ARE YOUR EMAILS READY TO BE AMPED UP?

2020 Email Evolution Conference

A QUICK INTRODUCTION

What a difference a few months can make…

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Tim Thies
Quarantined with 3 young boys & a puppy

circa February 2020

circa May 2020

rrd

WHAT IS AMP?

AMP stands for **Accelerated Mobile Pages**

Google initiative started in 2015 with the intended goal of accelerating mobile pages & loading faster content by eliminating unnecessary codes & scripts, such as Javascript

Websites that support AMP load **4x faster**

Over 31 million domains are now serving over 6 billion AMP pages

AMP is expanding & focusing beyond content:

- Carousels in mobile

- Accept user inputs through AMP forms

AMP FOR EMAIL

Introduced by the AMP Project in 2018, allowing use of a subset of AMPHTML components in email to make them more engaging:

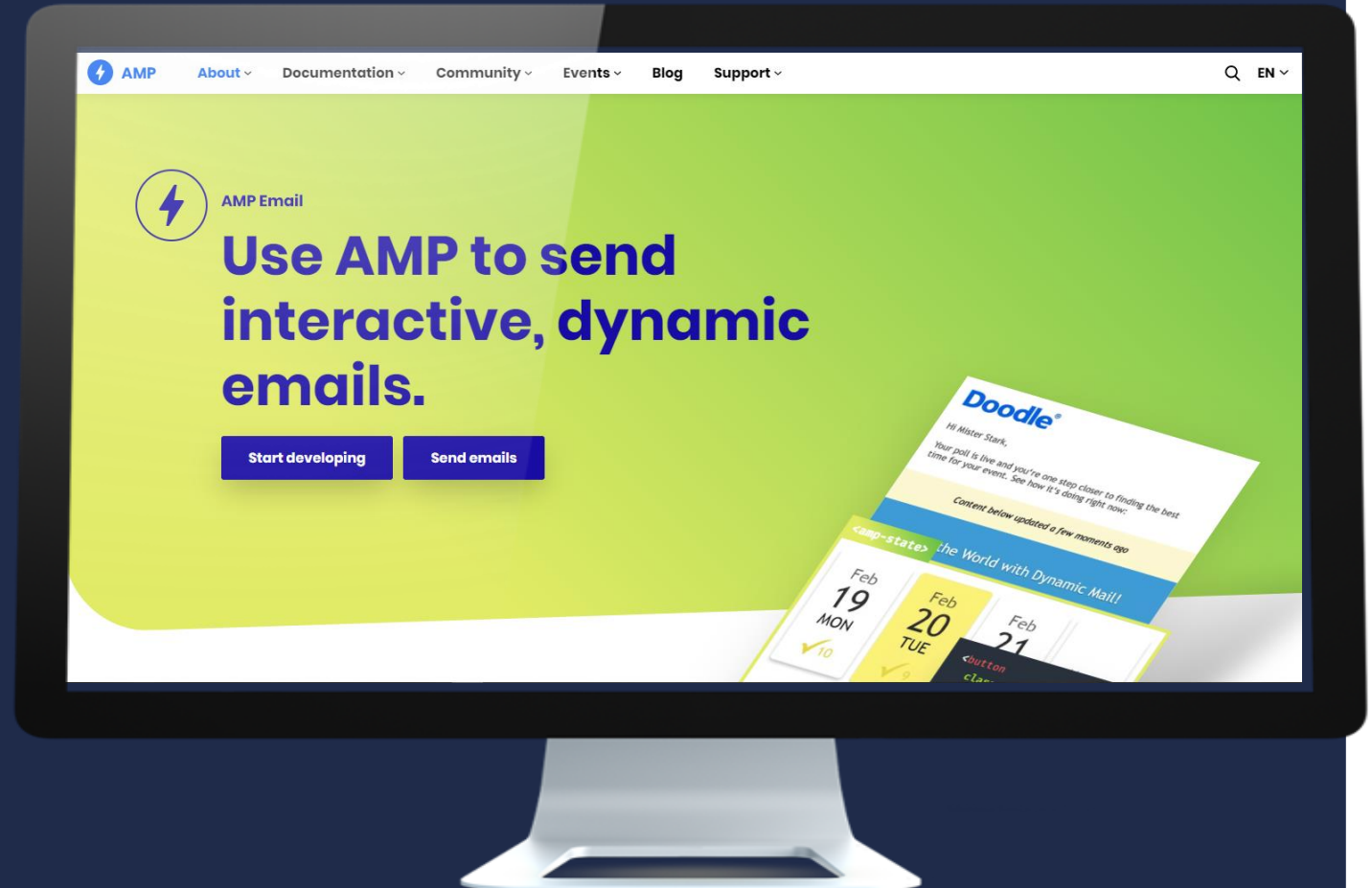**Embed image galleries**

Filling in a form

Marking items in a cart

Add product cards to purchase products within email

Completing a questionnaire in an email

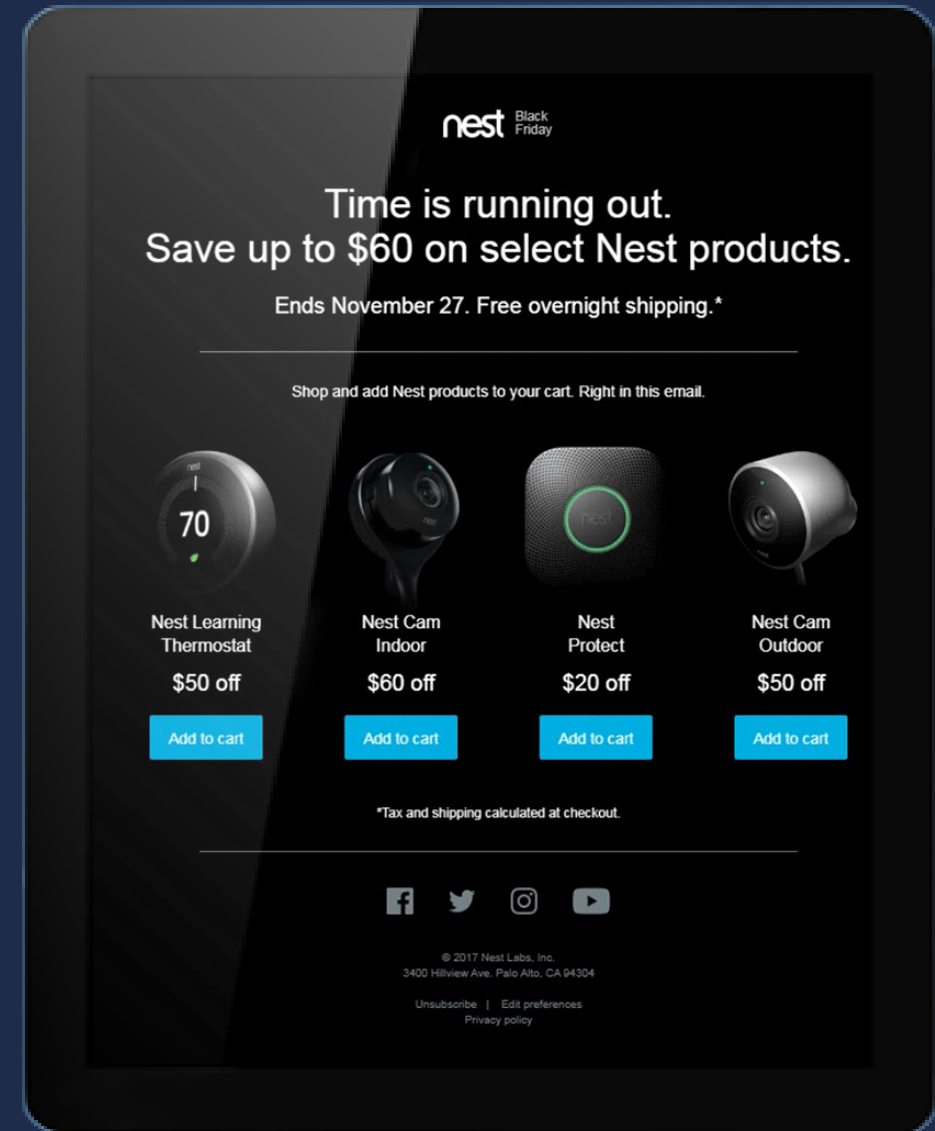**Responding to comments**

Linking email to a calendar & tracking event registrations

BENEFITS OF AMP EMAIL

For Consumers: email recipients can quickly take actions right through the email without having to visit a separate landing page

