

# Integrate images into mailings (with template)

## Smart Guide

This Smart Guide shows you various possibilities for linking and embedding images into your mailings based on templates with Inxmail Professional. Studies have shown that HTML newsletters with images increase customer interest and lead to higher click rates/sales turnover.

### **LINKING IMAGES**

If you use a template, you can link an image directly into your mailing using the *Image* element (the name of the image element depends on the template and may therefore differ from the name shown here):

- Create a mailing with a template in the usual way and open the Editing workflow step.
- 2. Select the article within the mailing which is to be enhanced with a linked image.
- 3. If necessary, click the + (Add element) button, select the Image element and click Add + Close.
- 4. Click 🖾 Link image.
- 5. Select *Image source* [1].
- 6. If the image is larger than set by the template, a dialog box allows you to specify whether the image format should be automatically adapted. Click Yes to confirm. The image is automatically reduced in size to the optimal width. The proportions of the image remain the same.
- 7. Specify alternative text and, if necessary, a tooltip.
- 8. Do **not** select *Track graphic call-up* [2].
- 9. Click OK.
- 10. Click *O Couple image with link* in the element.
- 11. Select the desired link type. Specify *Link address, Link text* and *Name in the report*.
- 12. Click OK.

#### [1] LINK IMAGE SOURCE

You can link images from a web server or, if set up, the Inxmail webspace.

Web server: Copy the URL of the desired image and paste it to the text field.

Webspace: Click the (Link image from webspace) button and use Select to add the desired image.

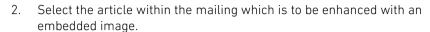
#### [2] TRACK GRAPHIC CALL-UP

At least one image in the mailing must be tracked in order to determine the open rate. In a mailing with a template, this work is performed by a tracking bug that has already been programmed into the template. Therefore, you do not need to add the *Track graphic call-up* function to any of the stored images. This function is only relevant for mailings without a template.

#### **EMBEDDING IMAGES**

Depending on the template, you can embed an image directly into your mailing using the *Image (embedded)* element (the same procedure as for linking images). Alternatively, you can embed an image by *Command*.

 Create a mailing with a template in the usual way and open the Editing workflow step.



- 3. Use the mouse to mark the position in a text field where an image is to be inserted.
- 4. Click the [!] (Insert commands) button.
- 5. Click (Embed image).
- 6. Click ... to select the image source [3].
- 7. In the case of local and webspace files, specify whether and how the file should be approved for general use [4].
- 8. Click OK and confirm the file transfer with Close.
- 9. Specify alternative text and, if necessary, a tooltip.
- 10. Click Couple image with link.
- 11. Select the desired link type. Specify *Link address, Link text* and *Name in the report*.
- 12. Click OK.
- 13. Click OK to confirm.

#### [3] EMBED IMAGE

Local file: Click the ... button. Select the desired image and confirm with Open.

Webspace file: Click the button, select the desired image and click Select.

Uploaded file: Previously uploaded images are located on the Inxmail server. Select the desired image and click *OK*.

#### [4] GENERAL USE

Do not approve: The file is embedded once and is not stored for reuse (uploaded file).

Approve for the current list: The file can be embedded in all mailings of the list using the *Select previously uploaded file* function.

Release for all lists: The file can be embedded in all mailings of all the lists using the *Select previously uploaded file* function.

Uploaded files can be managed in the Files & Web pages agent.