litmus

# 2017 State of Email Creative

How marketers go from inspiration to email design to landing page

# Email creative is unlike web or print design. It has its own unique constraints and opportunities that marketers must master to make the most of the channel.

The rendering of your design is affected by the email client and screen size used to view it, whether images are disabled, and more. And you have lots of opportunities to up-level your design by using dynamic content, interactive email elements, A/B testing, and more.

In our second annual State of Email Creative report, we examine every facet of email design, including:

Use the results to benchmark your own email creative and design processes, to identify opportunities for improvement, and as evidence to argue for the need to experiment with new email approaches, elements, and tactics.

Now, let's make our email creative better!

## State of Email Survey

All of this is made possible by the more than 3,500 marketers who generously took the time to take our State of Email Survey and share their insights with the industry. For a breakdown of the demographics of our respondents, check out this **snapshot of the email professional**.

**See all our State of Email research ➜**

# Key Takeaways & Action Items

A wide range of factors impact the success of your email designs. Here are our top tips from the 2017 State of Email Creative report to help you maximize your efforts:

**1. Adopt responsive email design,** whether it's adaptive, hybrid, or a traditional responsive design. More than two-thirds of brands are using responsive design for their broadcast and segmented emails, which is appropriate since the majority of emails are read on mobile devices.

**2. Use animation more.** While marketers are skeptical of the value of HTML5 video and interactive email, they are clearly seeing results from animated GIFs and CSS animation. Marketers who describe their email programs as successful are 52% more likely than those at less successful programs to use animation at least sometimes in their email designs (53% vs. 35%).

**3. Style your ALT text.** While 62.9% of brands always use ALT text for the images in their emails, only 12.4% always used styled ALT text. While styling is not universally supported, most email clients allow you to specify the font face, size, weight, and color using CSS. Successful programs are 40% more likely than less successful programs to always use styled ALT text.

**4. Use dynamic content to personalize your emails.** Relevance is key for email marketing success, and dynamic content is a critical tool for creating personally compelling messages. More than 40% of brands use dynamic content always or often in their emails.

**5. A/B test more often—especially your triggered emails.** Testing helps you listen to what your subscribers want. A/B testing your broadcast and segmented emails is great, but the competitive advantage is much greater when you test your automated and transactional emails. For example, marketers who describe their email program as successful are 70% more likely than those at less successful programs to A/B test their automated emails at least once a year (43% vs. 26%).

## Become a Better Email Marketer at Litmus Live

Since 2013, Litmus Live has brought thousands of email marketers together to share real-world advice, best practices, and practical takeaways. Litmus Live workshops and sessions are so valuable that 98% of attendees say they'd recommend Litmus Live to a friend.
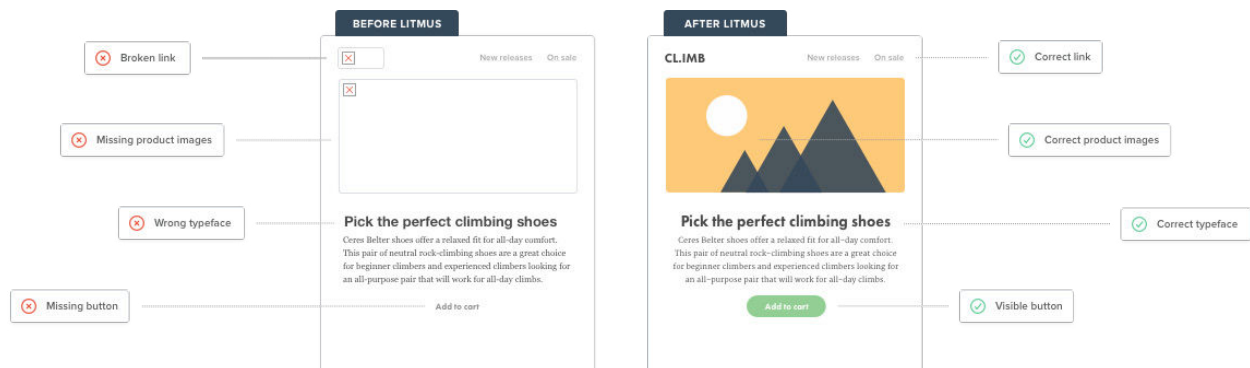
**Learn more about Litmus Live �탕**

# Who Is Litmus?

Litmus is passionate about email marketing research, because our mission is to help brands get access to the knowledge and tools they need to send better email. Through our industry-leading **blog**, **Litmus Live conferences**, **ebooks**, **webinars**, **Email Design Podcast**, and more, we discuss best practices and explore trends to help your team stay on the forefront of the industry.

We are also passionate about software that makes creating high-performing email easy. Marketers use the Litmus Email Creative Platform alongside their existing email service provider to ensure a consistently great brand experience for every subscriber, work more efficiently, accelerate campaign performance, reduce errors, and stay out of the spam folder.

Email marketing is complex. But through hands-on advice and software you can trust, we enable your team to do their best work—creating innovative, on-brand campaigns that engage and delight audiences. With the Litmus Email Creative Platform, you'll have the tools and insights you need to provide your customers with an incredible email experience—and get the best results in return.

| BEFORE LITMUS | | AFTER LITMUS |
|---|---|---|
| ⊗ Broken link | | ⊘ Correct link |
| ⊗ Missing product images | | ⊘ Correct product images |
| ⊗ Wrong typeface | | ⊘ Correct typeface |
| ⊗ Missing button | | ⊘ Visible button |

**Pick the perfect climbing shoes**

Ceres Belter shoes offer a relaxed fit for all-day comfort. This pair of neutral rock-climbing shoes are a great choice for beginner climbers and experienced climbers looking for an all-purpose pair that will work for all-day climbs.

Add to cart

## Never Send a Broken Email Again

Join over 250,000 other companies and use Litmus alongside your existing email tools to send email with confidence, every time.

**Try Litmus for Free ➜**

# Finding Email Inspiration

Inspiration is often the first step in email design, and email marketers have a steady supply of it in their inboxes, with nearly a quarter of marketers subscribing to 50 or more brands. Apple and InVision top the list of brands email marketers watch most closely.

From **previous research**, we know that email marketers also find inspiration on a variety of industry blogs and websites like Really Good Emails, as well as Pinterest, Twitter, Dribbble, and other social media sites.

Wherever you find inspiration, we recommend that you keep a "swipe file" of your favorite emails, whether it's screenshots, view-online links, or via an email capturing tool like **Litmus Scope**. However you collect inspiring emails, share them with your teammates via a Google Doc, Dropbox folder, or a Slack channel.

# Number of Brands Email Marketers Follow

How many brands' emails have you subscribed to, either for personal or professional reasons?

2,883 respondents



- 5.7%
- 3.6%
- 36.1%
- 40.0%
- 14.6%

- ● Fewer than 20
- ● 20–49
- ● 50–99
- ● 100–199
- ● 200 or more
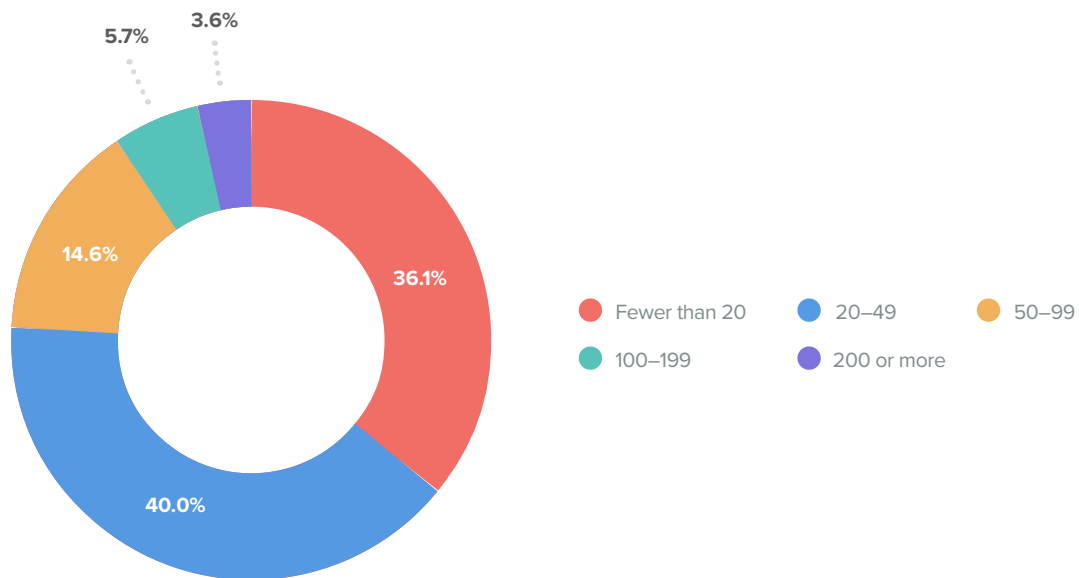
## Save and Share Your Favorite Emails with Litmus Scope

