



User Manual

Inxmail Professional Comfort Template 4.7













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as such.

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1 About this document

Release

This document relates to the following releases/versions:

• Inxmail Professional 4.7

Target group

This document is intended for users of the Comfort Template in *Inxmail Professional*.

Special information

The following terms are used to draw your attention to special information.

Term	Explanation
Important	Care should be taken here. You should make every effort to observe the information in this section.
Note	Here you will find tips that can make life easier for you.
Example	This section provides example procedures or example data to help guide you.

Structure of individual chapters

The individual chapters typically consist of the following sections:

Section	Content
Prerequisites	This section sets out the conditions that must be met for a particular task to be performed.
Step by step	This section guides you step by step through the application until you have completed your task.
Additional information	Here you can find further information that is relevant to the task being performed.
Related topics	Here you will find a tabular listing of topics that are related to the task being performed.

Typographic conventions

The formatting options listed below draw your attention to the following:

Formatting	Use
User interface	Words that appear in this style relate to elements of the Inxmail Professional user interface.
Code	Text that appears in this style represents program code.



Entries	Words that appear in this style are to be entered in input fields. When
Selections	making selections, you must select the value that appears in this style.

User interface

This document describes the application based on the Microsoft Windows user interface.

Additional information and documents

For a detailed description of the functionality of *Inxmail Professional*, see the Inxmail Professional User Manual and online help. The User Manual is supplied with *Inxmail Professional* as a PDF document. It is also available for download from the Inxmail Community at http://community.inxmail.de.

The Inxmail Community offers a range of other documents for *Inxmail Professional* users, including Smart Guides and documents for administrators such as installation manuals.



2 Comfort Template

The *Comfort Template* makes it easy for you to start creating mailings, with no knowledge of HTML required. A template editor is provided for this purpose in the *Editing* workflow step. It allows mailings to be created according to a building-block approach: Using the main elements, elements and special functions such as the integration of web analytics tools, you can design your own mailing and tailor it to the needs of your recipients. You can generate an HTML version and a text version of your mailing at the same time, and be sure that they will be displayed optimally in all standard email programs.

The *Comfort Template* is also mobile optimised. Automatic adjustment of the mailing to the mobile device guarantees an ideal reading experience for the recipients.

Additional information

If required, we can also give you individual advice on how to use the Comfort Template. For further information, please contact us at template-services@inxmail.de.



3 Basics

3.1 Mailing vs newsletter

In this document, the terms newsletter and mailing are used as synonyms. Nevertheless, mailing is the term mostly used in the GUI of Inxmail Professional. In general language, the term newsletter is used as well.

3.2 Understanding the template structure

Your newsletter or, rather, your newsletter template has a modular structure in *Inxmail Professional*, that is to say, it is made of up building blocks. At the uppermost level, it consists of **main elements**.

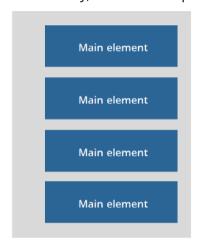


Figure 1: Modular structure of the newsletter

The main elements contain **elements**, which, in turn, can contain further elements. This results in multiple levels of nesting.



Figure 2: Elements in elements



A newsletter might then appear as follows in a stylised view:



Figure 3: Example of the modular structure

3.3 Frame and content elements

The main elements of the *Comfort Template* can be categorised into frame elements and content elements:

Frame elements

Some main elements must be present in every newsletter, or rather they must be inserted. These are the *Colours and fonts*, *Header*, *Introduction* and *Imprint* main elements. These main elements represent the outer frame of the newsletter, and vary comparatively little from newsletter to newsletter. They are used only once per newsletter.

Content elements

The other main elements contain/control the central contents of the newsletter. This is where the products that you wish to advertise in the newsletter are presented, or additional information is provided. Some of these main elements can be used multiple times in a newsletter. The following content elements are available in the *Comfort Template*: Section bar, Article, Two standard articles side by side, Three standard articles side by side, Web tracking and File attachments.

3.4 The main elements of the Comfort Template

By default, the *Comfort Template* contains the following main elements:

'Header' main element

In the *Header*, you set up the browser link, the banner graphic with logo, as well as a newsletter headline if applicable (*Edit header* page 32).

'Introduction with table of contents' main element

In the *Introduction*, you address the reader personally and briefly summarise the topics of the newsletter. You can insert your signature as an image to give the newsletter a personal touch.



The *Table of contents* clearly lists the topics of the newsletter and is positioned on the left-hand side. It contains links to the individual newsletter topics (*Enter introduction* page 33).

'Section bar' main element

The Section bar is usually positioned above an article or image. It sorts the mailing contents by topic and offers the reader a further structure in the mailing. Instead of the text section bar, you can also insert an image as the section bar if, for example, you would like to draw attention to new products (Create section bar page 35).

'Article' main element

The Article main element is where you store your mailing content with images and links. Besides a simple article, you can also select the *Two standard articles side by side* or *Three standard articles side by side* main element. This enables you to combine mailing contents and position them in different ways (Enter article page 36, Create two standard articles side by side page 37, Create three standard articles side by side page 38).

'Imprint' main element

The imprint concludes the mailing and gives the reader the option to unsubscribe from the newsletter (*Edit imprint* page 34).

'Web tracking' main element

In the *Web tracking* main element, individual attributes per recipient or recipient group can be added to links (*Set up Web tracking* page 39).

'Colours and fonts' main element

You use the 'Colours and fonts' main element to adjust the colour and font settings of your newsletter (*Set colours and fonts* page 13).

'File attachments' main element

In the *File attachments* main element, you can attach additional files (for example, vouchers, images or videos) to the mailing. Try to keep the file size as small as possible. It is recommended that the file attachments be in PDF format. For each file attachment, you can also specify whether the file should be sent to all recipients or only to a specific target group. (*Adding file attachments* page 40).



Below is an example of a mailing and its components based on a *Comfort Template*:



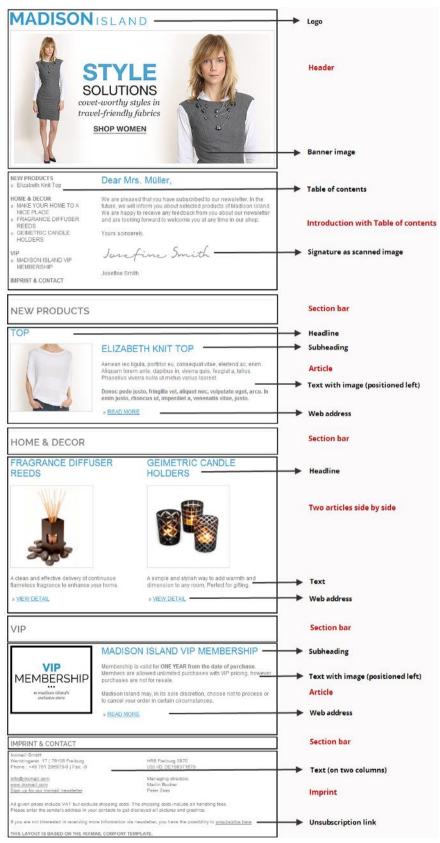


Figure 4: Example of a mailing layout based on the Comfort Template



3.5 Your workspace – the Template Editor

The Template Editor is the main work area when creating or editing a mailing based on a newsletter template. You are directed to the Template Editor as soon as you have created a mailing or when you open it. You access the first of five workflow steps (Editing workflow step) that need to be completed when creating and sending a mailing.

