Optimized & Accessible:

Mastering Email Deliverability and Mobile-Friendly Design

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CARNEGIE

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Goals

1   **Breaking Down Deliverability**

2   **Reporting**

3   **Sending Best Practices + Reporting**

4   **Conditional Logic**

5   **Source Code Vocabulary**

6   **Changing Code for Mobile**

Let's break down deliverability, shall we?

Deliverability

Email deliverability refers to the ability of an email to successfully reach a recipient's inbox. Good deliverability ensures your messages avoid spam folders and are seen by your intended audience. It's influenced by factors like sender reputation, email content, authentication protocols (like **SPF**, **DKIM**, and **DMARC**), and how recipients interact with your emails.

SPF, **DKIM**, and **DMARC** are unique identifiers and ties from your CRM (Slate) to your website. When you're using a CRM to send emails on behalf of your website's domain, these records ensure trust and deliverability:

+ **SPF** says, "Yes, this CRM is allowed to send for us."
+ **DKIM** proves the CRM really sent the message and that it's untampered.
+ **DMARC** enforces rules to reject or quarantine imposters and sends you visibility reports.

Deliverability

Both IP Addresses and web domains are given sender reputation scores. Your domain can be found in your DKIM configuration page within Slate.

+ The IP Address reputation is solely in Technolutions' hands, while your domain reputation is dictated not only by emails you send via Slate, but any email sent with your school's domain address.
+ Typically Technolutions IP addresses are in the upper 90th percentile of sender score reputation (hovering around **98-99%**)
+ Industry-wide sender reputations are in the **70-80%** range
+ You can look up stats at any point in time by using online tools like Sender Score and Google Postmaster Tools (They're free!)

Sending IPs

IP Address ❓	Hostname ❓	Volume ❓	Sender Score ❓
▇▇▇▇▇	▇▇▇▇▇▇▇	VERY HIGH	68
▇▇▇▇▇	▇▇▇▇▇▇▇	VERY HIGH	75
▇▇▇▇	▇▇▇▇▇▇▇	VERY HIGH	94

Showing 1 to 3 of 3 entries   Previous 1 Next

Deliver Insights

Deliver Insights is a new tool that provides high level and large scale communications reporting.

+ The IP Address reputation is solely in Technolutions' hands, while your domain reputation is dictated not only by emails you send via Slate, but any email sent with your school's domain address.
+ Provides database wide insights into spam reports.
+ Trends of when others are sending the most communications; and their corresponding metrics.
+ Trends of when your university sent the most communications.

What emerging trends, valuable insights, or untapped opportunities are available?
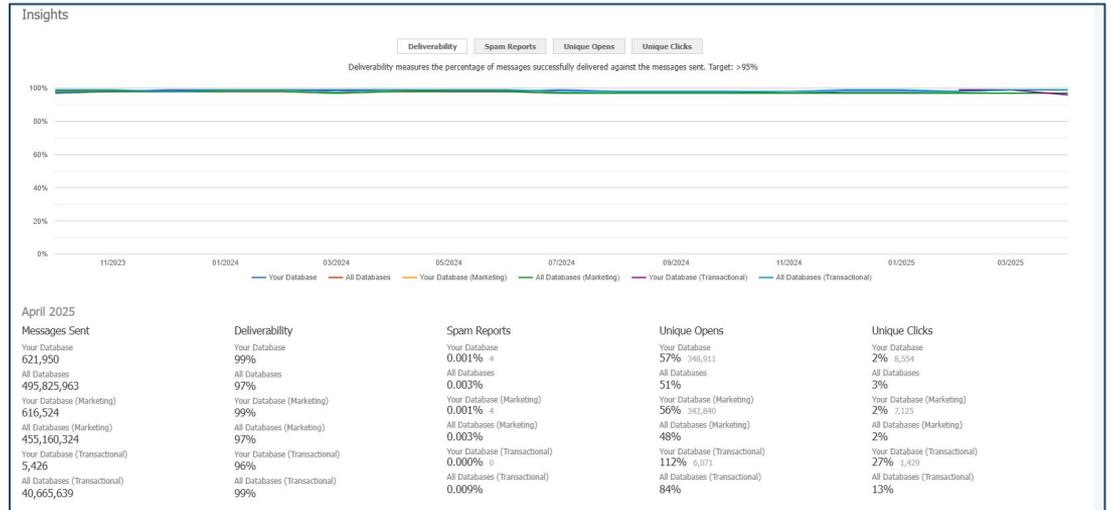
What can you do?

Improving email deliverability from within a CRM isn't just about the technical setup (like SPF/ DKIM/ DMARC)

+ **Clean your recipient lists regularly** - Remove bounced emails, inactive recipients, and those who haven't engaged in a while. This is a crucial step in cycle prep. If either the email address is incorrect or does not exist, a message may be refused. The email address will then be included on a suppression list.

+ **Warm up your domain and IP together** - If your instance is new, start small and scale gradually.

+ **Send consistently** - Avoid sudden spikes in volume. Regular, predictable email behavior builds a good sender reputation.

+ **Run A/B tests** - Try different subject lines, send times, or CTAs to improve engagement.

+ **Suppress unengaged contacts** - Consider appropriate audiences for Transfer and Graduate communications; focused on students who have engaged previously in a campaign or other campus activity.

+ **Utilize message groups** - Message groups provide students the opportunity to opt out of certain communication flows without opting out of all messages.