For Developers: ability to quickly develop interactive functionality, such as carousels & lightboxes, with minimal effort through the use of code snippets
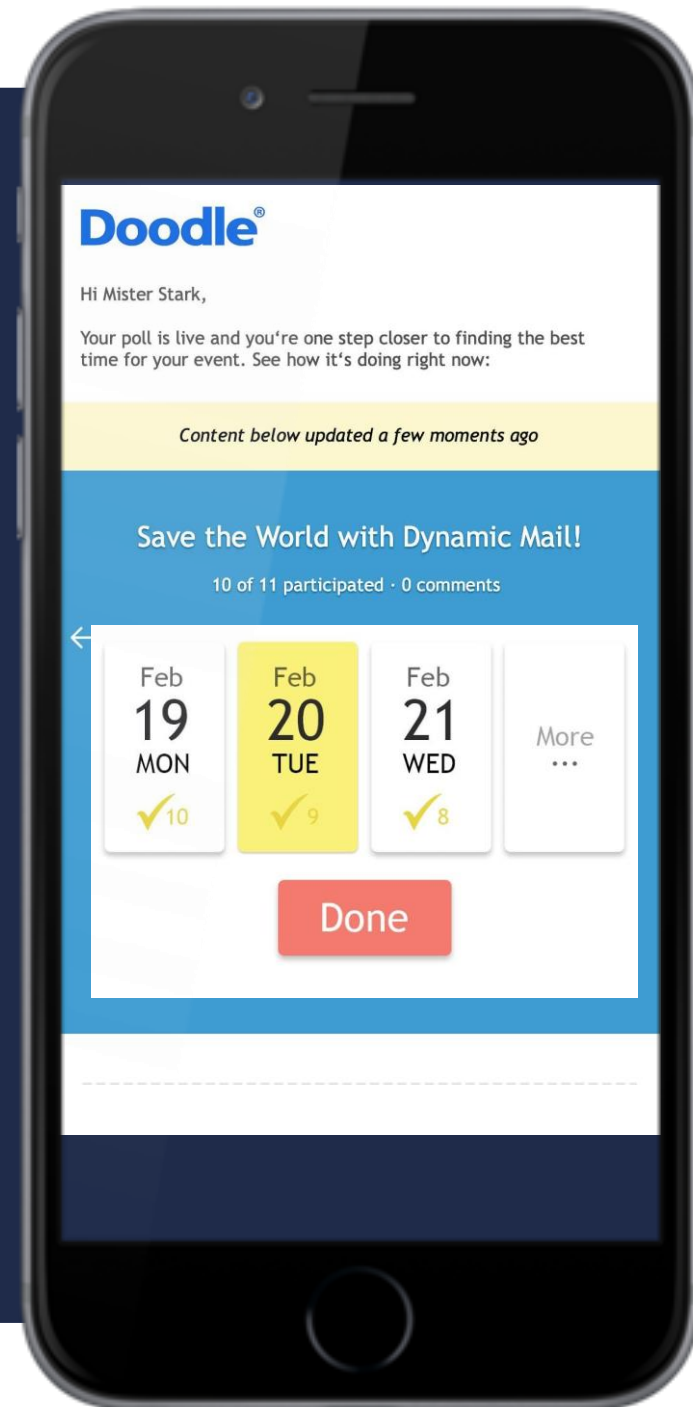
DYNAMIC CONTENT ELEMENTS

amp-form This is AMP's form element. It allows designers to create forms directly in email that can be completed by email recipients

amp-selector This is a multi-select widget for use within a form

amp-list The <amp-list> component fetches dynamic content from a JSON endpoint. The response from the endpoint contains data, which is rendered in the specified template.

template type="amp-mustache" A Mustache template markup to render the results of an amp-list call.