The Template Editor can be subdivided into three main areas: the structure tree, editing area and preview section. Stylised, the Template Editor appears as follows:

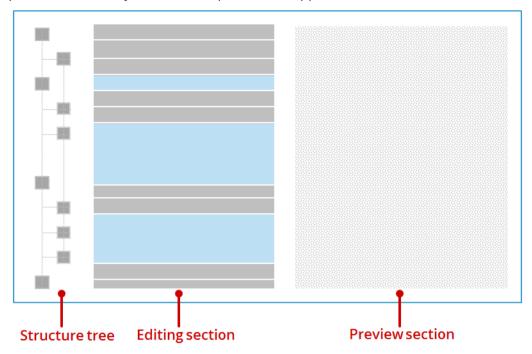


Figure 5: Template Editor (stylised)



The Template Editor also has a toolbar, subject line and further buttons.

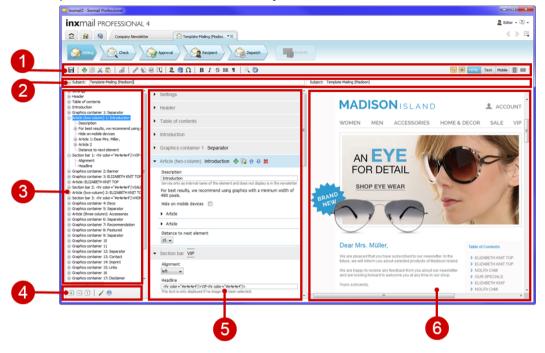


Figure 6: Areas of the Advanced Template Editor

The following contains an overview of the functions of the individual areas.

- Toolbar (1)
 - You use the toolbar to edit the content of your mailing (for example, you can insert images, links or symbols).
- Subject line (2)
 - You enter the subject of your mailing in the subject line. The mailing name specified beforehand is entered in the subject line by default.
- Structure tree (3)
 - In the structure tree, you can select individual elements of the template, as well as open elements (via the symbol in front of the element) and close elements (via the symbol in front of the element).

Note If you cannot see the structure tree, click the (Show/hide structure tree) button on the toolbar.

• Further buttons (4)

Button	Description
(Expand all elements)	Click this button to expand the structure tree. All elements are opened.
(Collapse all elements)	Click this button to collapse the structure tree. All elements are closed.



(Always show only one element expanded)	Click this button if only the main element currently selected should be expanded in the structure tree. All the other elements are automatically collapsed.
✓ (Change design of the template)	Click this button if you want to change the template design of the current mailing.

• Editing area (5)

The editing area is your main work area. This is where you enter texts and link images. It is also where you integrate external content into your mailing, if applicable.

Each newsletter template contains predefined template elements that you use to define the content and layout of your mailing. Some of the template elements have already been prefilled with mailing content. At particular places, you can also add or remove elements, as well as move elements.

Preview section (6)

The preview section allows you to see an HTML, text or mobile preview of your current mailing.

Note If you cannot see the preview section, click the (Show/hide quick preview) button on the toolbar.

'Click-to-edit' - navigating in the editing area

You can navigate from the HTML preview section directly to the corresponding (main) element in the editing area. In the HTML preview section, click the (main) element you would like to edit. *Inxmail Professional* then positions the cursor at the beginning of the corresponding (main) element in the editing area. At the same time, the (main) element is highlighted in blue and displayed in the visible area of the editing area.

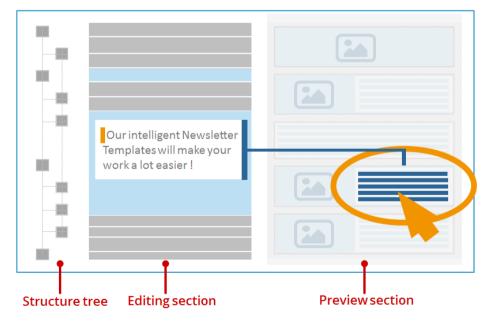


Figure 7: 'Click-to-edit'



Note *Inxmail Professional* can automatically position the cursor in the editing area only for such elements that can be edited in the editing area. If, for example, you have inserted a module in the editing area, its content will be displayed in the preview section, but the module content cannot be edited in the editing area. This is possible only in the *Modules* agent.

Similarly, inserted recipient data for personalisation, content from external sources and any components of the newsletter template that have been specially programmed for you cannot be edited.

If you click an element in the HTML preview section that cannot be edited in the editing area, an information message is displayed at the upper edge of the HTML preview section.

Calling up external links in the Template Editor

Press and hold the *Ctrl key* and click the link, to call up the corresponding target page. If you click a link *without* holding the *Ctrl key*, *Inxmail Professional* places the cursor in the corresponding element in the editing area ('Click-to-edit').



4 Your first steps

Before you can send a mailing based on the Comfort Template, the following fundamental steps are necessary:

1. Import template

If you are a license customer, you will receive from us an *.itc file containing the template. You import the template in the ** Templates agent.

Note If you are an ASP customer, the template will have already been imported.

- 2. Create mailing list (layout version) and set up master template
 - Create a new mailing list in which you create a mailing based on the template. Set up the template in accordance with your corporate design and preferences.
- 3. Create mailing list (dispatch)
 - Create a further mailing list to be used only for sending mailings based on the master template you have produced. In this way, you ensure that no more layout changes are made to the final master template.
- 4. Fill mailing with content and send Fill the mailing with content, images and links. You can then send the mailing.

Related Topics

- » Importing the template page 11
- » Creating mailing lists page 12

4.1 Importing the template

Note If you are an ASP customer, the template will have already been imported. You can therefore skip this chapter.

Step-by-step

To import the *.itc file with the template to *Inxmail Professional*, proceed as follows:

- 1. On the Global settings tab, click the Templates agent.
 You will be directed to the template libraries overview.
- 2. On the *Template libraries* tab, click | *Importing the template library* on the toolbar.



The *Importing the template library* dialog box is displayed.

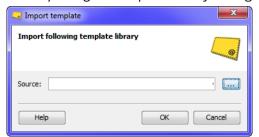


Figure 8: 'Import template library' dialog box

Click the — Search button and select the *.itc file.

- 3. Confirm your selection with *OK*. The *File transfer* dialog box is displayed.
- 4. Close the dialog box as soon as the file transfer has been successfully completed.
- ✓ You have finished importing the template. It will be displayed in the template libraries overview.

Additional information

If you want the template to be available only within a particular mailing list, click the tab of the desired mailing list and then click the ** Templates agent > Template libraries tab > * Importing the template library button. Now continue the import process as described.