63% Applications created from students who engaged with the IP-warming emails – Client 1

26% Applications created from prospects in 24-25 cycle - Client 2

1% Click rate goal for the first three emails

.5% Click rate goal for the last three emails

Warm IPs = Cold Hard Results

High engagement CTA's

+ Visit

+ Inquire

+ Apply

Targeted Audiences with the most reliable historical engagement Rates

+ Local

+ Recent inquiry

+ Already taken an action

+ Applicants

But how do we know it's working?

Defining Success:
Setting the Standards

What do I want to see from this one message or campaign in order to consider it successful?

+ Click Counts/Unique Clicks
+ Form Submissions
+ Conversions
+ Total Engagement
+ CTA Engagement

If you want something to be successful, you need to define what success looks like—and measure it. Without clear metrics, it's impossible to know what's working, what's not, or how to improve. Whether it's an email campaign, a recruitment strategy, or a new initiative, setting measurable goals is the first step toward meaningful results. You can't optimize what you don't track.

Short-Term Reporting Tactics

How can we implement quick wins to finish out the cycle?

Technolutions has already implemented two Deliver queries attached to each message mailing.
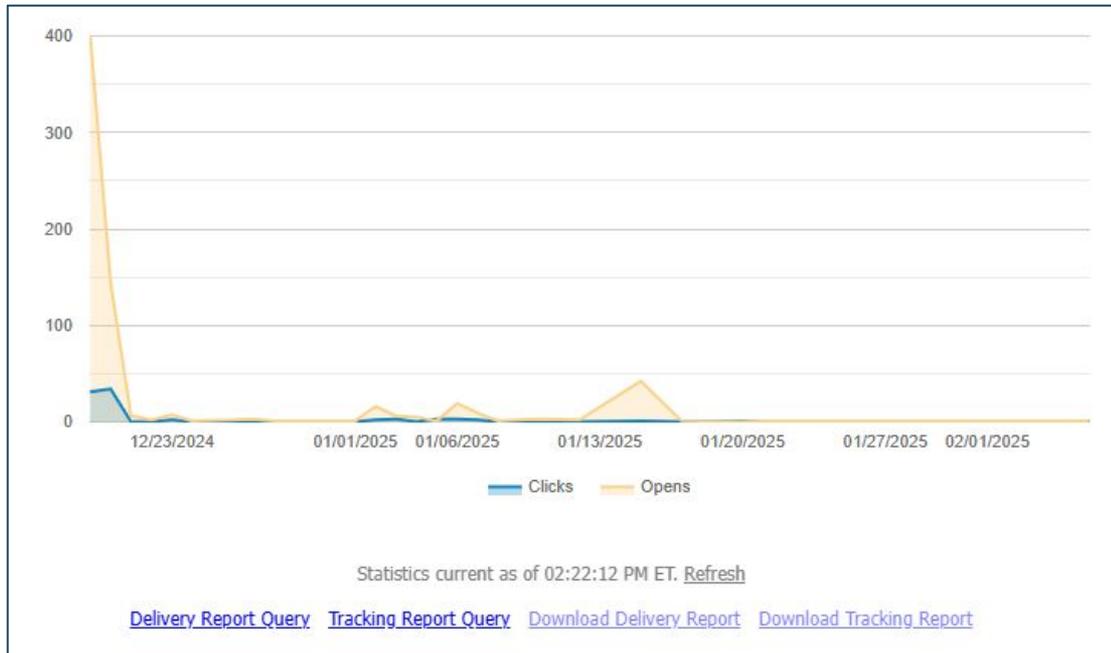
(Tracking Report) – Message Track Base

(Delivery Report) – Message Base

Tracking Report Vs Delivery Report

Tracking Report

+ One row per action taken on each message sent.

+ Counts each click (and the link clicked)

+ Provides a timestamp for each action.

+ Can provide insights into browser

Delivery Report

+ One row per message sent.

+ Counts the total amount of times that message was clicked.

+ Provides a timestamp for the delivered date and last updated date (action taken).

+ Can provide insights into why a message bounced.

Similarities:

Shows the recipient i.e "bbieber@carnegiehighered.com"

Provides the message GUID

Both can easily join to the message mailing base

Message Mailing Base

Excellent Resource for quick "big picture" insights.

+ Can quickly see how many mailing belong to a specific folder or subfolder

+ See how many mailings were sent over last cycle, and how many have been sent this cycle.

+ Export out UTM information

+ Click Count, Skip Count, and other delivery-based metrics can be exported as well.

+ Counts of how many mailings exist within specific folders.

Exports

Message Mailing Start Date
Message Mailing Subject
Message Mailing Delivered Count
Message Mailing Unique Click Count
Message Mailing Skip Count
Message Mailing Click Count
Message Mailing Sent Count
Message Mailing Name
Message Mailing Folder
Message Mailing Subfolder
Message Mailing UTM Campaign

Filters   Query Profiler   Matching Rows: 0

Start Date   >= 09/01/2024

Folder   IN Carnegie

Report Module

As a first choice: A long-term delivery report can be built within the report module. This module will ideally contain two parts. One built on the Message Base, and another built on the person base.

Great reporting relies on a strong folder structure.

