

WHAT TYPE OF MESSAGE SHOULD I SEND?

Harland Clarke recommends a **mobile-friendly design** and suggests you ask these questions before creating your email communications:

1. How will this look on a screen that is only 320 pixels wide?
2. What will not display in Microsoft® Outlook or Gmail™?



43% of Gmail users read email without turning images on.¹



DESCRIPTION	Mobile-Friendly	Responsive	Fixed
BEST FOR	Consistent view across devices	Tailored view by device and browser	Desktop viewing
CODE	Width specified in percentages	Width in percentages and specific to device and browser	Width has fixed dimension
WIDTH	Resizes according to screen size	Resizes according to device and browser	Commonly 600 pixels
MOBILE VIEW	Tables scale; elements within retain size	Elements can swap, disable, resize, etc.	Message shrinks proportionately
FONTS	Fonts retain size	Fonts can change size, color or style	Font sizes shrink proportionately
MOBILE LEGIBILITY	Excellent	Excellent	Generally poor; must scroll & expand
LAYOUT FLEXIBILITY	Elements stack	Elements can change alignment, location, size or hide	Not flexible
MEDIA QUERIES	None	Required	None
COMPATIBILITY	Supported across devices/browsers	Not supported in all mobile environments	Supported across devices/browsers

WHICH EMAIL CLIENTS SUPPORT MEDIA QUERIES? ²

YES. These email clients support media queries.

- iOS (iPhone/iPad)
- Android 4.x native client
- Android Outlook.com app
- Windows Phone 7.5
- BlackBerry OS 6
- BlackBerry OS 7
- BlackBerry Z10
- Kindle Fire native client

NO. These email clients do not support media queries.

- Android Outlook Exchange
- Android Gmail app
- Android Yahoo! Mail app
- Gmail (Android Browser)
- Outlook.com (Android Browser)
- Yahoo! Mail (Android Browser)
- Windows Phone 7
- Windows Phone 8

EMAIL CLIENT MARKET SHARE

As of January 2016³

- #1 Apple iPhone 31%
- #2 Gmail 16%
- #3 Apple iPad 12%
- #4 Google Android 10%
- #5 Apple Mail 7%
- #6 Outlook 7%
- #7 Yahoo! Mail 3%
- #8 Outlook.com 2%
- #9 Windows Live Mail 1%
- #10 Thunderbird 1%

BEST PRACTICES

Don't over-complicate the code: Test your message within a wide variety of browsers and clients to ensure it renders correctly

Use tables: Nest, nest, nest; Set widths in each cell

Always use Inline CSS: Inconsistent support means inline styles are a must

Avoid relying on images: Don't start an email with an image and always use alt text

¹ <https://litmus.com/blog/gmail-data-analysis-reveals-image-blocking-affects-43-of-emails>

² <https://litmus.com/help/email-clients/media-query-support>

³ <http://emailclientmarketshare.com/>