Email Marketing Technical Specification

Dimensions

> The email should be 600px wide on desktop
> We advise header images should be no more than 400px in height
> Ensure the file size is no larger than 100kb
Mobile - The HTML should be 320px wide for mobile phone screens

Think Mobile!

On average, 62% of emails sent by Rightmove are opened on a mobile phone*

Structure

> The email creative should be provided as a **HTML document**
> Use **\<table\> \<tr\> \<td\>** rather than **\<div\>** tags to structure your email
> Do not use images to show blocks of text - always hard-code writing
Mobile - Single column layouts appear best on mobile - stack or hide content as necessary

Images

> All images should be sized correctly before loading to the HTML
> Ensure **style="display:block;border:none"** is included on all images
> Apply 'alt' text on all images to ensure your email can be understood with images switched off
> Avoid using background images as these can be unreliable
Mobile - Make sure any text on images is large enough to read on a mobile phone screen

Styling & special characters

> Ensure all font styling & background colours are applied within the relevant **\<td\>**
> Hard-code special characters such as bullet points **•** and pound sign **£**
> Always define alignment within the **\<td\>** as some platforms default left, others will centre align
Mobile - You can also change your font styling for mobile only if coding a mobile responsive HTML

Miscellaneous

> Avoid using words that could trigger spam filters such as 'free', 'discount' and 'guaranteed'

Other resources available from your Account Manager

Text Content Guidelines
Make sure your content complies with CAP codes & Rightmove Guidelines

Template Guide
Decided against coding your own email? Take a look at our mobile responsive templates

*Based on circa 1.8m email opens in Q1 2015

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