App Complete Push 1-10

Metric	Total	Unique Opens	Unique Clicks	Open Rate	Click Rate	Click-to-Open Rate
2425 UG Slate Awaiting Submission - App Complete Push 1-10						
2425 UG Slate Awaiting Submission - App Complete Push 1	4,374	700	256	16.0%	5.9%	36.6%
2425 UG Slate Awaiting Submission - App Complete Push 10	1,894	659	59	34.8%	3.1%	8.9%
2425 UG Slate Awaiting Submission - App Complete Push 2	3,186	493	37	15.5%	1.2%	7.5%
2425 UG Slate Awaiting Submission - App Complete Push 3	1,974	789	97	39.9%	4.9%	12.3%
2425 UG Slate Awaiting Submission - App Complete Push 4	2,784	513	116	18.4%	4.2%	22.6%
2425 UG Slate Awaiting Submission - App Complete Push 5	3,860	510	75	13.2%	1.9%	14.7%
2425 UG Slate Awaiting Submission - App Complete Push 6	4,973	778	62	15.6%	1.2%	7.9%
2425 UG Slate Awaiting Submission - App Complete Push 7	2,541	714	61	28.1%	2.4%	8.5%
2425 UG Slate Awaiting Submission - App Complete Push 8	2,977	836	13	28.1%	0.4%	1.5%
2425 UG Slate Awaiting Submission - App Complete Push 9	2,543	792	117	31.1%	4.6%	14.8%
Total	16,894	6,784	893	40.2%	5.3%	13.2%

Metric	Total	Applications Submitted	Completed	Accepted	Deposited	Net Deposits	Conversion Rates App Submission	App Completion	Accept Rate	Yield Rate	Melt Rate
Awaiting Submission Campaign											
App Comp	5,197	2,100	1,897	671	412	401	40.4%	36.5%	12.9%	7.9%	2.7%

Report Module

+ When building out the report, place subquery folder filters on the top level as well as column and rows to speed up processing time.
+ To find click ratios, variable names will need assigned to clicks and total counts so that an additional column with a formula can be created.

Carnegie Communications Dashboard

Senior App Gen Campaign ⓘ

Totals	Total Mailings Received	Total Opens	Total Clicks	Average Open Rate	Average Click Rate	Average Click Thru Rate	Dart Info
	351,957	45,619	820	12.7%	0.02%	1.88%	

Mailing Name	Total	Opens	Clicks	Open Rate	Click Rate	Click Thru Rate	
#01 App Gen - Intro	19,267	5,268	129	27.3%	0.06%	2.45%	View Dart Information

Segment	Opens	Clicks	Open Rate	Click Rate	Click Thru Rate
Dart 1:	1,025	84	24.05%	1.97%	8.20%
Dart 2:	601	21	14.10%	0.49%	3.49%
Dart 3:	2,047	65	48.04%	1.53%	3.18%
No Dart:	588	47	13.78%	1.10%	8.00%

Mailing Name	Total	Opens	Clicks	Open Rate	Click Rate	Click Thru Rate	
#02 App Gen - Visit	20,579	1,597	97	7.76%	0.47%	6.07%	View Dart Information
#03 App Gen - Scholarshi...	18,694	2,148	51	11.49%	0.27%	2.37%	View Dart Information
#04 App Gen (Video) - Co...	12,589	1,674	82	13.29%	0.65%	4.89%	View Dart Information
#05 App Gen (DART) - Ac...	25,736	2,697	60	10.48%	0.23%	2.22%	View Dart Information
#06 App Gen - Campus-Li...	31,449	1,026	108	3.24%	3.43%	10.53%	View Dart Information

Carnegie Communications Dashboard

Prospect & Inquiry Conversions YoY (Senior App Gen) - First Year ⍰

Metric	Pro:Inq	Stealth	Total	Inq:App	Inq:App
Fall 2025					
Total	8,247	10,625	18,872	3,478	18.4%

Metric	Pro:Inq	Stealth	Total	Inq:App	Inq:App
Fall 2024					
Total	11,547	4,924	16,471	1,458	8.8%

Application Conversions YoY (Senior App Gen) - First Year ⍰

Metric	Applications						Conversion Rates					
	Total	Submitted	Completed	Admits	Deposits	Net Deposits	Submission	Completion	Acceptance	Deposit	Yield	Melt
Fall 2025												
Total	3,481	2,924	2,841	1,578	837	741	83.9%	81.6%	45.4%	53.0%	46.9%	6.1%

Metric	Total	Submitted	Completed	Admits	Deposits	Net Deposits	Submission	Completion	Acceptance	Deposit	Yield	Melt
Fall 2024												
Total	2,100	1,900	1,647	900	755	714	90.5%	78.4%	42.9%	36.0%	34.0%	2.0%

So, let's get sending!

Sending Best Practices

Write it down!

Creating strategic sending cadences is key to boosting engagement and driving conversions. Rather than overwhelming prospects with frequent messages or losing momentum with sporadic outreach, a well-planned cadence ensures emails are timed to align with the student journey—from prospect to application and finally enrollment. By mapping communications to enrollment milestones and segmenting by geographic, demographic, or behavioral insights, admissions teams can deliver the right message at the right time, increasing form submissions, clicks and ultimately yield.

