



MEET



The Gotham

from Just Salad's Summer Menu



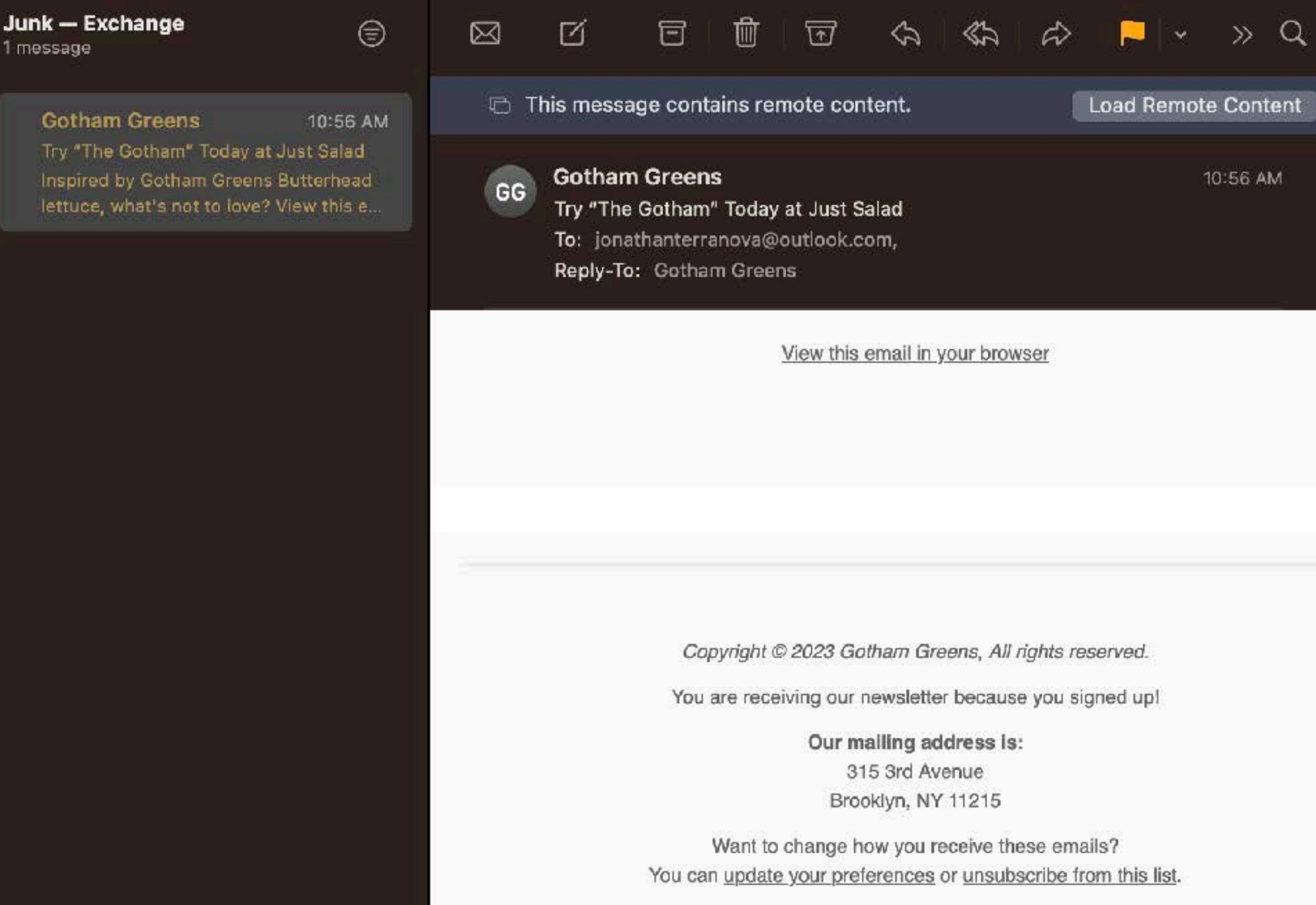
