

EMAIL BLAST 2024



Email Blast - Guidelines

Requirements

- **HTML file:** Up to 100KB in size, all images embedded.
- **Subject Line**
- **Preheader** (optional)
- **Email addresses** for test preview

Images - Guidelines

- **A maximum of 10 images is allowed**, including logos and thumbnails.
- **Optimize images:** Use PNG, JPG, and GIF formats; keep image sizes small (up to 50kb).
- **Adding links** to main images is recommended.
- **Avoid background images**, some email providers (like Outlook) don't support them well.
- **Avoid unnecessary images:** they increase email size, slow down loading for mobile users and boost the spam score.

Subject Line and Preheader - Guidelines

- The subject line should be short, informative and up to **50 characters** long.
- **Avoid spam filters:** don't include words like "Free", "Bonus", "Make Money", currency abbreviations and symbols.
- **Do not** use exclamation marks or ALL CAPS letters.
- **Do not** use misleading header information
- **Preheader:** Not mandatory but highly recommended

Operational Guidelines

- Email creatives should be received **72 hours** prior to the scheduled delivery date.
- We can track clicks for up to **4 different links** within the email.
- You will receive a **test preview**, always test across different devices, including mobile, before approving a creative, especially Gmail app.
- Campaigns with the same audience and creative require a minimum 3-week interval between them.

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HTML Coding Guidelines

- Do not use CSS external files.
- Please set the HTML email blast width to **100%** (not fixed in pixels) to ensure compatibility with our template, which has a maximum width of 620px.
- Use HTML tag attributes or inline styles for design.
- Images must be hosted on a server with absolute addresses coded in the HTML.
- Include `<meta http-equiv="content-type" content="text/html; charset=utf-8" />` in the HTML header.
- Avoid using `<DIV>` elements, use `<table>` instead.
- Add **ALT tags** to images; **name images** meaningfully and without spaces.
- HTML should not include **unsubscribe** links.
- Make sure your email renders correctly for each of the biggest email providers.

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Content Guidelines

- Email campaign should have a **clear value proposition** for customers.
- Content must be **clearly identified** as an advertisement.
- Company logo **must be included** at the top of the email.
- Use of **Investing.com logo/trademarks** requires written approval.
- The links in the email should lead to the **correct language landing page** and **match** the design of the mailer
- **Avoid grammar mistakes**, misspellings, and incorrect verb tense.
- It's recommended to use **HTML coded Call to Action buttons** instead of an image for better engagement.
- Emails with **educational/informational giveaways** yield good results (e.g., ebooks, guides, video sessions).
- Ensure links are not blacklisted and remain active.
- Avoid using anything that resembles a credit card or social security number in your content.
- Avoid using too many exclamation marks or ALL CAPS.
- Since most email providers show message previews, ensure your email's opening lines are engaging and complement its subject line.

Email Blast - Guidelines

Investing.com will **not publish** email creatives in the following categories

- Alcoholic Beverages
 - Astrology & Esoteric
 - Cosmetic Procedures & Body Modification
 - Dating
 - Drugs & Supplements
 - Get Rich Fast / Make Money
 - Gambling
 - PC Cleaner
 - Political Content
 - Religion
 - Sexual & Reproductive Health
 - Weapons
 - Weight Loss / Diet
 - Content that may affect Stock/Market Manipulation
 - Soliciting is strictly prohibited.
 - Creative which promotes a single low-priced stock
- No promises for success (revenue, weight loss, matchmaking, etc.) should be made in the content.
 - No creatives that promotes raffles, luck- or chance-based activities.
 - The advertiser must have the **relevant regulation** to the market they target for the products they offer (if applicable).
 - New advertisers might be requested to deliver a campaign brief upon I/O signature.

Investing.com reserves the right to reject campaigns that don't meet guidelines and ethics.