



Integrate Gmail annotations into the Advanced Template

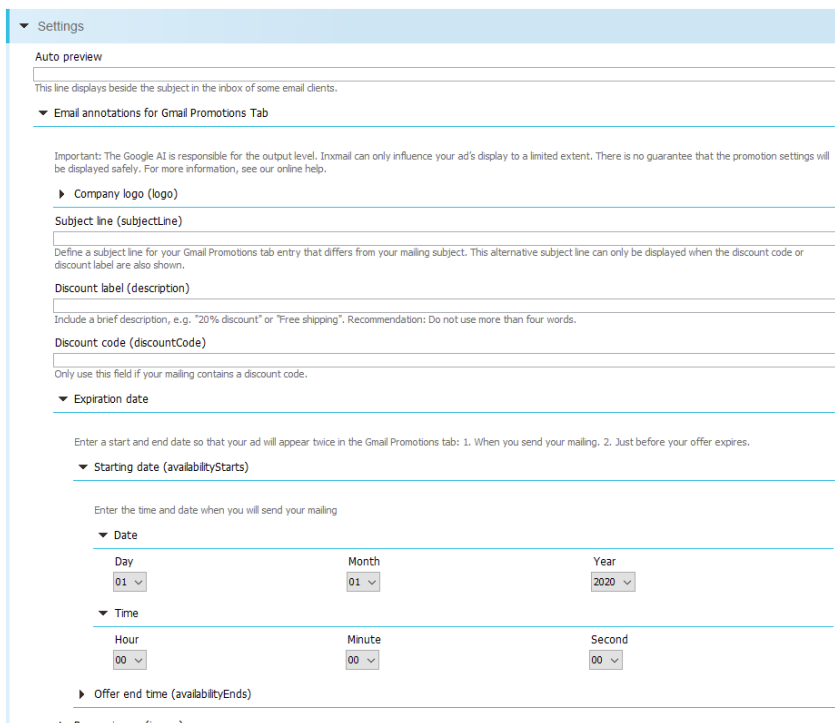
Smart Guide

This Smart Guide shows you how to combine Gmail annotations with your mailing. This enables providers to place the sent newsletter prominently in the recipient's Gmail inbox in the "Promotion" tab.


Important: The display of the Google promotion only works in the latest Gmail version, only in the „Promotion“ tab and only in unread mails [1].

Use Google Annotations in the Inxmail Professional Advanced Template

1. Open the relevant mailing in the workflow step  *Editing*.
2. Click on the button  (Add element) in the settings main element.
3. Add element *Email annotations for Gmail Promotions Tab*:



The screenshot shows the 'Settings' panel for 'Email annotations for Gmail Promotions Tab'. It includes fields for 'Subject line (subjectLine)', 'Discount label (description)', and 'Discount code (discountCode)'. There are also sections for 'Expiration date' with 'Starting date (availabilityStarts)' and 'Offer end time (availabilityEnds)' sub-sections, each containing date and time pickers. A 'Banner image (image)' field is partially visible at the bottom.

4. Assign the necessary values to the fields [2].
For more background information: [Best Practices](#), [Reference](#).
5. Click  (Save).
6. Test mailing and send it to a test e-mail address [3].

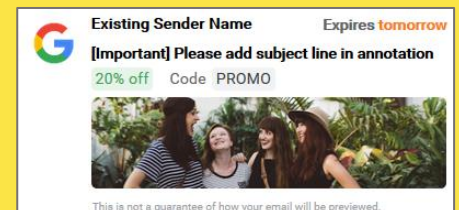
[1] GOOGLE AI

Google AI is responsible for the delivery / display of the ad. It can be influenced only to a limited extent. There is **no guarantee** that the set promotion settings will be displayed correctly!

Some ads are displayed in the Gmail promotion tab with all set parameters, some are only displayed by the logo and some are not displayed at all. This is related to the reputation of the sender.

[2] SAMPLE

An ad could look like this under the Gmail promotion tab:



[3] TESTING

Google recommends setting up a Google email account for testing, ending at `promotabtesting@gmail.com`, e.g. `mycompany-promotabtesting@gmail.com`, see: [Google Promotions Annotations Best Practices](#). Open the sent mailing in one or more email clients that support Google Annotations and check the layout.