Campaign Begins:	7/25/24										
Prior Cycle Information:	2023-24 Slate Mailings Folder for Refresh	2023-24 Slate Campaign Metrics Report									
Deliverable	Send Date	Drip Day	Topic	Darted	Call-to-Action	Audience	Segmentation/Mark-Up	Email Format	Content Needed for Mailing?	Refreshed Elements	Notes	CX Connect Implementation
#01 Senior Search	7/25/24	Day 1	We Are Cleveland State University - Fast facts, distinctions, rankings	☐	Learn More	Senior Prospects		Template ▾	☐		Highlight location/opportunities in Cleveland Stats on financial aid, academics (# of programs), student life Link to search landing page	☑
#02 Senior Search	8/5/24	Day 12	Nice to meet you, {{Person-Preferred}}!	☑	Learn More	Senior Prospects	New Names|Non-Responders|Darts	Plain Text ▾	☐		Excitement from {{Staff-Assigned}} to get to know you better. Invitation to connect	☑
#03 Senior Search	8/13/24	Day 20	This is value - financial aid, scholarships, grants	☐	Learn More	Senior Prospects	In-State|Out-of-State	Template ▾	☐		Scholarships, Financial aid, grants	☑
#04 Senior Search	8/22/24	Day 29	A glimpse into life at CSU	☑	Learn More|Visit	Senior Prospects	Darts	Newsletter ▾	☐		Clubs, events Include more emphasis on things to do in the city/location Pull content from TikTok or Instagram to make a newsletter	☑
#05 Senior Search	9/3/24	Day 41	Staff-Assigned check-in	☐	Learn More|Visit	Senior Prospects		Plain Text ▾	☐		Check-in message, invitation to connect, pus NEW: Include Slate video of counselor	☐

Cycle-Prep

Cycle prep is essential for communications professionals because it transforms reactive messaging into strategic storytelling. By anticipating key moments—such as **program launches, seasonal trends, or university updates**—cycle prep allows teams to align messaging, plan content, and coordinate channels in advance. This foresight not only reduces last-minute scrambles but also ensures **consistency, impact, and agility** in responding to evolving narratives. As well, this is the time when metrics can be determined to encapsulate what a successful campaign is.

Success is defined in cycle-prep.

Timelines are defined in cycle-prep.

Cycle prep must be intentional and devoted.

Awaiting Submission

Campaign Begins:	11/20/24							
Deliverable	Send Date	Drip Day	Topic	Motivator	Call-to-Action & URL	Audience	Segmentation/Mark-Up	Email Format	Content Needed for Mailing?
#01 Submission	11/20/24	Day 1	Don't Forget To Finish Your Application!	☐	Submit Your Application	Applicants	Early Action/Priority/Regular	Template ▾	☐
#02 Submission	12/4/24	Day 15	Why You Should Complete Your Application Today (From Staff-Assigned)	☐	Submit Your Application	Applicants	Early Action/Priority/Regular	Plain Text ▾	☐
#03 Submission	12/19/24	Day 30	Don't Miss Out on Scholarships — Submit Your Application!	☐	Submit Your Application	Applicants	Early Action/Priority/Regular; In-State/OOS	Template ▾	☐
#04 Submission	1/2/25	Day 44	Your Application Checklist	☐	Submit Your Application	Applicants	Early Action/Priority/Regular	Template ▾	☐
#05 Submission	1/14/25	Day 56	Application Deadlines Approaching — Submit Yours Today! (Testimonial Included)	☐	Submit Your Application	Applicants	Early Action/Priority/Regular	Template ▾	☐
Campaign Ends:	DATE							

Purposeful Send Cadences

Do you know how many emails your students receive each week? How does this differentiate depending on where they are in their enrollment journey? Purposefully designing campaign start dates, end dates, message frequency, and time of sends are all key factors that play into a communication campaign and it's long-term deliverability.

It's 10 P.M. Do you know where your emails are?

Metric	Messages Received
Senior Search Average Experience	
Has been a prospect since atleast 8/1/2024	19.54
Metric	Messages Received
App Gen Average Experience	
Has been an inquiry since atleast 8/1/2024	13.19
Metric	Messages Received
Yield Average Experience	
Has been an applicant since atleast 01/01/2025	47.33

Purposeful Send Cadences

Develop standards and a reputation for when different types of messages go out throughout the day. Develop strategies that work around your team and the goals of the communications.

One Scenario:

All academic ad-hocs use the **10:00 – 12:00 time window.**

All event focused emails use the **12:00 – 2:00 time window.**

All admissions based emails use the **2:00 – 4:00 time window.**

When you have drip campaigns and ad-hocs, students will receive two emails on the same day on occasion. However, you can mitigate the confusion by purposefully using different delivery windows.

Send Mailing ✕

Recipient Lists	Users
Batch Size (optional)	Send max ____ messages and suspend.
Review	☐ This message is ready for review.
Outbox	☐ Send to outbox and do not deliver automatically.
Frequency	Send mailing on a recurring basis ▾
Date Range	04/29/2025 until 06/30/2025
Weekdays	☑ Monday ☑ Tuesday ☑ Wednesday ☑ Thursday ☑ Friday ☑ Saturday ☑ Sunday
Timing	Send during a delivery window ▾
Delivery Window	☐ Overnight: 2:00am–4:00am ☑ Morning: 10:00am–12:00pm ☐ Midday: 12:00pm–2:00pm ☐ Afternoon: 2:00pm–4:00pm ☐ Evening: 8:00pm–10:00pm
Deduping	Send only one message/recipient ▾

Save Settings Cancel

Message Groups

Message recipients **feel empowered** when they have control over the types of communications they receive, and they're less likely to blanketly unsubscribe from all communications when given a choice to unsubscribe from specific **message groups**.

When you create message groups in Slate, your unsubscribe landing page is updated to include those groups as options from which recipients can unsubscribe. The only message groups that show on the unsubscribe page are those that the recipient has received a message within the last **90 days.**

With Message Groups, you can keep more students in your communication flows.

But, how do I customize my emails?