Received an inspiring email? Capture it with a single click
using Scope, which lets you:

- View the email in desktop, mobile, and plain-text environments
- Inspect the email's HTML and import it right into Builder,
  Litmus' code editor
- Obscure private content in the email before sharing it with others

**Download Litmus Scope for free →**

# Brands that Inspire Email Marketers

Which brands do you think have the most inspiring email marketing programs?

1. Apple
2. InVision
3. HubSpot
4. MailChimp
5. Amazon.com
6. Airbnb
7. Nike
8. Starbucks
9. Uber
10. J.Crew
11. Sephora
12. REI
13. ASOS
14. Chubbies
15. Email on Acid
16. Moo
17. Really Good Emails
18. Kate Spade
19. Campaign Monitor
20. Netflix
21. Adobe
22. Loft
23. theSkimm
24. Code School
25. Huckberry
26. Nest
27. Action Rocket
28. Evernote
29. Patagonia
30. Virgin Airlines

*Respondents said Litmus' emails are more inspiring than Apple's, but we excluded ourselves from the list because we thought they were a little biased...delightfully biased. That said, feel free to subscribe to the Litmus newsletter and see what all the fuss is about.*

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**ACTION ITEMS**

☑ Sign up to get emails from some of these brands and see for yourself why other email marketers are so impressed.

☑ For more inspiration, compare 2017's must-subscribe brands to our list of brands that email marketers love from 2016, when the top five were Amazon, Apple, Campaign Monitor, MailChimp, and HubSpot.
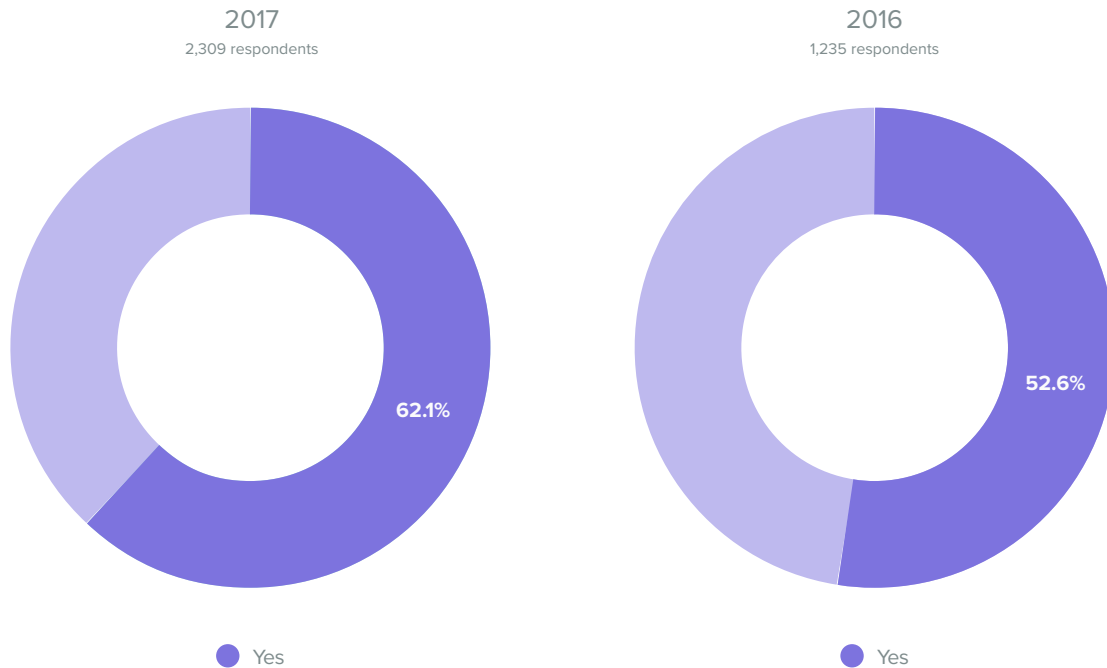
# Brand Guidelines

Every brand has guidelines that codify various design decisions so that they have a consistent look in print, on the web, and elsewhere. Brand guidelines typically include approved logo designs, indicate which font faces can be used and in what situations, establish a color palette, and more.

But applying your web and print brand guidelines to email can be a frustrating proposition. That's for a couple of reasons: First, email has some limitations that make it difficult or foolish to stick to your standard brand guidelines. Fonts are a great example of this. The chances are high that your brand font isn't supported by email clients. While you could use text embedded in an image as a workaround, you're better off compromising on a well-supported web safe font—or even a **web font**—for at least most of your text.

And second, email has unique elements that aren't defined in typical brand guidelines. For instance, your email brand guidelines should define styling, content, and coding for headers, footers, bulletproof buttons, preview text, and more. You want your email brand guidelines to address both these strategic compromises and unique email elements.

# Brand Guidelines for Email

Does your company have design or brand guidelines specifically for email?

### 2017
2,309 respondents

62.1%

● Yes

### 2016
1,235 respondents

52.6%

● Yes

Marketers who describe their email programs as successful are 22% more likely than those at less successful programs to have brand guidelines for email (67% vs. 55%).

**ACTION ITEM**

☑ Create brand guidelines for your emails, or update them if you already have them. Not sure what to include or add? Check out **Why You Need Brand Guidelines for Email and What to Put in Them**.

# Design Approaches

Emails can be designed using a variety of approaches that range in complexity and favor certain environments over others. We grouped these approaches into three major buckets:

1. **Desktop-centric design**, which is deferential to desktop viewing by using 2+ columns, small text and images, and tightly clustered buttons and links
2. **Mobile-aware design**, which is deferential to smartphone and tablet viewing by using a single column layout, large text and images, and large and well-spaced buttons and links
3. **Responsive design**, which is optimized for both desktop and smartphone viewing by using media queries and other techniques to adjust email content and layout to a subscriber's screen size

Based on **observational research we've done**, we know that our survey respondents are significantly ahead of the curve in terms of embracing responsive design. That said, responsive design has become the status quo. If you're not using it, you should be planning on adopting it.

While responsive design can be used to make dramatic changes in design and content for desktop and mobile versions, the vast majority of brands use it to make minor changes, such as hiding some content in the mobile version. With plenty of **free templates available** and lots of online advice out there, making the move to responsive design isn't as daunting as it used to be.
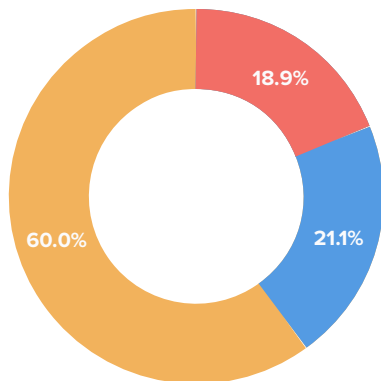
## Design Used for Broadcast & Segmented Emails

Which email design approach does your company typically use for its broadcast and segmented emails?