4.2 Creating mailing lists

Before creating and sending a mailing based on a smart template, it is advisable to create two mailing lists:

One mailing list is used solely to set up a mailing as a master template (layout version) based on a smart template. You can give this mailing list the name Mailing list (layout version), for example. The second mailing list is for sending mailings based on the already created master template. You can name this mailing list Mailing list (dispatch), for example.

Then copy the mailing for the adjustment of content to the second mailing list. In this way, you prevent layout changes being made to the final master template.

Note Please note that the insertion or removal of template elements can produce layout changes in the newsletter. Changes of this kind should therefore be made only after prior consultation!

Copy mailing

In the mailing list, select the mailing that serves as the master template and click (Copy (Ctrl+C) in the toolbar. Then switch to the second mailing list (the one that is used solely to send mailings) and paste the copied mailing using Paste (Ctrl+V).

Additional information

If you have instructed the *Creative Service* of *Inxmail GmbH* to create a design template based on a smart template, the design template is likewise stored as a final layout version in a specially-created mailing list. It serves as a design template for future mailings. Make sure that you always work with a



copy when you carry out your editing, and that the version stored as a final layout version remains unchanged.

4.3 Set colours and fonts

The colours and fonts of the *Comfort Template* are controlled globally via the *Colors and fonts* main element. Changes to the colour and font settings will affect a number of elements of the newsletter.

Set colours

You can adjust the colours for numerous elements. For example, you can adjust the background colour of the newsletter or the font colour of the text elements.

Set font

You can set the font for some newsletter elements, for example, the text content of the introduction or article. To do this, select the font you require under *Font*. The following fonts are available for selection: Arial, Verdana, Times New Roman and Courier New. You can also adjust the font size, font style and font colour.

Display on mobile devices

Enable the *Display multi-column articles below each other on iPhones* check box. Multi-column articles are then displayed one beneath the other in the mobile view. If the check box is not enabled, multi-column articles are scaled and shown side by side.

Related Topics

» Selecting a colour Seite 18



5 Tips on compiling a newsletter

5.1 Inserting a main element

You can add any number of main elements to the template and you can add them in any order.

Step-by-step

To add a new main element to a newsletter, proceed as follows:

- 1. Open the Template Editor in the *period* Editing.
- 2. Click Add element on the toolbar.

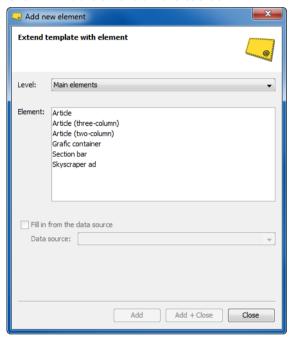


Figure 9: 'Add new element' dialog box

- 3. Select the desired main element, for example, Article.
- 4. Confirm the dialog box by clicking Add + Close.
- ✓ You have added a new main element to a newsletter.

The selected element is displayed in the structure tree and in the elements section.

5.2 Adding an element to a main element

Step-by-step

To add further elements to a main element, proceed as follows:

- Open a main element, for example, Article in the Template Editor.
 The main element opens and is highlighted in blue.
- 2. Click # Add element after the name of the element.



3. The *Add new element* dialog box is displayed.

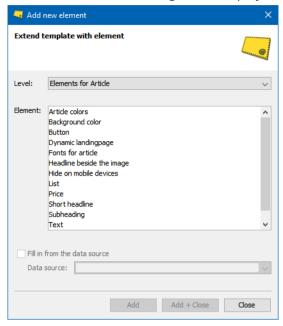


Figure 10: Adding an element to a main element

The selection of elements will vary depending on the main element.

- 4. Select the desired element.
- 5. Confirm the dialog box by clicking *Add* + *Close*.
- ✓ The element is added to the main element.

5.3 Moving or deleting a main element

Many of the elements inserted in your newsletter can be moved or deleted on the highest structure level and within main elements. This freedom to arrange the elements allows you to design different lavouts.

The example below shows how to move or delete a main element in the template structure.

Step-by-step

To move or delete a main element, proceed as follows:

- Open a main element, for example, Article in the Template Editor.
 The main element opens and is highlighted in blue.
- 2. To move the *Article* main element, click *Move element up* or *Move element up* or ...



To delete the *Article* main element, click **Remove** element.

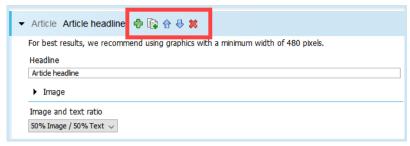


Figure 11: Ein Hauptelement verschieben oder löschen

✓ You have moved the *Article* main element either up or down, or you have deleted it from the template structure.

Note The functionality is available for use if you have numerous elements within the main elements.

5.4 Adding a target group to a main element

You can add target groups to some of the main elements. This allows you to control that a mailing contains main elements that are only intended for one or more target group.

Example

Your newsletter contains articles intended for all recipients. (In the chart, these are the blue articles 1 and 2.) You have categorized certain customers as "premium customers". The newsletter should contain an additional article for premium customers. (In the chart, this is the red article 3.)



You can implement this use case by adding the target group "premium customers" to Article 3.

Step-by-step

To add a target group to a main element, proceed as follows:

- 1. In the Template Editor, open the main element, e.g. *Article* to which you want to add a target group.
 - The main element opens and is highlighted in blue.
- 2. Click # Add Element after the name of the item.



3. The dialog box *Add new element* is displayed.

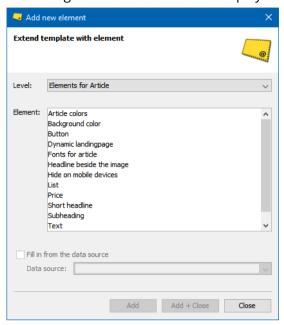


Figure 12: Adding an element to a main element

- 4. Select the element *Target group*.
- 5. Confirm the dialog box by clicking *Add* + *Close*.

The element *Target group* is displayed in the element *Article*.



Figure 13: Added element "Target group"

6. Click (*Target group*).

The dialog box Target group selection (1) is displayed.

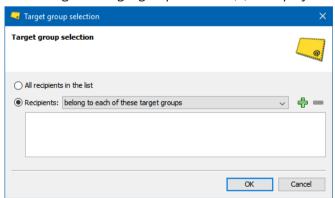


Figure 14: "Target group selection" dialog box

7. Select the option field *Recipients*.



- 8. Select from the selection list whether the recipients must belong to each, at least one or none of the selected target groups.
- 9. Click the icon 🖶 (Add target group).

The dialog box Target group selection (2) is displayed.

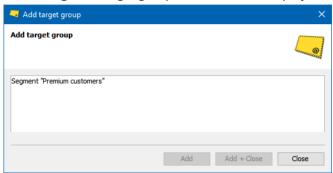


Figure 15: "Add target group" (2) dialog box

10. Select the desired target group(s).

Multiple selection You can also select multiple target groups all at once. To do this, press and hold down the CTRL key as you click each target group.

11. Confirm the dialog box by clicking *Add* + *Close*.

You return to the dialog box Add target group (1)

12. Confirm the dialog box by clicking OK.

You return to the Template Editor.

