

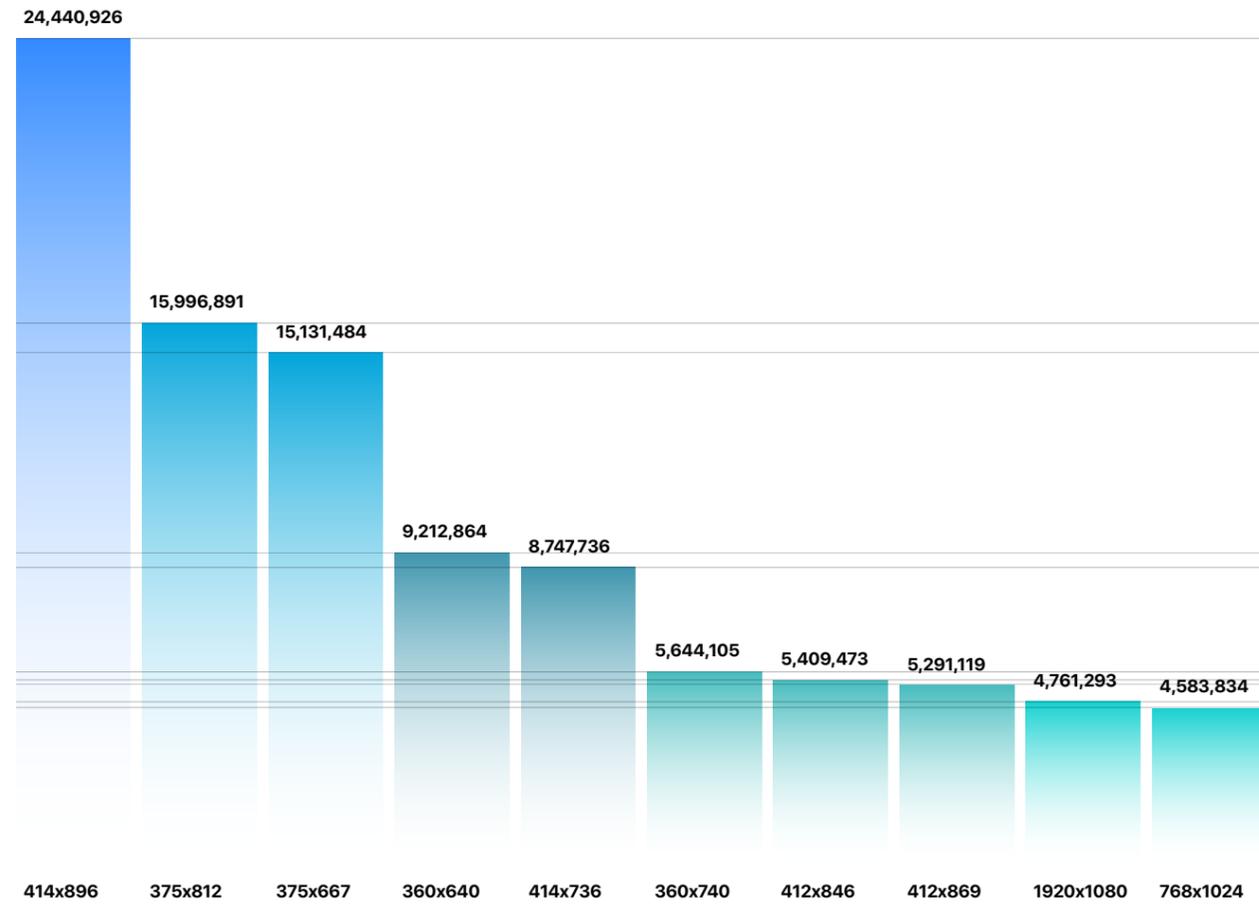


EMAIL EXPERIENCE DESIGN INSIGHTS

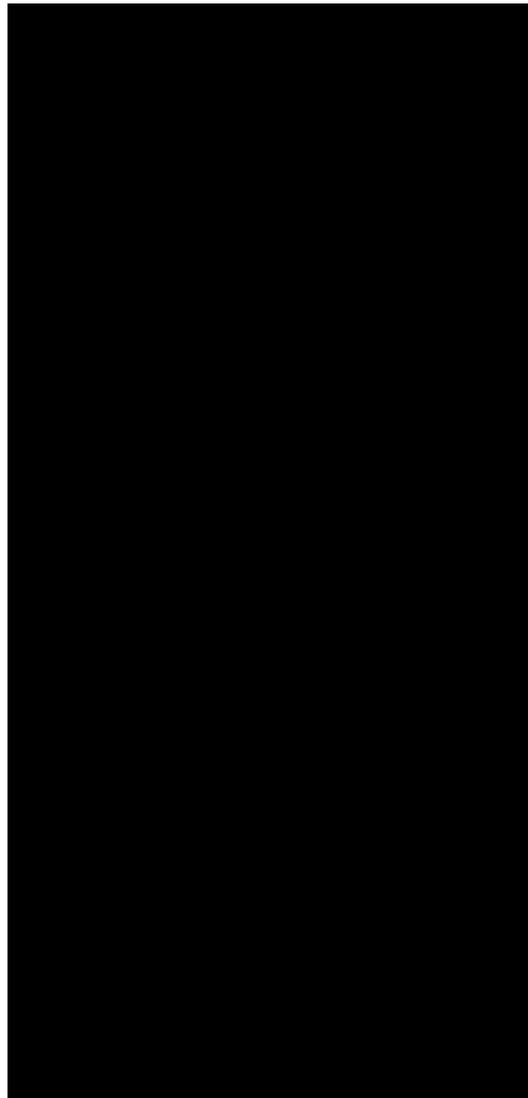
OCTOBER 2020 ON-GOING RESEARCH V0.1



Screen Resolution ?	Acquisition
	Users ? ↓
	151,235,950 % of Total: 100.00% (151,235,950)
1. 414x896	24,440,926 (16.40%)
2. 375x812	15,996,891 (10.73%)
3. 375x667	15,131,484 (10.15%)
4. 360x640	9,212,864 (6.18%)
5. 414x736	8,747,736 (5.87%)
6. 360x740	5,644,105 (3.79%)
7. 412x846	5,409,473 (3.63%)
8. 412x869	5,291,119 (3.55%)
9. 1920x1080	4,761,293 (3.19%)
10. 768x1024	4,583,834 (3.08%)