2,326 respondents
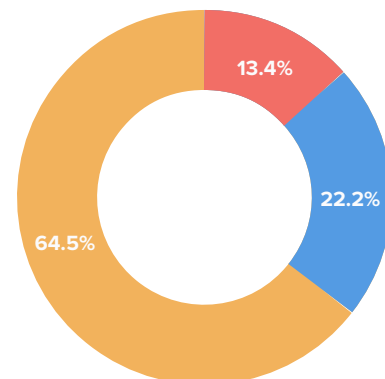


Desktop-Centric ● Mobile-Aware ● Responsive

10.6%
21.0%
68.4%

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18.9%
21.1%
60.0%
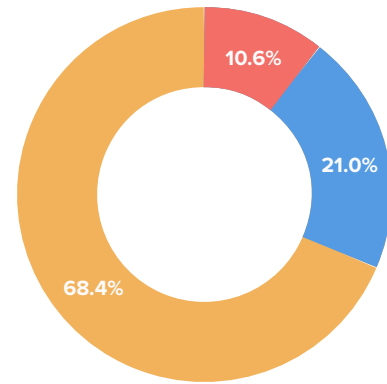
Desktop-Centric ● Mobile-Aware ● Responsive

## Design Used for Transactional Emails

Which email design approach does your company typically use for its transactional emails?

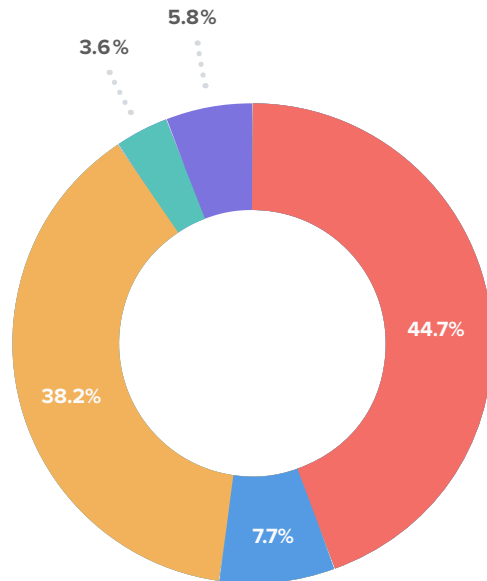1,957 respondents

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## Design Used for Automated and Triggered Emails

Which email design approach does your company typically use for its automated and triggered emails?

2,096 respondents



Desktop-Centric ● Mobile-Aware ● Responsive

13.4%
22.2%
64.5%

# HTML Structure

Which approach does your company use for its HTML email structure?

1,978 respondents

44.7%

38.2%

7.7%

3.6%

5.8%

Marketers who describe their email programs as successful are slightly more likely to use **hybrid design** and the **Fab Four technique** and less likely to use a traditional table design and the **three-table-cell approach** compared to those at less successful programs.

- **Traditional table:** You use traditional HTML fixed width or max width table structure as a base
- **Three table-cell:** You use three table cells as your structure with the outer cells being empty with no defined width and the middle cell having a defined width
- **Other**
- **Hybrid/spongy:** You use a combination of <div>s and tables to structure your email that works fluidly without media queries
- **Fab Four technique:** You use a combination of <div>s that work fluidly without media queries (only works at one defined breakpoint)

## Get Responsive Email Templates from Litmus

Litmus Community Templates features more than two dozen free responsive email templates that you can download and customize to suit your brand.
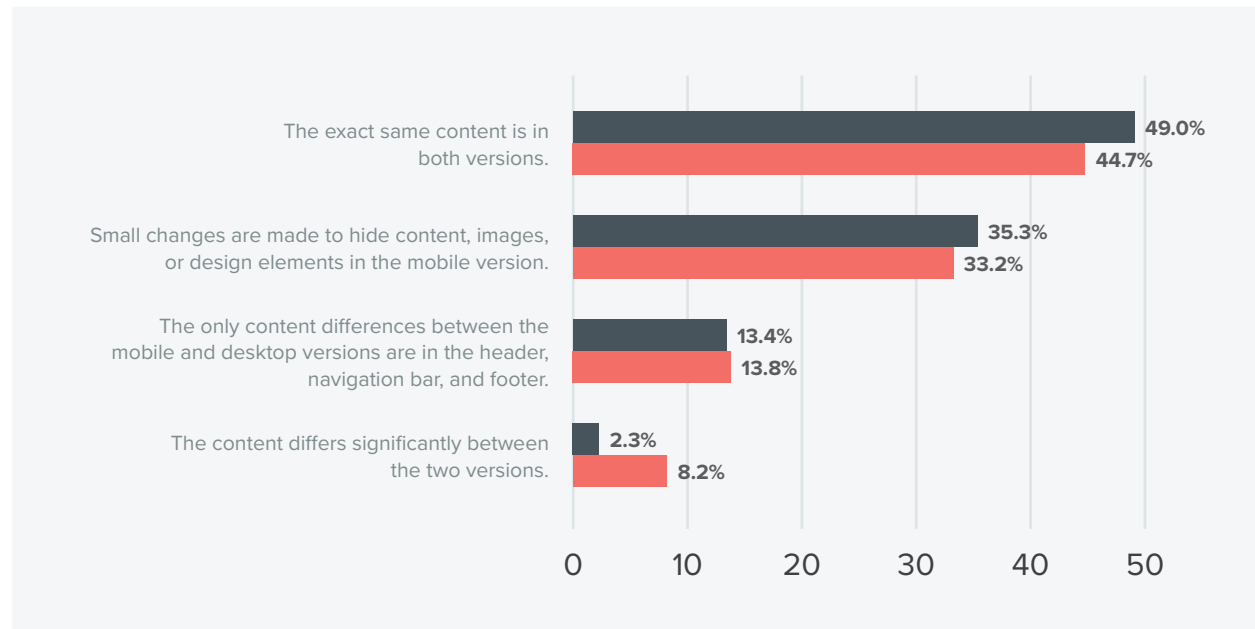
**Get free Litmus-tested email templates ➜**

# Responsive
# Design Philosophy

When using responsive email design at your company, to what degree does the content in the desktop and mobile versions need to match?