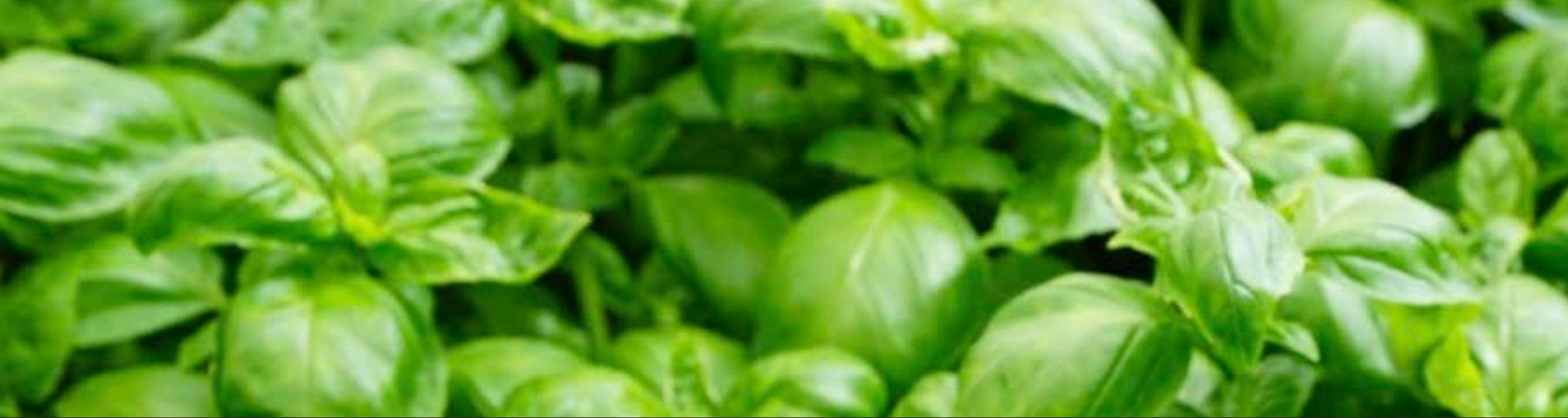
IN COLLABORATION WITH
**just
salad**

