



Creating an interactive email experience for the first time

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Interactivity

What do we mean?



“

An action taken in an email that triggers an event without leaving that email.

- Mark Robbins





Awesome email blogs



Win a year's supply of chocolate

Celebrate Easter with our
cracking card game. Match a pair
of Golden Eggs for a chance to
win chocolate for an entire year!



Match two  to enter

Calzones

Which do you want
to try first?



Calzone
Verdure

Calzone
'Nduja

Click your favourite
to see the results





[View online](#)

Join Sir David Attenborough in a new series
A Perfect Planet



This is an interactive email.
Select an episode below to explore a natural force.

VOLCANOES +

THE SUN +

WEATHER +

OCEANS +

HUMANS +

There is only one planet in the universe as far as we know, where there is life. The Earth – our home – The Perfect Planet.

Life here is only possible, because of a unique balance of natural forces; Volcanoes, Weather, Oceans and The Sun.

Join Sir David Attenborough on a journey to discover just how these incredible forces keep our planet in perfect balance.



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WHEN YOU SIGN UP!



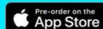
GET READY TO SMASH IT!

Guide Crash or Coco as they dash, spin, jump and wump through exotic islands and perilous lairs. Build awesome weapons to battle against Dr Neo Cortex and his minions.

BEAT THE MUTAGENS

Dr Neo Cortex is guarded by seriously bizarre henchmen who enjoy nothing better than bashing Bandicoots.

Can you defeat them all?



 Google Store

Truly wireless.
Truly amazing.

Google Pixel Buds deliver brilliant sound,
and come in four beautiful colors.



Explore your options below.



Add to cart

Lorem ipsum dolor sit amet lorem ipsum | [View online](#)