Likely because of time and efficiency pressures, marketers are simplifying their use of responsive design. The number of marketers using responsive design to make significant changes between desktop and mobile versions fell by more than two-thirds since 2016.
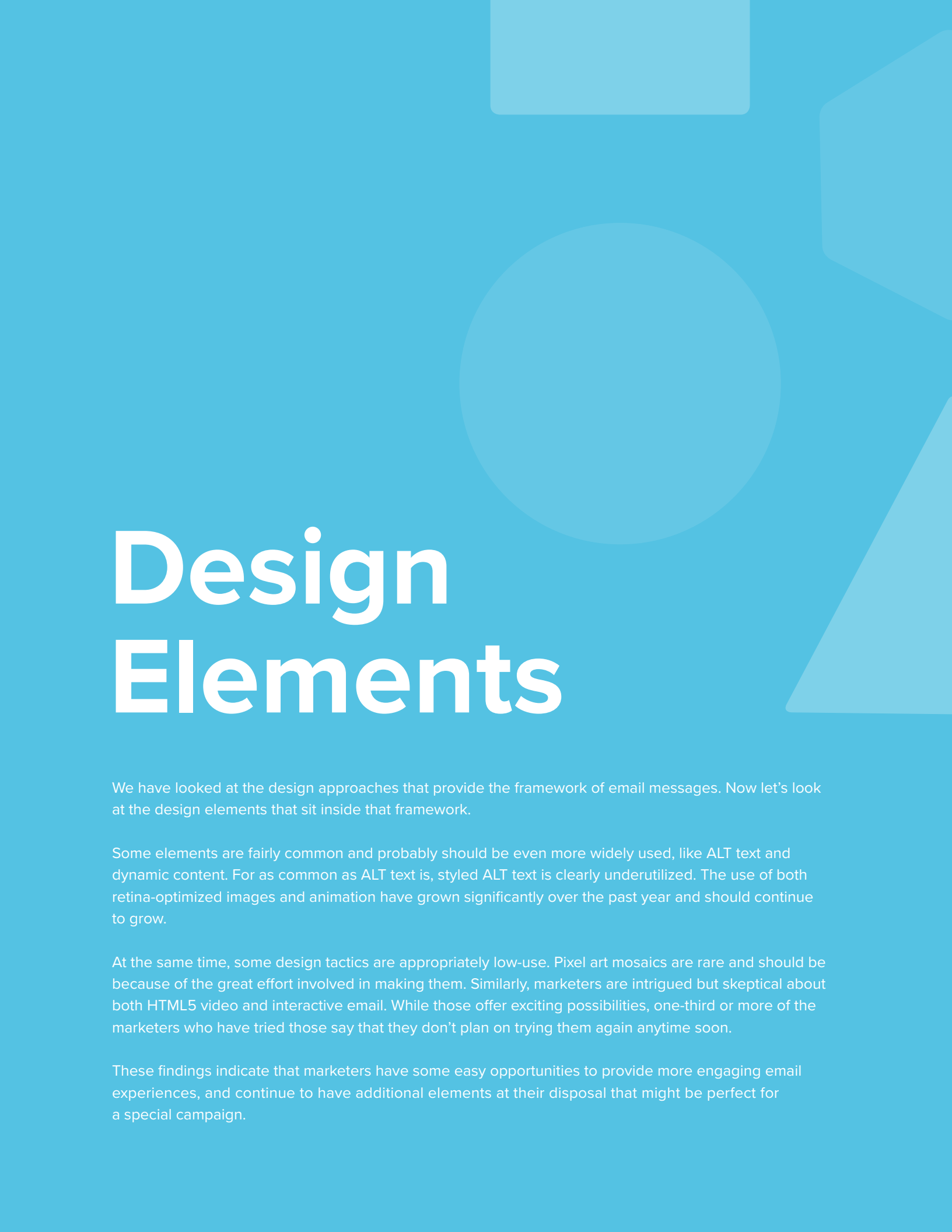
| | |
|---|---|
| The exact same content is in both versions. | 2017: 49.0% / 2016: 44.7% |
| Small changes are made to hide content, images, or design elements in the mobile version. | 2017: 35.3% / 2016: 33.2% |
| The only content differences between the mobile and desktop versions are in the header, navigation bar, and footer. | 2017: 13.4% / 2016: 13.8% |
| The content differs significantly between the two versions. | 2017: 2.3% / 2016: 8.2% |

**2017**
2,306 respondents

**2016**
1,104 respondents

**ACTION ITEMS**

☑ Read our guide to **Understanding Responsive and Hybrid Email Design** or watch our **Responsive Email 101** webinar.

☑ Download some responsive email templates from **Litmus Community Templates** for free, import them into our HTML editor, **Litmus Builder**, and dig into the code to better understand responsive coding.

☑ Still hesitant to make the jump to responsive design? Consider adopting **responsive-aware design**, which uses responsive design for only the header and footer.

# Design Elements

We have looked at the design approaches that provide the framework of email messages. Now let's look at the design elements that sit inside that framework.

Some elements are fairly common and probably should be even more widely used, like ALT text and dynamic content. For as common as ALT text is, styled ALT text is clearly underutilized. The use of both retina-optimized images and animation have grown significantly over the past year and should continue to grow.

At the same time, some design tactics are appropriately low-use. Pixel art mosaics are rare and should be because of the great effort involved in making them. Similarly, marketers are intrigued but skeptical about both HTML5 video and interactive email. While those offer exciting possibilities, one-third or more of the marketers who have tried those say that they don't plan on trying them again anytime soon.

These findings indicate that marketers have some easy opportunities to provide more engaging email experiences, and continue to have additional elements at their disposal that might be perfect for a special campaign.

# ALT Text Usage

How frequently does your company use ALT text for images in its marketing emails?

2,356 respondents

The ALT text of an image is displayed when that image is blocked, allowing marketers to convey the key point or substance of that image. The percentage of brands that always use ALT text increased 22% from 2016 to 2017.

3.2%
4.6%
9.0%
20.4%
62.9%

- Always
- Often
- Sometimes
- Rarely
- Never
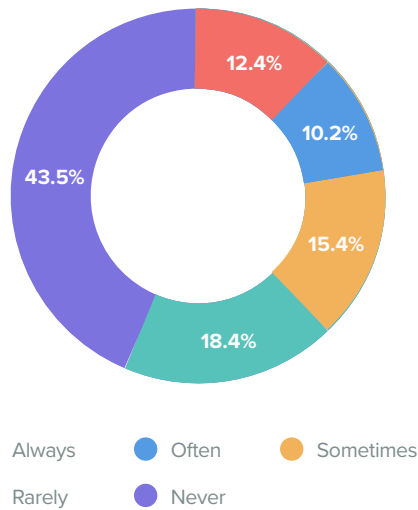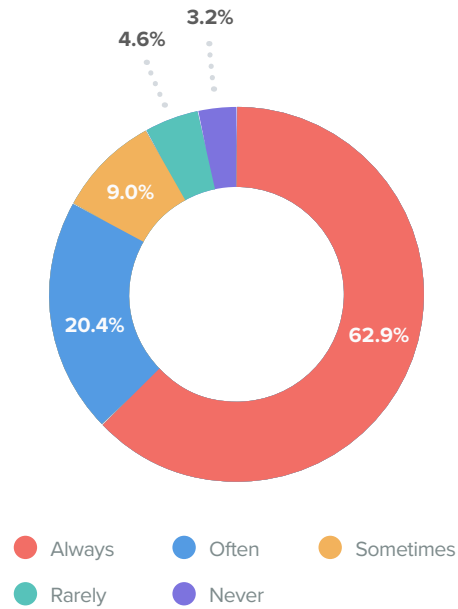
# Styled ALT Text Usage

How frequently does your company use styled ALT text for images in its marketing emails?

2,141 respondents

12.4%
10.2%
15.4%
18.4%
43.5%

- Always
- Often
- Sometimes
- Rarely
- Never

While ALT text enjoys near-universal adoption, the majority of marketers rarely or never style their ALT text, which can further improve email experiences when images are disabled.
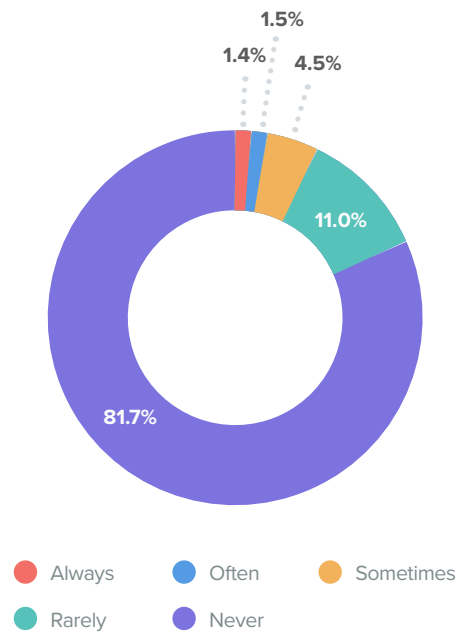
**ACTION ITEMS**

☑ Learn how you can change the font, color, size, style and weight of your ALT text and which email clients support these styles in our **Ultimate Guide to Styled ALT Text in Email**.

☑ Want to explore the bleeding edge of ALT text? Check out **Pushing the Boundaries of Creative ALT Text in Email**.

# Images-Off Mosaics Usage

How frequently does your company use pixel art or mosaics in its marketing emails to engage subscribers viewing its emails with images disabled?

2,178 respondents

> Best reserved for high-value campaigns and high-volume triggered emails, mosaics can provide unique experiences for subscribers who are viewing emails with images off.

1.5%

1.4%    4.5%

11.0%

81.7%

● Always    ● Often    ● Sometimes

● Rarely    ● Never

## Preview Your Email Designs with Images Off

Roughly one-third of emails are viewed with images disabled. See how your emails look with images off and get notified about missing ALT text with Litmus Checklist.

**Learn more about Litmus Checklist ➜**

# Dynamic Content Usage

How frequently does your company use dynamic content or scripting for data-driven personalization in its marketing emails?