The \P icon is displayed.



Figure 16: "Target group" icon

- 13. Save the mailing.
- ✓ You have added a target group to a main element.

Related Topics

- » User manual Inxmail Professional
- » Erstellen von Zielgruppen

5.5 Selecting a colour

The colours of the newsletter can be edited. The example below shows how to change the background colour of the newsletter.



Step-by-step

To select a new background colour, proceed as follows:

- 1. Open the Colors and fonts main element in the Template Editor.
- 2. Click Select colour under Background of the newsletter.

The Select colour dialog box is displayed.

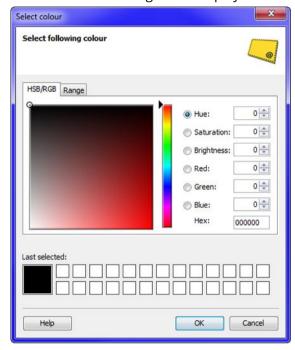


Figure 17: Dialog box for selecting colours

3. Enter the colour code of the desired background colour on the HSB/RGB tab.

Note Alternatively, switch to the *Range* tab and select the desired background colour from the colour range with a mouse click.

- 4. Confirm your selection with OK.
- ✓ You have selected a new background colour.

5.6 Inserting an image

Images can be inserted in just a few steps. For some elements, you can select whether to link or embed an image.

The example below explains how to link an image in the newsletter. The procedure is applicable for all elements that allow images to be inserted.

Step-by-step

To insert an image, proceed as follows:

1. Click Link image.



Note Alternatively, you can embed the banner image or signature image by clicking *Embedding an image*.

2. The Link image dialog box is displayed.

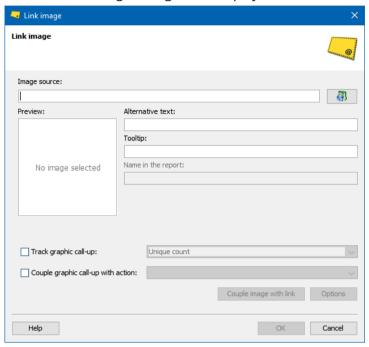


Figure 18: Dialog "Link image"

The following settings need to be specified:

Field	Description
Image source	Enter the Web address (URL) of the image.
	You can either link the image file from a webspace or enter a link address manually in the field.
	Note Make sure that the image you insert has a width of at least 480 px, in order to ensure an optimum display in the mobile view. There is no expected quality loss in the desktop version, as the image size is reduced accordingly.
Preview	Here you can see a preview of the image file.
Alternative text	Enter an alternative text, for example, Header. The alternative text will be displayed in place of the image if the image is blocked by the recipient's email program.
Tooltip	Enter a tooltip here. The tooltip will be displayed if the recipient hovers the mouse pointer over the image.



Name in the report	Note You can skip the entry of a name. The <i>Track graphic call-up</i> check box must be enabled before you can enter a specific 'name in the report' for the tracked image. When using an Inxmail Professional smart template, the graphic call-up is already counted via a tracking pixel, so that separate image tracking is unnecessary.
Track graphic call-up	Note You can skip the <i>Track graphic call-up</i> setting. When using an Inxmail Professional smart template, the graphic call-up is already counted via a tracking pixel.
Couple graphic call-up with action	Note You can skip the <i>Couple graphic call-up with action</i> setting. This setting is only meaningful if used in combination with the 'Track graphic call-up' setting.
Options	Note You can skip the settings under <i>Options</i> . The scaling of the images is already controlled via the Inxmail Professional smart template.

- 3. Specify your settings in the fields.
- 4. Confirm the dialog box by clicking *OK*.
- 5. Click Couple image with link if you wish to couple the image with a link.
- 6. The *Link editing* dialog box is displayed.

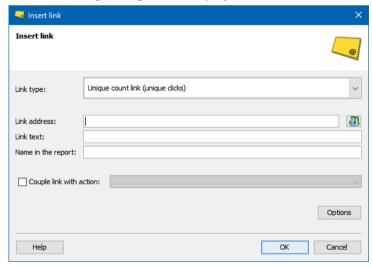


Figure 19: "Insert link" dialog box

The following settings need to be specified:



Field	Description
Link type	Text and image links
	Unique count link (unique clicks)
	<i>Inxmail Professional</i> determines the number of unique clicks and the total number of clicks for this link type.
	Personal data
	When the appropriate settings have been made, unique count clicks allow you to collect various personal data. This allows you to determine the clicking recipients through the formation of target groups, for example. This lets you send mailings specifically to those recipients who have expressed interest in particular products or services through their click behaviour (Creating conditions based on recipient reactions).
	Note Within the European Union, it is necessary to obtain the consent of your recipients to be able to collect their personal data.
	Settings
	To collect and process personal data, you must assign the value Yes to the advanced property 'Include consent for person-based tracking' in the respective mailing list or enable the setting in the global settings and apply for the respective mailing list (Mailing lists > Advance properties).
	Total count link (all clicks)
	Inxmail Professional determines the total number of clicks for this link type.
	The multiple clicks of recipients are also counted. This means that if the same recipient clicks the same link several times, each individual click will be counted.
	permission column is set to S No.
	Personal data
	No personal data is stored for this type of link. This means you cannot tell if the clicks were made by various recipients or by just a single recipient.
	No count link (no counting)
	This link type only makes the link functionality available.
	Neither the number of clicks nor personal data is stored by <i>Inxmail Professional</i> .



	Tracking permission links
	Grant tracking permission
	The <i>Grant tracking permission</i> link allows you to obtain consent to person-based tracking from your recipients. As soon as a recipient clicks this link, the value in the <i>Tracking permission</i> column is set to Yes.
	Withdraw tracking permission
	You can provide your recipients with the option to withdraw consent to person-based tracking once they have given it at any time through the Withdraw tracking permission link. As soon as a recipient clicks this link, the value in the Tracking
Link text	Enter a link address here. Click the
Name in the report	Select a unique name that will be used for the link in the reports.
Couple link with	You can couple the link with an action.

To do so, enable the check box and select an action from the drop-down list.

- 1. Confirm the dialog box by clicking OK.
- ✓ You have inserted an image and have coupled it with a link.

5.6.1 Link images or embed images?

The Comfort Template allows you to insert images by either linking or embedding them.

Linking images

action

Linked images are uploaded to a web server in advance and then linked in the newsletter. This means that they are not a fixed part of the newsletter. The mailing size is small, resulting in faster sending. Furthermore, newsletters with linked images require little storage space in the recipients' inbox.

The disadvantage of linked images is that they need to be downloaded by the recipients. Many email clients block linked images for security reasons. Furthermore, as the images reside on a web server, they cannot be viewed offline.

Embedding images

Embedded images are firmly anchored in the newsletter and are sent with the email like file attachments. The images do not have to be downloaded by the recipient when the newsletter is opened, but are displayed directly. This means that the newsletter can also be displayed in offline mode. The images are not blocked by email clients as linked images are.