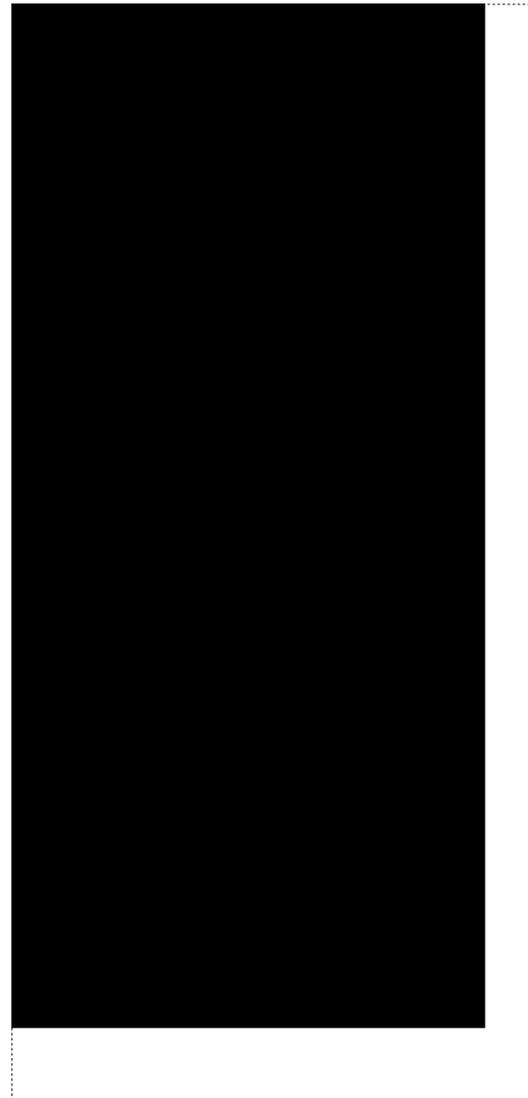
#1 Screen Resolution



414 x 869

50%

#2 Screen Resolution



375 x 812

50%

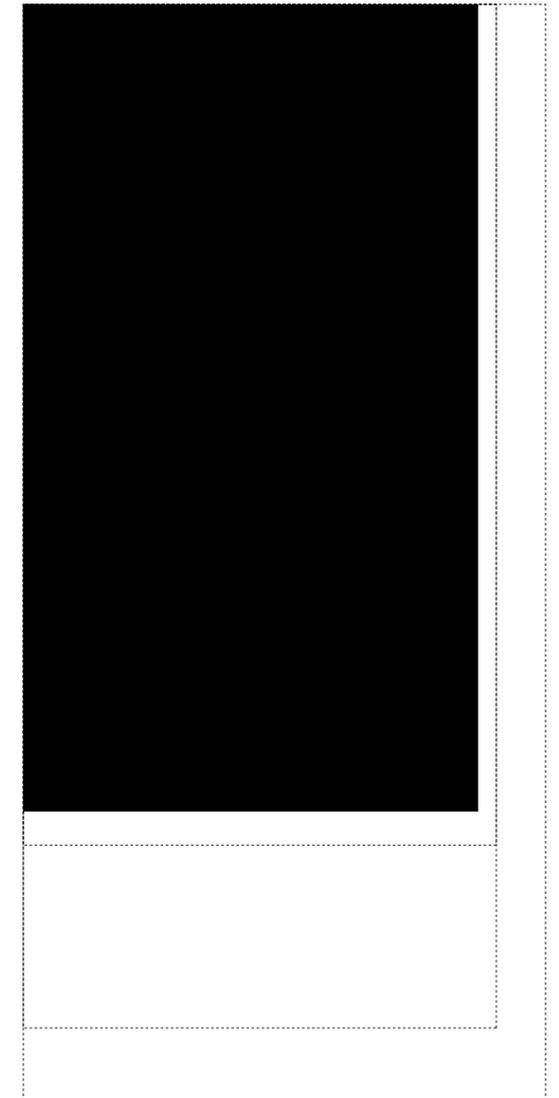
#3 Screen Resolution



375 x 667

50%