2,333 respondents

> Marketers who say their email programs are successful are 68% more likely than those at less successful programs to use dynamic content always or often in their emails (50% vs. 30%).
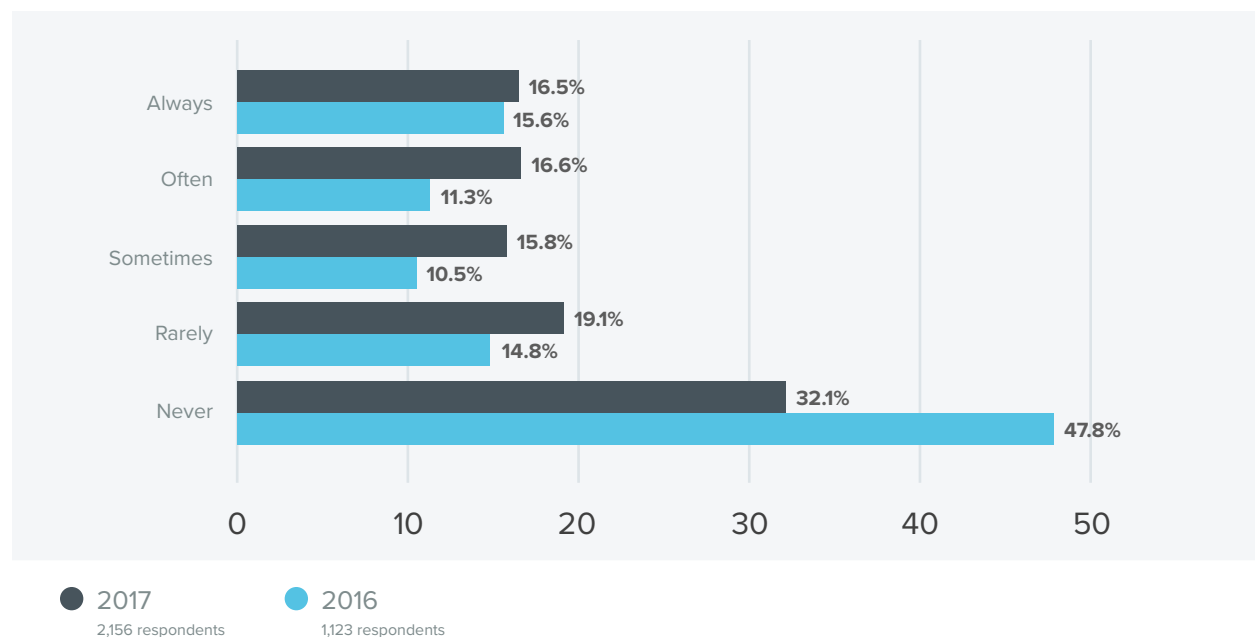
- 12.5%
- 28.5%
- 26.0%
- 15.4%
- 17.6%
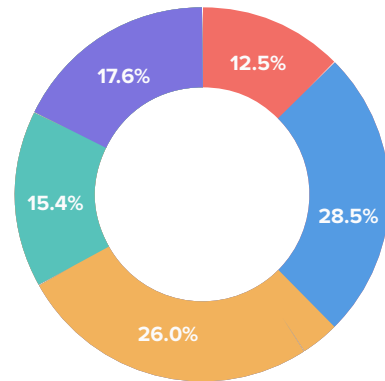
- ● Always
- ● Often
- ● Sometimes
- ● Rarely
- ● Never

# Retina-Optimized Images

How frequently does your company use retina-optimized or high-DPI images in its marketing emails?

2,333 respondents

> The percentage of brands that use retina-optimized images increased 30% from 2016 to 2017 (68% vs. 52%).

| Category | 2017 | 2016 |
|---|---|---|
| Always | 16.5% | 15.6% |
| Often | 16.6% | 11.3% |
| Sometimes | 15.8% | 10.5% |
| Rarely | 19.1% | 14.8% |
| Never | 32.1% | 47.8% |

- ● 2017 — 2,156 respondents
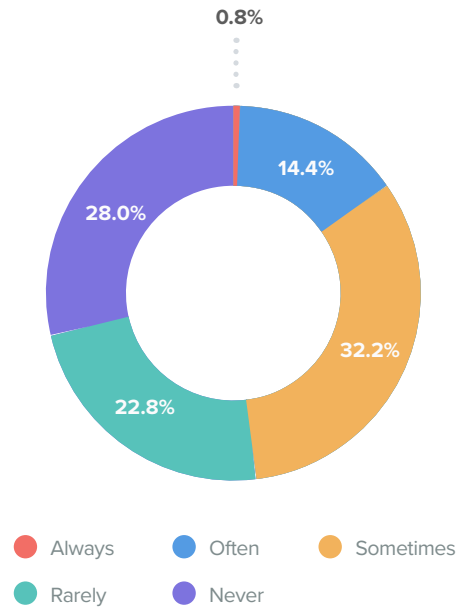- ● 2016 — 1,123 respondents

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ACTION ITEM

☑ Ensure your messages look sharp by using **Retina Images in HTML Emails**.

## Animation Usage

How frequently does your company use animated GIFs or CSS animation in its marketing emails?

2,445 respondents

> The percentage of brands using animation at least sometimes increased 58% from 2016 to 2017 (47% vs. 30%).
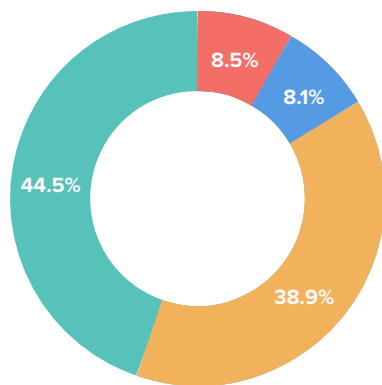
0.8%

14.4%

32.2%

22.8%

28.0%

● Always    ● Often    ● Sometimes

● Rarely    ● Never

## Video in Email Usage

Has your company ever used embedded or streaming video inside its marketing emails (e.g., using HTML5 video, Liveclicker, Movable Ink, etc.)?

2,308 respondents

8.5%

8.1%

44.5%

38.9%

> Despite regaining support for HTML5 video in iOS 10, most marketers remain skeptical of video in email. That skepticism helps explain why so few brands have tried video in email, and why half of those who've tried it say they don't plan to use it again.
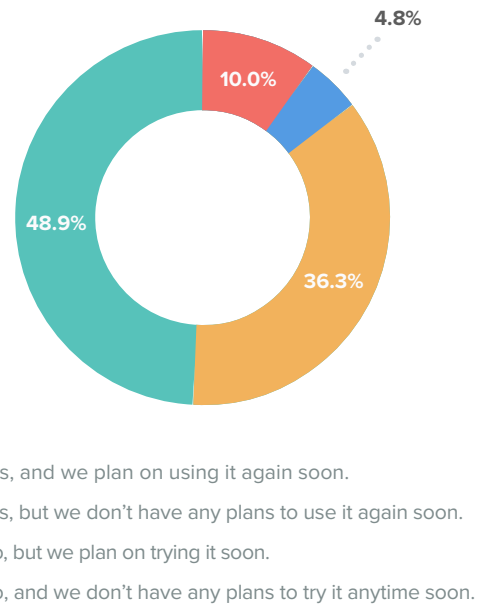
● Yes, and we plan on using it again soon.

● Yes, but we don't have any plans to use it again soon.

● No, but we plan on trying it soon.

● No, and we don't have any plans to try it anytime soon.

ACTION ITEMS

☑ Learn more about animation with our **Guide to Animated GIFs in Email**.

☑ Explore **The Pros and Cons of Video in Email**.

☑ Learn **How to Code HTML5 Video Background in Email**.

# Interactive Email Usage

Has your company ever used interactive elements in its marketing emails (e.g., using hamburger menus, email carousels, etc.)?

