



GOING RESPONSIVE

The What, Why and How of Responsive Design



Email on Acid

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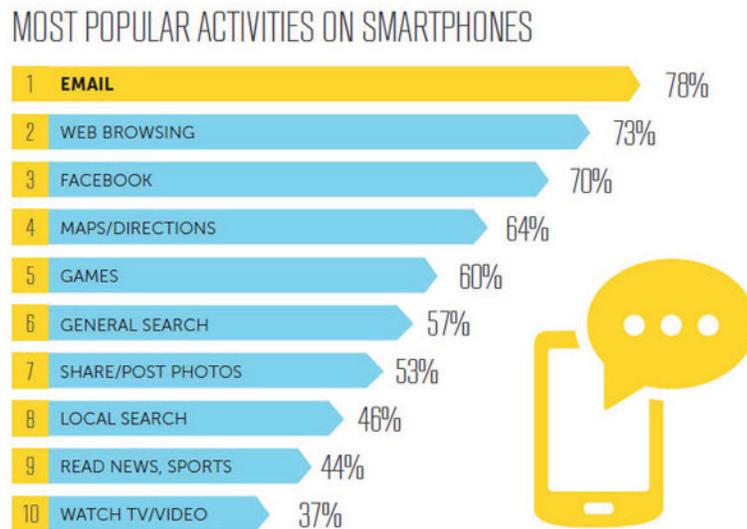
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Chapter ONE

WHY GO RESPONSIVE?

We are living in the age of mobile devices. We don't go anywhere without our phones and it's hard to remember a time when social networks, news and emails weren't at our fingertips.

The chart below ranks the most popular smartphone activities. **Guess what comes in at #1?**



This is a screen capture from [IDC and Facebook: Always Connected.](#)

OVER 53% OF TOTAL EMAIL OPENS OCCURRED ON MOBILE DEVICES IN 2014, making responsive design one of the most powerful tools available to email designers, developers and marketers today.

Unfortunately, it's also one of the most confusing. From certain email clients not supporting media queries to choosing the min and max width, coding emails that look fantastic on every device can be quite the challenge.

No need to panic, though. We've been researching, coding and troubleshooting responsive emails from the get-go and documented all of the quirks and fixes along the way.

In this guide, you'll get everything you need to make the case for going responsive: case studies, stats and even access to a free template.

What are you waiting for? Dig in to discover all you need to know to create **emails that look beautiful in every inbox, every time.**

Chapter TWO

CASE STUDIES: ADAPTING TO RESPONSIVE DESIGN

It can be hard to convince higher-ups or customers to spend the time and money required to create mobile-friendly emails. But it's vitally important. So, we scoured the web and found three case studies that exemplify the results responsive design can achieve.

**OPTYN REPORTED THAT
75% OF SMARTPHONE USERS
DELETE EMAILS THEY CAN'T READ**

(i.e.: non-responsive emails rendered illegible on a mobile device.)

AUTO TRADER'S RESPONSIVE EMAIL NEWSLETTER

[Auto Trader](#), an online marketplace for car shoppers and sellers, was sending out a monthly newsletter to over 250,000 subscribers across the U.K. They examined the stats of their car-enthusiast audience and noticed that over 40% of their email opens occurred on mobile devices, but their template was not responsive.

Spurred by the need to make their email mobile-friendly, they recruited full-service digital agency [Chalk and Pixel](#) to code and design a new template from scratch.

Chalk and Pixel was charged with increasing both engagement levels and trust in the brand. The new template design improved email metrics across the board when compared to the previous month's newsletter. Results:



20%

INCREASE IN
OPEN RATE

45%

INCREASE IN
ENGAGEMENT

134%

INCREASE IN
CLICK THROUGHES

Take a look at Chalk and Pixel's new email template for Auto Trader that meets the unique requirements of all mobile devices:

Search for a car | Sell your car | Message not displaying? Click here

AutoTrader Motoring News | Car Ownership | Reviews | Offers

March 2014

FREE DESKTOP WALLPAPER

Geneva motor show special | Porsche Macan review | The best barn find classic cars

THE NEWS

Brand new Audi TT unveiled
 Auto Trader: The original was a style icon, the 2nd gen had improved dynamics. With this 3rd gen, Audi will be attempting to make it a true class leader...
[Read more](#)

Honda Civic Type-R Concept
 Auto Trader: The all-new version of the internet's most talked about car is about to be unveiled. This is the 4th gen Type-R and the whole world is hoping for a return to form...
[Read more](#)

McLaren 650S in the metal
 Auto Trader: What do you do if your 12C's 3.1 second sprint to 62mph just doesn't feel quick anymore? You chop it in for the 650S, taking the basic 12C recipe and turning it up to 11...
[Read more](#)

THIS MONTH

Welcome to the latest Auto Trader newsletter for March 2014.