See the Summer Menu

Email Audit Findings

Enhancing the Impact of Gotham Greens' Campaign

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Hi 🖐️, I'm Jonathan!

I really dig Gotham Greens, so I signed up for your newsletter.

A few days later I received my first email! Unfortunately, it was in the junk folder. Plus, without loading remote content it was totally empty.

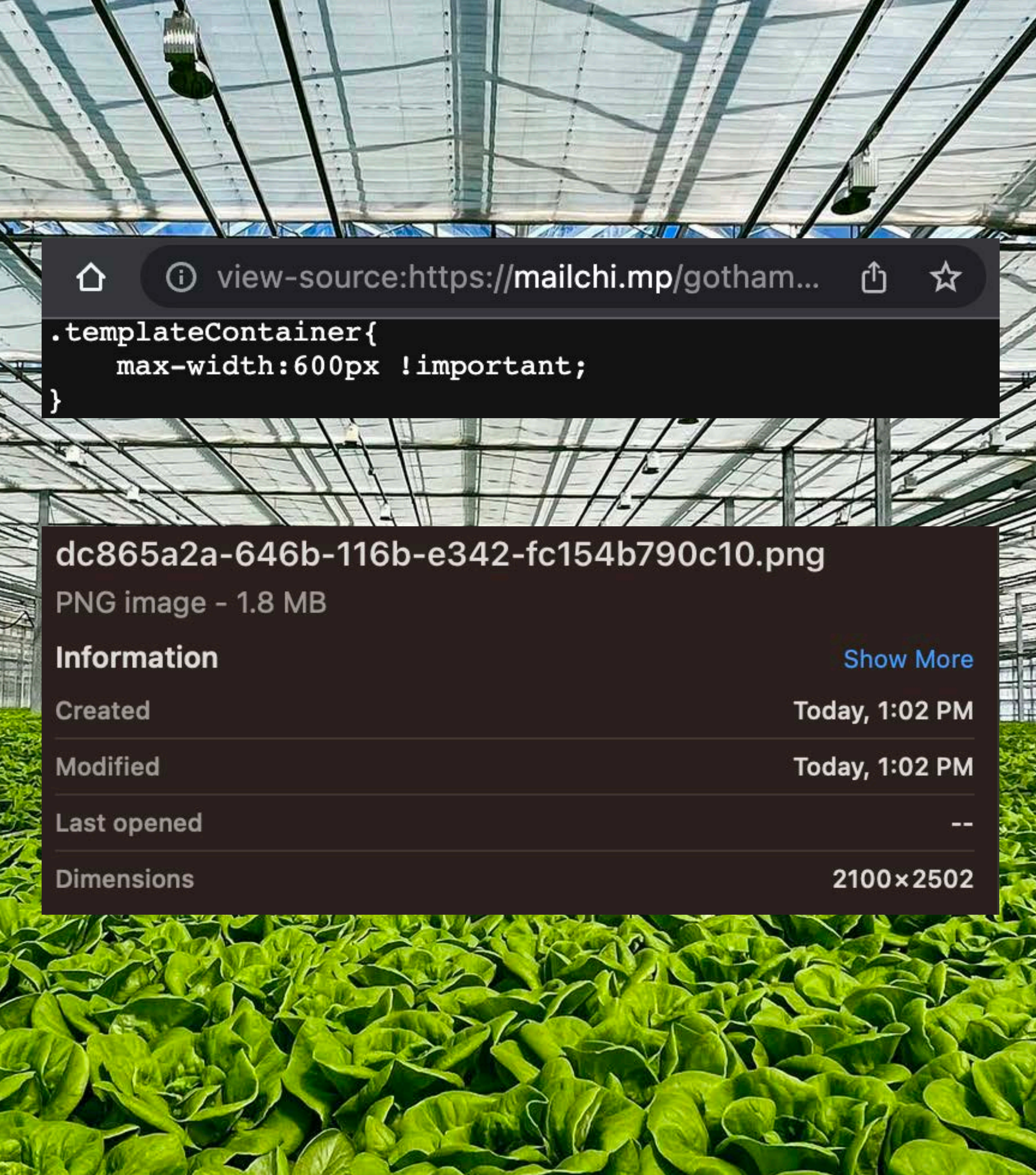
That shouldn't be the case and it doesn't have to be. Let's explore some key insights to optimize your email campaign for better results and customer engagement.

Key Findings

A Quick Checklist for areas of improvement

- ✓ Image Sizes
- ✓ Image Weight
- ✓ HTML Text
- ✓ Alt Tags
- ✓ Deliverability





Recommendation 1

Large Image Sizes & Dimensions

Industry recommendations for good deliverability are less than 102KB for your entire email. The email I received was 25X larger at **2.6MB!** 😲

File sizes are important, but so are pixel dimensions.

Your email template is 600px wide, but your images are 3.5X larger at 2100px wide. Luckily, this is an easy fix!

But first, what's the big deal about image sizes?

- It reduces your load times
- They can trigger spam filters
- It increases your overall carbon footprint

