

ZPG Email Campaign Guidelines and Technical Specification

Technical guidelines

1. The emails are sent in Multi-part format. This means that those users whose settings or email access method permit it will see a nicely formatted HTML email - essentially like a webpage with links, pictures etc. If their program or settings don't allow them to see HTML format emails, they will be shown a text only version. We include a link in the text only version that points the user to a webpage version of the email so they won't miss out.
2. The email must be no wider than 600 pixels. This is to ensure when shown in email programs like Outlook the full width is not cropped when previewed.
3. Use only valid and basic HTML coding. This is to ensure that the email displays consistently and successfully in email programs and webmail systems. The HTML version must not contain any special characters, they should be all HTML-encoded (ZPG will not be responsible of any special character not displayed properly.). Do not use <style> tags or external CSS. Use inline CSS. The HTML must be validated through http://validator.w3.org/#validate_by_upload with the following options:
 - character encoding: UTF8
 - document type: HTML 4.01 Transitional
4. The text attachment must be encoded in UTF8.
5. Set image 'src' to a relative 'images' folder and supply all images
6. Your email must not be constructed using just images (e.g. a jpg version of a print layout). This is because image-only emails are commonly used by spammers trying to avoid their emails being blocked based on words that appear in the text. Your email would in all likelihood be blocked as spam if you do this.
7. Do not use images to show blocks of text – similar to the above, but this enables users with visual difficulties have their computer 'read' the email to them thus complying with the Disability Discrimination Act. It also cuts down on the time it takes the email to load on the user's computer by keeping images to a minimum. You should aim for a balance of text to images.
8. You can only use fonts that are present as standard on both PCs and Apple Macs. This is because you cannot rely on a user having non-standard fonts. If you did use a non-standard font (even if it is the 'corporate font') then the spacing and appearance would not be consistent between readers, compromising the presentation. There's a good list of Mac and PC compatible fonts here: <http://www.ampsoft.net/webdesign-I/WindowsMacFonts.html>

Creative & Editorial Guidelines

1. Avoid words that can trigger spam filters such as WIN, FREE or CLICK HERE NOW. Also avoid excessive use of CAPITALS, and limit the use of large font sizes - all font sizes must be under 35pixels.
2. Avoid 'flourescent' colours, bright red / yellow, excessive contrast.
3. The standard subject for Zoopla developer emails is as follow.
New Homes in [location] from [developer]
Latest New Homes offer from [developer]
Any variation to this must be agreed by ZPG in advance.
4. We will add our own header and footer to the email explaining the source, purpose of the email and legally required information/options
(ZPG BRAND) will indicate either: PrimeLocation.com or Zoopla.co.uk

Header will say:

(ZPG BRAND) are sending you this message as our records indicate these properties may be of interest to you. If you'd rather not receive future emails of this kind then please [unsubscribe](#)

Footer will say:

Zoopla Property Group, 2nd Floor, Union House, 182-194 Union Street, London SE1 0LH
Registered in England. Registered Company No. 6074771
VAT Registration number: 918 8081 01
Data Protection number: Z9972266

We hope you enjoyed receiving this message. However, if you'd rather not receive future emails of this kind from (ZPG BRAND) then please [unsubscribe](#)

5. Emails (where relevant) should refer clearly to the location of the development(s) being promoted, the name of the developer, units / prices that are available and ideally contain images of the development. We recommend an even split of images vs. text, with total text to be kept below 150 words to optimise the creative performance.
6. Email content, including wording of any offers or promotions, should not be misleading to the user in any way.
7. To maximise conversion rate, emails should contain an offer that is of real value to the user and makes them glad to receive it - for example a limited time financial incentive or part-exchange promotion.
8. Any website landing pages linked to from the email should reflect the content of email itself, in terms of offers, copy and design.
9. Neither email creative or website landing pages should use ZPG brand logo's, name or brand imagery within their content without prior agreement.

Timings and approval

1. Final approved HTML code, creative and files must be sent to ZPG 72 hours prior to broadcast date (date when newsletter email will be sent to customers).
All correspondence to: campaigns@zoopla.co.uk
2. There will be a chance to review and approve the email before it is sent out to customers. Zoopla cannot be responsible for faulty, incorrect or missing links once sent.