* Mustache is a web template system primarily used for mobile & web applications

SOME TECHNICAL STUFF

How it works

Email consists of MIME (Multipurpose Internet Mail Extension) parts such as **text/plain** for plain text email & **text/html** for an HTML email.

To make email clients recognize AMP for Email, a new MIME type was introduced: **text/x-amp-html**

Most email sending libraries & services already started support for this new MIME type

multipart/alternative

Plain Text version	HTML version	AMP version
text/plain	text/html	text/x-amp-html

SOME MORE TECHNICAL STUFF

Code Structure

1. Start with a doctype **<!doctype html>**

2. Contains a top level **<html ⚡4email>**

3. Contain **<head>** and **<body>** tags

4. Contain a **<meta charset="utf-8">** tag as the first child of your head tag

5. Contain a
   <script async src=https://cdnampproject.org/v0.js></script>
   tag inside your head tag

6. Contain amp4email boilerplate inside your head tag to initially hide the content until AMP JS is loaded
   <style amp4email-boilerplate>body{visbility:hidden}</style>

```html
<!DOCTYPE html>
<html ⚡4email>
  <head>
    <meta charset="utf-8" />
    <style amp4email-boilerplate>
      body {
        visibility: hidden;
      }
    </style>
    <script async src="https://cdn.ampproject.org/v0.js"></script>
  </head>
  <body>
    Hello, world.
  </body>
</html>
```
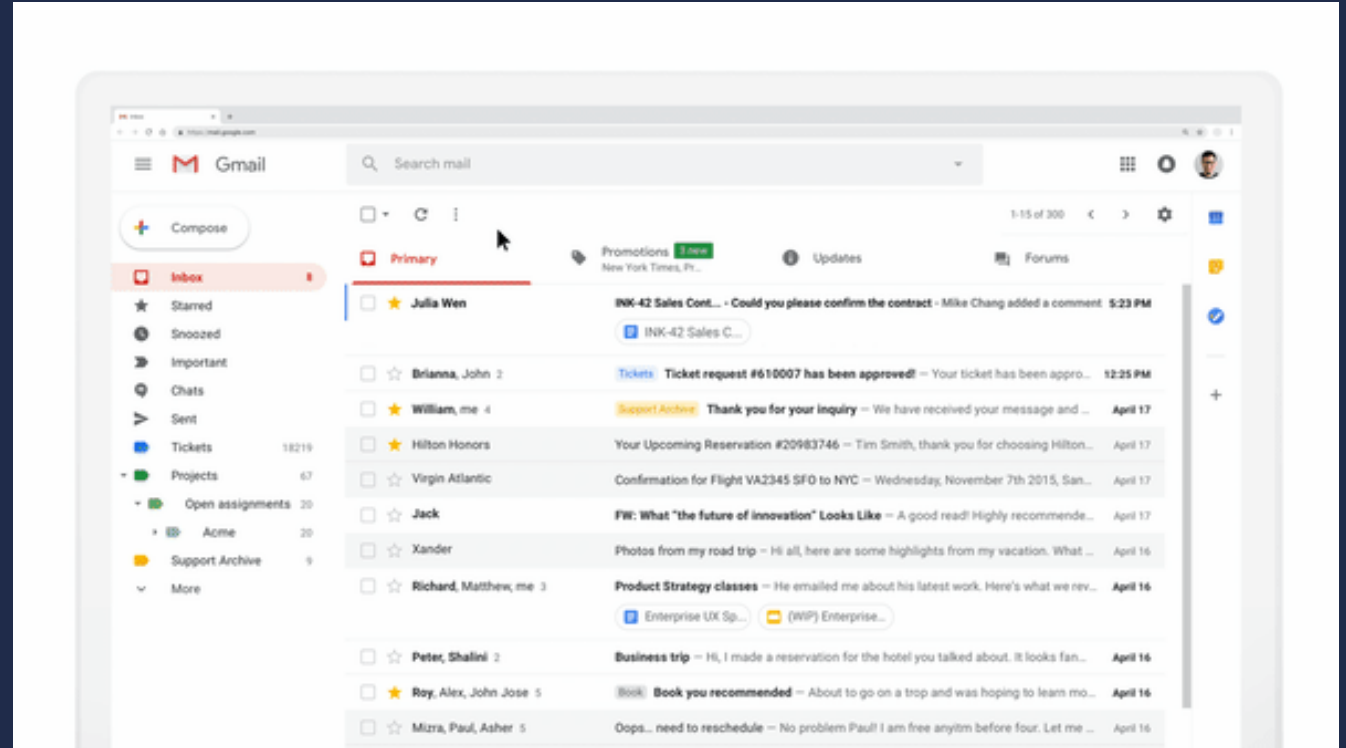
AMP FOR EMAIL EXAMPLES