NESPRESSO

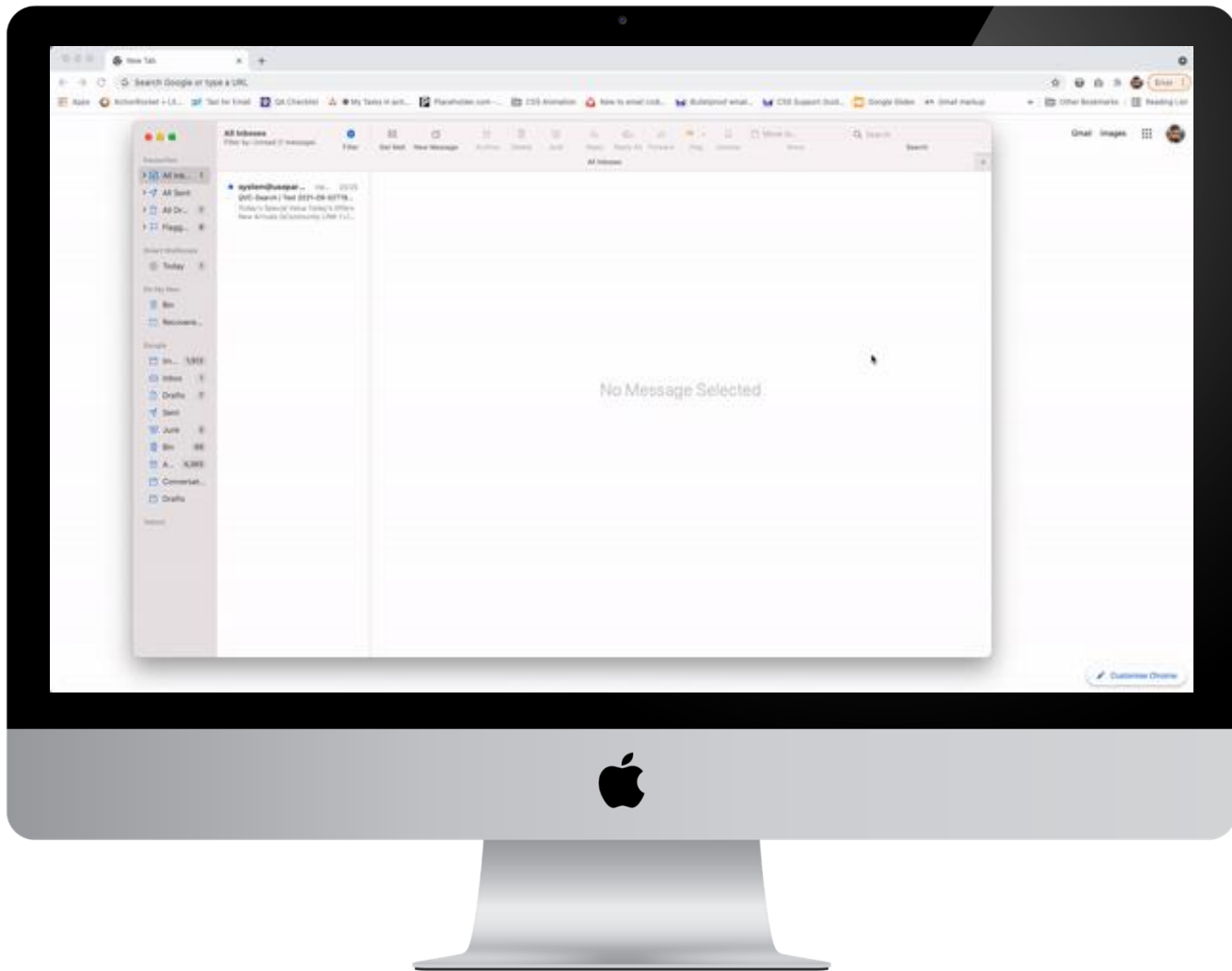


WHATEVER THEIR TASTE
FIND THEIR PERFECT GIFT

Looking for some inspiration to delight your loved ones?
Discover our range of unique and stylish gifts

FOR COSY GATHERINGS





**What 3 things do
you need?**



1

**The right
audience**

2

A **good
reason to use
interactivity**

3





















**Interactive
Code**



The right audience



Current support for Interactive emails

	 Apple Mail Mac + iOS	 Gmail	 Windows 10 Mail + Outlook for Windows	 Outlook for Mac	 Outlook.com
CSS Animations/ Transitions					
CSS Hover Effects		 *			
CSS Interactive Checkboxes				 **	 ***

* Hover effects don't affect mobile

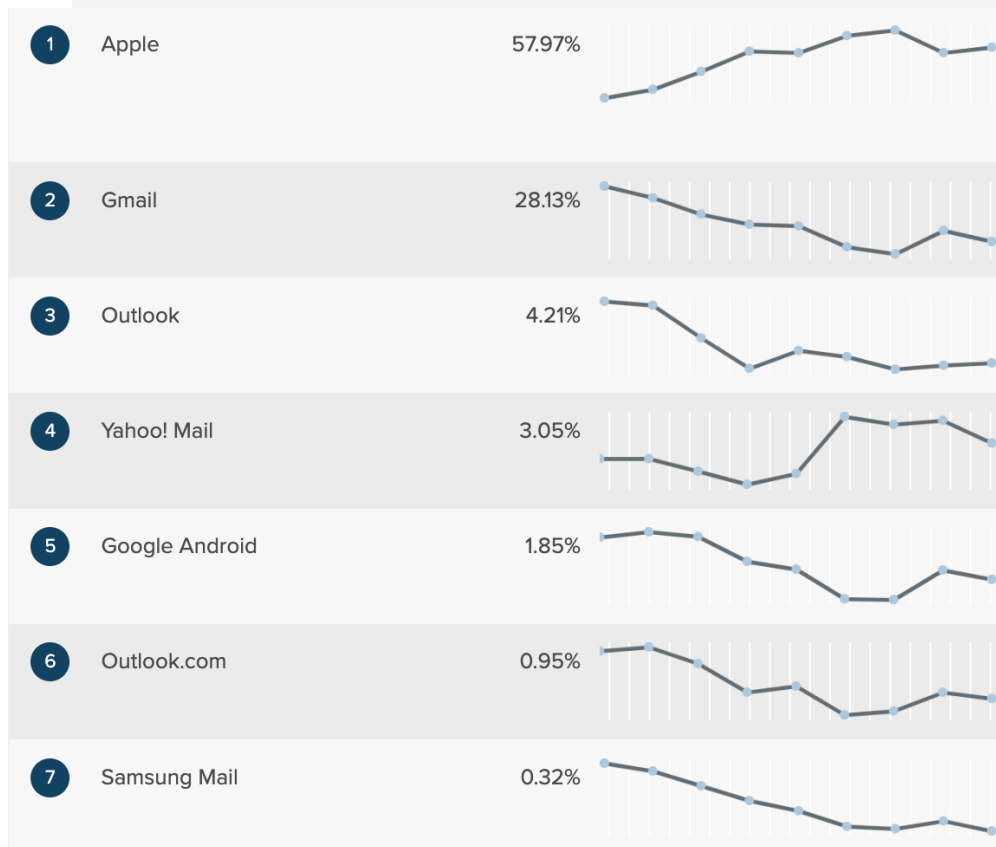
** Checkboxes only work with Outlook email addresses