2,273 respondents

10.0%

4.8%

48.9%

36.3%

> B2C brands are 98% more likely than B2B brands to have used interactive email elements (16% vs. 8%).
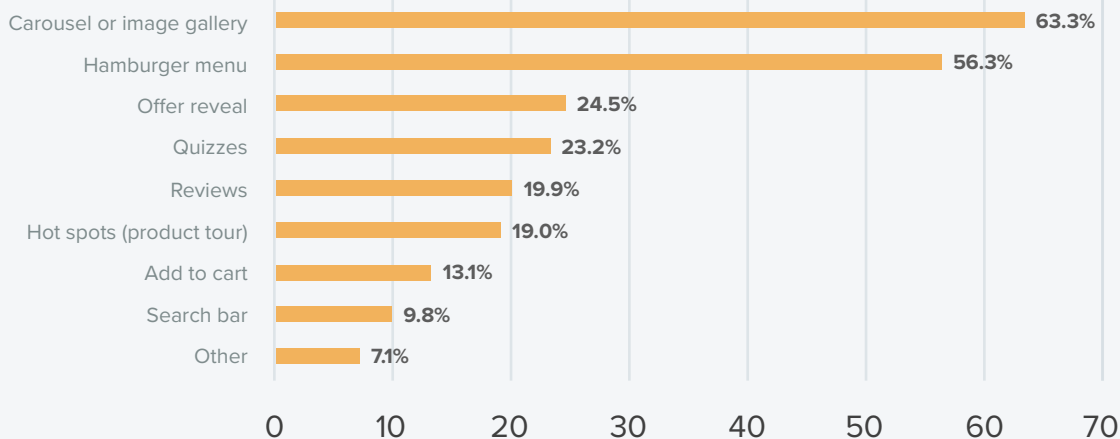
- 🔴 Yes, and we plan on using it again soon.
- 🔵 Yes, but we don't have any plans to use it again soon.
- 🟠 No, but we plan on trying it soon.
- 🟢 No, and we don't have any plans to try it anytime soon.

# Interactive Email Elements Used

Which interactive elements has your company used in its marketing emails? (Select all that apply.)

324 respondents

> B2B brands were much more likely to use hamburger menus, hot spots, and search bars, while B2C brands were much more likely to use carousels and quizzes.

| Element | Percentage |
|---|---|
| Carousel or image gallery | 63.3% |
| Hamburger menu | 56.3% |
| Offer reveal | 24.5% |
| Quizzes | 23.2% |
| Reviews | 19.9% |
| Hot spots (product tour) | 19.0% |
| Add to cart | 13.1% |
| Search bar | 9.8% |
| Other | 7.1% |

ACTION ITEM

☑ Explore **Interactive Email's Opportunities and Challenges**.
Plus, here's some advice on **How to Get Buy-in for Interactive Email**.

# One-off Email Designs

While sending emails that look consistent is brand-building, it can also be monotonous and boring. Subscribers need a little variety if you want to hold their attention.

> *"Significantly changing your email design on a one-off basis every once in a while can deliver a wake-up call to get your subscribers' complete attention again."*
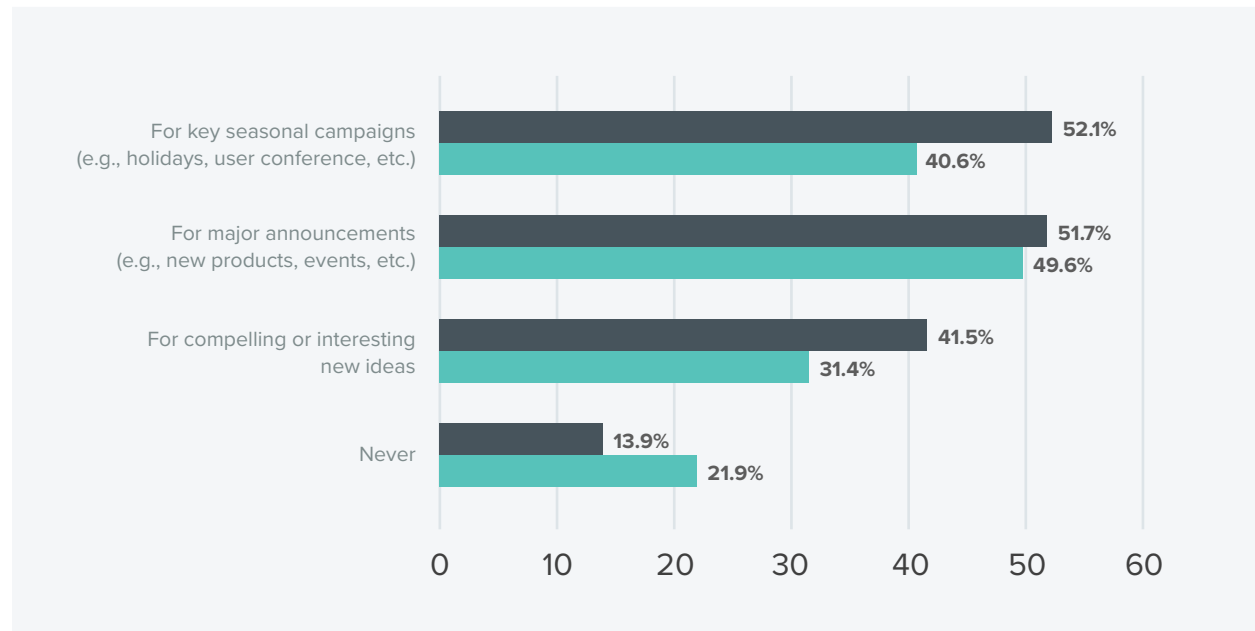> — ***Email Marketing Rules***

Marketers have largely embraced this approach, with less than 14% of marketers never changing their email designs for special occasions like major announcements and key seasonal campaigns. That's down from 21.9% who never changed their designs in 2016.

# One-off Email Designs

Under what circumstances does your company use a unique one-time email design, rather than using one of your standard designs? (Select all that apply.)

B2B brands are the most reluctant to change their email designs for special occasions, with 18.3% never changing their designs, compared to only 13.3% of B2C brands.

For key seasonal campaigns (e.g., holidays, user conference, etc.)
**52.1%**
**40.6%**

For major announcements (e.g., new products, events, etc.)
**51.7%**
**49.6%**

For compelling or interesting new ideas
**41.5%**
**31.4%**

Never
**13.9%**
**21.9%**

0    10    20    30    40    50    60

● 2017
2,328 respondents

● 2016
1,006 respondents

**ACTION ITEM**

☑ Brands dramatically overestimate how memorable their email campaigns are, according to our research into **Creating Memorable, Shareworthy Email Experiences**. It takes planning to create great emails. To learn more about email planning and workflows, download the **2017 State of Email Workflows**.

# A/B Testing

Whether doing 50/50 splits, 10/10/80 splits, or multivariate, A/B testing is an important part of not only optimizing your emails, but listening to and understanding your subscribers. While subscribers' responses to two different subject lines, heads, images, or calls-to-action are often roughly the same, sometimes they're very different—and finding those big differences makes A/B testing worthwhile.

Thanks to improvements at most email service providers, A/B testing is much easier to execute now than it was in the past. However, while subject lines are almost universally tested and calls-to-actions are tested by a majority of brands, other email elements are tested far less often. That means there are still big opportunities for brands to increase clicks and conversions by testing preview text, images, and more.

Besides testing more elements, marketers shouldn't limit their A/B testing to just their broadcast and segmented emails. While **unfortunately labeled "set it and forget it" emails**, your automated and transactional emails are anything but. These living emails need care and feeding, which includes testing. Brands that A/B test these emails most often see higher levels of success compared to their peers.

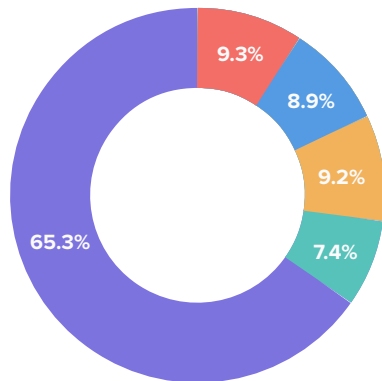# A/B Testing Broadcast & Segmented Emails

How often does your company typically A/B test its broadcast and segmented emails?