Google Drive integration

Respond to comments, assign issues, &
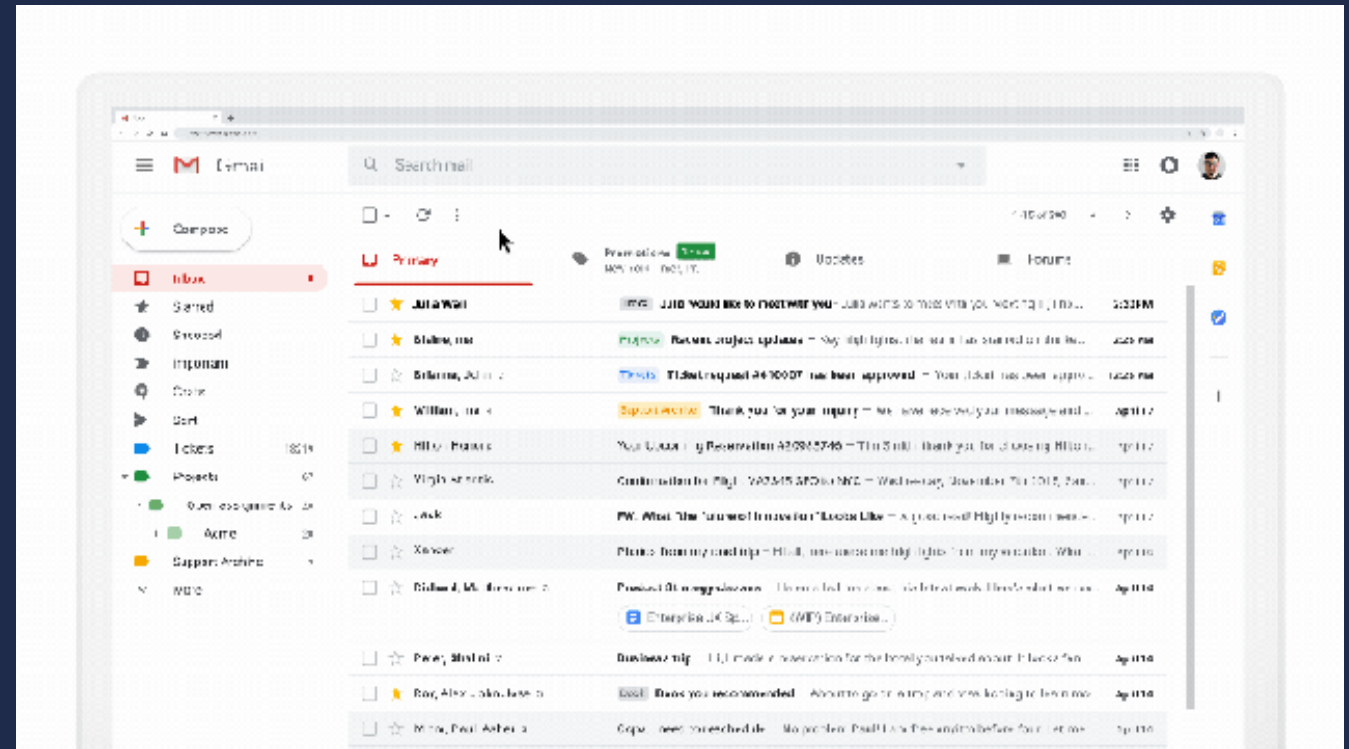resolve issues without opening a doc or sheet

