

Image sizes in mailings

Smart Guide

This Smart Guide shows you how to create images for your newsletters so you can achieve optimum results.

General introduction on resolutions:

The resolution of an image measures its sharpness, but the image sharpness also depends on the respective output device [1].

72 ppi:

This was the standard for screens for a long time. The resolution for screen images is measured in ppi (Pixels Per Inch), since this refers to the pixels on the screen.

From 220 ppi:

Modern screens feature a resolution from 220 ppi. The word "retina" or "retina optimization" is often used here. This enables the screen to display more details with a greater resolution.

300 dpi:

A resolution of 300 dpi is generally required when printing images on paper. It is measured in dpi, because these are halftone dots for printing.

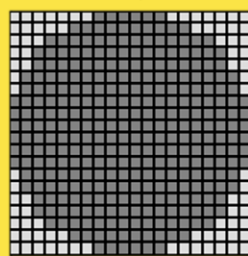
The unit ppi is used when talking about screens. Dpi when talking about printing.

[1] RESOLUTION

We usually assume a minimum resolution of 72 ppi. You can also use a higher resolution, but this means the image file will be larger and take longer to load.

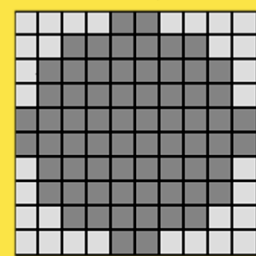
HIGHER RESOLUTION
=
MORE PIXELS
=
LARGER FILE

← 1 Inch = 2,54 cm →



20 Pixel per Inch

← 1 Inch = 2,54 cm →



10 Pixel per Inch

INFORMATION ON IMAGE EDITING PROGRAMS

You don't always need to use an expensive image editing program to crop images or adjust their resolution. For example, GIMP is a free alternative to Photoshop and features a large number of functions: <https://www.gimp.org/>

Image widths in Inxmail

There is no standardised image width for the Advanced Template, since the width is always adapted to the distance from the edge. The images are proportionally scaled to the required width, regardless of their size; the image height is always flexible.

Mobile optimisation

In the mobile version, the articles are displayed below one another and are therefore displayed larger on the output screen (when there are three articles, for example). If you add an image that is too small, it becomes pixelated. This is why the images need to be created with a particular minimum width; this width is 480 px for a smartphone in landscape format. Retina-optimized with 960px width.

This width is different from the recommended width for desktops (see the example above, with a width of 290 px for images optimised for desktop displays).

The width you use will depend on how much you value providing optimum image quality on mobile end devices as opposed to achieving faster load times by using smaller images.

More information you can find here:

Inxmail New Xperience:

- [Define mobile behavior for mailings](#)
- [Mobile behavior for containers](#)

Inxmail Professional & conception:

- [Mobile optimisation of the Advanced Template](#)

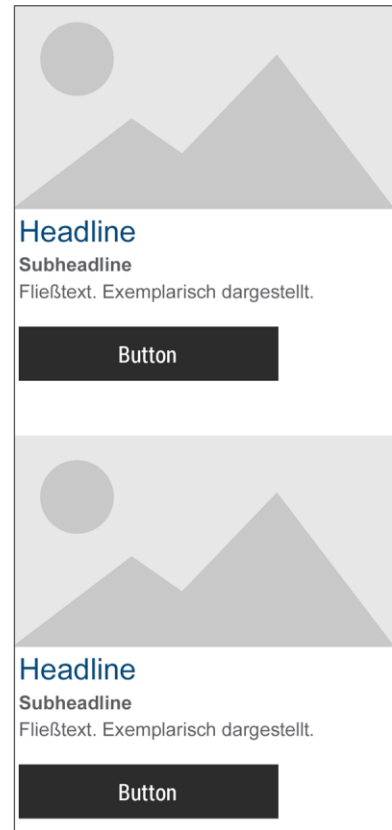
Test both possible variants before you decide on an image size.

Optimising for Retina Displays

If you want to optimise your newsletter for Retina Displays, you need to create the images with twice the width in order to ensure that the images do not become pixelated, since Retina Displays have a higher resolution [2].

Disadvantages of optimising for Retina Displays

- › Longer load times, since the image file is larger
- › Higher data volume usage (due to larger file sizes)
- › Requires more storage space for images
- › More time needed to create and manage the image data



[2] SEVERAL IMAGES

If several images are added one after the other, you need to manually define the width under *Link image* by clicking the *Options* button.