This month the Auto Trader team have been out in force at the Geneva motor show. As the first European show of the year, Geneva is always an exciting mix of new cars, concepts and the first glimpses of exciting new models in the metal.

Also this month we have another cracking classic ad, this time for the original VW Polo and an extra healthy helping of motoring news, facts and reviews... We hope you enjoy!

NEW HOME PAGE

Next week we're launching the brand new home page for our website.

Not only have we revamped the home page but we've also added two new search filters to further enhance your ability to find the exact car you're after as efficiently as possible...

Search by: CO₂ Emissions Tax band

WE'RE ON PINTEREST!

Where can you find photos and galleries of all the latest (and greatest) cars?

On Pinterest of course!... What's Pinterest? Well to summarise it's an online pin board where you can collect, collate and share your favourite images.

We've been on Pinterest for a while, pinning all the best motoring photos from around the web, from the latest motor show concepts to british classics, we've got a Pinterest board for everyone!

[Check out our boards](#)

Car Inspiration (10 Pins) | MyDadHadOneOfThose (11 Pins) | Geneva (10 Pins) | Best of British (7 Pins)

email continues

THE CAR ADS OF YESTERYEAR

VW has always had a knack for memorable car ads.

This ad for the second generation Polo is incredibly effective, and wonderfully simple. Starring a youthful Geoff Capes – already a celebrity at the time thanks to his phone-book-tearing antics, not to mention his recently becoming the World's Strongest Man.

That's it. Nothing else. No gimmickry - just a plain white background, a large man, and a small car...

[View the advert](#)

FACT OF THE MONTH

A modern F1 car generates enough downforce at 120mph that it could drive upside down in a tunnel

LATEST REVIEWS

FIAT 500 | PORSCHE MACAN | SEAT LEON CUPRA

[More reviews](#)

AND FINALLY...

MSN Apple reveals CarPlay for iPhone / Car integration | Yahoo! Survey reveals Scottish keep their cars cleanest | MSN Largest collection of Bond cars on sale for £20m

Yahoo Jaguar F-Type inspires driving shoes and other classy items

MSN The best barn find classic cars

AOL The first ever Mercedes-Benz surf board

MSN Jose Mourinho nabs the first F-Type Coupe

WE ARE
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Sell a car
 Search for a car
 Sell safely and securely
 Vehicle check
 Car insurance
 Car valuations
 Warranties
 Loans

WHY AM I RECEIVING THIS?
 Because when you registered with Auto Trader you consented to us contacting you with relevant communications.

EMAIL PREFERENCES
 To change your email preferences click here or to opt-out from future communications, please click here

This is a screen capture provided by Chalk and Pixel.

The new design also utilizes pre-header text, CSS based buttons and styled alt text to improve the overall look and feel, taking Auto Trader's email campaigns to the next level.

CROCS: STATIC DESKTOP DESIGN VS. RESPONSIVE EMAIL DESIGN

The hospitality and the travel industries have been the fastest adopters of responsive design. Some industries, though, haven't embraced mobile-friendly techniques.

Even though [DEG Digital](#) reported that 60% of retail brands subscribers view emails on a mobile device, this industry has been sluggish when it comes to going responsive. [Crocs](#) led the way, though, when they teamed up with DEG Digital to create a responsive email. DEG Digital created a mobile-friendly design and a static desktop version of Croc's promotional email:

A 50/50 split test of these two versions found that **the mobile-friendly template beat the static layout by a landslide:**



7.66%

INCREASE
IN CTR



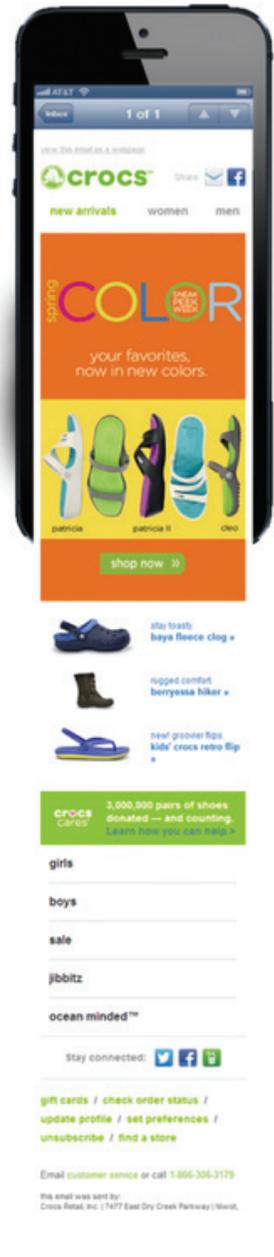
IPHONE 'READ'
ENGAGEMENT
HAD A
15.63%
LIFT