AMP FOR EMAIL EXAMPLES

Doodle integrated booking form

Email recipients can easily select a date & book a time slot

If a slot was taken, it would no longer be available upon entering the email
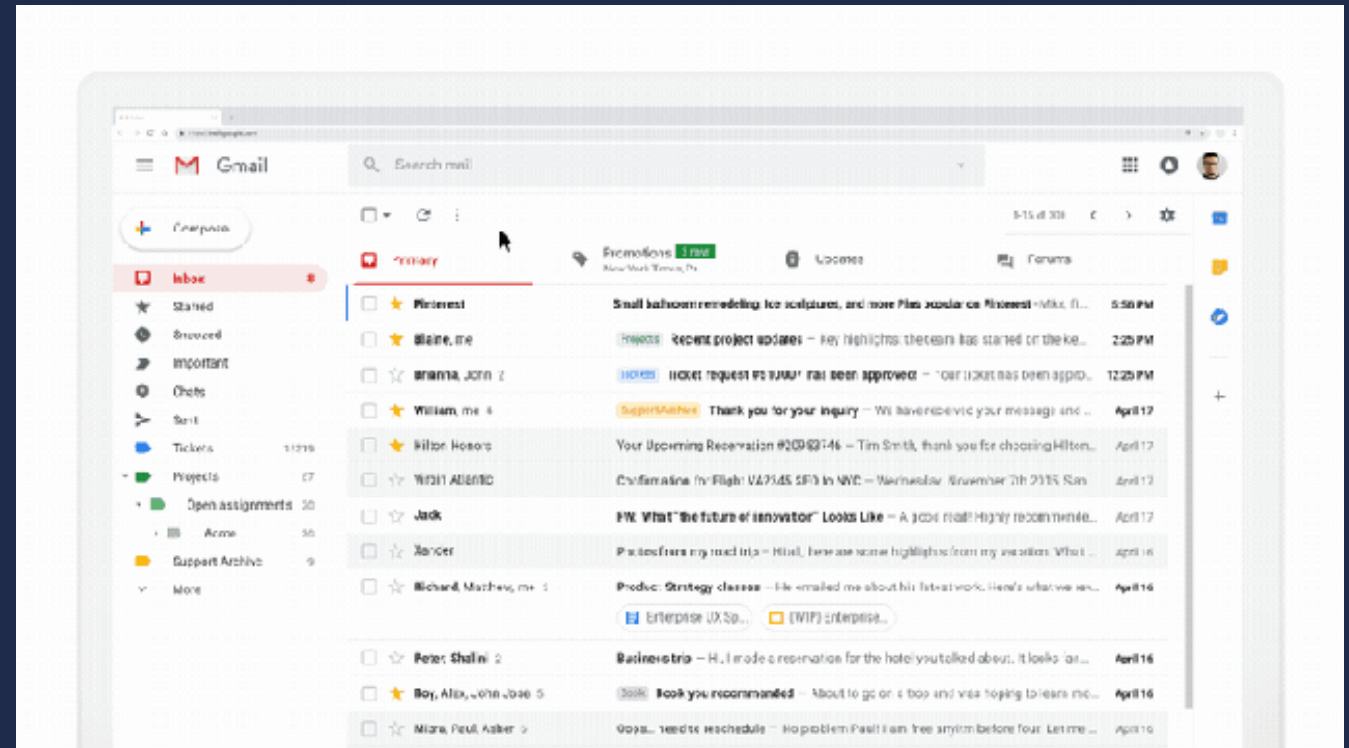
Additionally, Doodle senders could provide new time slots as available ones get booked