Note Embedded images are suitable for the company logo, for example, because the recipient can visually connect the logo with the sender.

The disadvantage of embedded images is the mailing size. Every embedded image increases the file size, thereby reducing the sending speed. This also means that more space is required in the recipients' inbox. In addition, mailings with embedded images often end up in the recipients' junk email folder.

Note Embedded images can often lead to display errors on Android-based devices.

5.6.2 Image sizes in the Comfort Template

To ensure you obtain a harmonious layout, keep in mind the predefined image sizes in the smart templates. The prescribed image size is given as the *Fixed width* beneath the *Link image* or *Embed image* function.



Figure 20: Predefined image size in the smart templates

A resolution of 72 ppi is sufficient for high-quality display of images in your mailings.

Note Images that you would like to use within your mailing can be first cropped to the correct size in an external image editing tool. To do this, you can use the professional image editing software Adobe Photoshop or the freeware alternative GIMP (www.gimp.org). Simple image editing can also be carried out with the onboard tools 'Paint' (Windows) and 'Photos' (Mac OS X).



Images too small

A warning message appears if your image is smaller than the specified image size.

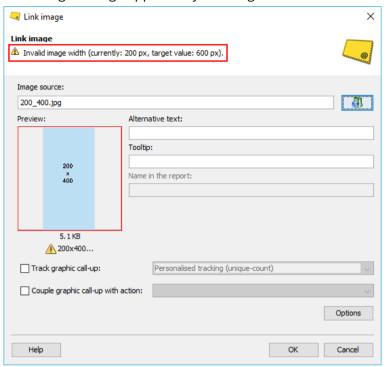


Figure 21: Message indicating that images are too small

Do not integrate any images that are too small. Integrating them will produce undesired layout effects.



Images too large

If you attempt to link an image that exceeds the prescribed size limit, a warning dialog box appears. It draws your attention to the incorrect image size.

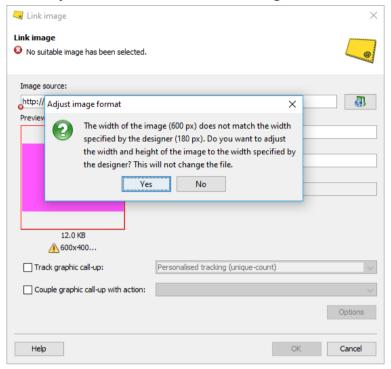


Figure 22: Warning dialog box: Image too large

You now have two options:

- 1. Click Yes if you would like Inxmail Professional to automatically scale the image to the correct dimensions. You thereby get an image that will ultimately display correctly without any additional effort on your part. The disadvantage of this option is that the original file remains unchanged, meaning that you work with unnecessarily large image files and therefore longer load times.
- 2. Cancel the dialog box, open the image in an external image editing tool, such as Adobe Photoshop, GIMP, Paint (Windows) or Photos (Mac OS X), and crop the image to the correct dimensions. Then try integrating the image again. This option involves more effort than automatic scaling in Inxmail Professional. The advantage of this option is that you avoid unnecessarily large image files and therefore long load times for recipients.

Do not integrate any images that are too large. Integrating them will produce undesired layout effects.

Layout effects of incorrect image sizes

The integration of images that are too small or too large will result in the shifting, truncation or incorrect display of elements in the layout.



The following graphic shows a banner image that is the **correct size** and fills the exact amount of space for the banner image:

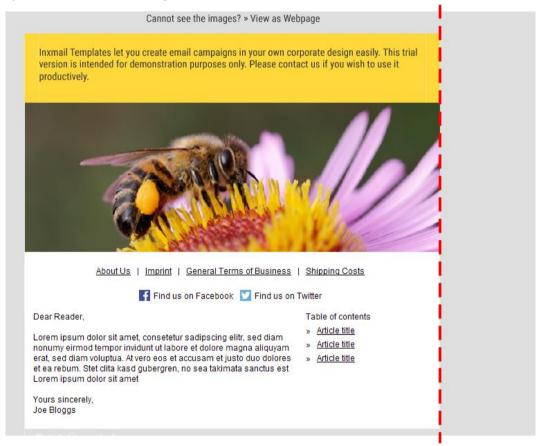


Figure 23: Layout effects of image sizes: Correct size



The following graphic shows a banner image that is **too large** and therefore spills over the anticipated mailing width of 600 px.

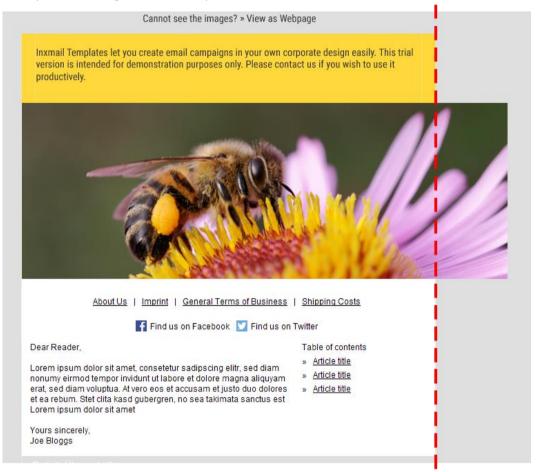


Figure 24: Layout effects of image sizes: Image too large



The following graphic shows a banner image that is **too small** and therefore leaves the grey hatched area unused.

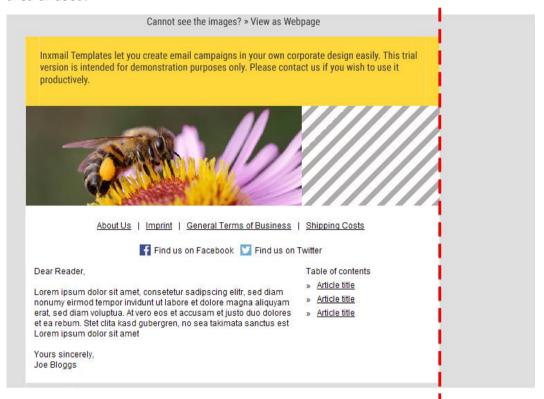


Figure 25: Layout effects of image sizes: Image too small

Subsequent scaling of already integrated images

Images that are already integrated can be manually scaled and images that are too large can be subsequently resized to the width specified by the designer.

Step-by-step

- 1. Click Link image.
- 2. Click Options.

The Options dialog box is displayed.

- 3. Select the Scale image format check box.
- 4. Enter the desired value either for the *Width* or for the *Height*. The other value will adjust automatically insofar as the chaining icon is enabled.
- ✓ You have subsequently scaled the image size.



Path Link image >> Options >> Scale image format

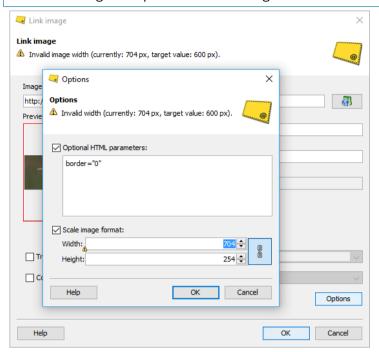


Figure 26: Subsequent scaling of the image size

Note The pixel values that you enter should never be greater than the pixel values of the original image. Overscaling an image results in quality losses and a pixelated image display.

