



**THE POWER
OF THE
EMAIL AD UNIT**

THE POWER OF EMAIL ADVERTISING

Email advertising is more powerful than ever

Not only does email have the highest ROI, but it's the preferred channel of communication and most effective across all devices.

- Email has the highest ROI among digital channels, with a return of 38-to-1 on every dollar invested. (Litmus)
- 72% of consumers prefer brands to communicate via email over any other channel. (MarketingSherpa)
- Combining email tactics with current mobile usage trends creates an opportunity for unprecedented engagement. (Gmail)

Opportunity for Success

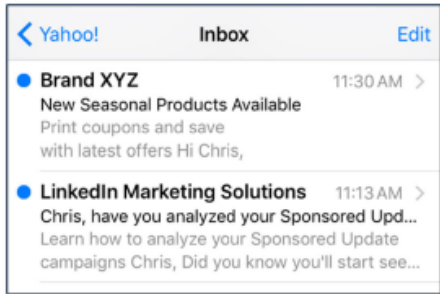
Expand advertiser reach to hyper-targeted audiences beyond what other media properties, advertiser CRM databases, or channels can offer.

- Deliver offers where and when your audience has the highest interest and attention.
- Reach customers using their preferred method of communication with brands.
- Maximize your media budget with less waste and a higher ROI.
- Guarantee all impressions are actively viewed, with interactive and personalized layers of engagement available.

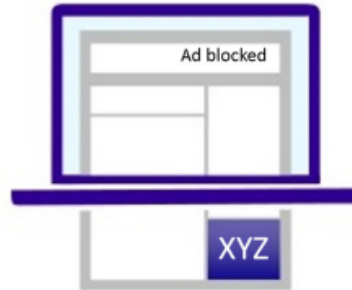


THE VALUE OF THE INBOX

Accessing the inboxes of hyper-targeted people represents a significant media opportunity other channels can't offer. Simply glancing at a typical display ad, tweet, or post is often a passive impression at best. When people check email they are actively reading and making decisions about what's in front of them. Your brand, offer, and call-to-action will be viewed at the point of highest concentration and interest with your target audiences. Even if someone only sees the preview of an email in their inbox, the impression is active and more effective than most passive display views.



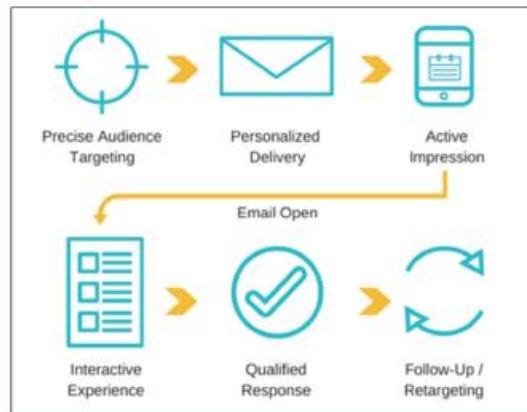
High concentration while deciding next step. 100% delivery to recipients guarantees all impressions are active and viewed.



Low concentration on ad while reading page content, or below the fold placement. Ad blocking and viewability are issues.

LAYERS OF ENGAGEMENT

Hyper-Targeted Email is the only channel with multiple layers of engagement. It starts with active impressions by all targeted recipients, continues with opening the email to interact with the content and offer, and drives qualified responses as people click-through. The entire experience happens at the point of highest interest and attention. Hyper-Targeted Email Advertising stands out by delivering active impressions and interactive experiences all the time, where other channels are often flat and passive.

