



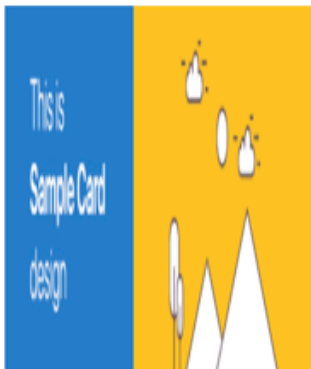
# Best practices while drafting email campaign content

Marketers may encounter a few errors while drafting the content of their email campaign. In some cases, such errors may also affect their email deliverability. These errors can be avoided if some of the basic points are kept in mind when campaign content is being prepared.

- Avoid using shortened URLs for hyperlinks in your content. Shortened URLs may cause problems while redirecting to the destination. Use the destination URL directly in the content and you can hyperlink it with an image or text.
- Make sure that the URLs that you use are valid. There may be instances when your URL is not complete, or when you use URLs with an invalid domain name. This may cause your email to end up in SPAM.
- Images that you use in your content should be less than 1MB in size. If your images are greater than 1MB, there may be a lazy rendering of such images, and they will not be displayed properly in your email campaign.
- Make sure you don't have only images in your email campaign content. You should always have some plain text in your email campaigns. Some of your subscribers may have blocked images in their incoming emails and some mail service provider may automatically block images. If you only have images in your campaign content, they may get blocked, and no information will be displayed in your email. This may reduce your email's open count.
- Make sure that you have alternative values for your images. The alternative values will be shown when your images are not loaded. Even if some of your images get blocked, their alternative values will give brief information about the image to your subscribers. You can add the alternate value/text for an image when

you upload it from a file or from an URL.

### Insert Image



The image shows a sample card design with a blue vertical bar on the left containing the text "This is Sample Card design" and a yellow background on the right with white line-art illustrations of a mountain range and three lightbulbs.

**Name** default.jpg

**Title**

**Alt Text**