Related Topics

- » Inserting an image page 19
- » Mobile optimisation of image sizes page 31
- » Optimisation of image sizes for Retina Displays page 30

5.6.3 Optimisation of image sizes for Retina Displays

For images to be optimally displayed on Retina Displays, their resolution must be twice as high. Multiply the *Fixed width* value in the Advanced Template or Comfort Template by 2 to get the optimum image size for Retina Displays. Example: $280 \text{ px} \times 2 = 560 \text{ px}$

Benefits of optimisation for Retina Displays

Optimum display on Retina devices

Disadvantages of optimisation for Retina Displays

- Longer load times due to larger files
- Higher data volume usage due to larger files
- Higher storage space requirement due to larger files

More time needed to create the image data



Related Topics

- » Inserting an image page 19
- » Image sizes in the Comfort Template page 24
- » Mobile optimisation of image sizes page 31

5.6.4 Mobile optimisation of image sizes

In the mobile version, multi-column articles are displayed below one another and not side by side as in the desktop version. Mobile optimised images must therefore have a minimum width of 480 px, so as not to appear pixelated on a smartphone in horizontal format.



Figure 27: Enlarged image display on a smartphone in horizontal format

To some degree, the image sizes in the Advanced Template or Comfort Template (for example, widths of 180 px) are below the minimum image width for mobile devices (480 px). The width you use is a matter to consider individually: For faster load times, you might want to use smaller images. An optimum display on mobile devices can be very important or less so, depending on the mailing recipient group. Test both possible variants before you decide on an image size.

Related Topics

- » Inserting an image page 19
- » Image sizes in the Comfort Template page 24
- » Optimisation of image sizes for Retina Displays page 30



6 Filling elements with contents

6.1 Filling frame elements with contents

The frame elements are always present in a newsletter and are already filled to some degree. The following sections demonstrate the manual design possibilities.

6.1.1 Edit header

The *Header* is already partially filled when you create a newsletter. You can, however, edit and overwrite the settings.

Step-by-step

To edit the header, proceed as follows:

- 1. Open the *Header* main element in the Template Editor.
- 2. The main element contains the following elements by default:

Element	Description
Auto preview	Enter a text for the Auto preview. The text will be displayed in addition to the subject in the recipients' inbox within some email clients.
Browser link	Set up the browser link with link text, to enable the reader to view the newsletter in a browser should they experience display problems. The element is prefilled by default, but can be edited.
Browser link (text version)	Enter the browser link for the text version of the newsletter. The element is prefilled by default, but can be edited.
Newsletter headline	The <i>Newsletter title</i> element contains the newsletter title and is displayed above the banner image.
Newsletter headline (text version)	The <i>Newsletter title</i> element contains the newsletter title that is displayed in the text version of the mailing.
Banner image (linked)	The banner reflects the topic and content of the newsletter. The banner is linked by default, but can also be embedded using the <i>Banner image</i> (<i>embedded</i>) element.

- 3. Specify your settings in the fields.
- ✓ You have edited the *Header*.



Additional elements of the header

The additional elements are available for optional use. Either they are already present in the *Header* main element, or you can add them using the **Add element button.

• Banner image (embedded): You have the option to embed the banner image. To do this, click Embedding an image and specify your settings in the fields.

Related Topics

- » Inserting an image page 19
- » Link images or embed images? Seite 23

6.1.2 Enter introduction

In the introduction, you address the reader personally and summarise the contents of the newsletter.

Step-by-step

To enter the introduction for your newsletter, proceed as follows:

- 1. Open the Introduction main element in the Template Editor.
- 2. The main element contains the following elements by default:

Element	Description
Salutation	Here you address the reader personally. The salutation Dear Reader is entered in the field by default, but you can edit it.
Text	Briefly summarise the content of the newsletter. The continuous text is positioned on the right; if you do not use a table of contents, it is positioned across the entire width.
Complementary close	Use a greeting to bid your readers farewell. The greeting Have fun reading is entered in the field by default, but you can edit it.
Signature	Insert your signature in the <i>Signature</i> field. You can insert a contact image using the <i>Signature</i> as scanned image (linked) or <i>Signature</i> as scanned image (embedded) element, to give the newsletter a personal touch.

- 3. Specify your settings in the fields.
- ✓ You have created the *Introduction*.

Additional elements of the introduction

The additional elements are available for optional use. Either they are already present in the *Introduction* main element, or you can add them using the **Add element button.

• Signature image (embedded): You have the option to embed the contact image in the *Signature* element.



- Job description: Enter the job title of the signing person in the *Signature* element.
- List
- PS: Add a concluding PS paragraph (post scriptum) at the end of the introduction.
- Text: You can use any number of text fields for the introduction text.
- Web address: Insert a link, for example, a link to a web page with further information on the topic.

Related Topics

- » Inserting an image page 19
- » Link images or embed images? Seite 23

6.1.3 Edit imprint

The imprint concludes the mailing and provides the reader with contact options, as well as the option to unsubscribe from the newsletter.

Step-by-step

To create the imprint, proceed as follows:

- 1. Open the *Imprint* main element in the Template Editor.
- 2. The main element contains the following elements by default:

Element	Description
Text (on two columns)	Enter the imprint text into the <i>Left column</i> and <i>Right column</i> two-column text fields.
Text	You can insert a separate text section.
Unsubscription link	Insert an unsubscribe link to give your readers an option to unsubscribe from the newsletter. Click the Insert link button to enter the link address, link text and the name under which the unsubscribe link is to be displayed in the report. Enter a brief explanatory note in the Text in front of the unsubscription link field; for example, If you do not wish to receive future newsletters, you can unsubscribe here.
	Note If you do not make any entries in the unsubscribe link dialog box, Inxmail Professional uses a standard unsubscribe link that links to a standard confirmation page.

- 3. Specify your settings in the fields.
- ✓ You have created the *Imprint*.

Additional elements of the imprint

The additional elements are available for optional use. Either they are already present in the *Imprint* main element, or you can add them using the **Add element button.

• Unsubscription link: You can insert a further unsubscribe link.



- Banner image: Add a banner image to the imprint. Do not exceed the fixed image width of 600 px.
- Text/Text (on two columns): You can insert a further text field or a two-column text.

Related Topics

» Inserting an image page 19

6.2 Filling content elements

6.2.1 Create section bar

The section bar appears above an article or image. It is used to differentiate the individual product presentations and mailing contents. You can use either a text or an image as the section bar.

Step-by-step

To create a section bar with text, proceed as follows:

- 1. Open the Section bar main element in the Template Editor.
- 2. The main element contains the following elements by default:

Element	Description
Alignment	Align the content of the section bar to the left, right or centre.
Headline	Enter the section headline, for example Legal notice and contact details.
Short headline	Enter a short headline. The short headline replaces the section bar headline in the table of contents. If the field remains empty, the entry is removed in the table of contents.