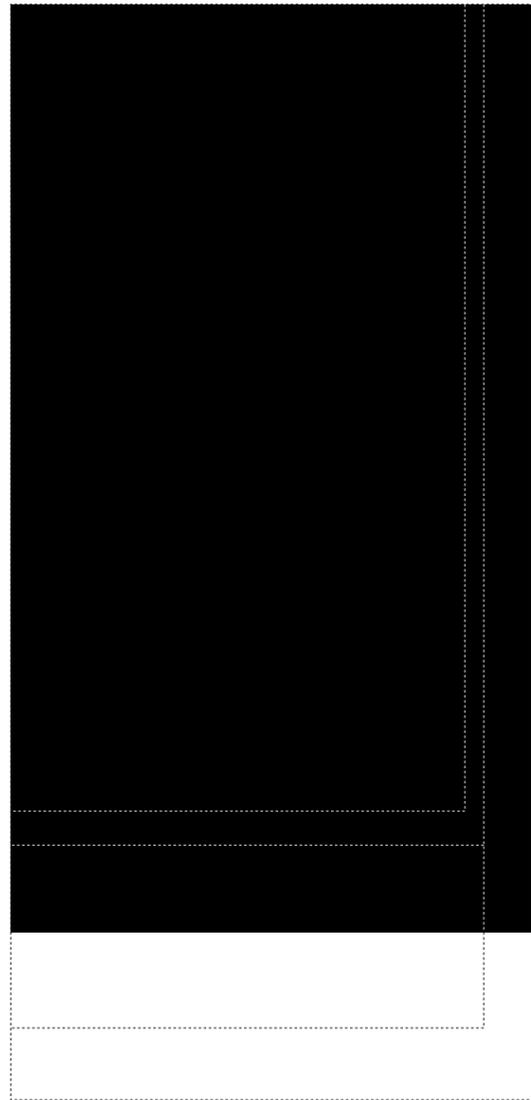
#4 Screen Resolution



360 x 640

50%

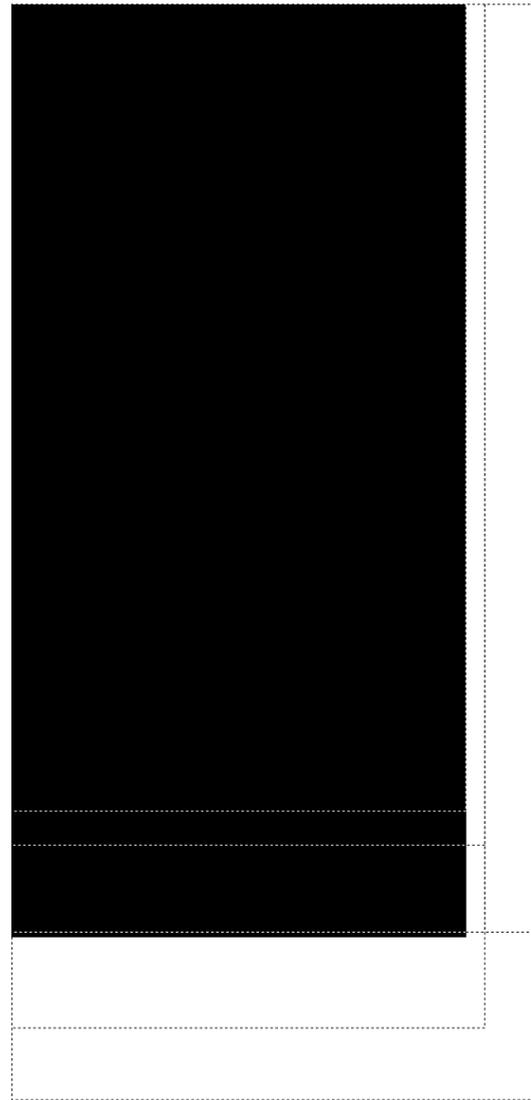
#5 Screen Resolution



414 x 736

50%

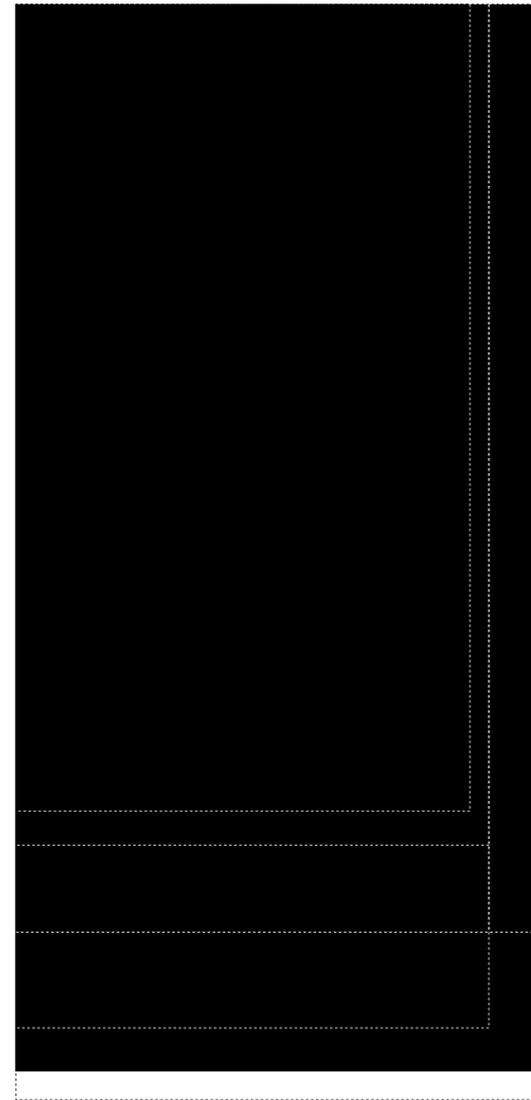
#6 Screen Resolution



