



E-DRIVER GUIDELINES

- ✓ Your e-driver must be submitted either by a “View in browser” link or as an image file. **The e-driver should be designed in a reputable e-mail platform that provides a “View in your browser” link/URL to maximize its success.**
- ✓ **Please confirm your preferred date of sending by Friday 13 January 2023.** We recommend sending e-drivers on the final days leading up to the meeting, between 30 January and 3 February 2023.
- ✓ The deadline to submit your e-driver file is **9 days prior to the date of sending.**
- ✓ Please make sure to provide us with the subject line of the e-driver. **Recommended length: less than 50 characters.**

Required Format To maximize Success:

Sponsors to create the e-driver in a reputable e-mail platform (MailChimp, SendGrid, Constant Contact, or similar) and will provide Kabloom or the project manager with the “View in browser” link. This is to ensure correct formatting by enabling us to use the HTML code as-is and to avoid alterations.

If a third party (agency) is creating the e-driver, most agencies will create an ‘e-mail ready’ version of the design work. Please ensure the agency sends the “View in browser” link.

Please note: Folders or files other than the HTML code cannot be accepted due to sending platform requirements and ensuring correct branding and design formatting.

Should the incorrect format be received, this will result in delays as you will have to provide the HTML code for us to proceed. In the unlikely event that your agency is unable to send the correct format, we will outsource this to a third party at a cost of €1,000 due to the 5-6 hours design time required to ensure the e-driver displays correctly.

If there are any further questions on formatting, please don’t hesitate to reach out to Kyle Basnett:
Kyle@kabloom-agency.com

HTML Design Recommended Guidelines

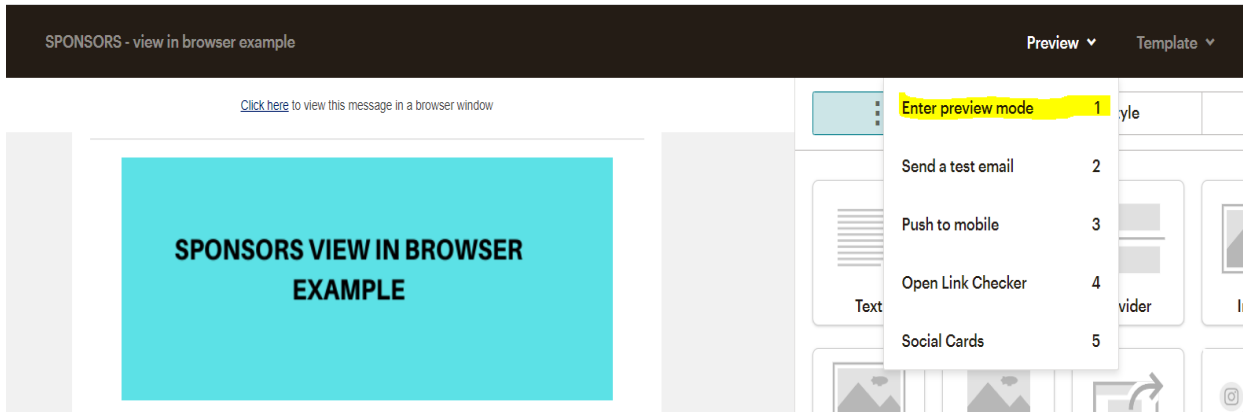
Safe to use	Use with caution	Do not use
<ul style="list-style-type: none"> ✓ static, table-based layouts ✓ HTML tables and nested tables ✓ template width of 600px-800px ✓ simple, inline CSS ✓ web safe fonts 	<ul style="list-style-type: none"> ✓ background images ✓ custom web fonts ✓ wide layouts ✓ image maps ✓ embedded CSS 	<ul style="list-style-type: none"> ✓ JavaScript ✓ <iframe> ✓ Flash ✓ embedded audio ✓ embedded video ✓ forms ✓ <div> layering