Recommendation 1: A Test

Optimizing Images: Large vs. Small Sizes

Original

Dimensions: 2100px x 2502px

Size: **1.8MB**

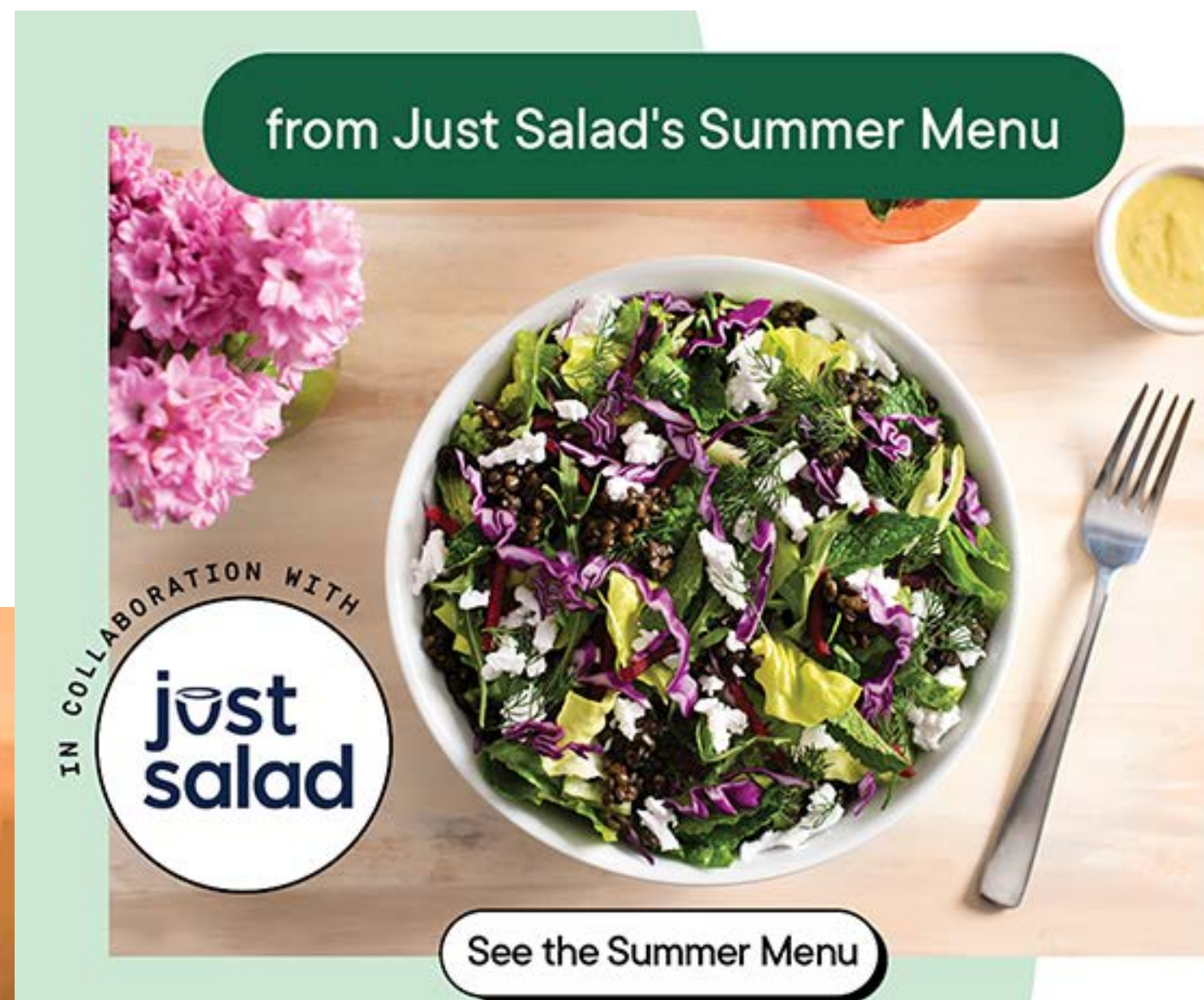
(shown at email container width of 600px wide)