360 x 740

50%

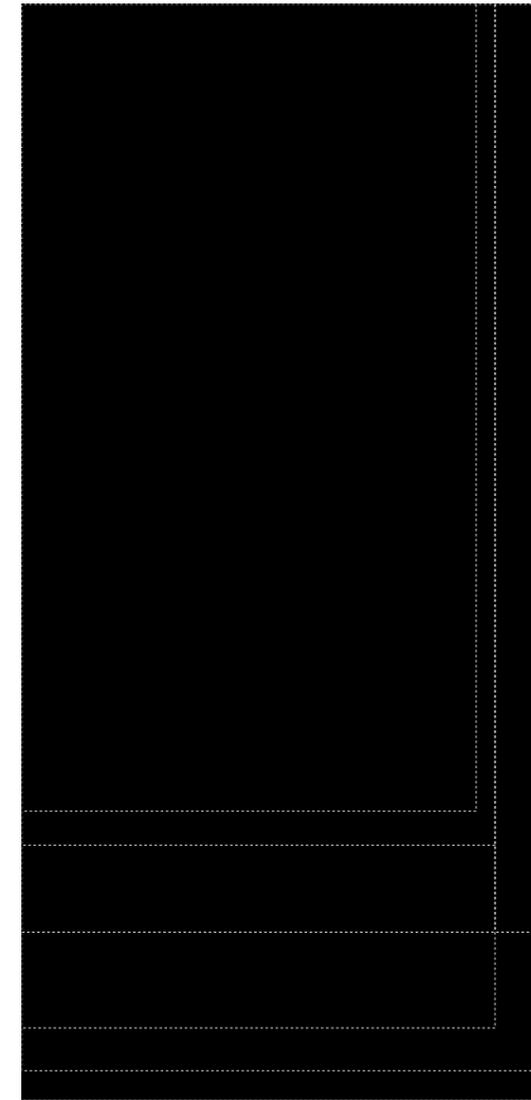
#7 Screen Resolution



412 x 846

50%

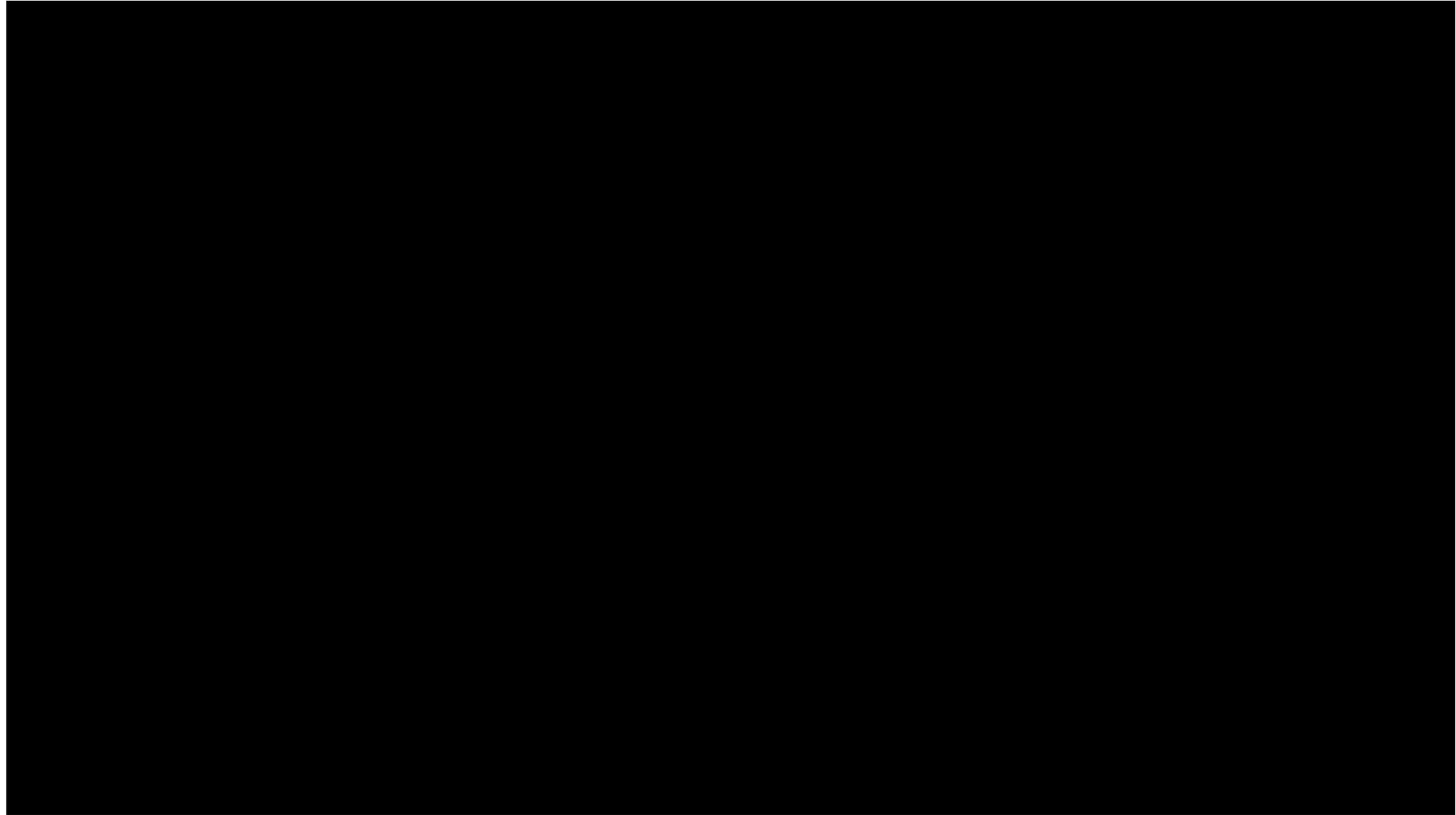
#8 Screen Resolution



412 x 869

50%

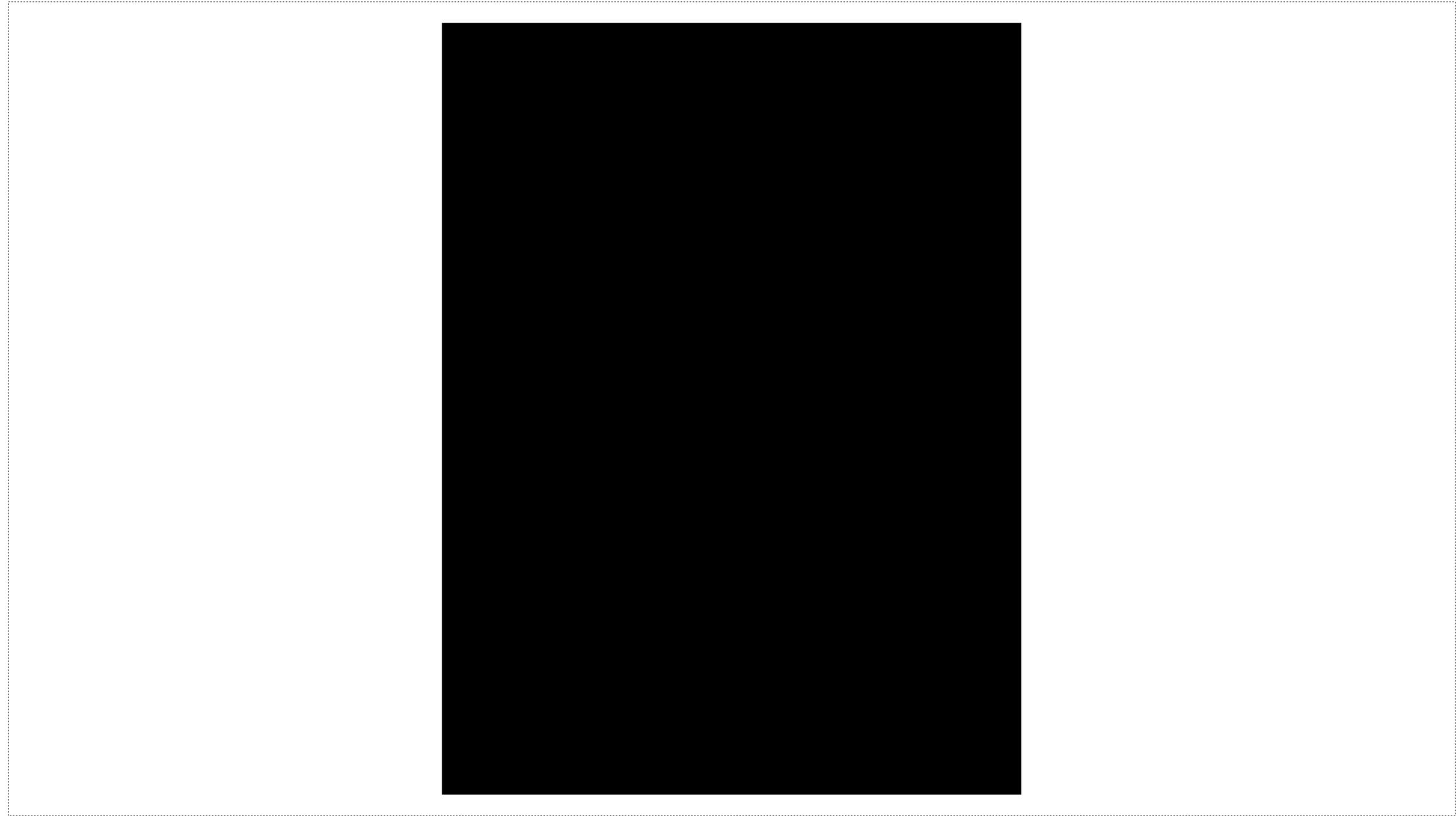
