

Email Blast

- Overall Database size – Over 3M, Avg. Open – 8.91%, Avg CTR – 0.42%
- Email can only be sent on either Tuesday or Thursday.
- Email design & text should be provided by partner according to spec provided by Investing.com

Email Blast specs

- Format – HTML only.
- Max size – up to 100kb (including any embedded pictures and logos).
- Email width should be 600 pixels (for desktop) and responsive to different screen sizes.
- Do not use dynamic name fields (such as "Dear %%Name%%").
- Do not include an “unsubscribe” link, we include one for you.
- Encoding: For the encoding to work properly, make sure that the HTML header includes: <meta http-equiv="content-type" content="text/html; charset=utf-8" />
- Do not use external CSS referral.
- Do not use colspan and/or width percentages.
- Use either HTML tag attributes (such as "bgcolor") for the design, or inline styles.
- Please provide a subject line and pre-header. They should be short and informative.
- Please provide correct links for the landing pages, including a CTA.
- Email creative MUST include the advertiser's LOGO.
- Please use clear borders in the design.
- The design of the landing page should match the design of the mailer.
- Once the email has been tested and approved the sending date can be scheduled.
- Email creative should be received at least 48 hours prior to the actual scheduled delivery date.
- Images:
 - Use up to 10 images (including logos, icons, thumbnails and the like).
 - Do not use background images.
 - Images should hosted on a server whose addresses coded in the html. The "image src" attribute should be with an absolute address, for example: http://www.server.com/images/image1.jpg.
 - Optimize images: The smaller the size, the better. Use PNG, JPG and GIF formats.
 - Add ALT tags to your images or leave them blank.
 - Name your images (no spaces) to avoid being treated as spam.
 - Avoid adding unnecessary images.
 - Don't use cropped or distorted images.



Marketing Material Guidelines:

- Investing.com reserves the right to reject email creatives that fail to meet the company's guidelines and ethics
- Email campaign should have a clear value proposition for customers
- No promises for success (revenue, weight loss, matchmaking, etc.) should be included in the content. Soliciting is strictly prohibited
- The advertiser must obtain all relevant regulation to access the market for which they are targeting the products they offer (if applicable)
- Email creative should be clearly identified as an advertisement. It may not state or imply that the content is from Investing.com. The advertiser should be identified as well
- Advertiser is not permitted to use Investing.com Logo/TM in the advertising material without Investing.com's written approval
- New advertisers may be requested to deliver a campaign brief upon I/O signature
- Investing.com will not promote any content that may affect, cause or lead to Stock/Market Manipulation
- Creatives should not include any of the following:
 - BR Site – creatives cannot contain the word Forex
 - Incorrect usage of words
 - Grammar mistakes
 - Incorrect verb tense or subject-verb agreement
 - Misspellings