Resized

Dimensions: 600px x 715px

Size: **491KB**



Resized and Optimized

Dimensions: 600px x 715px

Size: **119KB**



Recommendation 2

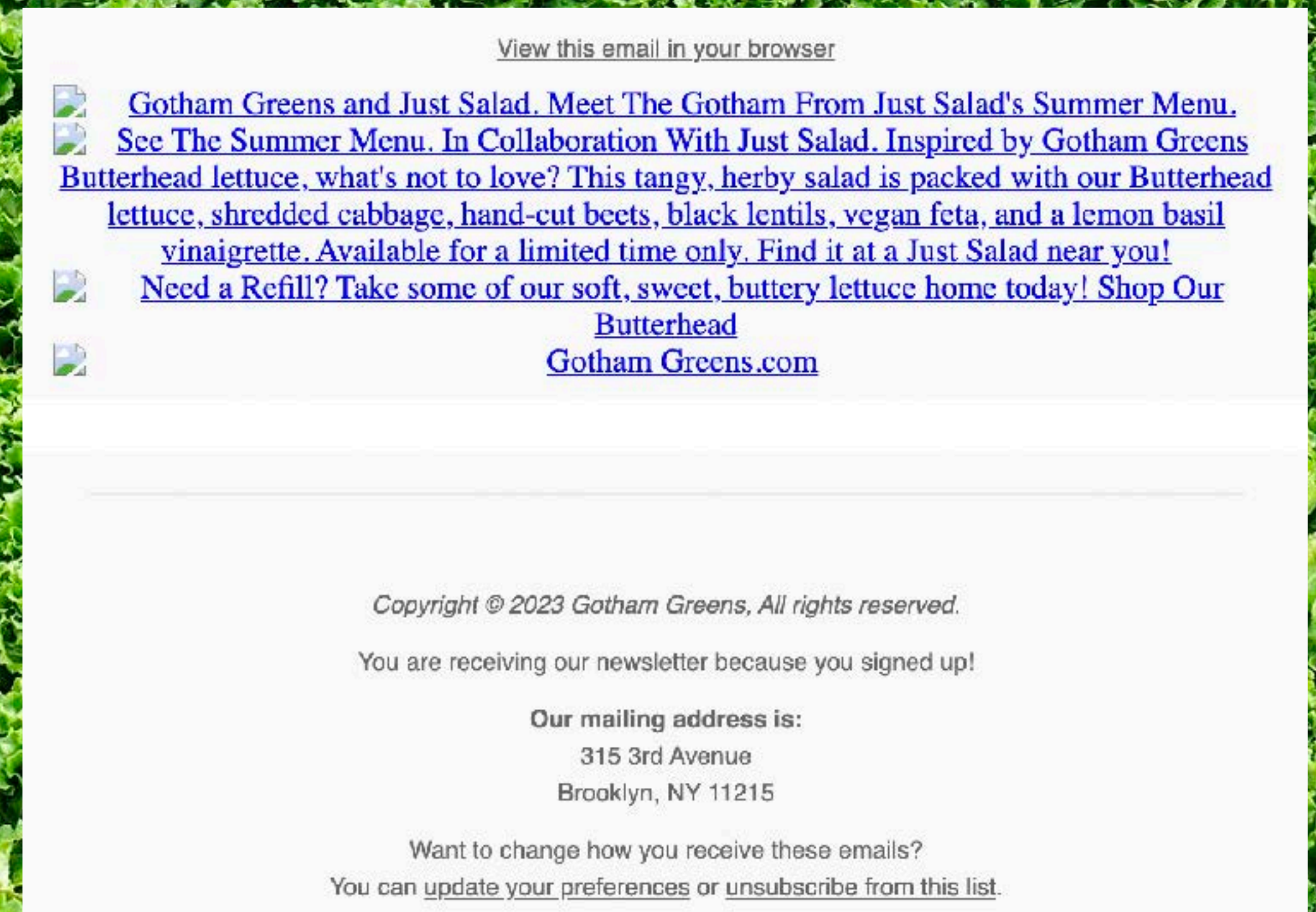
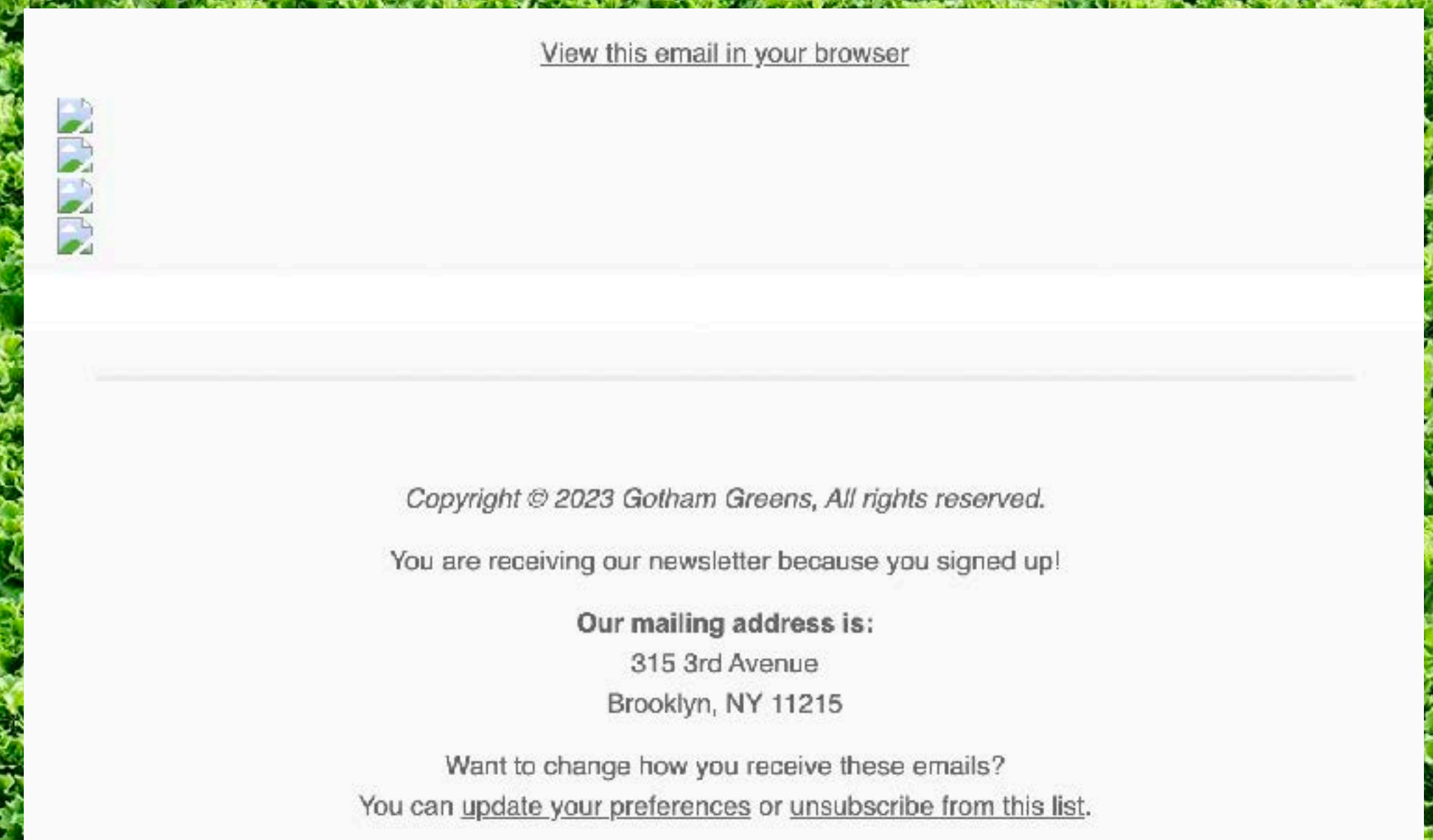
Include Alt Tags for All Images