#9 Screen Resolution



1920 x 1080

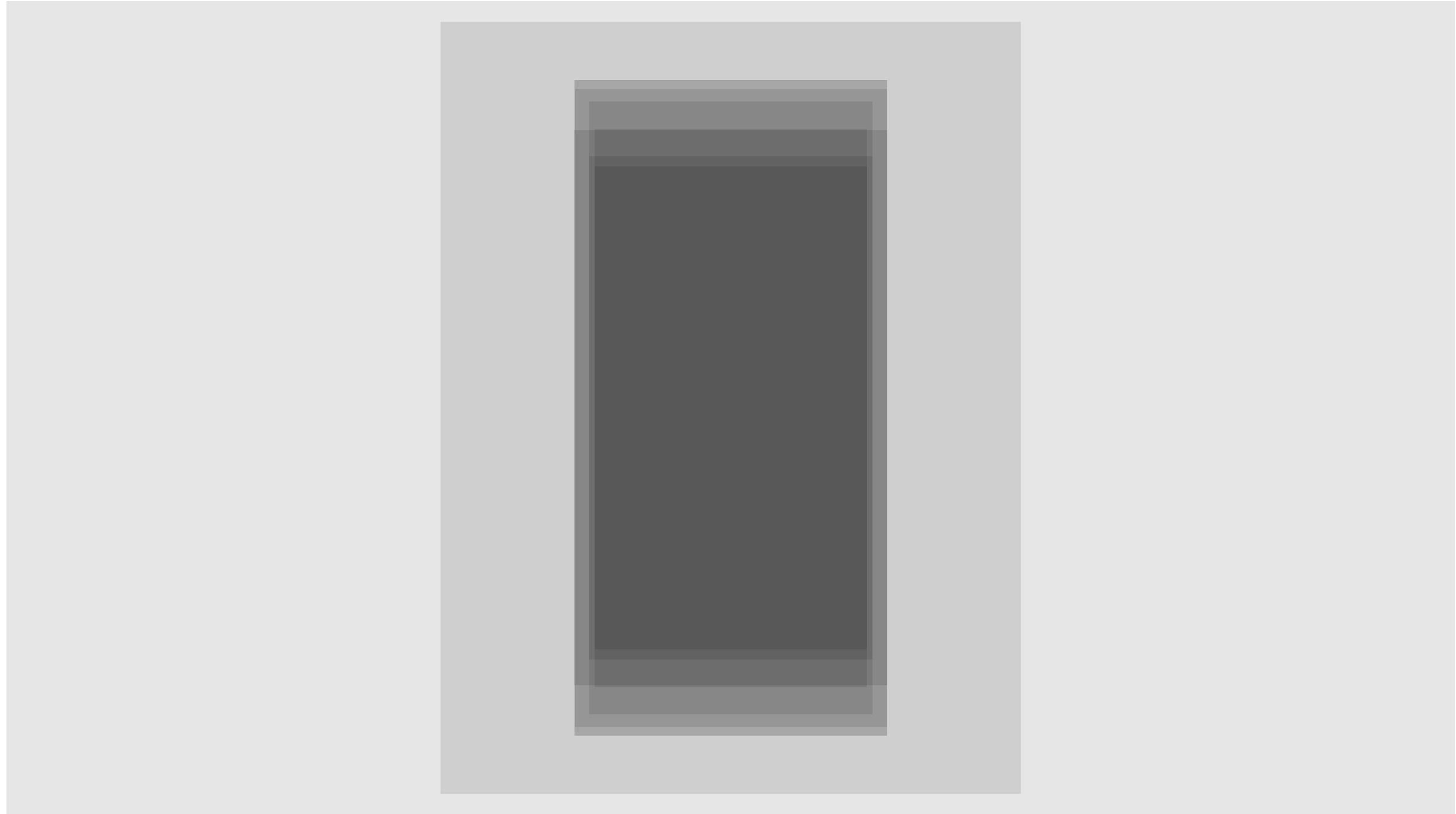
50%

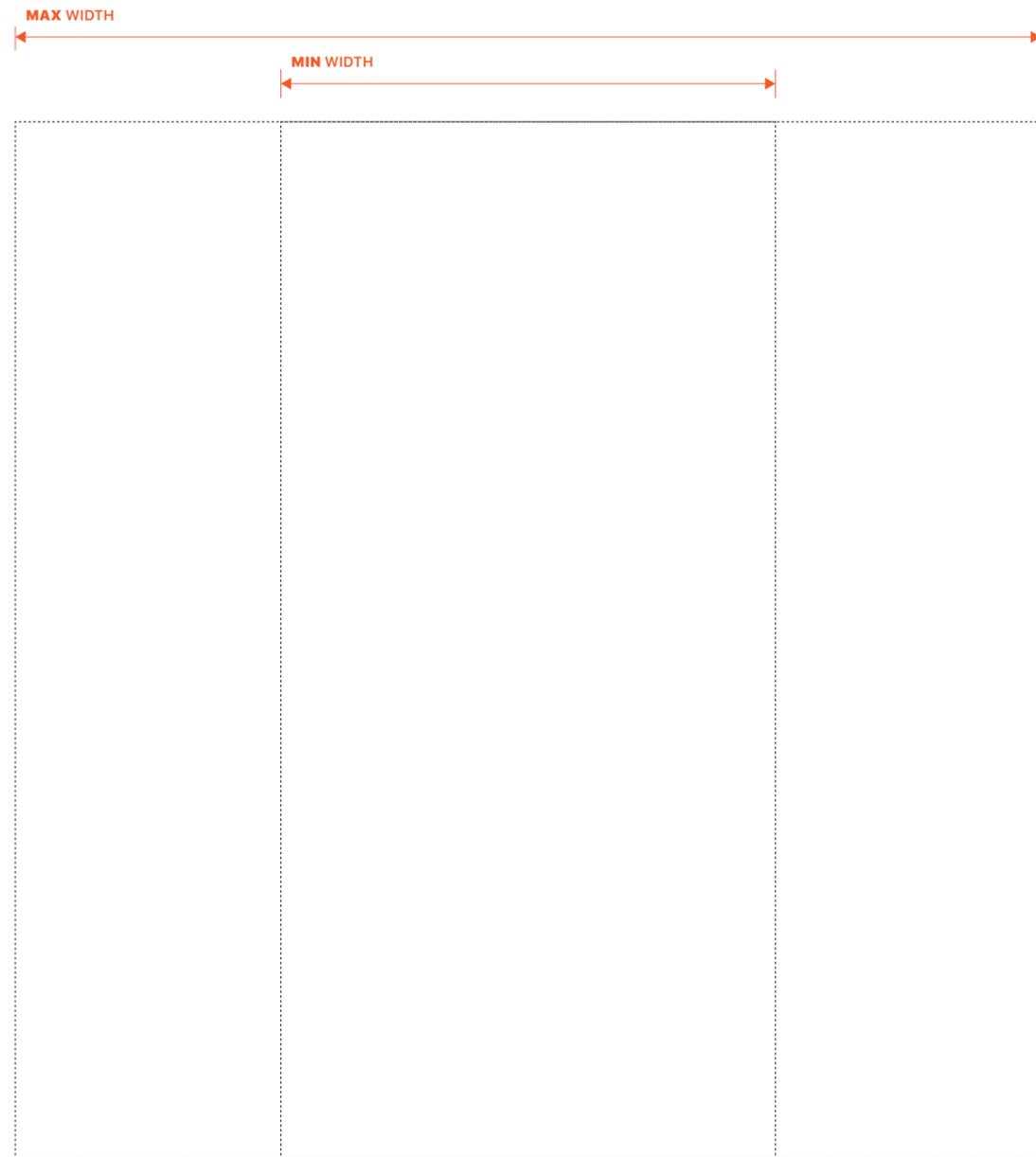
#10 Screen Resolution



768 x 1024

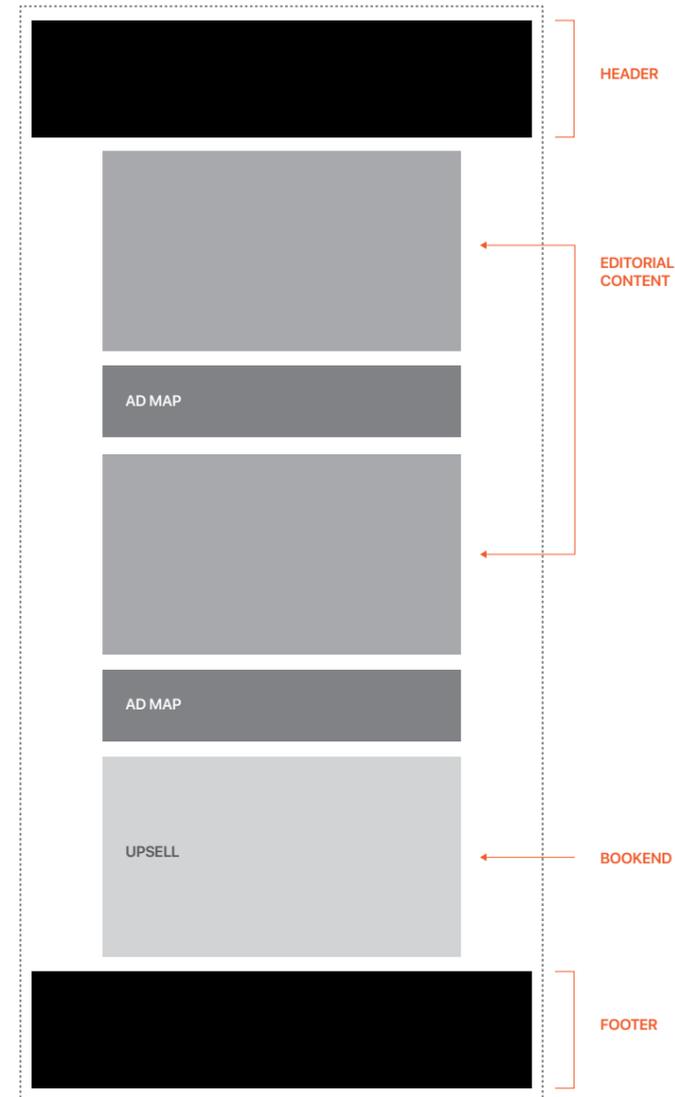
50%