Conditional Logic

Conditional logic lets you **show/hide text, paragraphs, or images** based on user data.

Two primary methods:

+ **Simple Conditionals**: created using the *if* button in Deliver.

+ **Liquid Markup**: custom, complex conditionals written in code.

Liquid Markup

Liquid Markup is a flexible scripting language for building conditional content.

Key tools:

+ {% if %}, {% elsif %}, {% else %} — standard conditional tags.
+ {% case %} — cleaner multiple-choice comparisons.
+ {% assign %}, {% capture %}, {% for %}, {% unless %} — powerful loops and assignments.
+ **Comparison Operators**: ==, !=, <, >, >=, <=, contains.
+ **Boolean Operators**: and, or.

Introducing Loops with {% for %}

+ Loops let you process arrays of information — think checklists, events, awards.
+ You build the array using a dictionary subquery export (in your query editor).
+ Examples:
    + Listing all campus events a student signed up for.
    + Showing all scholarships a student is awarded.
    + Displaying completed checklist items and the dates they were fulfilled.

Content Blocks Vs Translation Codes

Content Block

+ Reusable chunks of HTML/text based on user data.
Grouped by *Keys*; matched to values like Major, GPA, or Interests.
Display via merge fields like
`{{Program | block:"major26"}}`

+ Use Cases:

Example #1: Major Specific Messaging

Example #2: Admissions Counselor/Staff Assigned Signature

Translation Codes

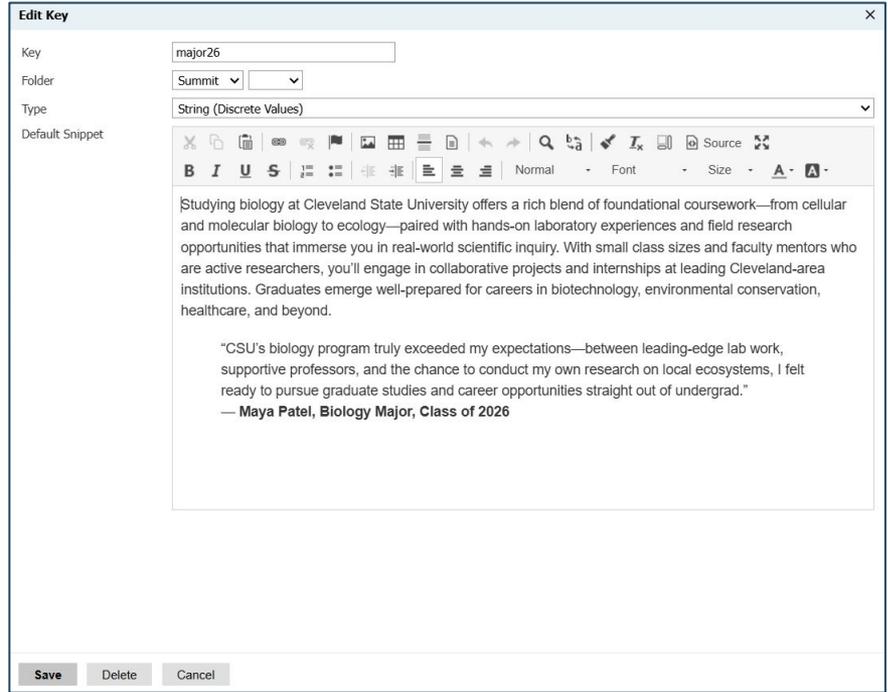+ Change field values before displaying or exporting

+ Use Cases:

Example #1: Major to College Mapping

Example #2: Merit Scholarship Values

+

Content Block Example
Creating Content Blocks

+ **Key**: Computer-friendly name (e.g. interest), no spaces/special characters

+ **Folder** (optional): Select or create (e.g. "Academic Interests")

+ **Type**: String | Integer | Real | Date | DateTime

+ **Default Snippet** (optional): Content shown if no match

+ **Save** – use Edit later to update settings

+ **Click New Code**

+ **Value**: enter a value (e.g., Biology)

+ **Snippet** – Use the WYSIWYG editor to create the content for the this content block value.

+ **Click Save**

Edit Key

Key	major26
Folder	Summit
Type	String (Discrete Values)
Default Snippet	

Studying biology at Cleveland State University offers a rich blend of foundational coursework—from cellular and molecular biology to ecology—paired with hands-on laboratory experiences and field research opportunities that immerse you in real-world scientific inquiry. With small class sizes and faculty mentors who are active researchers, you'll engage in collaborative projects and internships at leading Cleveland-area institutions. Graduates emerge well-prepared for careers in biotechnology, environmental conservation, healthcare, and beyond.

"CSU's biology program truly exceeded my expectations—between leading-edge lab work, supportive professors, and the chance to conduct my own research on local ecosystems, I felt ready to pursue graduate studies and career opportunities straight out of undergrad."
— **Maya Patel, Biology Major, Class of 2026**

Save Delete Cancel

Value	Status
New Code	
Biology	Active
Finance	Active

Content Block Example
Using Content Blocks

+ **Key Uses for Content Blocks:**

  + Deliver Mailings

  + Portals

  + Form Messages

  + Snippets

+ **Places where you cannot use Content Blocks:**

  + Subject Lines

  + Form Questions or Answers

  + Portal Filters

  + Query Exports

Hi {{Person-Preferred}},

{{Program | snippet: "major26"}}
Apply today for your chance to pursue your dreams at Cleveland State, {{Person-Preferred}}!