- 3. Specify your settings in the fields.
- ✓ You have created the section bar.

Additional elements of the section bar

The additional elements are available for optional use. Either they are already present in the *Section bar* main element, or you can add them using the **Add element button.

- Background color: You can change the background colour of the section bar. The colour code #0E67C9 is selected by default.
- Section bar as image: Instead of a text category, you can insert an image file. To do so, insert the image file using Link image. Make sure the image file does not exceed a fixed image width of 600 px.
- Target group: You can restrict the inserted section bar to a selected recipient group. To do this, select an existing target group using the *Target group* element.

Related Topics

» Inserting an image page 19



6.2.2 Enter article

The article is one of the central elements in your newsletter. It is here that products are presented and further information is provided.

Step-by-step

To enter an article, proceed as follows:

- 1. Open the Article main element in the Template Editor.
- 2. The main element contains the following elements by default:

Element	Description
Headline	Enter a headline for the article content. The headline is positioned above the image and the article text, and is left-aligned.
Image	Insert an image file, for example, an image of the presented product. To do this, click Link image. Note Make sure the image file does not exceed a fixed image width of 180 px.
Text	Summarise the content of the article.

Web address

Insert a link to a web page with further information on the article content. Use the *Link editing* dialog box to enter the link address, link text and the name under which the link is to be displayed in the report.

- 3. Specify your settings in the fields.
- ✓ You have created the article.

Additional elements of the article

The additional elements are available for optional use. Either they are already present in the *Article* main element, or you can add them using the *Add element button.

- List
- Short headline: Enter a short headline. The short headline replaces the article headline in the table of contents.

Note If the field remains empty, the entry is removed in the table of contents.

- Text: Insert an additional text field.
- Web address: You can insert any number of links to further information on the article content.
- Target group: Restrict the article content to a particular recipient group. For this purpose, select an existing target group.
- Subheadline: Enter a subheadline. It is positioned above the article text.

Related Topics

» Inserting an image page 19



6.2.3 Create two standard articles side by side

The two-column article enables you to display two different products or newsletter contents side by side. The two central elements used to control the article content are the *Left article* and *Right article* elements. They are already inserted by default and can be filled with contents.

Step-by-step

To create a two-column article, proceed as follows:

- 1. Open the *Two articles side by side* main element in the Template Editor.
- 2. The Left article and Right article elements are already inserted.
- 3. They contain the following elements by default.

Element	Description
Headline	Enter the headline for the article content. The headline is positioned above the image and the article text.
Image	Insert an image file, for example, an image of the presented product. To do this, click Link image.
	Note Make sure the image file does not exceed a fixed image width of 280 px.
	Then couple the image with a link. To do this, click <i>Insert link</i> under <i>Couple image with link</i> .
	Set up the position of the image file using the 'Image position' drop-down list. You can position the image to the left or right of the article text.
Text	Summarise the content of the article.

- 4. Specify your settings in the fields.
- ✓ You have created a two-column article.

Additional elements of the two-column article

The additional elements are available for optional use. Either they are already present in the *Two articles side by side* main element, or you can add them using the # Add element button.

- Target group: Restrict the article content to a particular recipient group. For this purpose, select an existing target group.
- List
- Short headline: Enter a short headline. The short headline replaces the article headline in the table of contents.

Note If the field remains empty, the entry is removed in the table of contents.

- Text: Insert an additional text field.
- Web address: You can insert any number of links to further information on the article content.
- Subheadline: Enter a subheadline. It is positioned above the article text.

Related Topics



» Inserting an image page 19

6.2.4 Create three standard articles side by side

The three-column article enables you to display three different products or newsletter contents side by side. The central elements used to control the article content are the *Left article*, *Middle article* and *Right article* elements. They are already inserted by default and can be filled with contents.

Step-by-step

To create a three-column article, proceed as follows:

- 1. Open the *Three standard articles side by side* main element in the Template Editor.
- 2. The *Left article*, *Middle article* and *Right article* elements are already inserted.
- 3. They contain the following elements by default:

-	
Element	Description
Headline	Enter the headline for the article content. The headline is positioned above the image and the article text.
Image	Insert an image file, for example, an image of the presented product. To do this, click Link image.
	Note Make sure the image file does not exceed a fixed image width of 180 px.
Text	Summarise the content of the article.

- 4. Specify your settings in the fields.
- ✓ You have created a three-column article.

Additional elements of the three-column article

The additional elements are available for optional use. Either they are already present in the *Three articles side by side* main element, or you can add them using the $\frac{1}{2}$ *Add element* button.

- Target group: Restrict the article content to a particular recipient group. For this purpose, select an existing target group.
- List
- Short headline: Enter a short headline. The short headline replaces the article headline in the table of contents.

Note If the field remains empty, the entry is removed in the table of contents.

- Text: Insert an additional text field.
- Web address: You can insert any number of links to further information on the article content.
- Subheadline: Enter a subheadline. It is positioned above the article text.

Related Topics

» Inserting an image page 19



6.2.5 Set up Web tracking

The *Web tracking* main element is used in conjunction with web analytics tools. Web analytics tools need to be provided with specific tracking parameters, which are appended to the tracked links in the mailing. Only then can they generate analyses.

You can use the *Web tracking* main element to store the individual parameters for the respective web analytics tool. The Comfort Template then automatically generates the links along with the associated parameters.

The tracking parameters for the following web analytics tools are already set up in the Comfort Template:

- econda Web analytics standard
- econda Web analytics Websale

For all other web analytics tools, you can enter the parameters freely under the *Tracking parameters* element.

Step-by-step

To insert tracking parameters, proceed as follows:

- 1. Open the Web tracking main element in the Template Editor.
- 2. Select a character set encoding under *Encoding of the parameters*.

Note By default, tracking parameters are encoded in UTF-8. Alternatively, you can select ISO-8859-1 character set encoding.

- 3. If you want to freely enter the tracking parameters, enter the parameter name and the associated value under *Tracking parameters*.
 - To enter further tracking parameters, insert the *Tracking parameters* element as often as required using $\frac{1}{2}$ *Add element*.
- 4. Alternatively, click Add element if you want to use an existing web analytics tool with preassigned tracking parameters.

The Add new element dialog box is displayed.

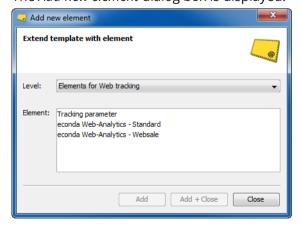


Figure 28: Dialogfenster "Neues Element hinzufügen"

- 5. Select the desired web analytics tool, for example, econda Web analytics standard.
- 6. Confirm your selection with OK.



7. The selected web analytics tool is added to the *Web tracking* main element. The tracking parameters are displayed for the selected web analytics tool.

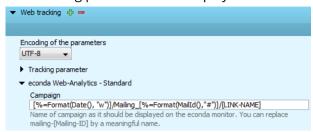


Figure 29: Preassigned tracking parameters

✓ You have inserted tracking parameters.
 All links in the mailing are automatically provided with the appropriate tracking parameters.
 You can manually change the tracking parameters, add new ones or delete them if necessary.