AMP FOR EMAIL EXAMPLES
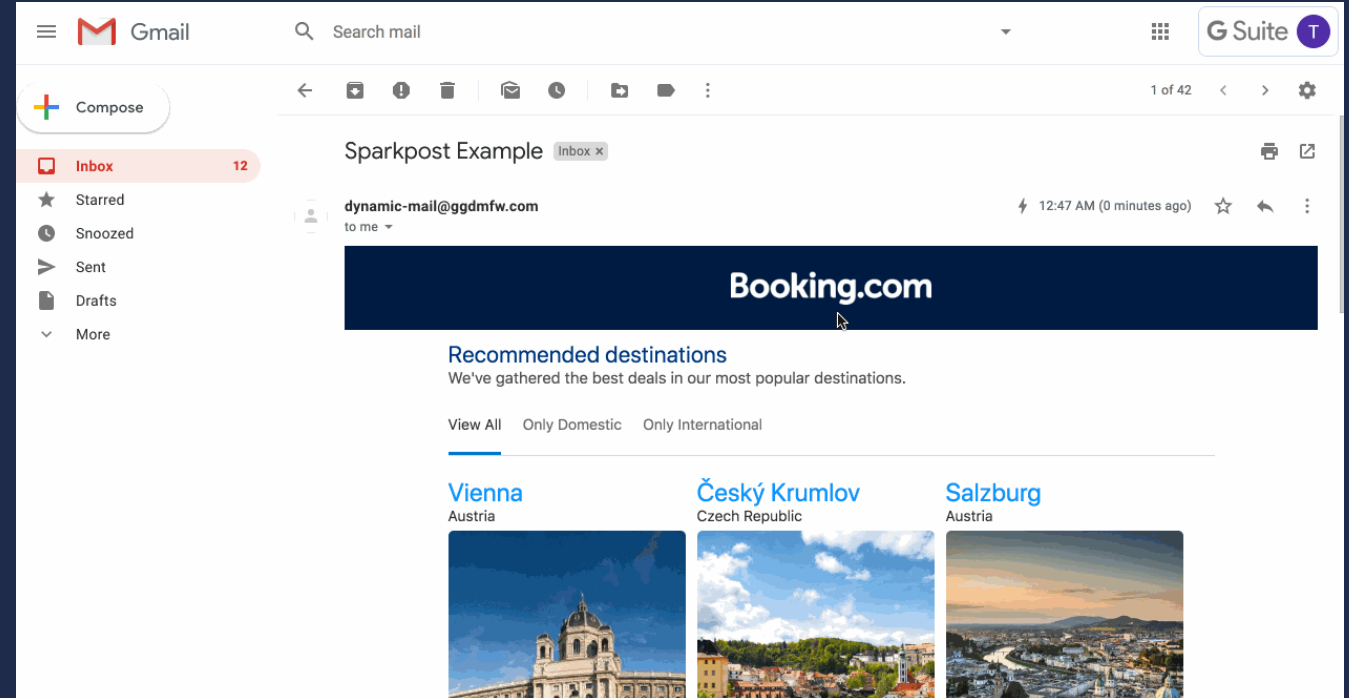
Pinterest integration