Content Block Example
Using Content Blocks

Translation Codes Example

Creating Translation Codes

+ Navigate to Database → Translation Codes

+ Click New Key

+ Give it a lowercase name (no spaces)

+ Choose the value type (String, Integer, Real Number, Date, DateTime)

+ Optionally set default export values (up to 5)

+ Click New Code to start adding translations

+ Value = the raw data you'll match

+ Export Values = how that value should be translated

+ Use Min/Max if using numbers or date ranges

+ Save your key and codes

Pro Tip

+ Use the Translation Code Import source format

+ Found in Source Format Library

+ Download the template Excel file

+ Fill out required columns:

+ Key, Type, Min/Max or Value, Export 1–5

+ Upload your file via Upload Dataset

+ Check results in the Translation Codes dashboard

Translation Codes Example

Use Case: Translate field prompt to copy for Email Subject line.

+ Example: Dart = "Carefree Adventurers" → Export Value= "Welcome to the home of adventure,"

+ 5 Export Values

Use Case: Group email send times for reporting on deliverability and engagement rates.

+ Example: Value= "02:30 pm" → Export Value= "14:00 – 15:59: Late Afternoon"

+ Using minimum and maximum values to export 1 value

Edit Translation Code

Key	dart_anti_melt_24
Type	String (Discrete Values)
Status	Active
Value	Carefree Adventurers
Export Value	Welcome to the home of adventure,
Export Value 2	Your biggest journey is 100 days away!
Export Value 3	What will you discover,
Export Value 4	Look forward to discovery
Export Value 5	Your curiosity is supported here

Edit Translation Code

Key	sent_time
Type	DateTime (Inclusive Range of Values)
Status	Active
Minimum Value	02:00 PM
Maximum Value	03:59 PM
Export Value	14:00 – 15:59: Late Afternoon

Content Blocks Vs Translation Codes

Use Content Blocks When…

+ Reusable HTML/Text

  + Use when showing dynamic blurbs, images, or layouts.

+ Audience-Specific Messages

  + Insert different content based on major, program, event type, etc.

+ Centralized Management

  + Update one block — and all emails, forms, and portals using it update too.

+ Visible to the User

  + Shows up in the body of Deliver emails, forms, or portal content.

Great For:

+ Welcome messages

+ Event schedules

+ Counselor signatures

+ Major-specific callouts

Quick Tip: Avoid using content blocks in subject lines or export fields.

Content Blocks Vs Translation Codes
Use Translation Codes When…

+ Data Remapping Tool
  + Use to convert one value to another — like "ENG" → "College of Liberal Arts".
+ Behind-the-Scenes Logic
  + Works in exports, calculations, form logic — not visible content.
+ Group or Simplify Values
  + Translate GPA ranges, residency codes, or term codes into labels.
+ Export-Ready Formats
  + Format data for SIS, CRMs, or reports without writing custom logic.

Great For:

+ GPA → Rating tiers
+ Date → Season
+ Major → College
+ Application codes → readable names

Quick Tip: Translation codes can have up to 5 export values — perfect for multi-use situations.

What is Mobile Friendly Design?

Mobile friendly design constructs a mailing with the end user in mind, optimizing all design elements for smaller screens.

67% Of Gen Z's primary modality for accessing emails is **mobile** (Bluecore and NAPCO)

+15% **Higher click rate** in mobile responsive emails (Mailchimp)

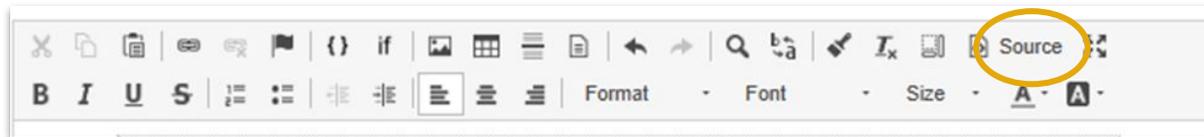**75%** Americans say they would **delete an email** not optimized for mobile (Brafton)

Why Does Mobile Optimization Matter?

How Do We Deliver?

WYSIWYG Editor - Basic Email Design Creator in Deliver

+ Allows for Table Design, Conditional Logic, Basic Text Formatting Options, Link Creation, etc

+ Limitations

   + Nowhere to add Media Queries

   + Limited styling options

WYSIWYG Editor

😧 "I majored in English to avoid this!"

🙅‍♀️ "Nope, not gonna happen"

😵‍💫 <head> = exploded

Source Code Enters the Chat

We've all been there! Looking at the source code can feel hard to "summit" **but it doesn't have to**. You don't need to be a professional coder to make beautiful emails, here's a few tips to level up your html/css game.

What is Source Code?

The source code of an HTML email is the behind-the-scenes markup that controls how the email looks and behaves. It includes:

+ **HTML** to structure the content (like headings, images, and buttons)

+ **Inline CSS** to style it (like fonts, colors, and spacing)

+ **Tables** to ensure consistent layout across email clients and create polished, visually branded messages to your audience.