DETERMINE MIN AND MAX WIDTHS

Email Components

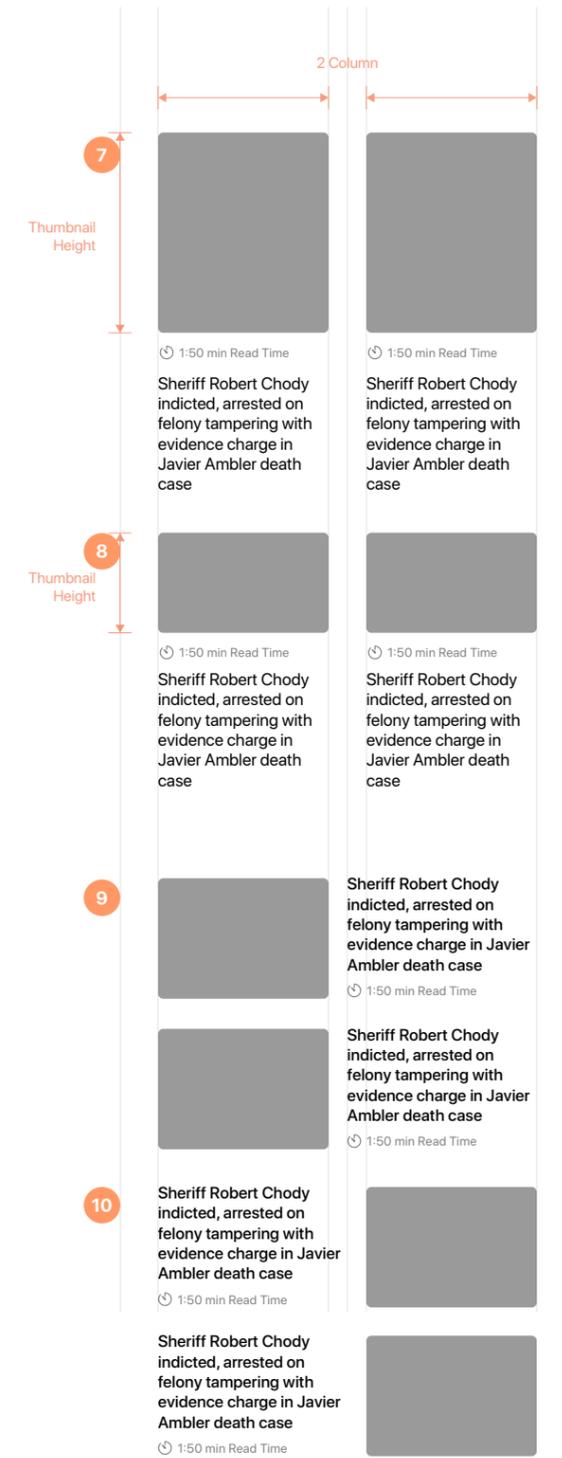
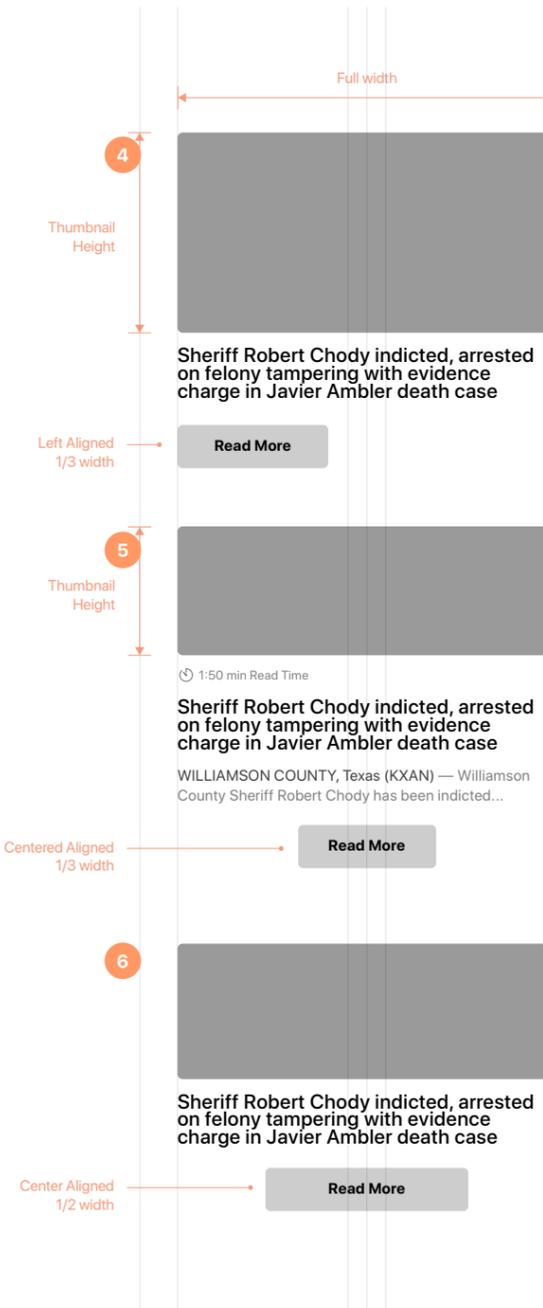
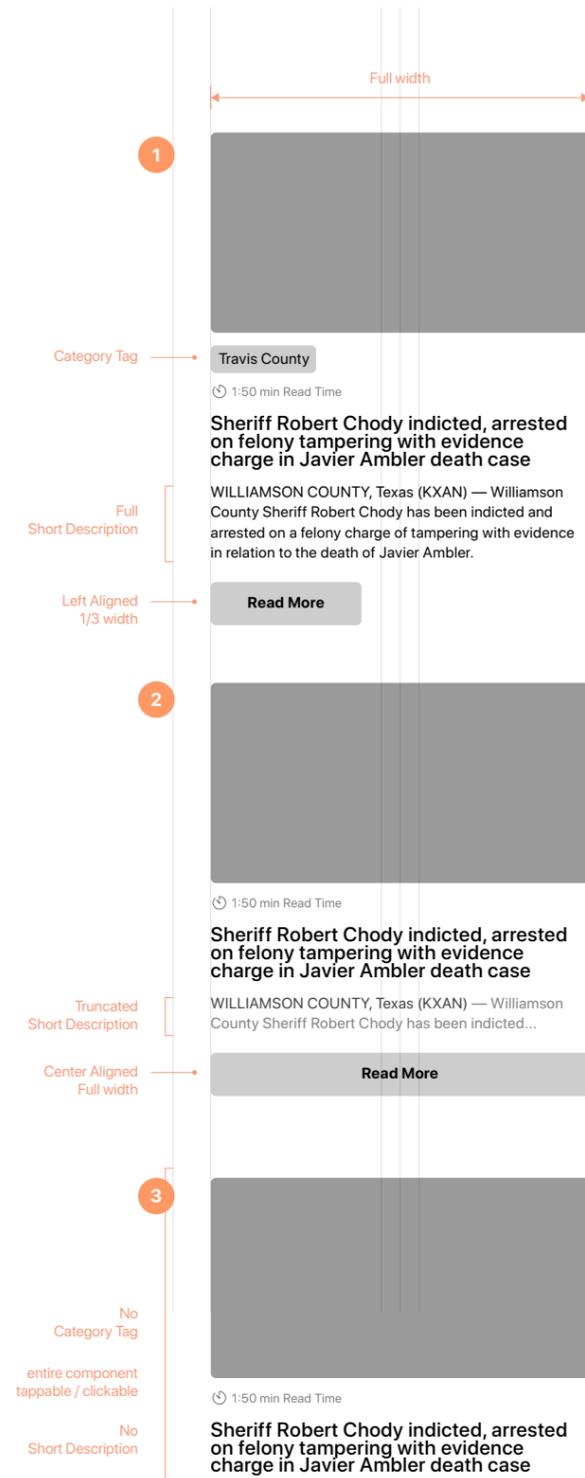
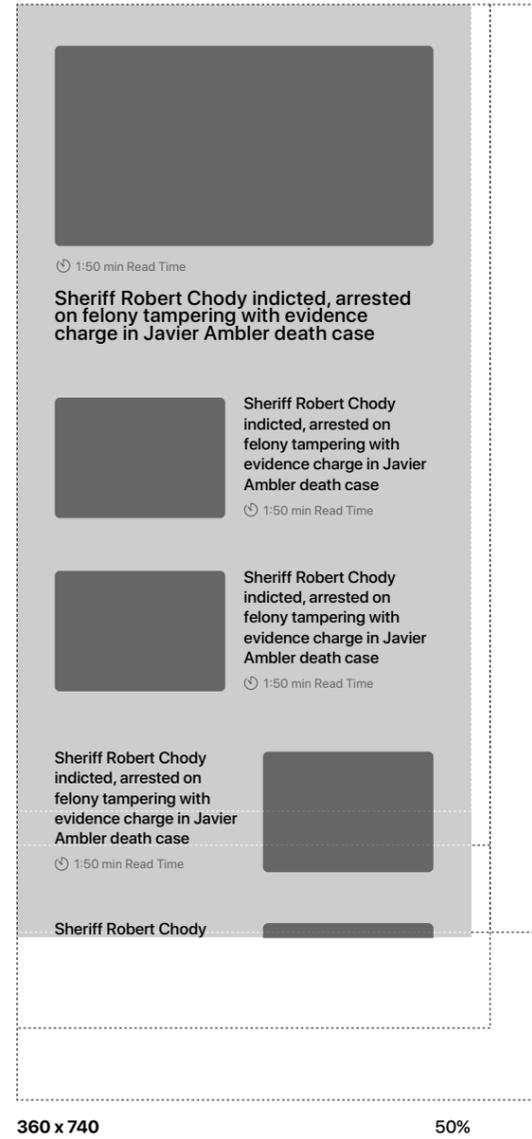


