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):

1. 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 🔗 *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*.

1. 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 an embedded image.

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.