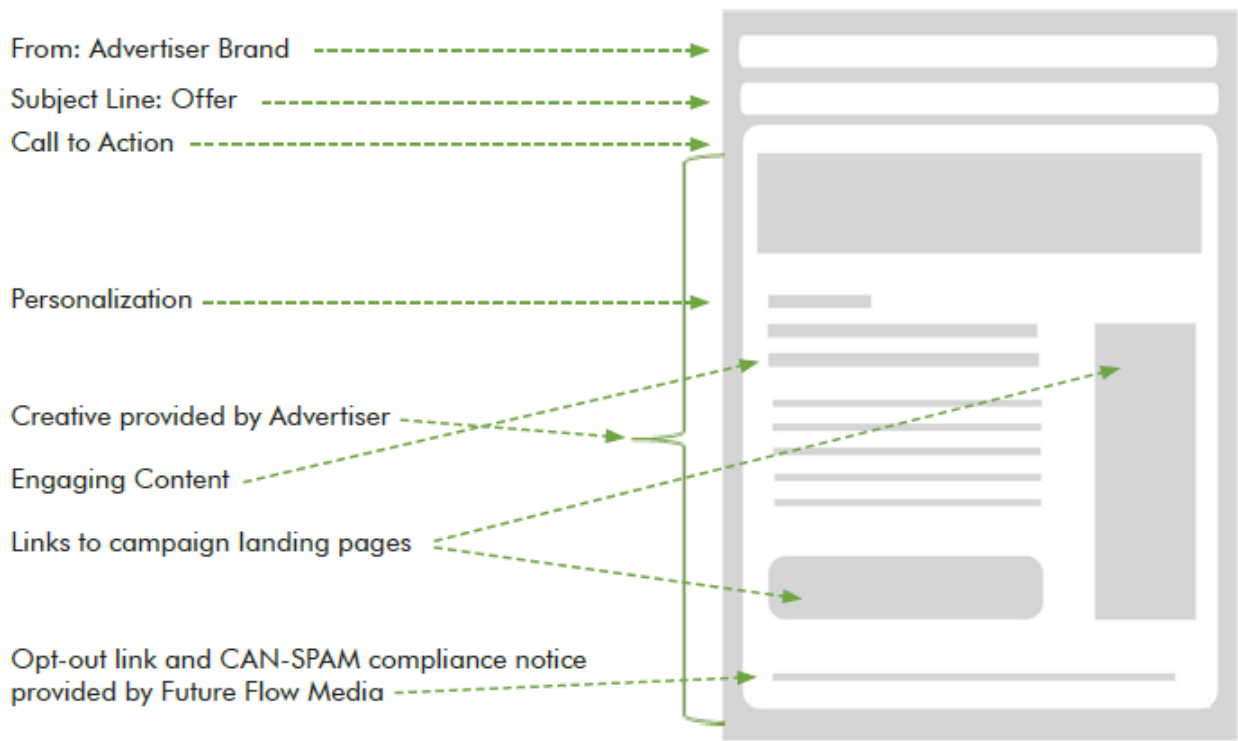


ANATOMY OF THE EMAIL AD UNIT

Active Impression (Email Preview)



Interactive Experience (Email Open)



MEASURING SUCCESS

The following definitions explain common email campaign reporting terms, metrics, and KPIs.

Metrics

- Sent: The number of individual email recipients who were sent an email
- Bounced: The number of undelivered emails (hard bounce) due to expired or unreachable email addresses. Source Path Digital continually validates the email addresses in our database to keep bounce rates to a minimum.
- Delivered: The number of emails sent that did not bounce.
- Total Opens: The number of times the email was viewed by recipients. This relies on recipients either allowing or choosing images to be viewed/downloaded.
- Unique Opens: The number of recipients who opened the email.
- Total Clicks: The number of times links in the email were clicked.
- Unique Clicks: The number of recipients who clicked a link in the email.
- Click-by-URL: The number of times each link in the email was clicked.

KPI's

- Bounce Rate: Bounces divided by Sent
- Open Rate: Opens divided by Delivered
- Click Rate (CTR): Clicks divided by Delivered
- Click-to-Open Rate: Clicks divided by Opens



EMAIL AD UNIT SPECIFICATIONS

Digital File

Provide an HTML file that has been coded for email compatibility or a Photoshop (PSD) file that will be cut up by Source Path Digital's development team.

Optimal Dimensions

The email design should not exceed a width of ~600 pixels. Most email clients have a small preview window and you should generate interest in the top 300 pixels of the message.

From Name

A From Name must be provided that has the name of the advertiser.

Subject Line

A Subject Line must be provided. It should be short, to the point, and promote the offer.

Hidden Preheader

This is a short "secondary subject line" that will appear in email previews and should include key offer or call-to-action information.

Avoid

Email creative cannot include Flash, video, or JavaScript. These will not work in most email clients and may trigger security warnings.

Image Files

All images used in the email must be either hosted on the web or provided with the creative assets.

CSS

External style sheets (CSS) should use an absolute link.

Footer

Source Path Digital will add footers to the email with information about our permission-based email program and unsubscribe information. Unsubscribe links to the advertiser's subscription management pages are not required and can be added at the advertiser's preference.

Use Standardized Fonts

Characters in the HTML file must be within the US-ASCII character set (which excludes most accented characters and symbols). Replace characters outside this range with suitable proxies (e.g., two dashes for one em-dash) or HTML character entities (e.g., © for © or ´ for é).



ALT text

Specify ALT text for embedded images, especially images conveying information important to the meaning of the mailing (e.g., offer details). If email software is configured not to load images, your ALT text is the only thing readers will see. Unimportant images should receive empty ALT attributes.

Do not use frames or image maps.

Instead of image maps, cut up the image into individual pieces so that each area that should be linked will be a separate image.

Animation

Animated images may not work in all email clients and should have an appropriate first frame as a static image alternative.

Elements inside elements

Do not rely on elements inside the element of your HTML file, or attributes of the element. Email clients may not use them.

Nested tables

They should be kept to a minimum. Background colors on the element may not be rendered properly and you should use tables for such attributes.