*** With specific CSS `eLement:checked`



Litmus Email Client Market share

vs your own device stats...



CSS Support - compared to market share

	Apple Mail Mac + iOS 58%	Gmail 28%	Outlook 5.5%		
CSS Animations/ Transitions	✓	✗	✗	✓	✗
CSS Hover Effects	✓	✓*	✗	✓	✗
CSS Interactive Checkboxes	✓	✗	✗	✓**	✓***

* Hover effects don't affect mobile

** Checkboxes only work with Outlook email addresses

*** With specific CSS `eLement:checked`



Calculating Progressive enhancement

Progressive Enhancement Calculator

Calculate which progressive enhancements make sense for your audience.

EMAIL CLIENT DATA

Apple	55
Gmail	28
Windows Outlook	2
Yahoo/AOL	2
Outlook.com / Outlook app	3
Other	10

RESULTS

Checkbox interactivity 55%

Hover effects 86%

AMP4Email 30%

CSS animation 55%

Gifs 98%

Custom fonts 55%



A **good reason**



Our Priority areas



Enhanced experience.

- Push engagement in an email
- Surprise and delight recipients



Best use of technology.

- High Apple audience
- Large mobile percentage



Helping with content.

- Progressive disclosure of content
- Share a journey
- Enhanced User Experience (UX)

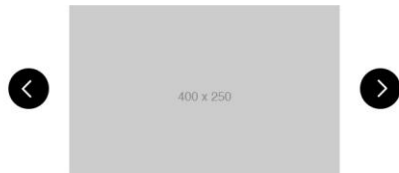


Efficient Usage.

- Reusable code
- Include in your design system
- One time creative for a specific campaign