MOBILE 'READ'
ENGAGEMENT
HAD A

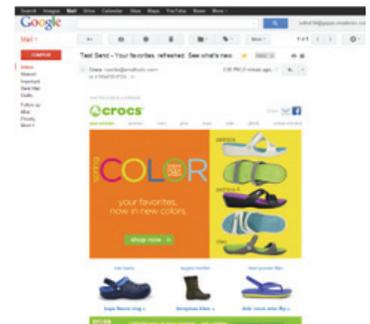
8.82%
LIFT



Version A: Responsive Email Design



Version B: Static Desktop

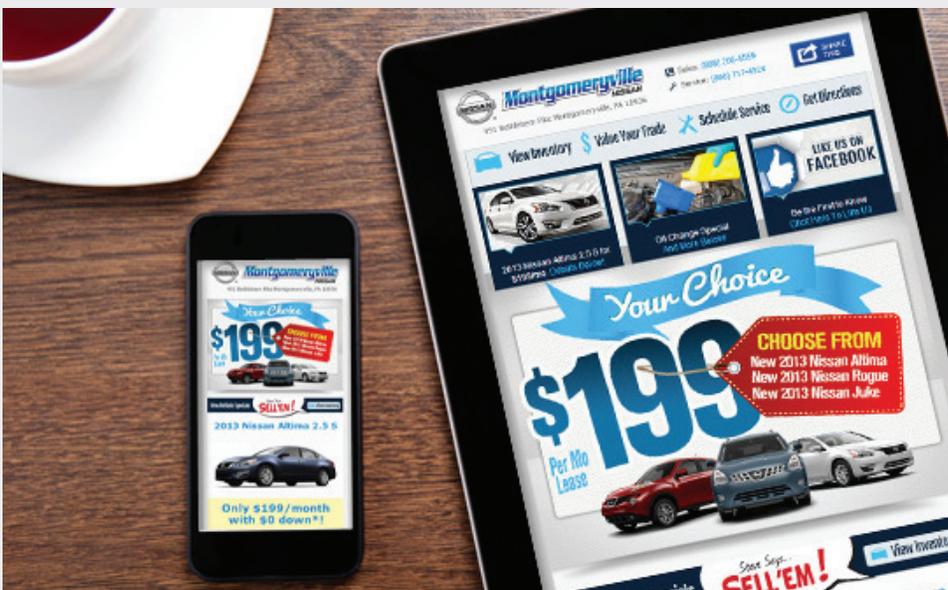


The image above is a screen capture from [DEG Digital's](#) website.

STREAM COMPANIES AND THE MONTGOMERYVILLE NISSAN DEALERSHIP

[Stream Companies](#), a fully integrated advertising agency, has been implementing Montgomeryville Nissan's email marketing since 2007. Utilizing [Email on Acid's analytics](#), Stream determined that 41% of Montgomeryville Nissan's subscribers were opening the dealership's unresponsive sales and service email campaigns on mobile devices.

Montgomeryville Nissan already had a beautiful and successful template design. Stream Companies leveraged their pre-existing templates and updated them with the proper code to optimize their emails for the mobile audience.



This is a screen capture from [Stream Companies](#) case study.