Adding alt text **enhances accessibility and improves deliverability**. It not only allows people to read your copy if the image doesn't load, it is also read by screen readers for people with visual impairments.

Top Image: No alt tags

Bottom Image: Alt tags added

 *Pro Tip: Alt tags can be stylized too!*



Recommendation 3

Consider Text Based Alternatives: Combine Images & HTML Text



◀ **Original**

Size: **1.8MB**



▶ **Resized, Optimized,
& HTML Text**

Size: **94KB**

Inspired by Gotham Greens Butterhead lettuce, what's not to love?

This tangy, herby salad is packed with our Butterhead lettuce, shredded cabbage, hand-cut beets, black lentils, vegan feta, and a lemon basil vinaigrette. Available for a limited time only.

Find it at a Just Salad near you!

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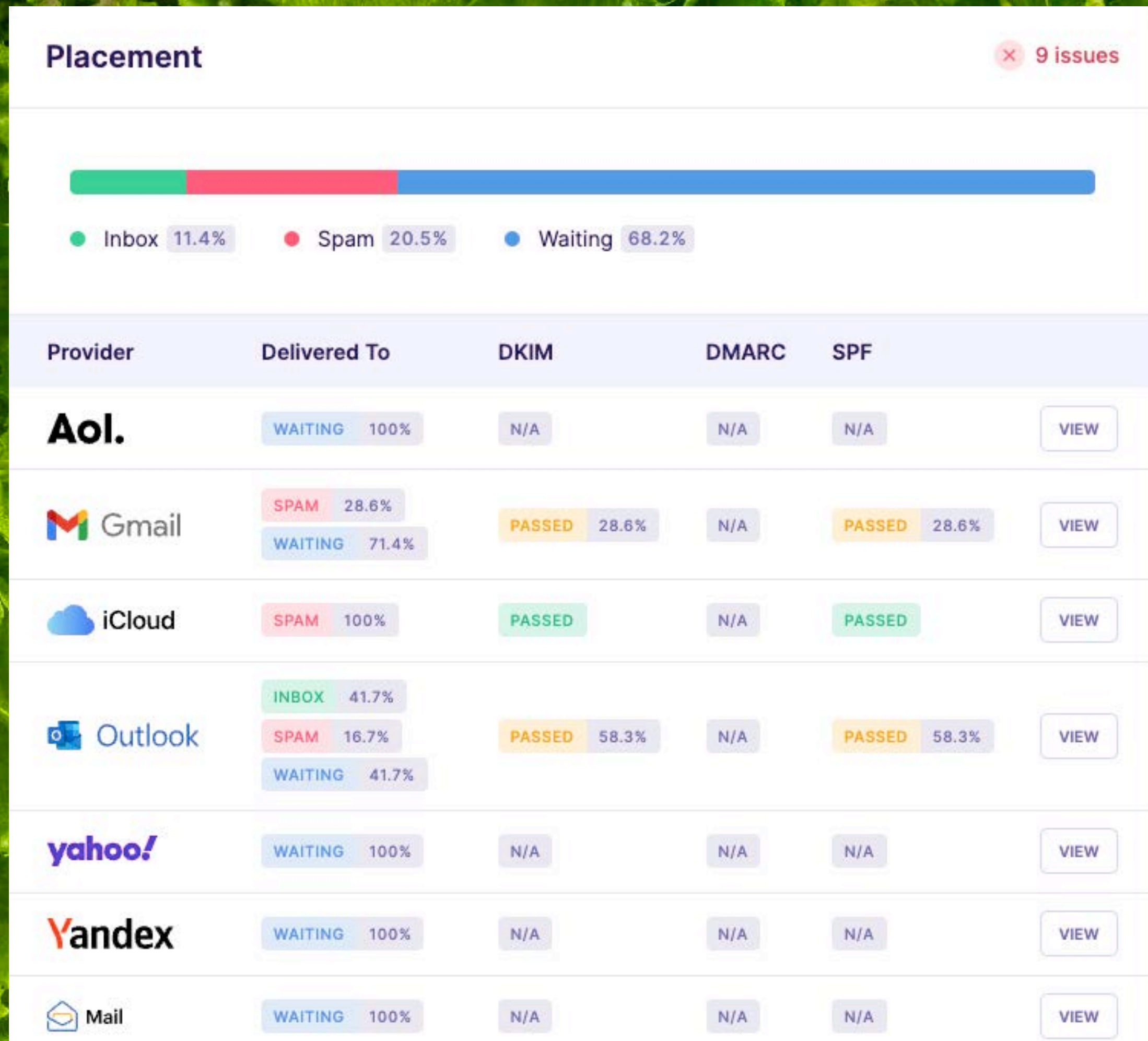
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Recommendation 4

Test Email Deliverability

Your Email Service Provider will have the proper tools to test consistent inbox placement, but there are third party tools that can help too. You could even set up your own mobile lab (if that's your thing)!

