

Etail Systems Tip Sheet

Objective: To know the difference between HTML & text emails & what is needed before making the switch to HTML emails.

Historically, we have always sent text emails because they:

- Avoid spam filters
- Work on all mobiles

But now, we are introducing HTML emails. The benefits of these are:

- Better, clearer layout
- Graphical header & footer
- Completes the customer experience so your branding follows through end to end

Our emails have traditionally been text – below is an example of an **Order Confirmation** text email.

```
-----
Your order number is 10933 and this is now being processed.

Please review this email carefully and if any changes are needed please contact
us immediately.

Your order is subject to our Terms and Conditions which can be viewed at
www.devsite1.dev.internal.etailsystems.com.

Invoice Name and Address:
Mr David Herington,
Highcroft House,
Vicarage Lane,
Allithwaite,
Grange-over-Sands,
Cumbria,
LA11 7QN,
United Kingdom.
Tel: 015395 33075
Mobile: 07812 081 077

Delivery Name and Address:
Mr David Herington,
Highcroft House,
Vicarage Lane,
Allithwaite,
Grange-over-Sands,
Cumbria,
LA11 7QN,
United Kingdom.
Tel: 015395 33075
Mobile: 07812 081 077

For delivery on Saturday, 23 August 2014 between 08:00 and 17:00 - 2 to 3 days

=====
DESCRIPTION / SELECTION                                QTY    PRICE
-----
Pure Poison eau de parfum spray 50ml
Brand: 'Pure Poison'
Manufacturer: 'Christian Dior'
Client Ref: ''
                                           1    £66.00

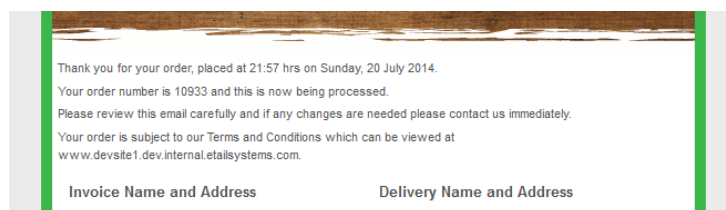
-----
Delivery: 2 to 3 days                                £0.00
-----
Sub total                                           £66.00
-----
Order total                                           £66.00
=====
```

Now, the same email can look like this, using HTML emails:

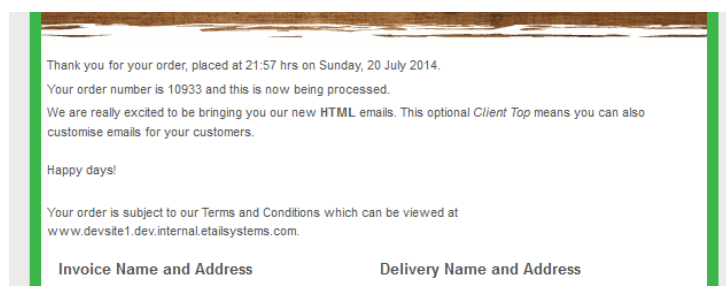


Although you can't amend the main body text, you can add text using top & tails (please ask for this walkthrough if needed). Below is example of an email without a "top" in the header, & one with a "top".

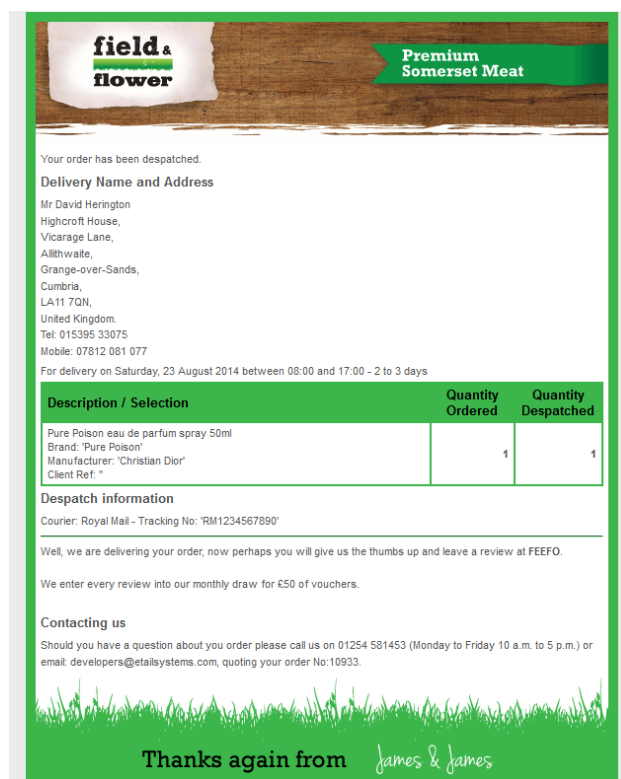
Without a "top"