Email recipients can add interesting images to their Pinterest boards within the email using the amp-list component
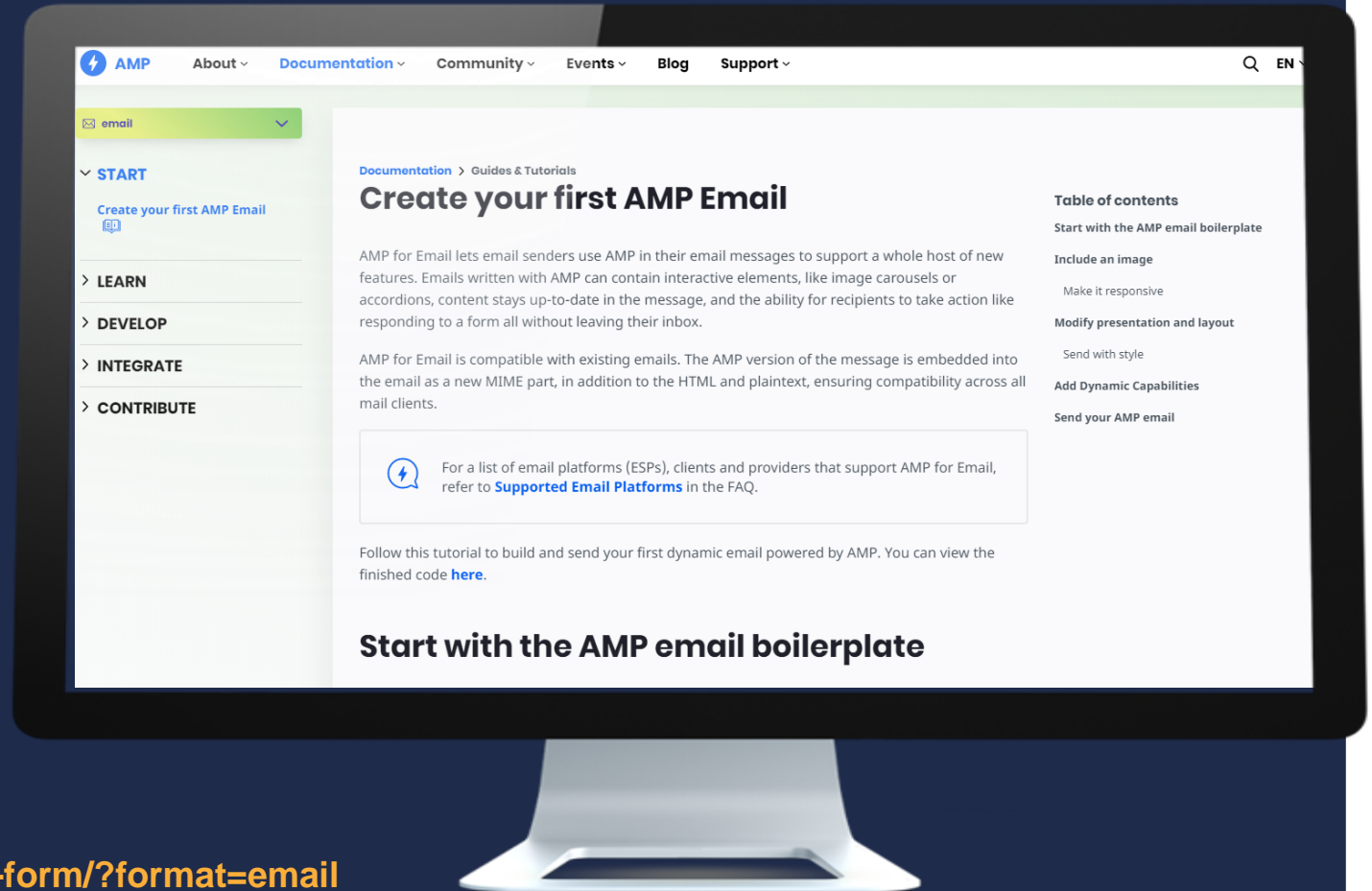
AMP FOR EMAIL EXAMPLES

Booking.com

Email recipients can filter between domestic & international travel destinations

COMMUNITY SUPPORT

https://amp.dev/documentation/components/amp-form/?format=email

GETTING STARTED WITH AMP

- You must **register** with Google

- Confirm **requirements**, which include:

  - Production-Ready email example

  - Email authenticated through SPF, DKIM, & DMARC

  - Email must follow AMP best practices & Gmail Bulk Sender guidelines

  - Must have low spam complaints & high sender reputation

- Select the right **ESP**

  - Current support from Adobe Campaign Classic, Amazon SES & PinPoint, Aweber, Blueshift, Braze, Cheetah Digital, Clang, Copernica, Customer.io, dotdigital, Elastic Email, eSputnik, ExpressPigeon, Iterable, Klaviyo, MagNews, Mailrelay, Mapp Cloud, Maileon, Mailgun, Mailkit, MessageGears, MindBox, MoonMail, Pepipost, SendPulse, SocketLabs, Sparkpost, Tripolis, & Twilio Sendgrid

- Be mindful of email **client support**

  - Gmail, Yahoo! Mail, Outlook, & mail.ru

- Any questions? Feel free to pick our brains!

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  - Marvin Cal, Manager, Application Technologies
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