How To Get The “View in Browser” Link

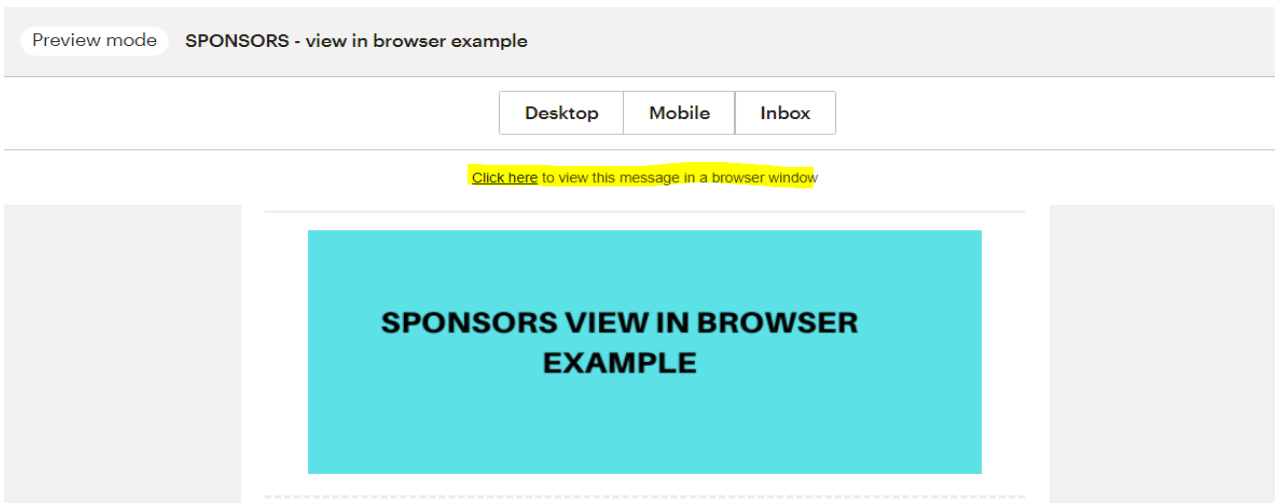
Option 1

**** A similar process will be used on other email platforms - please consult with your marketing agency**

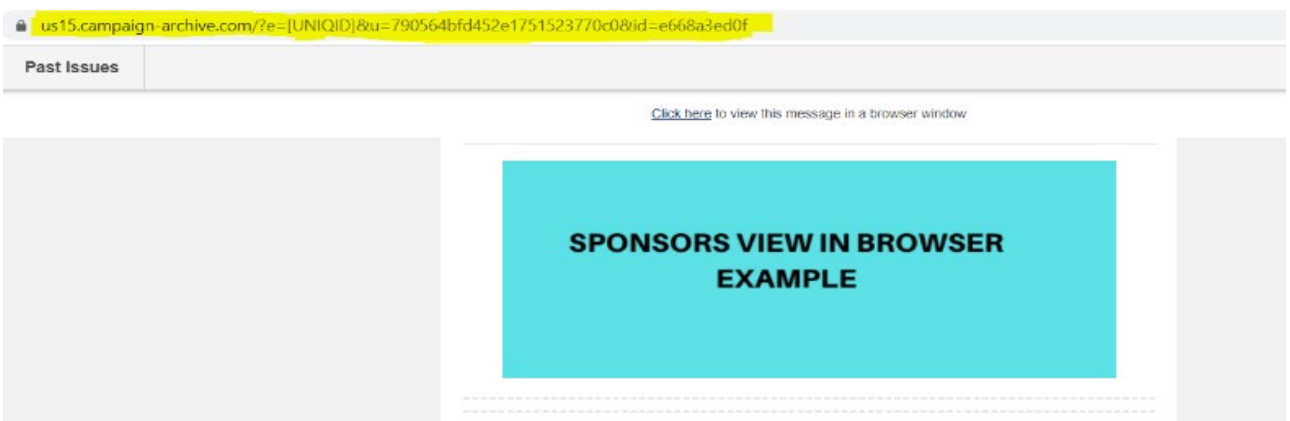
1. Once the e-driver is complete, click on the “Preview” button on the top right-hand side of the page and then proceed to click on “Enter preview mode”.



2. When you have clicked on “Enter preview mode”, you will land on the below page.
3. Once on this page, click on the underlined “Click here to view this message in a browser window” (highlighted in yellow).



