

Sponsored Email Best Practices

What File Formats are Acceptable?

HTML files are the only acceptable format for Sponsored emails. We do not host images (they need to be hosted on an independent site, in a dedicated space). Make sure you do not link images, locally, on your system (instead of a host site). If you do this, you will be able to see the images on your web browser but when you send the file to another person (to read), the images will appear to be blank. **DAA reserves the right to refuse content that is deemed confrontational, inflammatory, or illegal. We will work with you to revise your content to acceptable standards.**

Email Header and Footer

In an effort to keep our emails consistent we ask that they contain our header and footer content. Please use the URL below as the header for your email (image is already hosted on the DAA site), and the text/HTML code below as the footer:

Header - <https://www.digitalanalyticsassociation.org/Files/Images/daa-sponsored-content.png>

Footer - If you no longer wish to receive partner and industry discount emails, manage your preferences. To unsubscribe from receiving all future DAA emails, opt out here.

Please Note: Your email platform may come back with an error or be unable to link to one or both of the opt-out options in the footer, please DO NOT change the URL tags, they are formatted for our system.

Do I Have to Use Graphics?

No. If there is no need for images, text-only emails can be used. The elimination of graphics can improve deliverability but balanced content (text and images) is also likely not to be filtered out. A few small graphics and/or a banner are typical in most emails. Remember to keep the graphic file size down for fast loading. If you decide to use images, please make sure they are hosted.

Spam Filters

Avoid words like “free” and “promotion” in the subject line. You can use graphics to deliver words like “free” and “promotion” to get around spam filters, but keep in mind that more people are reading email messages on smartphones and tablets.

What are the Dimensions of the Email?

We recommend a maximum of 600 pixels wide (any height is okay) in order to utilize mobile platforms, but we can accept up to 750px. That is the typical email browser default today. The most effective emails require minimum scrolling, so keeping the main content within the “above the fold” line works best.

Can personalization tags be utilized?

Unfortunately, due to the difference between platforms and the trouble this causes when sending an email, we will no longer be accepting personalization tags in emails.

Sponsored Email Checklist for a clean test email:

Am I sending a true HTML file?

Have the header and footer been included?

Are my images hosted and a maximum width of 750px?

Is my email within the 750 px maximum width dimension?

Does the email have a subject line?