



# Integrate images into mailings (without template)

## Smart Guide

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

### LINKING IMAGES


1. Create a mailing with a template in the usual way and open the *Editing* workflow step. 
2. Click the position in the mailing where an image is to be inserted.
3. Click  (*Link image*) in the toolbar.
4. Select *Image source* [1].
5. Specify alternative text and, if necessary, a tooltip.
6. If the graphic call-up is to be tracked: Click *Track graphic call-up* and select the desired Tracking type. Specify *Name in the report* [2].
7. Click *Couple image with link*.
8. *Personalised tracking (unique-count)* is already preselected as the Link type. Specify *Link address* and *Name in the report*.
9. Click *OK*.
10. Click *OK* to confirm. The HTML code is generated and the image is integrated.

Alternatively, it is possible to manually enter the HTML code in the editor. All HTML instructions are supported.

#### [1] LINK IMAGE SOURCE

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

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

Workspace: Click the  (*Link image from workspace*) 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.


The *Name in the report* field is only enabled if the *Track graphic call-up* check box is selected. Tracked images appear as standard under the image URL in the reports. Enter a meaningful name for the image. Multiple images with the same are combined in the reports.

## EMBEDDING IMAGES

It is possible to embed images in HTML mailings using the *Embed image* command and the `Image</a>`
2. Insert the HTML tag (depending on desired Tracking type) around the image as follows:  
`<a href="[url:unique-count; "Link-URL"; ; "Name in report"]">Image</a>`  
`<a href="[url:count; "Link-URL"; ; "Name in report"]">Image</a>`

### [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.