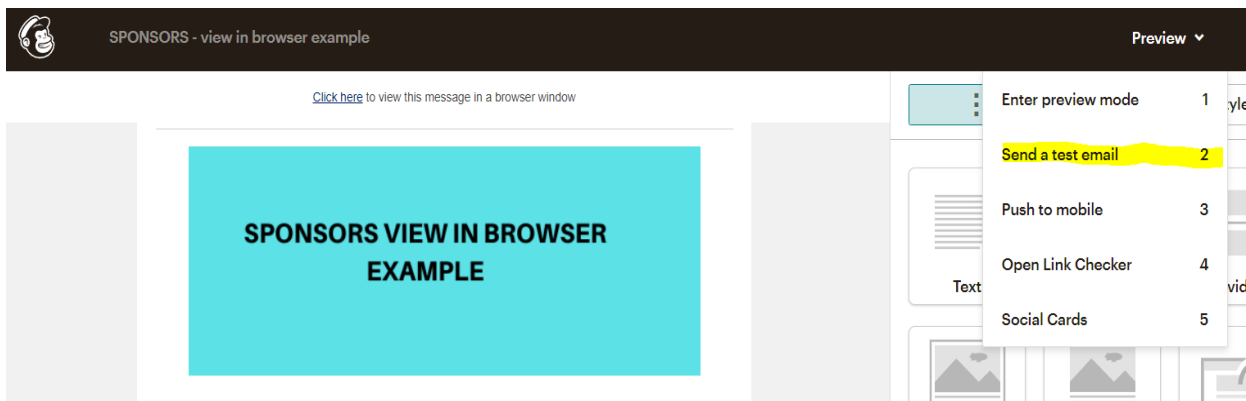
4. When this opens in a new window, copy the URL, and send it to either the project manager or Kyle@kabloom-agency.com.



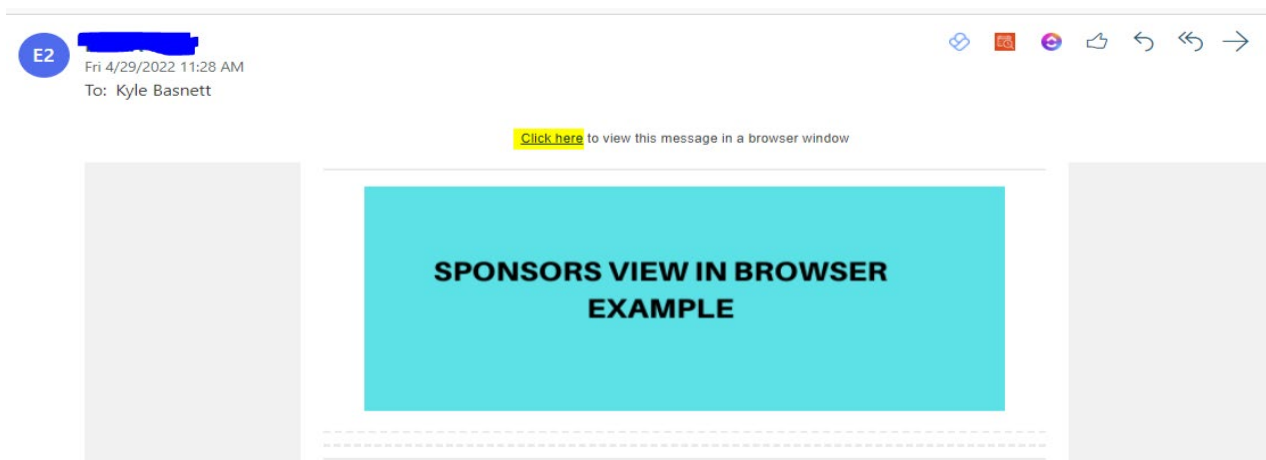
Please note: Additional changes to this URL will not be displayed or automatically updated once the link has been sent. Should you make any additional changes after this link has been sent, please be aware that a new URL needs to be sent and an additional testing phase and corresponding timeline adaptations need to be taken into consideration.

Option 2

1. Once the e-driver is complete, click on the “Preview” button on the top right-hand side of the page and then proceed to click on the “Send a test email”.