PREPARE TO TEST DIFFERENT AGGANGEMENTS

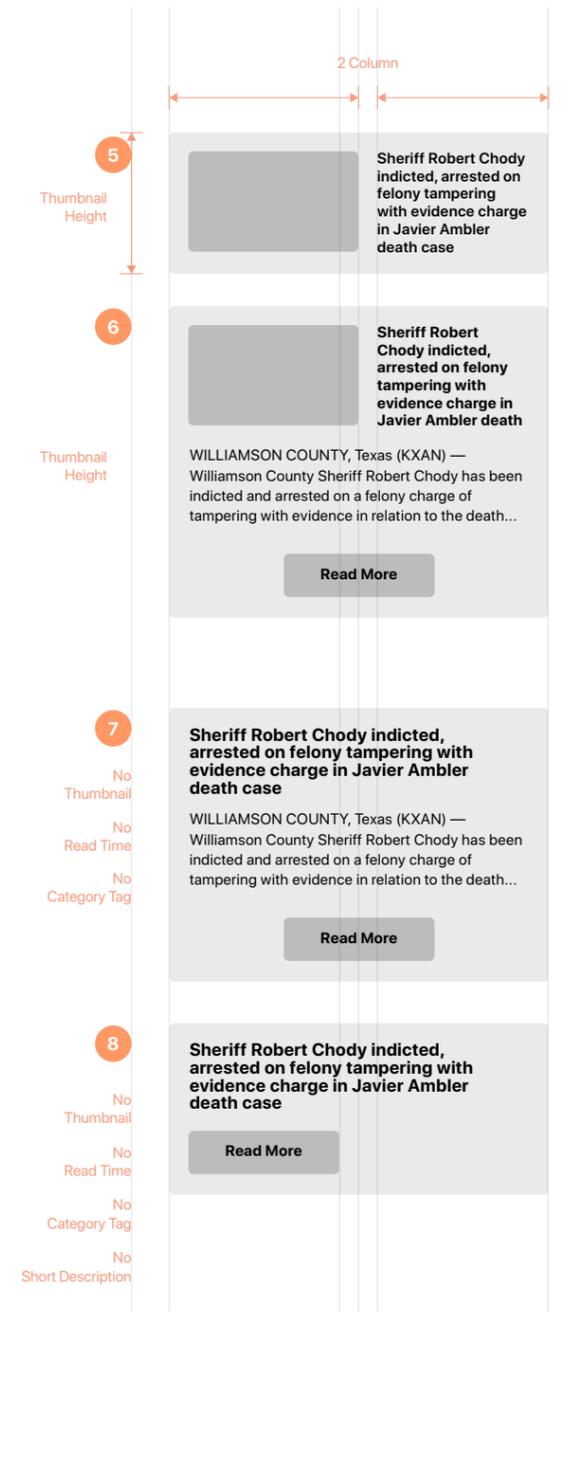
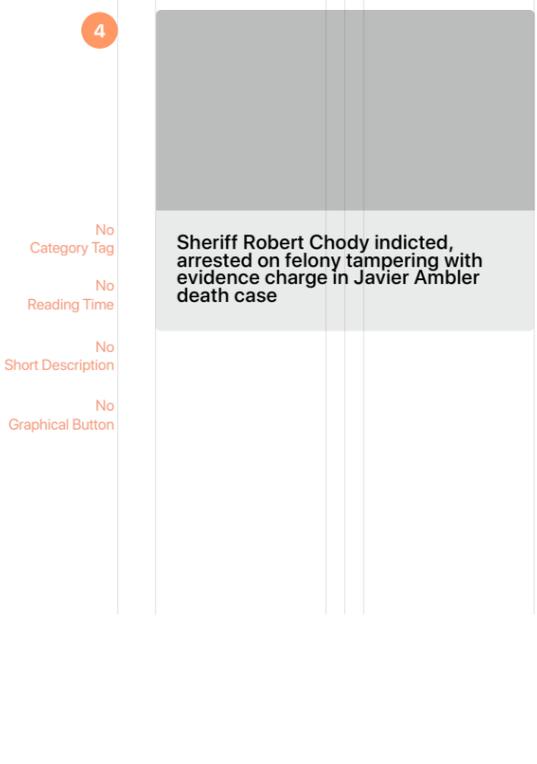
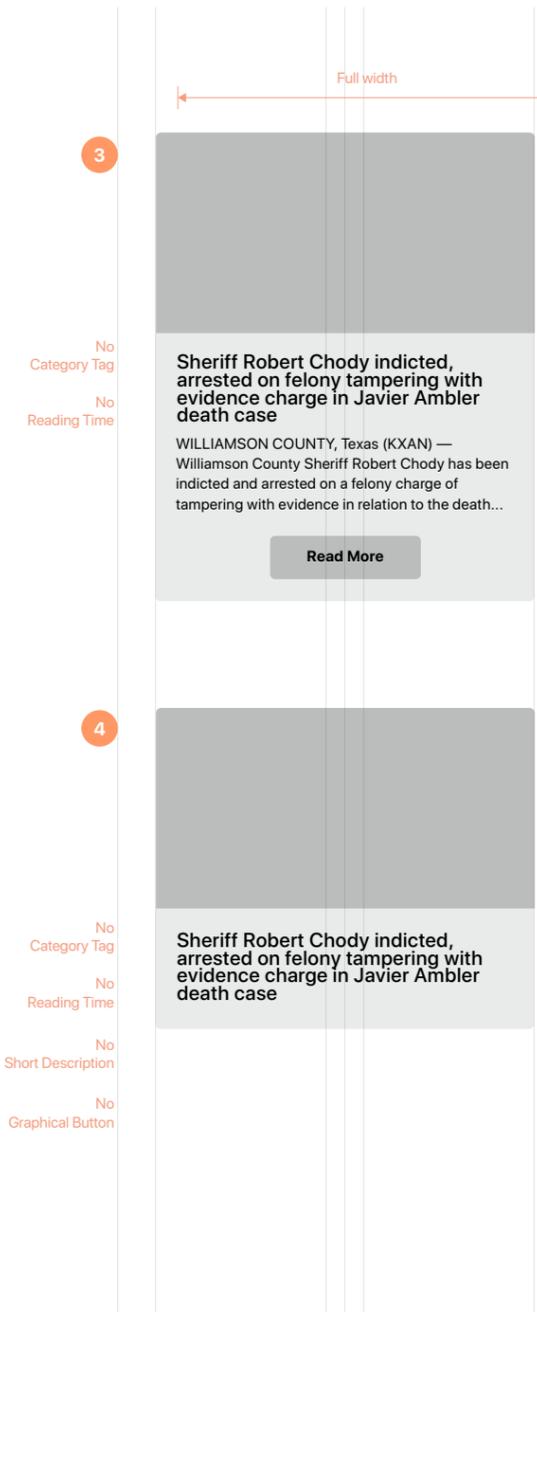
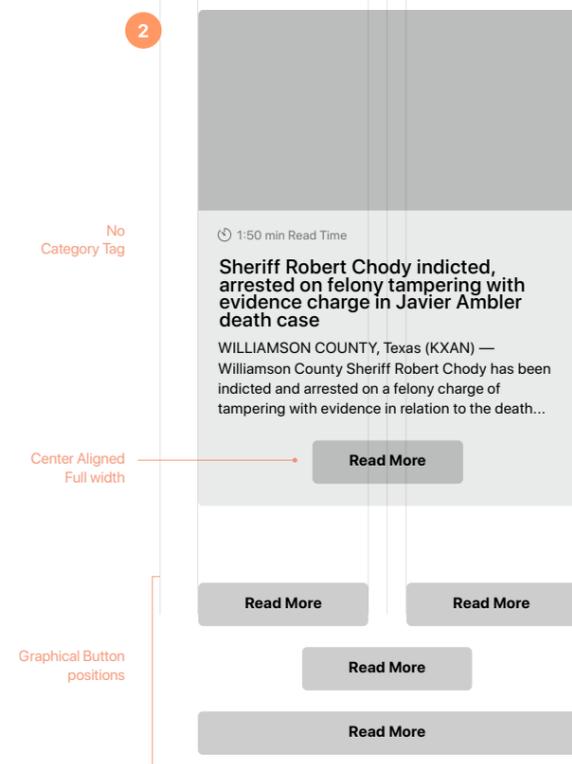
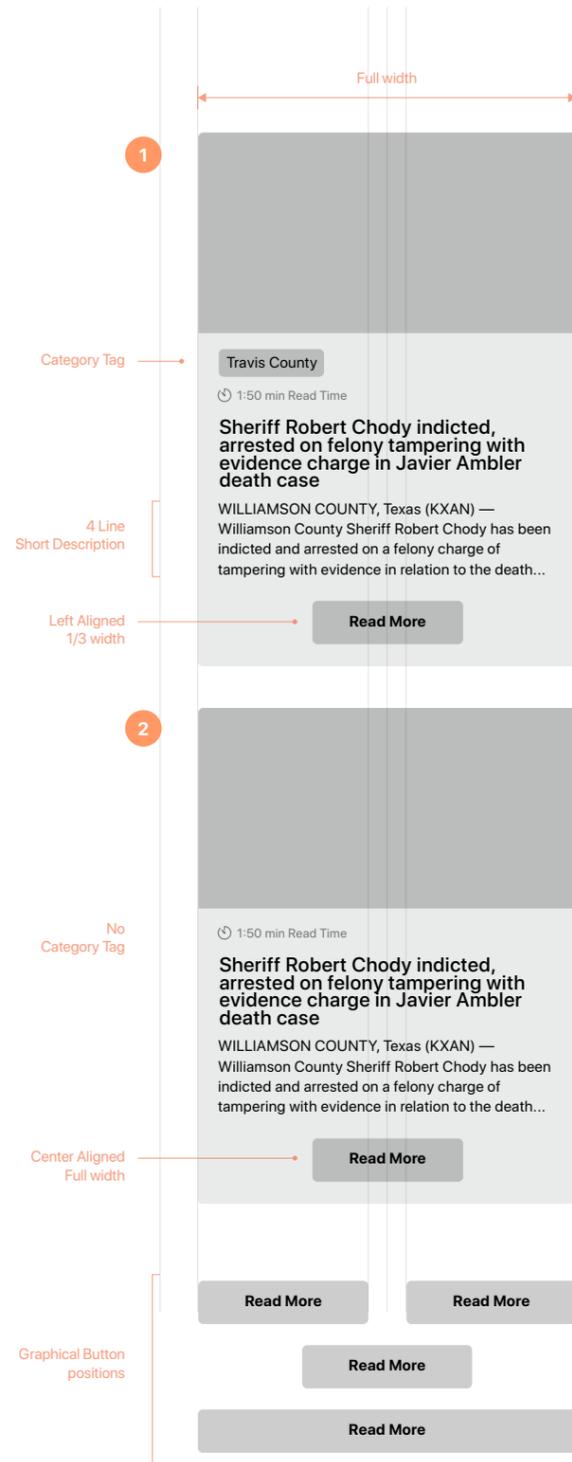
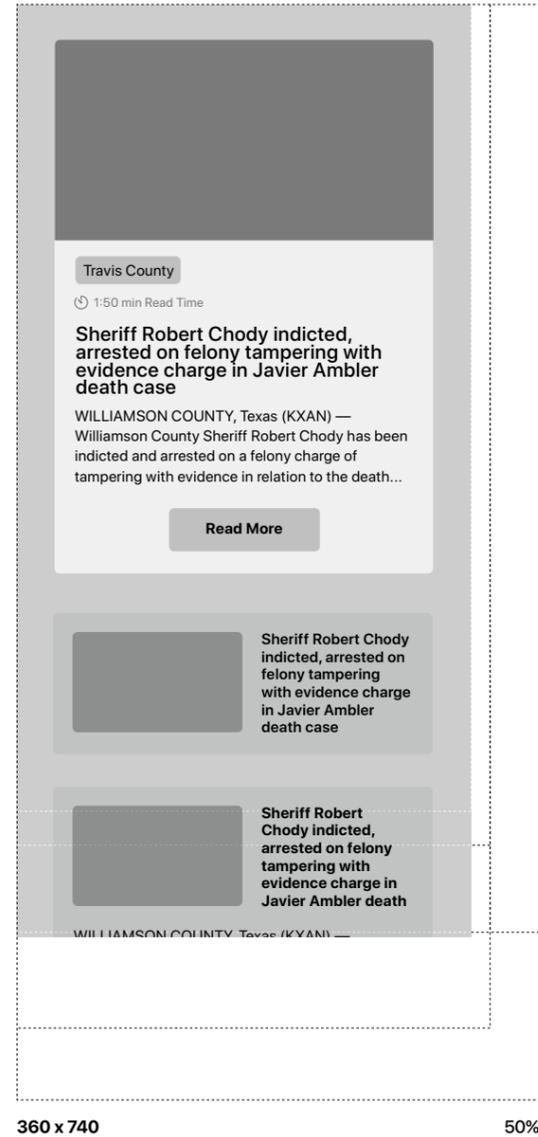
MASTER SCHEMA VARIABLES