Interactivity in Design Systems



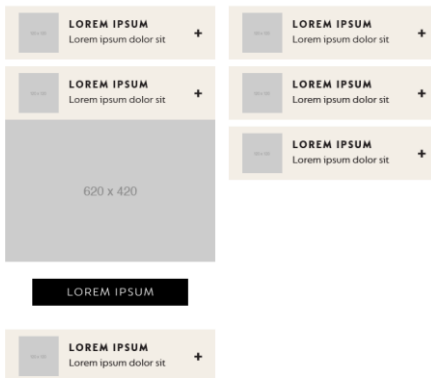
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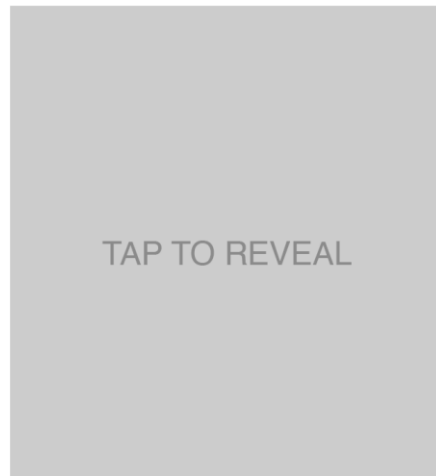
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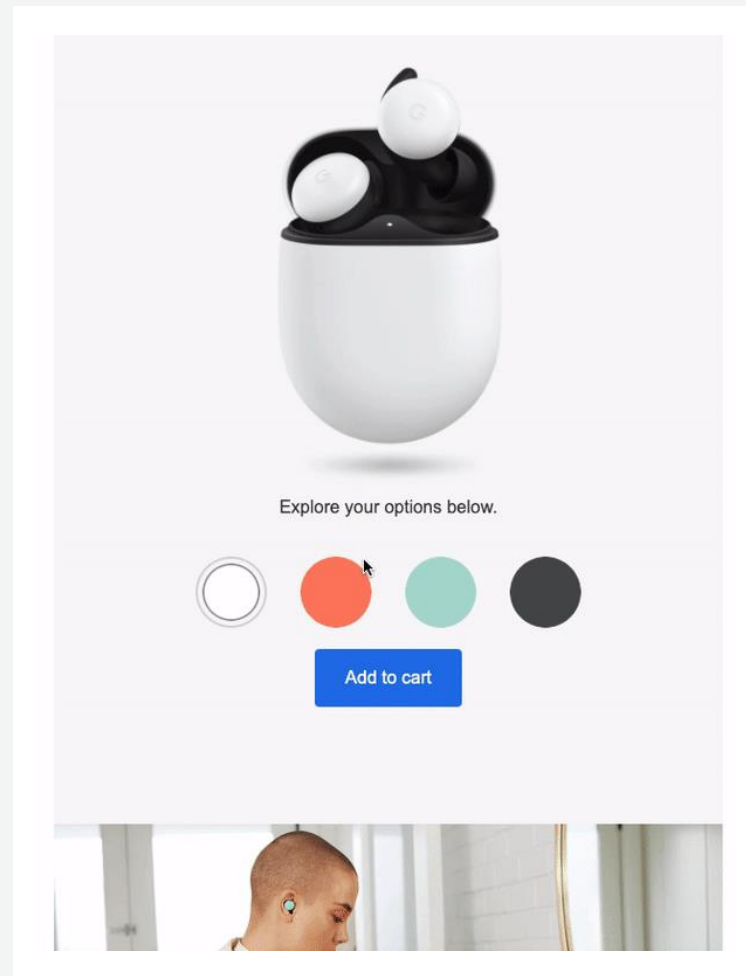
LOREM IPSUM



Use Case: **Checkout**

CSS/Interactive emails became really well known after Google launched its Pixel buds with an email that included a checkout.

Working with the web team they created an email that could add sets of buds to the checkout from the email itself.



Designing for interactivity



Terminology

User Experience (UX): When looking at your design is it obvious what a user should be doing? Could it be confusing?

Fallback: The design elements that will display if a users mail client doesn't support the interactive code.



Fallback/Default



Interactive



Fallback/Default

Find your new favourite

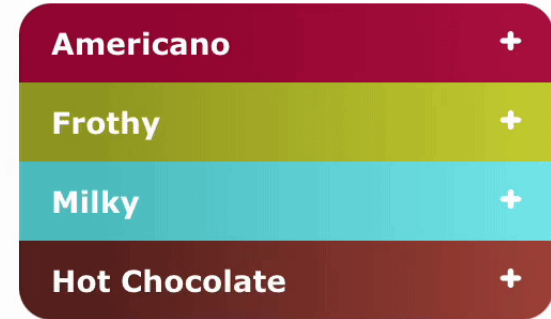
Explore our huge range of 50+ NESCAFÉ® Dolce Gusto® drinks and discover a new twist on an old favourite.



Interactive

Find your new favourite

Click the + icon below and tap the arrow buttons to explore our huge range of NESCAFÉ® Dolce Gusto® drinks. You'll find a new favourite in no time.