2. Please send a test to kyle@kabloom-agency.com.
3. Kabloom will receive the test mailer and use the “click here” link (below in yellow). This link will be used to launch/send the mailer.



Either option 1 or 2 will be sufficient, and the sponsor will still receive a live test to approve before the final send. The “View in browser” links help to automatically apply formatting code, so the e-driver performs on all email servers.

Please note that most HTML mailers are not coded to support Outlook. Kabloom, therefore, deploys extra programming resources and time to add the code.

Cross-Platform E-Driver Design

All mail clients render HTML/CSS differently, in their own ways and for their own reasons. The differences in what HTML and CSS they support depends on many factors. When rendering HTML and CSS in e-drivers many things impact what the end-user is going to see. The mail exchange server, the pre-processor, the browsers, the rendering engines, and more; all affect the way your message is going to be displayed. These vary from client to client; browser to browser; server to server. However, below are some best practices you can utilize so that your e-driver coding will stay intact across different clients and platforms.

E-DRIVER GUIDELINES

Layout

Avoid using padding or margins	<ul style="list-style-type: none">✓ Certain e-driver clients do not support these formatting settings. For example, Outlook cannot support padding, and Hotmail cannot support margins.✓ These can be especially problematic when added inside of a table in either mail client.
Always use inline CSS	<ul style="list-style-type: none">✓ Most webmail clients (Outlook.com, Yahoo.com, Gmail, etc) will strip CSS out when stripping the head and body tags.✓ Make sure you render coding very carefully, so it conforms to the e-driver client's pre-set HTML.
Avoid BR, HR, and height tags in your e-drivers	<ul style="list-style-type: none">✓ Every browser/client has their own default line-height and will default to it most of the time.✓ Workaround in next bullet point below.
Use Tables to create general layout of e-driver	<ul style="list-style-type: none">✓ Set the width of each cell in the table.✓ Avoid cell spacing and padding.
Always set a "doctype" in your code	<ul style="list-style-type: none">✓ The HTML document type declaration, also known as DOCTYPE, is the first line of code required in every HTML or XHTML document. The DOCTYPE declaration is an instruction to the web browser about what version of HTML the page is written in. This ensures that the web page is parsed the same way by different web browsers.
Set wrapper reset styles in "wrapper div"	<ul style="list-style-type: none">✓ This can override a browser or client's default styling of certain elements.
Be aware of text and font changes per device (mobile especially) and browsers	<ul style="list-style-type: none">✓✓ Mobile devices and different browsers may change the font styling to increase readability.✓ For example, Comic Sans is not supported on mobile devices.

Backgrounds

Use the older more basic background HTML tags

- ✓ "background-image"; "bgcolor"; "background"
- ✓ Many browsers and clients experience issues when trying to support compound CSS values, so be sure to use individual values such as "background-image" and "background-repeat"

Always offer reset background colours or fall-back background colours to defer to if your specific background isn't supported.

Images

Image Library	<ul style="list-style-type: none"> ✓ jpg, .gif, and .png files need to be added to your document and must be available online or in a folder.
Always provide image dimensions	<ul style="list-style-type: none"> ✓ Some mail clients will automatically apply their own if none are given which can lead to major issues when rendering these images in relation to spacing and alignment. ✓ It is important to note however that some mail clients will do this regardless as a default setting.
Make sure to give ALL your images 'alt' attributes	<ul style="list-style-type: none"> ✓ This simple step will keep the overall sizing of your images the same across platforms.
Outlook.com	<ul style="list-style-type: none"> ✓ Outlook.com adds some pixels at the end of each image which can rearrange spacing, alignment, or padding. ✓ Use the "Outlook.com hack" - <code>img {display:block;}</code>. This removes the padding in outlook.com and gives predictable results across many other e-driver clients in terms of added spacing or padding to images.
Avoid 'float' tags	<ul style="list-style-type: none"> ✓ Outlook cannot support these tags, so SendGrid recommends using align tags. For example, <code></code>. ✓ Yahoo! has similar issues, so SendGrid recommends using <code>align="top"</code> for the image in question.