Utilizing Email on Acid's analytics, Stream determined that

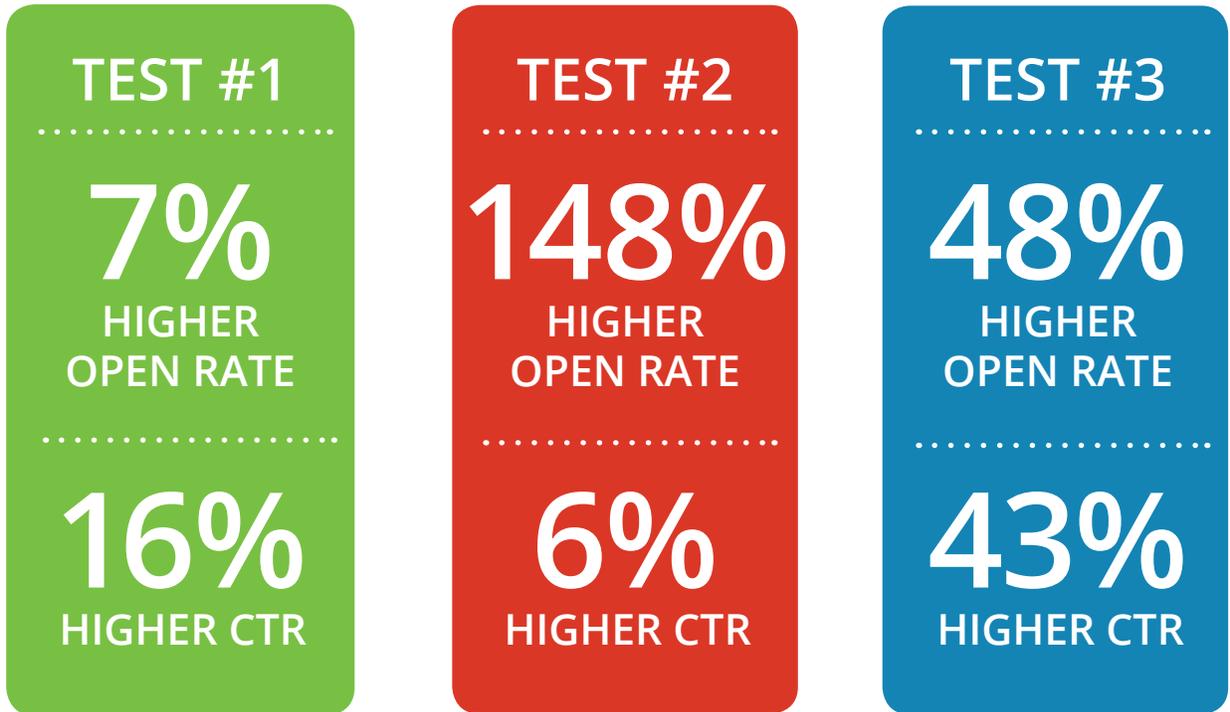
41%

OF MONTGOMERYVILLE NISSAN'S SUBSCRIBERS

were opening the dealership's unresponsive sales and service email campaigns on mobile devices.

THE NEW LAYOUT ADAPTS TO DIFFERENT DEVICES AND SCREEN SIZES WITH THE FLEXIBILITY TO SHOW THE SAME CONTENT, OR RESTRICT THE AMOUNT OF CONTENT SHOWN, **wherever and whenever**. To ensure their revamp of Montgomeryville Nissan's templates was effective, Stream ran three 50/50 split tests over a month's time. In these tests, 50% of the list received the new responsive template and 50% of the list received the non-responsive template. Every other element of the two emails being tested were identical (from name, from address, promotional content and subject lines).

THE RESPONSIVE EMAIL
REIGNED VICTORIOUS
OVER THE ORIGINAL DESIGN:



Mobile optimization yielded an impressive surge in opens and clicks for Montgomeryville Nissan, allowing them to **communicate with more customers than ever before.**

SEIZE
THE
DAY

THE TIME TO GO RESPONSIVE IS NOW.

About half of your audience reads email on their phone, and that number will continue to grow. And the case studies we've shared point to the importance of responsive design for your marketing efforts.

Now that we've helped you make the case for responsive email design, **we'll give you an easy to use, mobile-friendly template.**

Chapter THREE



FREE RESPONSIVE TEMPLATE

If you've made it this far, it's safe to assume you understand that different email clients and devices can do the darndest things to your responsive email template. After we've harped on the importance and effectiveness of responsive design, it would be almost criminal to leave you without any mobile-friendly resources. That's why we have an easy to customize, free responsive template.

[DOWNLOAD NOW!](#)

We continually run our template through our testing platform to ensure it looks beautiful in the most popular email clients and mobile devices.

The breakpoints we've selected for this template (determined through our [most common dimensions](#) research and [media query test](#)) are as follows:

1. A width less than 480px for the iPhone and smaller smart phones
2. A width between 481px and 640px for medium sized Android devices
3. A default dimension of 580px for tablets, web, and desktop email clients

In addition, you can mix and match each section of this layout and we tried to make it pretty generic because your needs will likely change over time.

And since every inbox will display your email differently, it is important to test before you hit send. Email on Acid simplifies your testing process. Send an email to our system and we'll generate screenshots in the most popular clients and devices in minutes.

We don't stop there. You can also use our code analysis to identify troublemakers and tap into our tips and tricks to solve those quirky display problems. Send with confidence and maximize your return on investment for every campaign by trying us free for seven days.

[7 DAY FREE TRIAL](#)