With a "top"



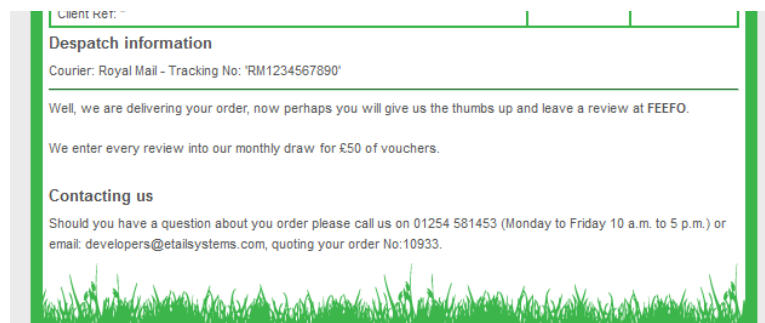
Below is an example of an **Order Despatch** email, plus where the “tail” displays.



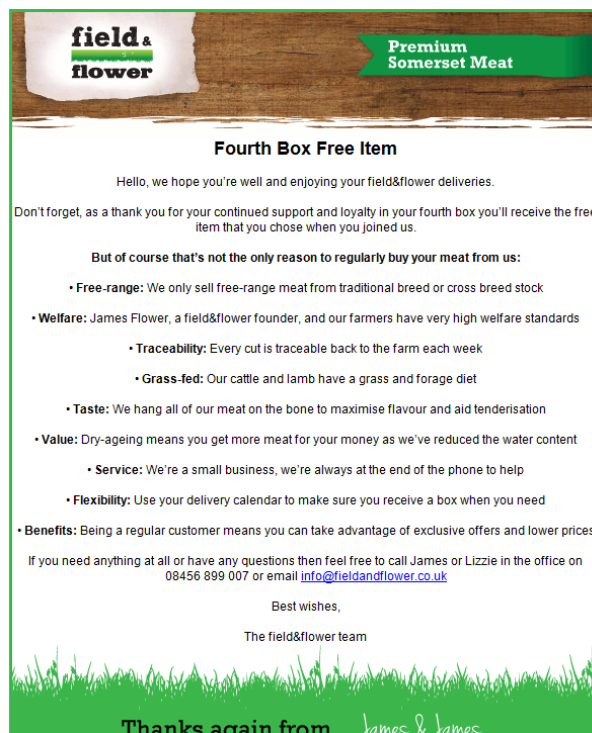
Without a “tail”



With a “tail”



Our **triggered emails** are also HTML emails:



Please ask for the triggered email walkthrough if needed. Unlike the other emails mentioned, in this email, you decide all the content.

Graphics

The only thing we need from you is to decide what you want in your header, footer & signature graphics.

Usually, the header contains your logo in the top left, your strapline/tagline & some form of contact information (usually a phone number or email address).

Your footer normally contains your address, & any remaining contact information.

Your signature should be a straight forward message e.g. “Thanks from the Etail Systems Team”.

All the above are just suggestions – please let us know if this is OK or if you’d like anything different in your graphics.

NB: we can’t have any links in your header, footer & signature, apart from the automatic links in the header & footer to the home page.

There is a charge for using HTML emails, as they create more load & bandwidth on the servers – please contact us for pricing.

If you need any help or more information on HTML emails, please contact us on 0844 482 0908 or email us on support@etailsystems.com