Note The [Link-Name] parameter is replaced by the respective values in the *Name in the report* field when the mailing is generated. Generally speaking, this parameter should not be overwritten, as this can result in all links receiving the same name and tracking for individual links will no longer be possible.

6.2.6 Adding file attachments

The *File attachments* main element enables you to attach additional files in a range of different formats to the mailing. Examples of such files are voucher files, image and video files.

Note When working with templates, always use the *File attachments* main element to insert attachments. Do not insert any file attachments using the toolbar. The option of inserting file attachments using the toolbar is reserved for work with the HTML editor.

Step-by-step

To attach a file to the mailing, proceed as follows:

- 1. Open the File attachments main element in the Template Editor.
- 2. Click **N** Attach file under Attachment.



The Attach file dialog box is displayed.

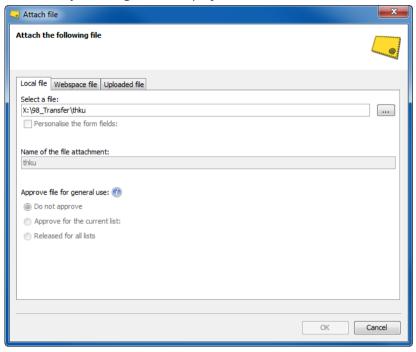


Figure 30: "Attach file" dialog box

- 3. First select whether the file is stored locally on your computer, on your webspace or on the Inxmail Professional Server.
- 4. Then add the file in the *Select a file* field.
- 5. In the *Name of the file attachment* field, adjust the file name under which the file will be stored in the ** Files & web pages agent > Uploaded files tab (if necessary).
- 6. If you have selected a file stored on your local computer or your webspace, then additionally select one of the following settings for the file:
 - *Do not approve*: The file is attached once and is not stored internally.
 - Approve for the current list: The file can, in future, be attached in all mailings on the current mailing list. For this purpose, the file is stored in the Files & web pages agent > Uploaded files tab.
 - Release for all lists: The file can, in future, be attached in all mailings on every mailing list. For this purpose, the file is stored in the Files & web pages agent > Uploaded files tab.
- 7. If necessary, change the file name under which the file is stored in the *Files & web pages* agent > *Uploaded files* tab.
- 8. Click *OK*. The file name and the size of the attachment are now displayed next to the *Attach file* icon (for example, Logo.png (3.5 KB)).
- ✓ You have attached a file.



You can view the file attachment using the ** Show/hide quick preview button on the toolbar. Refresh the quick preview, if necessary, by clicking the *\bigcup (Refresh) button.

6.2.7 Deleting file attachments

Step-by-step

To delete an attached file, proceed as follows:

- 1. Open the 'File attachments' main element in the Template Editor.
- 2. Under 'Attachment', you will see the two buttons 🖶 (Add element) and 🗱 (Remove element). If the two icons are not visible, click 'Attachment' to show them.
 - Click **%** (Remove element) to delete the attachment.
- ✓ You have deleted an attached file.
 - You can use the (Show/hide quick preview) button on the toolbar to check whether the attachment really was deleted. Refresh the quick preview, if necessary, by clicking the (Refresh) button.

Note When working with templates, always use the 'File attachments' main element to insert and delete attachments. Do not insert any file attachments using the toolbar. Should you have inserted a file attachment using the toolbar, you can find instructions for deleting the attachment in the User manual Inxmail Professional.

Related Topics

User manual Inxmail Professional:

» Deleting file attachments



7 Mobile optimisation of the Comfort Template

The *Comfort Template* is optimised for display on mobile devices. Depending on the mobile device, newsletters are shown in single-column format or are scaled.

7.1 How mobile optimisation works

Mobile optimisation is based on the adjustment of image and table widths. The mobile clients select a display variant of the Inxmail smart templates, depending on the device properties. The width and the resolution of the display screen play a role here. If the screen pixel width is below a particular dimension, the individual mailing elements are rescaled on supported devices and clients. Elements such as text or images are reduced in size, but are clearly legible. Section bars and navigation bars are always shown in a reduced size, that is, even with the single-column display.

Note Multi-column articles are shown one beneath the other merely on iPhones. For this behaviour, the *Display multi-column articles below each other on iPhones* global setting must be enabled.

In the mobile version, the newsletter is scaled to the screen width of the device. However, not every mobile device is able to display emails correctly.

You can create your mailings in the usual way, irrespective of the display format. Inxmail automatically ensures their optimum display. The switch from portrait to landscape format is also performed automatically, although this is not supported and displayed by all clients.

Example

 Display of standard or multi-column articles (Elements are scaled.)

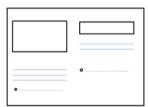


Figure 31: PC screen



Figure 32: Smartphone

• Display of **multi-column articles** if the 'Display multi-column articles below each other on iPhones' global setting is enabled



(Elements are stacked one beneath the other from left to right.)

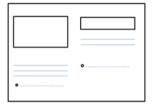


Figure 33: PC screen



Figure 34: Mobile device screen, 400 pixels

7.2 Factors influencing mobile display

Certain factors influence the display of a mailing on mobile devices. The combination of device and its pixel width and the operating system installed on the device – on which, in turn, a variety of email clients can be used – are the essential influencing factors. The different combination options increase the complexity involved in template display, as each combination must be individually developed and tested in respect of mobile optimisation.

7.3 Testing display

The behaviour of a mailing can be easily tested. Send a test email and reduce the window width in the browser after opening the email.

Inxmail Professional also offers an integrated display test with approximately 30 common email clients (optional).

Related Topics

User manual Inxmail Professional

» Display test (optional)



7.4 Recommendations to facilitate the mobile display of mailings

Make sure there is sufficient space between links, so that they can be selected via mobile touch input (with a pressed thumb). (Recommendation: at least $40 \times 40 \text{ px}$)

- Avoid using overlong words.
- Pay attention to the scaling of images and narrow columns.
- To ensure an optimal display on devices with **Retina displays**, always add images in double resolution, e.g. 400x400 px instead of 200x200 px. The Smart Template automatically scales the images to the correct size. In the mobile display the higher scaled image file can be accessed.
- Save the images with 72 dpi using the RGB colour model.
- Keep the data contained in the mailing to a minimum.

Additional information

For free practical tips on creating mobile optimised newsletters, visit www.inxmail.de/praxistipps or contact us at creative-services@inxmail.de.





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About Inxmail

More than 15 years of expertise in email marketing: Over 2.000 customers and more than 200 agencies in more than 20 countries worldwide realize successful campaigns and newsletters with the powerful solutions of the email marketing provider Inxmail. The company has subsidiaries in Germany, Italy, France and Australia.

For its excellent customer service Inxmail was honoured with the award "Germany's most customer-oriented service provider" in 2014. Customers include Robinson, s.Oliver and well-known agencies. Inxmail also strongly promotes fair email marketing. It is co-founder and member of the Certified Senders Alliance (CSA).

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