

## EMAIL CAMPAIGN TECHNICAL SPECIFICATIONS

Please see ZPG’s Email Campaign Guidelines and Technical Specifications below. If you have any questions or require further guidance please contact [campaigns@zpg.co.uk](mailto:campaigns@zpg.co.uk).

<b>Email creative format:</b>	Email creative must be supplied in <b>HTML encoded format</b> .
<b>How to submit:</b>	The HTML file and associated images should be supplied to <a href="mailto:campaigns@zpg.co.uk">campaigns@zpg.co.uk</a> within a <b>zipped file</b> .  Please <b>quote your campaign ID</b> when supplying your artwork.
<b>Submission deadline:</b>	<b>2pm one working day prior</b> to the Broadcast Date.

Email campaigns are sent to Zoopla and Prime Location users on behalf of these two brands. Emails are sent dual branded to maintain a degree of brand familiarity and continuity for the user. On receipt of HTML artwork from the client, ZPG add the standard campaign Email Headers and Footers to explain the source and purpose of the email, and to include legally required information/ opt out links. A “web version” link is also included in the email header, which points the user to an online version of the email.

Previews of the standard email campaign Headers and Footers are below:



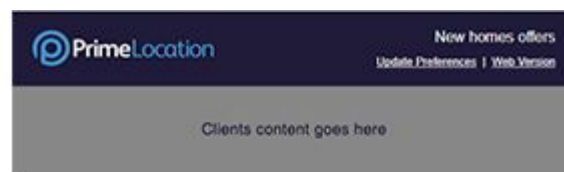
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## HTML Creative Technical Specifications

### HTML Coding:

- Creatives should be **HTML encoded** - 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 code must **not contain** any special characters.
- The HTML must be validated through [http://validator.w3.org/#validate by upload](http://validator.w3.org/#validate_by_upload) with the following options:
  - Character encoding: UTF8
  - Document type: HTML 4.01 Transitional
- The **<html>** and **<body>** tags must be included.

**ZPG will not be responsible** for any special characters/ images/ tables that do not display properly.

### Width:

- The email must be **no wider than 640 pixels**. This is to ensure that the full width of the email is not cropped when previewed in certain email clients (such as Outlook).

### Images:

- Image 'src' should be set to a relative 'images' folder and **the HTML file and associated images should be supplied within a zipped file**.
- Each image asset file size **must not exceed 200kb**.
- **ALT tags** should be included.
- **Your creative must not be constructed solely from images** (e.g. a jpg version of a print layout). This is because image-only emails are likely to be blocked as spam.
- **Do not use images to show blocks of text** as it reduces the quality of how it appears and additional images will increase the time it takes the email to load on the user's computer. This also enables the computer to 'read' the email copy to users with visual difficulties, thus complying with the Disability Discrimination Act.
- You should aim for a **50:50 balance of text to images** so the user doesn't lose interest with too much text.

### Fonts:

- Only fonts that are present as standard on both **PC's and Apple Macs** should be used. This is because you cannot rely on a user having non-standard fonts.
- If you use a non-standard font (even if it is the 'corporate font') the spacing and appearance would not be consistent between email clients, compromising the email design.
- A list of Mac and PC compatible fonts can be found [here](#)

### Mobile responsive design:

- We strongly recommend that all emails have a **fully-responsive** variant coded for mobile and tablet devices that supports media queries (e.g. iOS native mail app). This is strongly recommended since **70% of our emails are opened on a mobile or tablet device**. Engagement rates can be negatively impacted if the artwork is not responsive.
- We recommend the following media query for mobile responsive templates: **@media screen and (max-width: 600px){}**.

- Email creatives should be **easy to scroll** to enable rapid scanning.
- Text should also be **legible when scaled down** on a smaller screen.
- Mobile optimised emails should be fully tested to ensure the creative renders correctly across email clients. **Creatives that do not render well across email clients will not be accepted at ZPG's discretion.**

#### **Content:**

- Creatives may not contain logos or content relating to ZPG competitors or non member agents/new homes developers.
- Content **must be property related**. Non property related creatives **may not be accepted at ZPG's discretion.**

#### **Preview Text/ Preheaders**

- A preheader (otherwise known as a 'Johnson Box') is the short summary text that follows the subject line when an email is viewed in the inbox. We strongly recommend that HTML creative is supplied with **preview text/ preheaders hard coded into the HTML** to help optimise the campaign in the inbox and increase open rates.

#### **Tracking links:**

- All tracking links should be included within the HTML code supplied. **ZPG cannot take responsibility for inserting tracking links or tags.**

#### **Testing:**

- ZPG should be provided with the **final version** of your email campaign creative.
- Artwork should be **fully proofed and tested prior to submission to ZPG**. This includes testing how the email renders across the full variety of web platforms and email clients.
- We recommend using **Litmus Email Testing** software to test your creatives across email clients prior to submission.