



# GOING RESPONSIVE

The What, Why and How of Responsive Design



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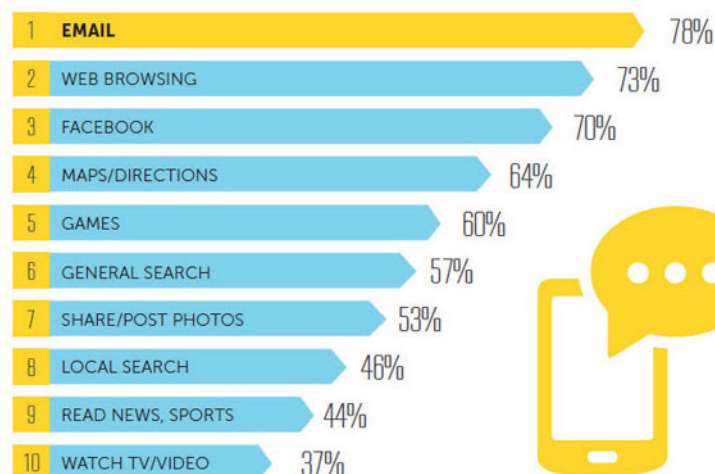
## Chapter ONE

### 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?**

#### MOST POPULAR ACTIVITIES ON SMARTPHONES



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:



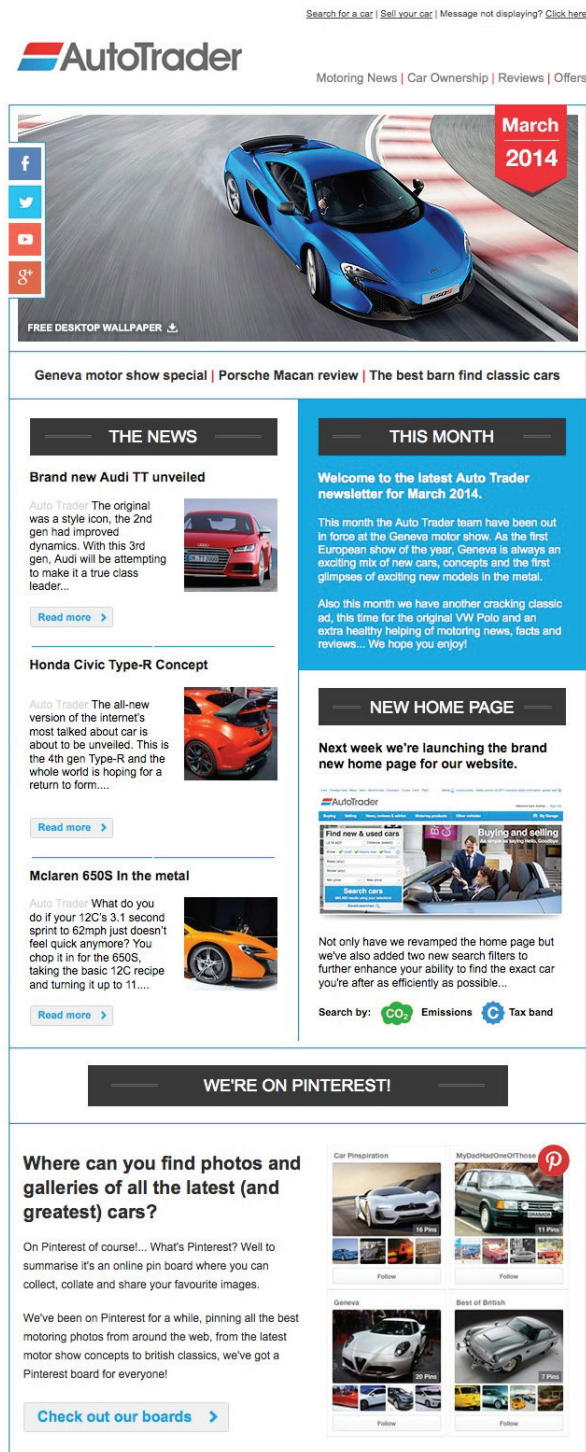
**20%**  
INCREASE IN  
OPEN RATE

**45%**  
INCREASE IN  
ENGAGEMENT

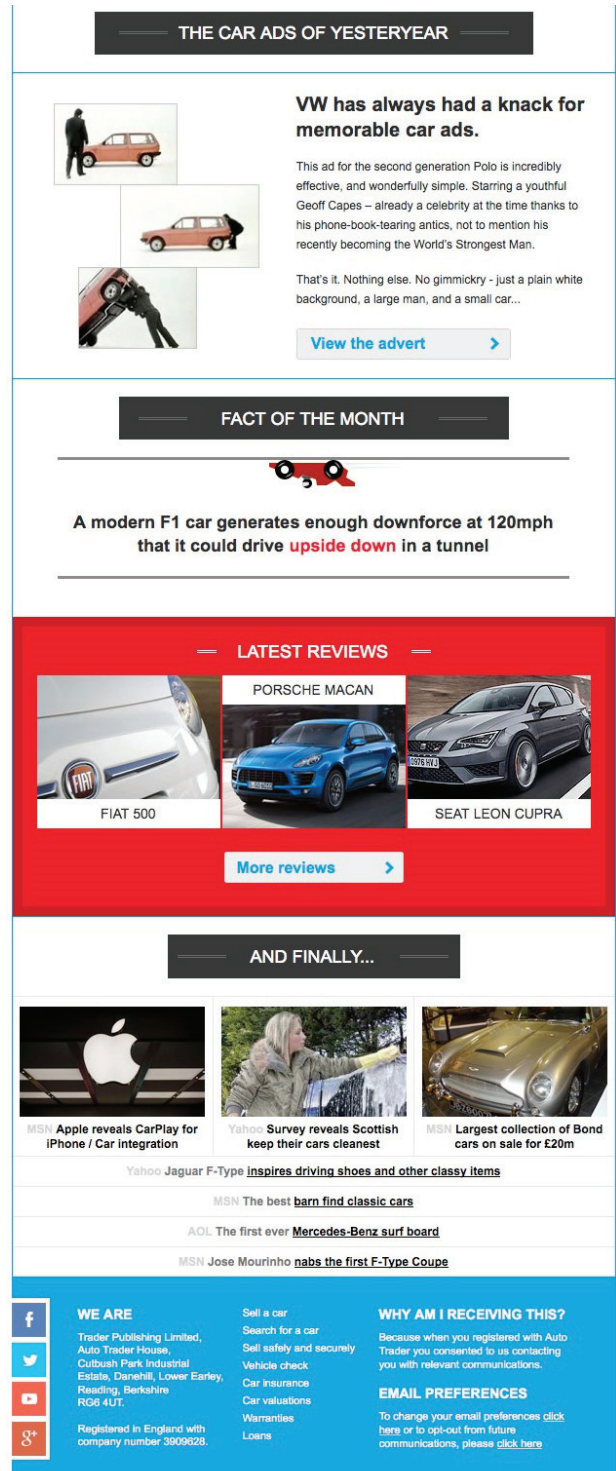
**134%**  
INCREASE IN  
CLICK THROUGH

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

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email continues



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

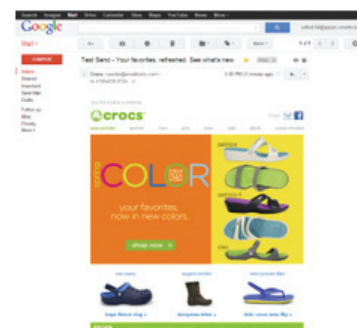
**8.82%**  
LIFT



### 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

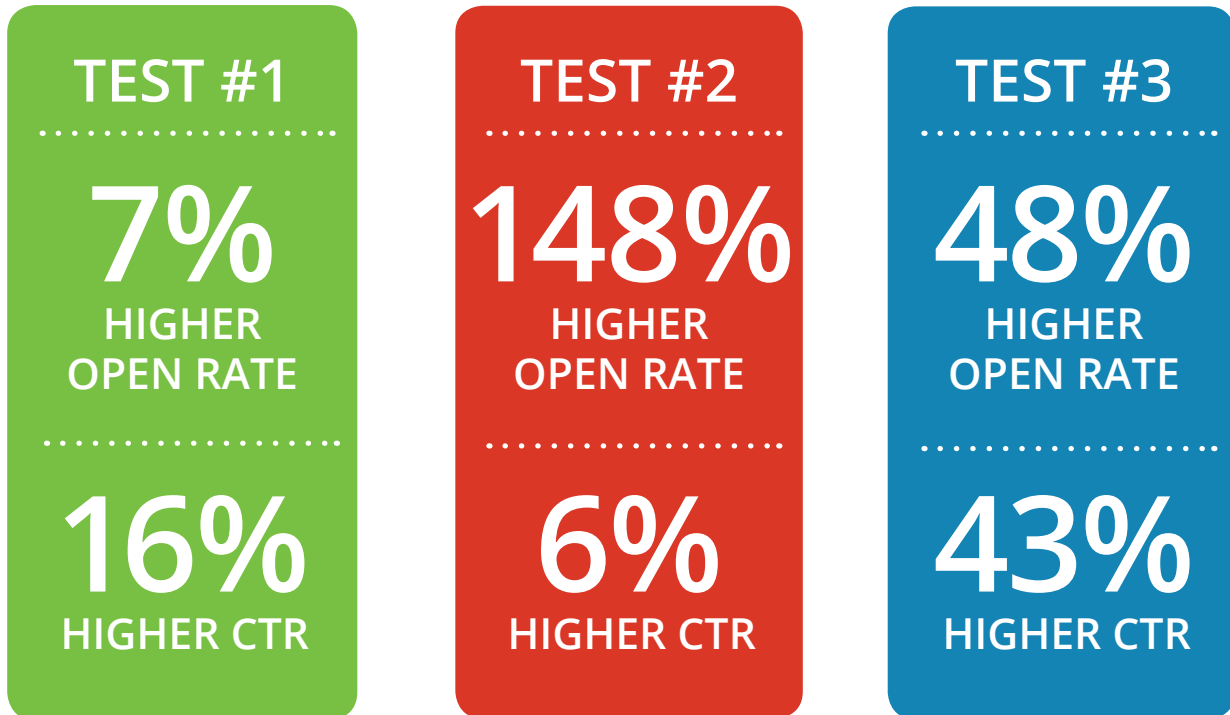
**41%**

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**