+ **Tags** to specify content, links, and lists.

```html
<html>
 <head>
  <style>
    /* Basic styles here, though some will be inline */
  </style>
 </head>
 <body>
  <table width="100%" cellpadding="0" cellspacing="0">
   <tr>
    <td align="center">
     <table width="600" cellpadding="0" cellspacing="0">
      <tr>
       <td style="padding: 20px; font-family: Arial, sans-serif;">
        <h1 style="color:#333;">Welcome!</h1>
        <p style="font-size:16px;">Thanks for signing up.</p>
        <a href="#" style="background:#007BFF; color:white; padding:10px 20px; text-decoration:none;">Get Started</a>
       </td>
      </tr>
     </table>
    </td>
   </tr>
  </table>
 </body>
</html>
```

HTML Tags to Know

Tag	What it Does	Example
<head>	Contains meta info (like styles)	<head> ... </head>
<body>	Holds all visible content	<body> ... </body>
<h1-h6>	Headers (titles/subtitles)	Welcome
<p>	Paragraph (text)	Hello!
<img>	Displays an image	<img src="image.jpg">
<table>	Begins a table	<table> ... </table>
<tr>	Begins a table row	<tr> ... </tr>
<td>	Begins a data cell	<td> ... </td>

But what about this?

**Welcome to the media query
(No, not that type of query)**

+ Your secret weapon

+ The media query dictates specific instructions based on the size of the screen

+ **@media only screen and** (max-width: **600px**)
    + Determines screen width

+ Each **tag {style: info}** and **.class-name {style:info}** is a styling that will impact only mobile

```
41    MSD Hide:all;
42    }
43    @media only screen and (max-width:600px) {p, ul li, ol li, a { line-height:150%!important } h1, h2, h3, h1 a, h2 a, h3 a { line-
      height:120%!important } h1 { font-size:inherit!important; text-align:left } h2 { font-size:inherit!important; text-align:left } h3 { font-
      size:inherit!important; text-align:left } .es-header-body h1 a, .es-content-body h1 a, .es-footer-body h1 a { font-size:inherit!important;
      text-align:left } .es-header-body h2 a, .es-content-body h2 a, .es-footer-body h2 a { font-size:inherit!important; text-align:left } .es-
      header-body h3 a, .es-content-body h3 a, .es-footer-body h3 a { font-size:inherit!important; text-align:left } .es-menu td a { font-
      size:inherit!important } .es-header-body ol li, .es-header-body ul li, .es-header-body ul li, .es-header-body a { font-size:inherit!important }
      .es-content-body p, .es-content-body ul li, .es-content-body ol li, .es-content-body a { font-size:inherit!important } .es-footer-body p, .es-
      footer-body ul li, .es-footer-body ul li, .es-footer-body a { font-size:inherit!important } .es-infoblock p, .es-infoblock ul li, .es-infoblock
      ol li, .es-infoblock a { font-size:inherit!important } *[class="gmail-fix"] { display:none!important } .es-m-txt-c, .es-m-txt-c h1, .es-m-txt-c
      h2, .es-m-txt-c h3 { text-align:center!important } .es-m-txt-r, .es-m-txt-r h1, .es-m-txt-r h2, .es-m-txt-r h3 { text-align:right!important }
      .es-m-txt-l, .es-m-txt-l h1, .es-m-txt-l h2, .es-m-txt-l h3 { text-align:left!important } .es-m-txt-r img, .es-m-txt-c img, .es-m-txt-l img {
      display:inline!important } .es-button-border { display:block!important } a.es-button, button.es-button { font-size:inherit!important;
      display:block!important; padding-right:0px!important; padding-left:0px!important } .es-adaptive table, .es-left, .es-right {
      width:100%!important } .es-content table, .es-header table, .es-footer table, .es-content, .es-footer, .es-header { width:100%!important; max-
      width:600px!important } .es-adapt-td { display:block!important; width:100%!important } .adapt-img { width:100%!important; height:auto!important
      } .es-m-p0 { padding:0!important } .es-m-p0r { padding-right:0!important } .es-m-p0l { padding-left:0!important } .es-m-p0t { padding-
      top:0!important } .es-m-p0b { padding-bottom:0!important } .es-m-p20b { padding-bottom:20px!important } .es-mobile-hidden, .es-hidden {
      display:none!important } tr.es-desk-hidden, td.es-desk-hidden, table.es-desk-hidden { width:auto!important; overflow:visible!important;
      float:none!important; max-height:inherit!important; line-height:inherit!important } tr.es-desk-hidden { display:table-row!important } table.es-
      desk-hidden { display:table!important } td.es-desk-menu-hidden { display:table-cell!important } .es-menu td { width:1%!important } table.es-
      table-not-adapt, .esd-block-html table { width:auto!important } table.es-social { display:inline-block!important } table.es-social td {
      display:inline-block!important } .es-desk-hidden { display:table-row!important; width:auto!important; overflow:visible!important; max-
      height:inherit!important } .es-m-p5 { padding:5px!important } .es-m-p5t { padding-top:5px!important } .es-m-p5b { padding-bottom:5px!important
      } .es-m-p5r { padding-right:5px!important } .es-m-p5l { padding-left:5px!important } .es-m-p10 { padding:10px!important } .es-m-p10t { padding-
      top:10px!important } .es-m-p10b { padding-bottom:10px!important } .es-m-p10r { padding-right:10px!important } .es-m-p10l { padding-
      left:10px!important } .es-m-p15 { padding:15px!important } .es-m-p15t { padding-top:15px!important } .es-m-p15b { padding-bottom:15px!important
      } .es-m-p15r { padding-right:15px!important } .es-m-p15l { padding-left:15px!important } .es-m-p20 { padding:20px!important } .es-m-p20t {
      padding-top:20px!important } .es-m-p20r { padding-right:20px!important } .es-m-p20l { padding-left:20px!important } .es-m-p25 {
      padding:25px!important } .es-m-p25t { padding-top:25px!important } .es-m-p25b { padding-bottom:25px!important } .es-m-p25r { padding-
      right:25px!important } .es-m-p25l { padding-left:25px!important } .es-m-p30 { padding:30px!important } .es-m-p30t { padding-top:30px!important
      } .es-m-p30b { padding-bottom:30px!important } .es-m-p30r { padding-right:30px!important } .es-m-p30l { padding-left:30px!important } .es-m-p35
      { padding:35px!important } .es-m-p35t { padding-top:35px!important } .es-m-p35b { padding-bottom:35px!important } .es-m-p35r { padding-
      right:35px!important } .es-m-p35l { padding-left:35px!important } .es-m-p40 { padding:40px!important } .es-m-p40t { padding-top:40px!important
      } .es-m-p40b { padding-bottom:40px!important } .es-m-p40r { padding-right:40px!important } .es-m-p40l { padding-left:40px!important } .adapt-
      button { width:100%!important } } }
44        @media screen and (max-width:384px) {.mail-message-content { width:414px!important }}
45
46    </style>
```

