



**PRECISION
MARKETING**

POWERED BY
34.51°

STYLE GUIDELINES | **TARGETED EMAIL MODULES**



Email Module Specs.

B_ImageLeftLinkRight

Module Specs

Headline A

Character Limit: ~20

Body A

Character Limit: ~110

Image A

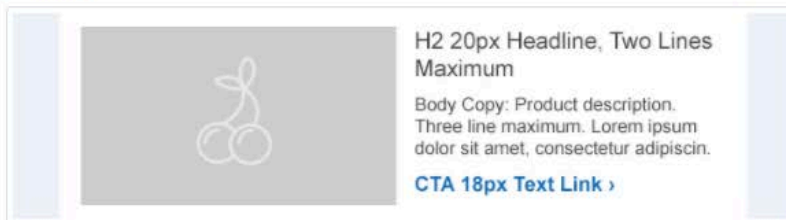
Display: width: 275px, height: 155px

Retina-Optimized: width: 550px, height: 310px

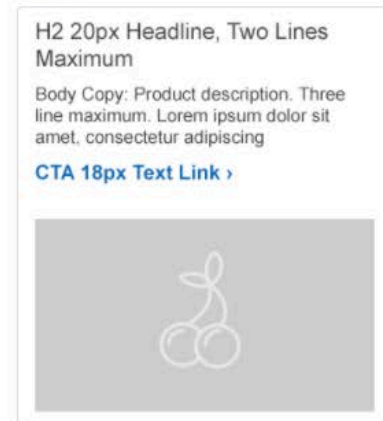
Link/URL A

Character Limit: ~26

Desktop



Mobile



Creative Guidelines

Module will need to be built and supplied for Retina-Optimized.
550 px wide x 310px high

File size less than 80kb.

Product should fill as much of the frame as possible.

Face/label of the product should be straight on and not angled to follow our photo standards. Examples below.

Product(s) should be shown in a naturally propped lifestyle environment.

Reflections and shadows should appear balanced and realistic.

Image must not contain additional text or logos.

Do not feature hands or people.

