

AREYOUR EMAILS READY TO BE AMPED UP?

2020 Email Evolution Conference



A QUICK INTRODUCTION

What a difference a few months can make...

Tim Thies Business Development Manager RRD Marketing Solutions



circa February 2020

Tim Thies Quarantined with 3 young boys & a puppy



circa May 2020

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

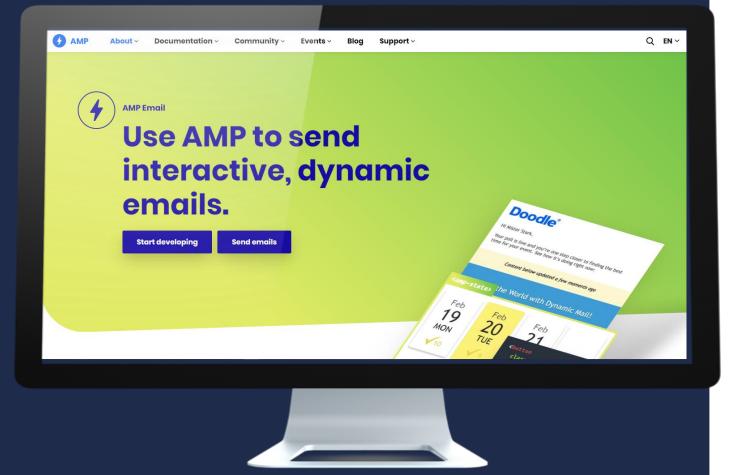
Marking items in a cart

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

nest Black Friday Time is running out. Save up to \$60 on select Nest products. Ends November 27. Free overnight shipping.* Shop and add Nest products to your cart. Right in this email. 70 Nest Learning Nest Cam Nest Nest Cam Thermostat Indoor Protect Outdoor \$20 off \$50 off \$50 off \$60 off *Tax and shipping calculated at checkout. 0) F f 3400 Hillview Ave, Palo Alto, CA 94304

DYNAMIC CONTENT ELEMENTS

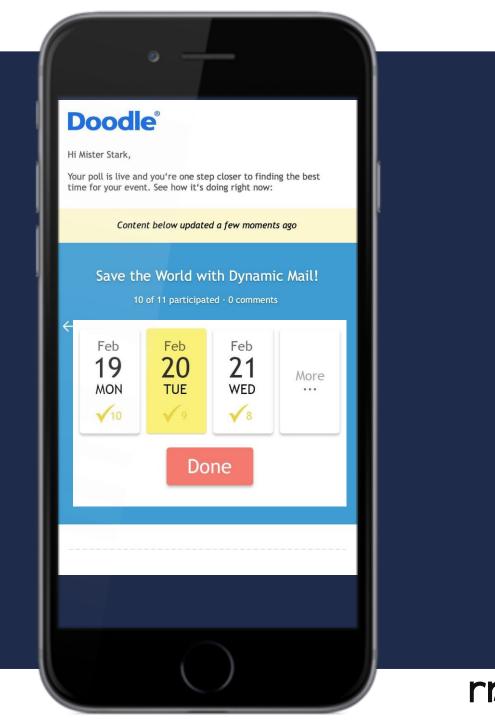
amp-form This is AMP's form element. It allows designers to create forms directly in email that can be completed by email recipients

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



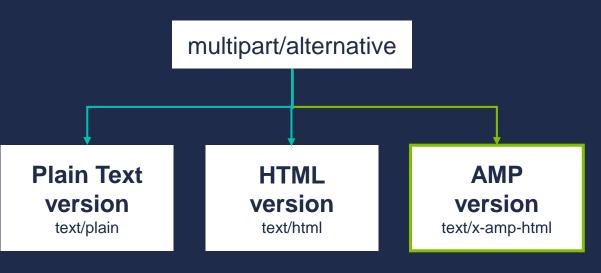
SOME TECHNICAL STUFF

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



SOME MORE TECHNICAL STUFF

Code Structure

- 1. Start with a doctype <!doctype html>
- 2. Contains a top level <html 4/24email>
- 3. Contain <head> and <body> tags
- 4. Contain a <meta charset="utf-8"> tag as the first child of your head tag
- Contain a
 script async src=https://cdnampproject.org/v0.js></script>
 tag inside your head tag
- Contain amp4email boilerplate inside your head tag to initially hide the content until AMP JS is loaded
 <style amp4email-boilerplate>body{visbility:hidden}</style>

Google Drive integration

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

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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

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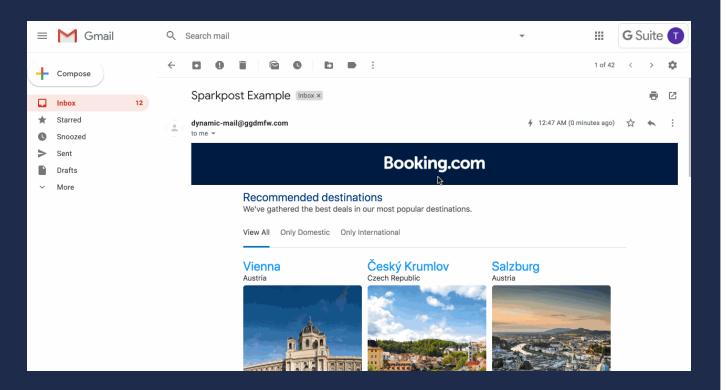
Pinterest integration

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

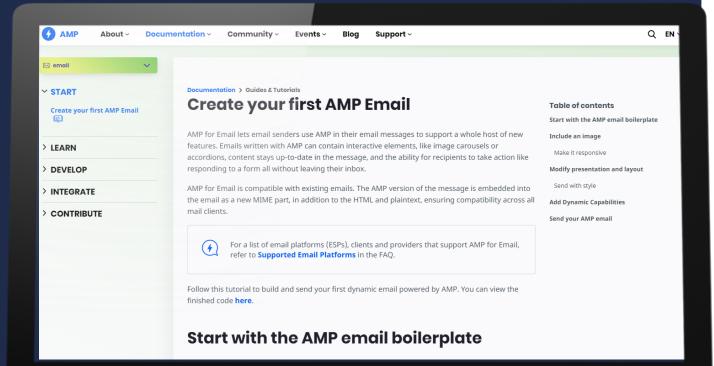
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Booking.com

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!
 - Tim Thies, Business Development Manager timothy.d.thies@rrd.com
 - Marvin Cal, Manager, Application Technologies marvin.l.cal@rrd.com