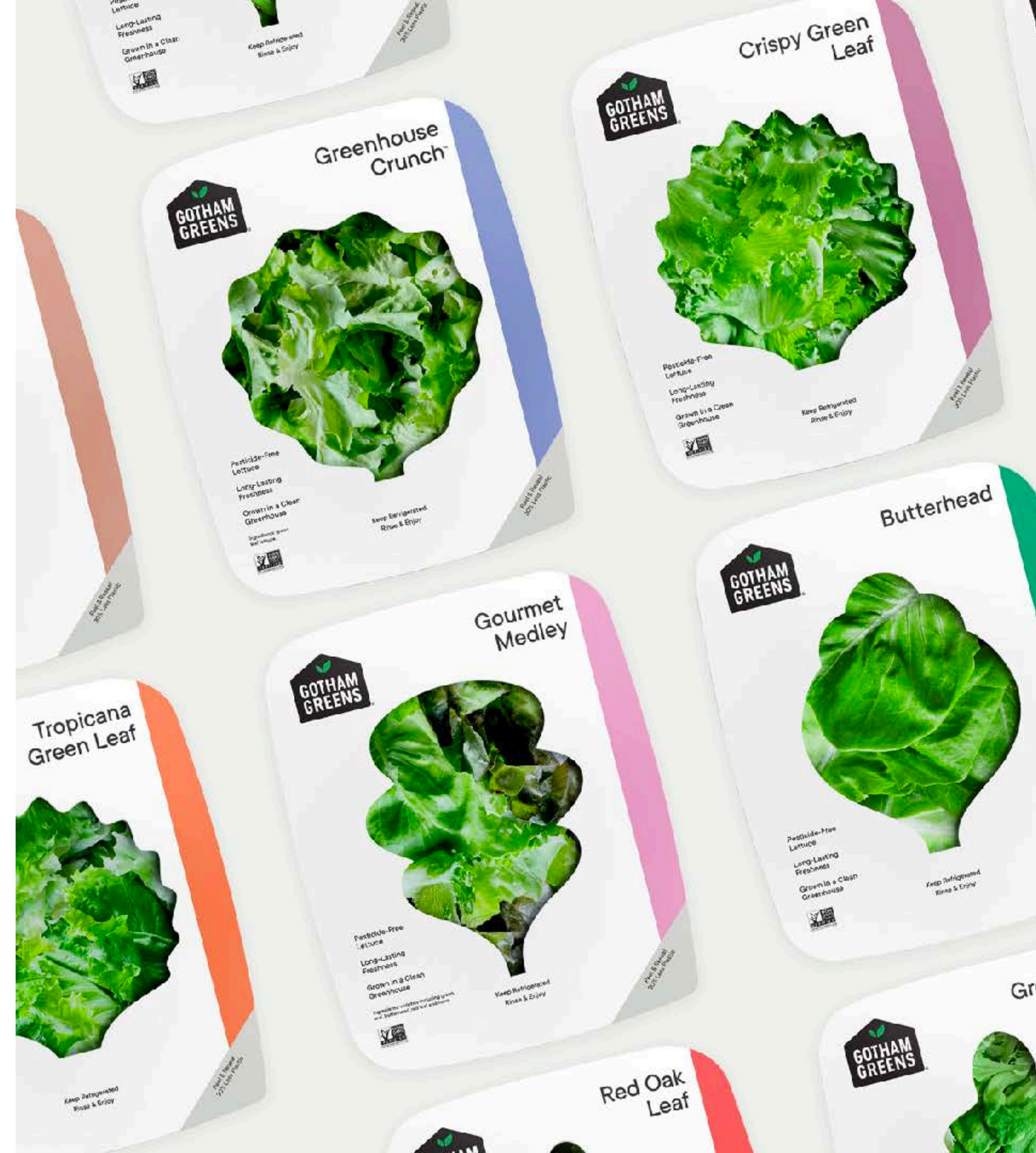
🎯 Pro Tip: Your ESP may contribute to this problem with their own poor deliverability rate. Not all ESPs are the same!



Key Recommendations

A Quick Recap

- ✓ Reduce Image Sizes (Dimensions)
- ✓ Reduce Image Weight (Optimization)
- ✓ Use HTML for Text
- ✓ Include Alt Tags
- ✓ Test Email Deliverability





Overall Benefits

For your business, your customers, and the environment

- ✓ Increased Deliverability
- ✓ Enhanced Readability
- ✓ Faster Experience
- ✓ Mobile Friendly Design
- ✓ Better Email Rendering
- ✓ Increased Accessibility
- ✓ Higher Conversion Rates
- ✓ Improved Email Analytics
- ✓ Increased Customer Engagement
- ✓ Better Search Engine Optimization
- ✓ Decreases your carbon footprint

Let's work together!

There are many more recommendations for a great email program. I'd love to chat about them.

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