



Mobile email checklist

FOR E-COMMERCE SUCCESS



Mobile First Design

- Your email is designed with “mobile first” thought in mind, using responsive design or “skinny” format
- Columns tumble into single view
- Headings and buttons are LARGE and type size is legible for easy reading and navigation on smaller screens

Content

- Your mobile email content buckets are concise and “snack sized”
- All imagery includes rich graphics and brand-appropriate colors and fonts for a seamless brand experience
- Text has been proofread
- A clear call-to-action (that is easy to find and aligns with campaign goals) is present
- Social sharing buttons are customized with appropriate links and text
- A carefully crafted subject line has been drafted to optimize open rates

Personalization

You have considered personalizing your content including any of the following:

- Email subject line is appropriately personalized with the recipient’s name or preference to previously purchased or browsed products
 - Loyalty-program updates
 - Items from abandoned carts
 - Membership milestones
 - Special offers catered specifically to the recipient’s preferences or past behaviors
 - Send time aligns with personal dates using data points like a birthday or anniversary
- Email content is relevant to the recipient based on purchase/browsing history, preferences/behavior, geography or other criteria
- Landing pages (if they apply) have been customized to create a seamless experience from email to purchase

Code

- Alternative text for images has been set
- All links have been added to images, logos, and buttons—and tested
- Images and other media have been optimized to minimize load times

Testing

- Preview text and thumbnail images have been optimized and tested on mobile, tablet, and desktop and all supporting browsers
- Test email has been sent and reviewed to test list with different email clients
- Test simulators for browser compatibility have been conducted (using services like Litmus or Email on Acid)
- Dynamic text/personalization is rendering correctly
- Inbox test has been completed

YOU ARE READY TO SEND AND MONITOR ALL YOUR RECORD BREAKING METRICS!