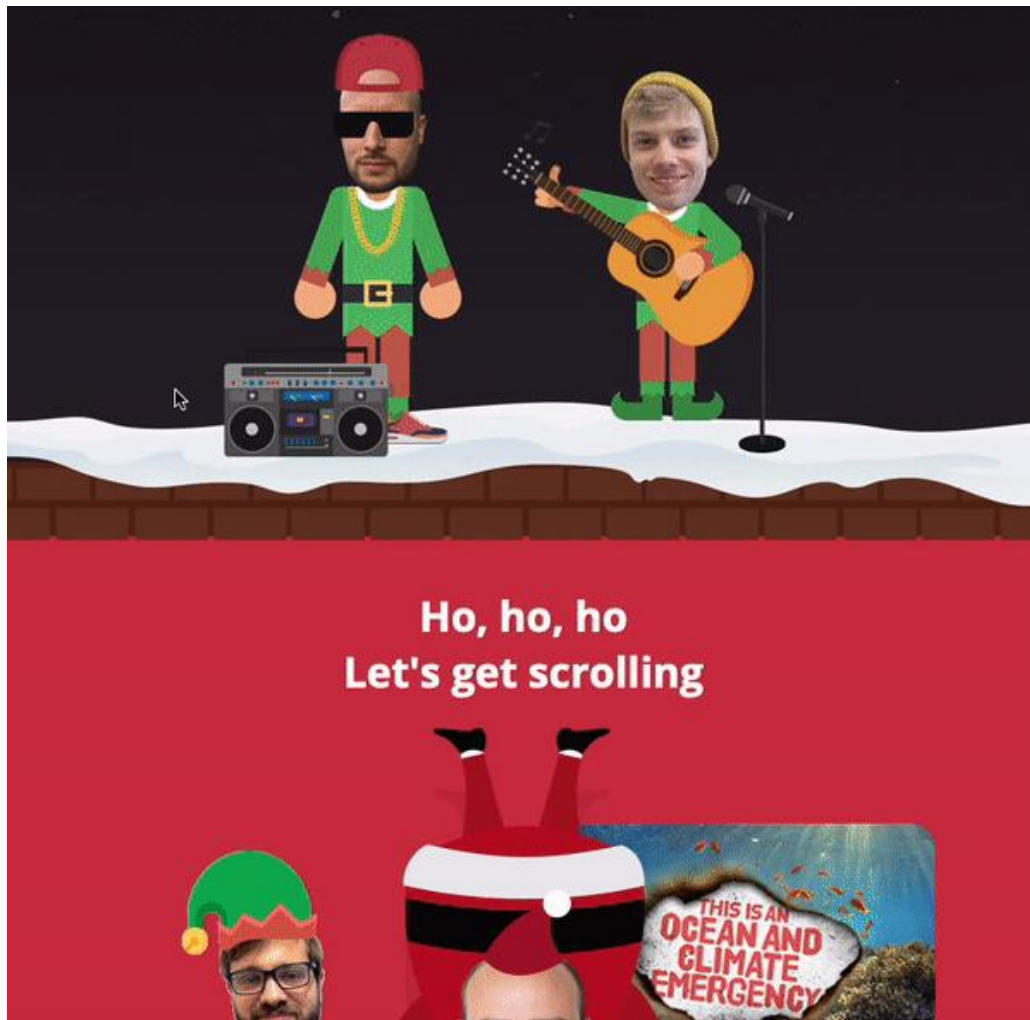
Absolute Origins Collection

Want to explore further? Indulge in organic single origin coffee from the coffee capitals of the world with our Absolute Origin collection – from Peru to Guatemala.



**How about some
fun?**





Ho, ho, ho
Let's get scrolling





#EmailWeekly #361

We
Love

Q	W	E	R	T	Y	U	I	O	P
A	S	D	F	G	H	J	K	L	
Z	X	C	V	B	N	M			
RESET									

Some links:

- [Litmus design trends podcast](#)



Interactive code



Code repo

☰ Readme.md ✎

Interactive email code

A repository to share different interactive email techniques.

The aim of this repo is to share examples of ways to code interactive elements in email, therefore only using HTML and CSS.

1. Techniques to show/hide an interactive section

CSS and HTML to include in your emails to show the interactive element where it is supported and show a different experience for email clients that don't support those techniques.

For example:

CSS

```
@media screen {  
  /* This CSS will not be shown in  
  Windows Desktop Outlook clients */  
}
```

HTML

```
<!--[if !mso]><!-->  
<p>This will be hidden on Windows Desktop Outlook</p>  
<!--<![endif]-->
```

All of these techniques put the 'fallback' or code that is not interactive before the interactive section. This is deliberate, as some interactive elements can add a lot of code and as email developers we need to consider [Gmail's 100kb\(jsh\) limit](#). Another Gmail limitation is the size of the `<style>` tag in the head, which needs to be kept to [16kb](#).



<https://github.com/JayOram/interactive-email-code>



Thanks!

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**KEEP IN TOUCH AND
SUBSCRIBE TO OUR
NEWSLETTER**

#EmailWeekly

