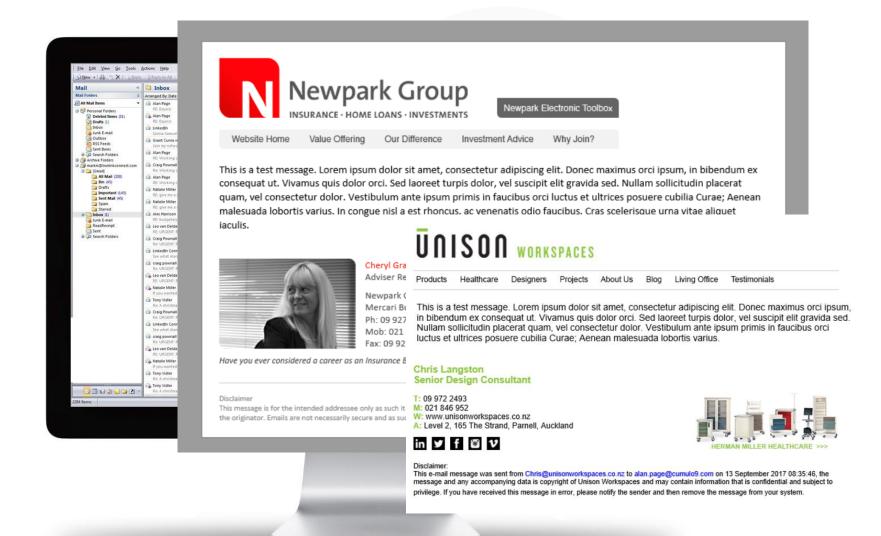

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Fonts

All email signatures will be converted to HTML, therefore all the fonts used must be system fonts (web safe fonts). This will ensure that the text within the signature or flexible banner will display correctly on all devices. If you use a font that the recipient does not have stored on their computer it may display inconsistently.

The most common web safe fonts are listed below:

Arial	Arial Black	Book Antiqua
Comic Sans MS	Courier New	Georgia
Helvetica	Impact	Symbol
Tahoma	Terminal	Trebuchet MS
Times New Roman	Verdana	Webdings

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