2,250 respondents

> Marketers who describe their email program as successful are 32% more likely than those at less successful programs to A/B test at least a quarter of their broadcast and segmented emails (71% vs. 54%).



5.4%
8.8%
16.0%
31.2%
38.6%
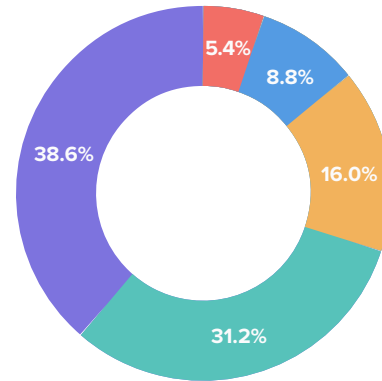
- ● Every email we send includes an A/B test.
- ● 75% of the emails we send include an A/B test.
- ● 50% of the emails we send include an A/B test.
- ● 25% of the emails we send include an A/B test.
- ● Our emails rarely or never include an A/B test.

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# A/B Testing Automated Emails

How often does your company typically A/B test its triggered or automated emails?
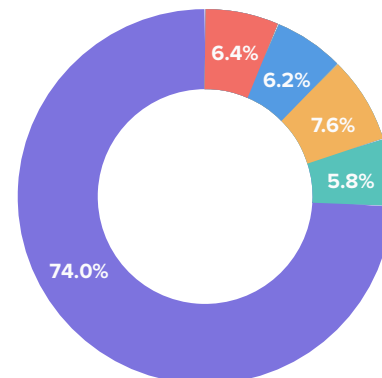
2,067 respondents

> Marketers who describe their email program as successful are 70% more likely than those at less successful programs to A/B test their automated emails at least once a year (43% vs. 26%).



9.3%
8.9%
9.2%
7.4%
65.3%

- ● Once a month or more often
- ● Once every 3 months
- ● Once every 6 months
- ● Once a year
- ● Rarely or never

---

# A/B Testing Transactional Emails

How often does your company typically A/B test its transactional emails?

1,892 respondents

> Marketers who describe their email program as successful are 95% more likely than those at less successful programs to A/B test their transactional emails at least once a year (33% vs. 17%).
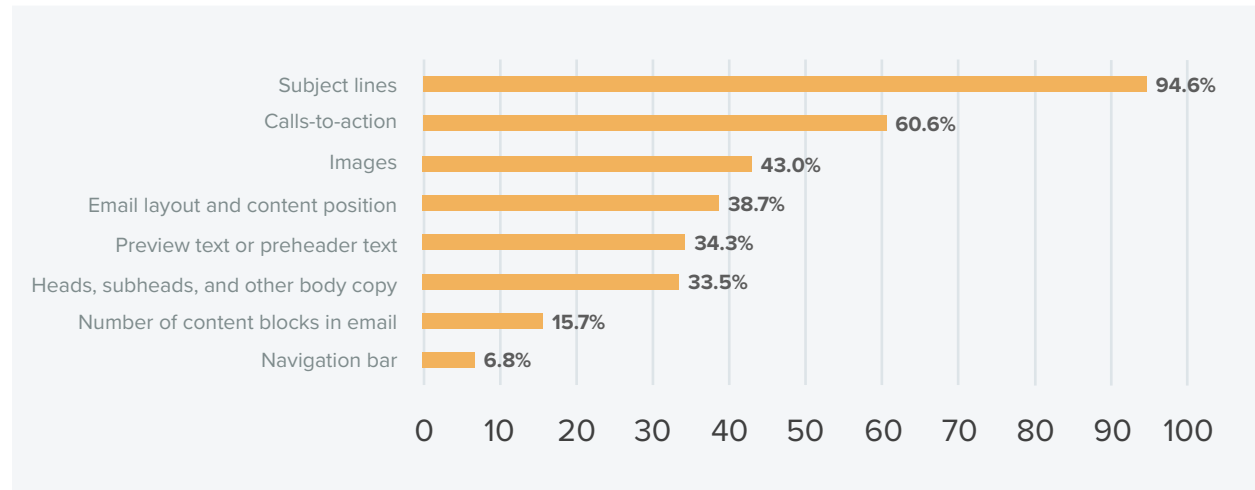


6.4%
6.2%
7.6%
5.8%
74.0%

- ● Once a month or more often
- ● Once every 3 months
- ● Once every 6 months
- ● Once a year
- ● Rarely or never

# Email Elements A/B Tested

Which email elements does your company regularly A/B test? (Select all that apply.)

1,832 respondents

| Element | Percentage |
|---|---|
| Subject lines | 94.6% |
| Calls-to-action | 60.6% |
| Images | 43.0% |
| Email layout and content position | 38.7% |
| Preview text or preheader text | 34.3% |
| Heads, subheads, and other body copy | 33.5% |
| Number of content blocks in email | 15.7% |
| Navigation bar | 6.8% |

While subject lines get tons of attention, another vital inbox component gets very little: preview text. A/B tested at about one-third the rate as subject lines, preview text is still completely ignored by some and under-optimized by others. That has led to many **Embarrassing (and Avoidable) Preview Text Mistakes**.

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**ACTION ITEMS**

☑ Learn **How to Use A/B Testing to Send Better Email Campaigns**.

☑ Understand that **Nothing in Email Marketing Is 'Set It and Forget It.'**

☑ Don't neglect your landing pages either. Here's **How to Successfully Run an A/B Test on Your Email Campaign's Landing Page**.

# Email Redesigns

Email templates can get stale. Perhaps you haven't been doing very much incremental A/B testing. Maybe your website or mobile app is being relaunched. All of those are occasions to seriously consider an email redesign.

Nearly 48% of brands find a reason to do a major email redesign every year, which is down from nearly 57% of brands in 2016. This may be yet another sign of time and efficiency pressures on email production teams.

Thankfully that pressure doesn't appear to be affecting the review of automated and transactional emails. Nearly 41% of brands are reviewing their triggered emails at least every 6 months, which is essentially unchanged from a year prior.

Currently, 13% of brands generate the majority of their email marketing revenue from automated and transactional emails, according to our research. As that percentage grows, we should expect to see review cycles accelerate as brands look to not only **safeguard their triggered emails from rendering and performance problems**, but also to test and seasonally optimize these emails.

# Frequency of Major Email Redesigns

How often does your company typically do a major email redesign?

1,695 respondents

> Companies with fewer than 500 employees are significantly nimbler than their larger peers when it comes to major redesigns, with 52.6% doing a redesign every year versus only 38.5% of bigger brands.
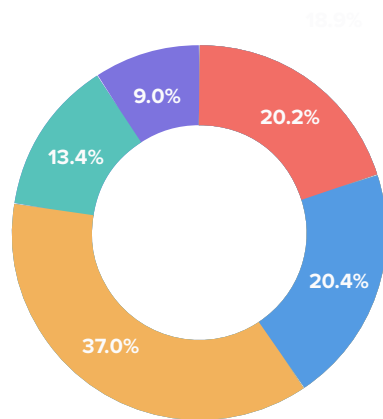
4.2%

47.8%

39.4%

8.6%
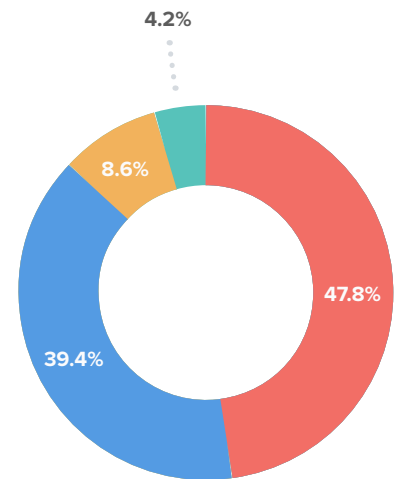
- Every year
- Every 2 years
- Every 3 years
- Every 4 years or more

# Review of Automated & Transactional Emails

How often does your company typically review the design and messaging of automated and transactional emails?