Source   ×

OK   Cancel

Changing Text Styles

Code for mobile text styling is already included in most templates. But what if we want to change it?

+ **h1** applies this styling just to header 1 text

+ **font-size:Inherit** keeps the text the same size as desktop

+ **font-size:24px** defines the new font size in mobile

+ **text-align:left** sets the text to hug the left side

+ **text-align:center** does exactly that. Centers the text.
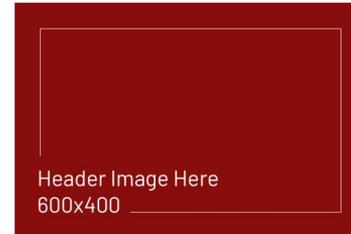
+ **!important** overrides the inline css styling

Adjust your media query:

h1 { font-size:Inherit!important; text-align:left }

Becomes

h1 { font-size:24px!important; text-align:center }

Desktop

Header Image Here
600x400

Lorem ipsum!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est.

Mobile

Header Image Here
600x400

Lorem ipsum!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt

Changing Image Float

Add class="floatchange" to your <img> tag

+ **width: 100%** Forces the image to take up the full width of its container

+ **height: auto** Keeps the image proportional by scaling height according to the new width.

+ **margin: 10px auto** Adds 10px of space around the image and centers it horizontally

+ **float: none** removes the left float and centers the image

+ **!important** overrides the original formatting

Add this to your media query:

```
.floatchange {
    width: 100%!important;
    height: auto!important;
    margin: 10px auto!important;
    float: none!important;
}
```
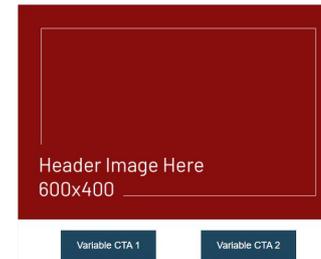
Desktop   Mobile

Stacking Buttons

Add class="stack" in each <td> section you would like to stack in mobile

+ **.stack** selects each **class="stack"** in your code

+ **display: block** forces each cell to behave like a block element (i.e. one on top of the other)

+ **width: 100%** makes each column take up the full width allowed

+ **max-width: 100%** ensures no max width is restricting the layout on mobile

+ **!important** overrides the original code
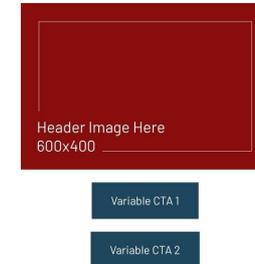
Add this to your media query:

```
.stack {
    display: block !important;
    width: 100% !important;
    max-width: 100% !important;
}
```

Desktop

Mobile

Header Image Here
600x400

Variable CTA 1   Variable CTA 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est.

Header Image Here
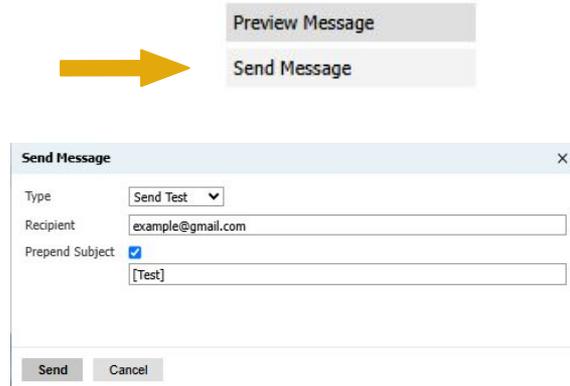600x400

Variable CTA 1

Variable CTA 2

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Testing Across Email Clients

Email clients may not render all the same. Test across various platforms to ensure deliverability to standardized across clients.

Manually

+ Utilize sending test messages within Deliver across various email clients

Preview Message
Send Message

Send Message   ×

Type	Send Test
Recipient	example@gmail.com
Prepend Subject	☑
	[Test]

| Send | Cancel |

Paid Testing Services

+ Email on Acid
    + 7-day Free Trial
    + Paid Subscription

+ Litmus
    + 7-day Free Trial
    + Paid Subscription

Resources

Knowledge Base

Article: Deliver Insights

Article: Content Blocks

Article: Translation Codes

Article: Fundamental Liquid Markup and Conditional Logic

Article: Optimizing Emails for Mobile Responsiveness

ChatGPT

Source Code not functioning as you hoped? Utilize ChatGPT to troubleshoot.

Carnegie

Carnegie Campaign Demo Series

Thank You!

CARNEGIE

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