1,492 respondents

18.9%

20.2%

20.4%

37.0%

13.4%

9.0%

- At least every 3 months
- Every 6 months
- Once a year
- Every 2 years
- Every 3 years

> Fifty-one percent of brands that generate at least half of their email marketing revenue from triggered emails review their automated and transactional emails at least every six months, compared to 41% of brands that earn less from these emails.

**ACTION ITEMS**

☑ When was the last time you redesigned your email templates? If it has been more than two years, it's probably time.

☑ Are your email templates aligned with the design of your website and mobile app? If not, then an email redesign is needed to get them back in alignment.

☑ Create an inventory of your automated and transactional emails and then set up a schedule to regularly review each of them.

# Landing Pages

Landing pages are the critical last mile of email marketing. While interactive email capabilities threaten that paradigm in the very long term, landing pages are where all the conversions and revenue generation will take place for the foreseeable future.

Given how essential landing pages are to following through on an email's intents and goals, it's unsurprising that nearly two-thirds of email marketers are responsible for choosing or creating the landing pages behind the calls-to-action used in the emails they create. That's a good thing, because it helps ensure alignment between emails and landing pages, which is key for creating seamless subscriber experiences from start to finish.

This alignment is strongest at B2B brands, where 74% of email marketing teams control landing pages, compared to just 55% of teams at B2C brands. This alignment is also stronger at companies with fewer than 500 employees, where 70% of teams have landing page responsibilities, compared to just 57% of teams at companies with more employees.

# Landing Page Responsibilities

Is the email marketing team at your company responsible for designating and creating landing pages for email campaigns?

2,358 respondents

**65.4%**
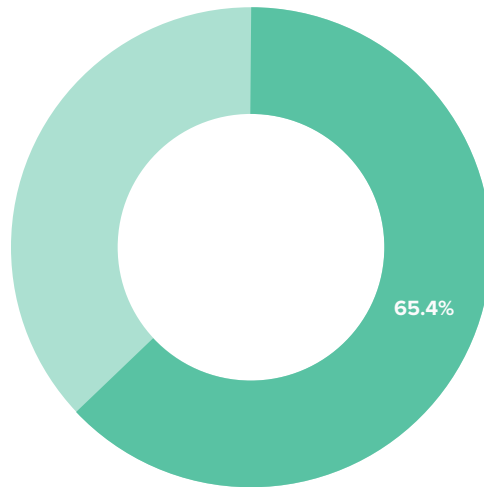
● Yes

Engagement and conversions are maximized when there's a smooth transition from email to landing page. **Learn more about landing page optimization**.

## Catch Broken Links Before You Send

The most well-crafted email can't perform if your links are broken. Litmus Checklist ensures that your links are working properly, and that you have the correct link tracking set up to measure the success of your campaigns.

**Learn more about Litmus Checklist ➜**

# Improve Your Email Creative with Litmus

Throughout this report, we've pointed out current usage, trends, and opportunities to explore. Here are five ways that the Litmus Email Creative Platform helps marketers easily act on these opportunities and safeguard their subscriber experiences:

## 1. Streamline Your Email Creative Process

Easily create sophisticated, high-performing emails with **Litmus Builder** and cut your email development time in half. Get previews in popular email clients as you go, inline CSS with one click, identify coding problems, and create a library of code snippets and partials. Plus, instantly sync your email from Builder to popular email service providers.
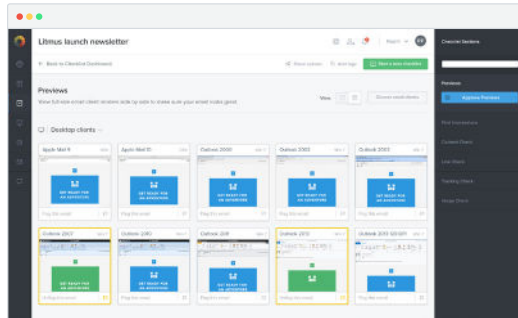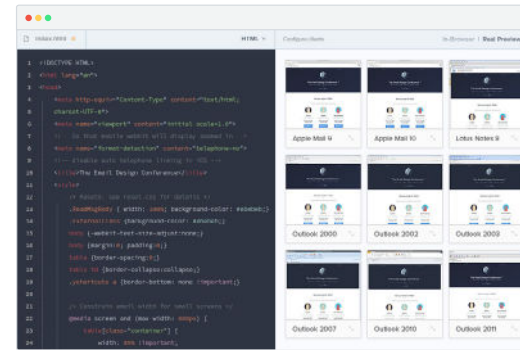
## 2. Optimize for Blocked Images

**Litmus Email Previews** let you toggle images off and on in your emails so you understand how your message is affected. Plus, **Litmus Checklist** flags broken images, missing ALT text, and helps you optimize image load times.

## 3. Protect Your Brand

Ensure your subscribers have trouble-free experiences with **Litmus Checklist** and **Litmus Spam Testing**. Get a guided check of the most critical elements that affect your email performance, catch broken links and images, verify your tracking works, optimize for opens and clicks, and leverage practical advice to improve your chances of reaching the inbox.
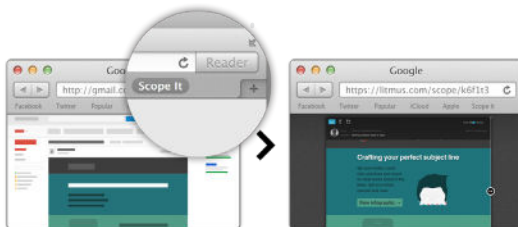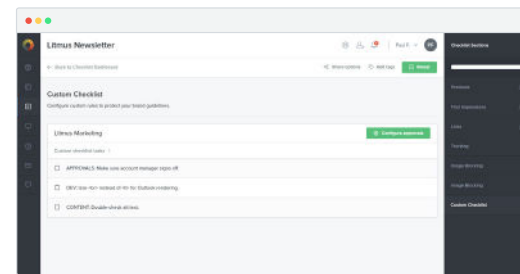
## 4. Collect Inspiration

Capture and share the inspiring emails you receive with **Litmus Scope**, which lets you easily view an email's code, as well as its mobile, desktop, and images-off versions.

## 5. Insights to Accelerate Campaign Performance

With **Litmus Email Analytics** you can discover which email clients are popular with your audience so you can fine-tune testing and optimization efforts. Plus, use engagement and geographic data to inform design, send time, segmentation, and copywriting decisions.
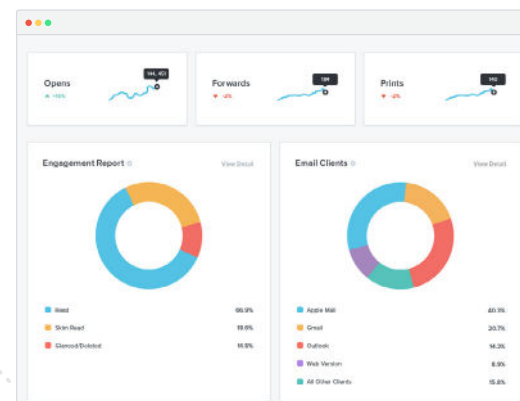
**Try Litmus for Free →**

## About Litmus

Litmus helps more than 250,000 marketers make email better. They use the Litmus Email Creative Platform alongside their existing email service provider to ensure a consistently great brand experience for every subscriber, work more efficiently, accelerate campaign performance, reduce errors, and stay out of the spam folder. For more information about Litmus and the latest email news and trends, visit **www.litmus.com**.

## About the Author

Chad White is the Research Director at Litmus and the author of *Email Marketing Rules* and thousands of posts and articles about email marketing. A former journalist at Condé Nast and Dow Jones & Co., he has spent more than a decade researching email trends and best practices at the Direct Marketing Association, Responsys, Salesforce.com, and in his current role.

## About the Designer

Andrea Smith is a freelance designer and artist in Bluffton, SC with a passion for good software, travel, and rescue pups. With over twelve years of professional design and digital marketing experience, Andrea is an award-winning creative professional, recognized for strengths in strategic thinking, tactical planning, and design thought leadership.