- Stack clickability
- Number viewable components per scroll
- Overall total length
- Overall total number of articles
- Overall total number of ads

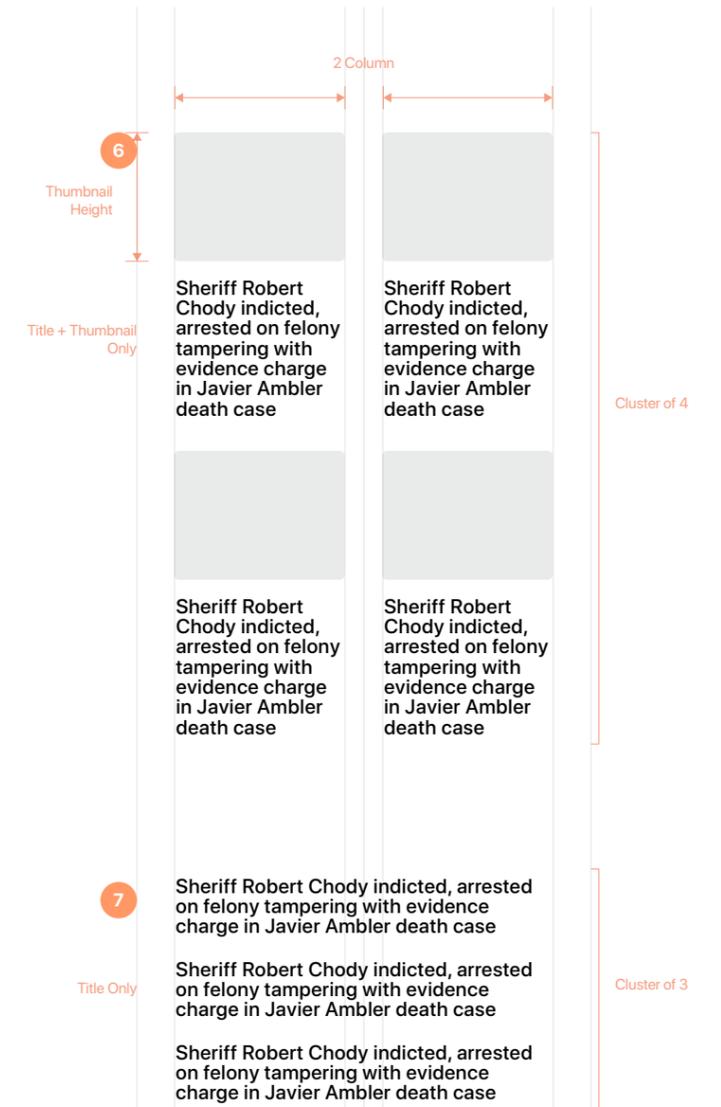
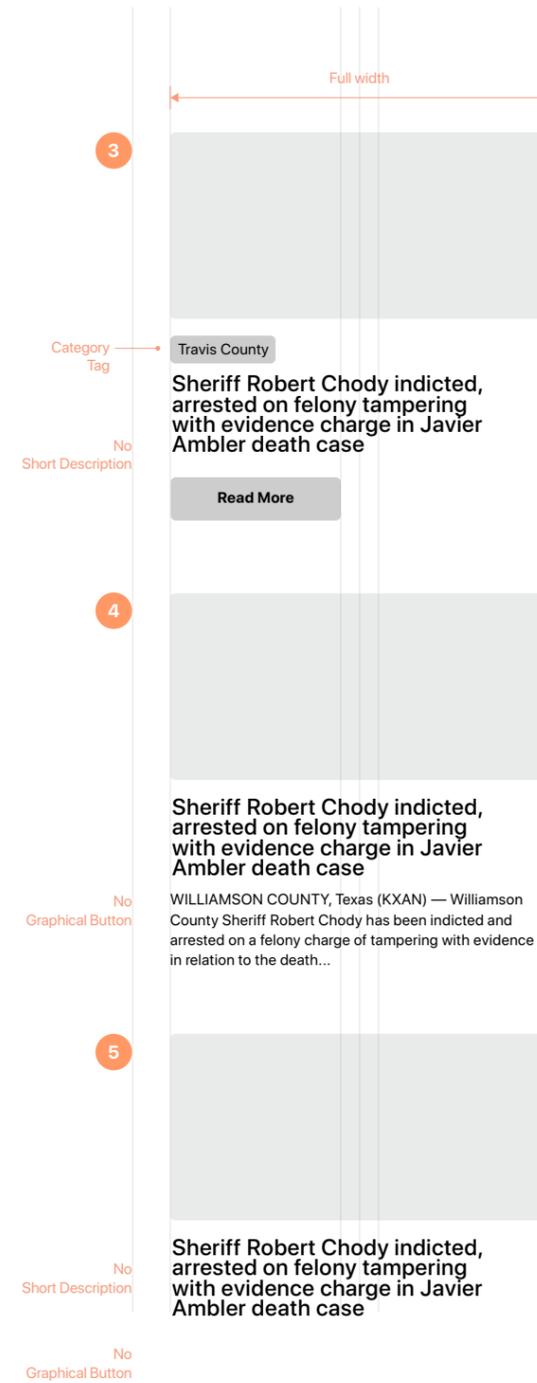
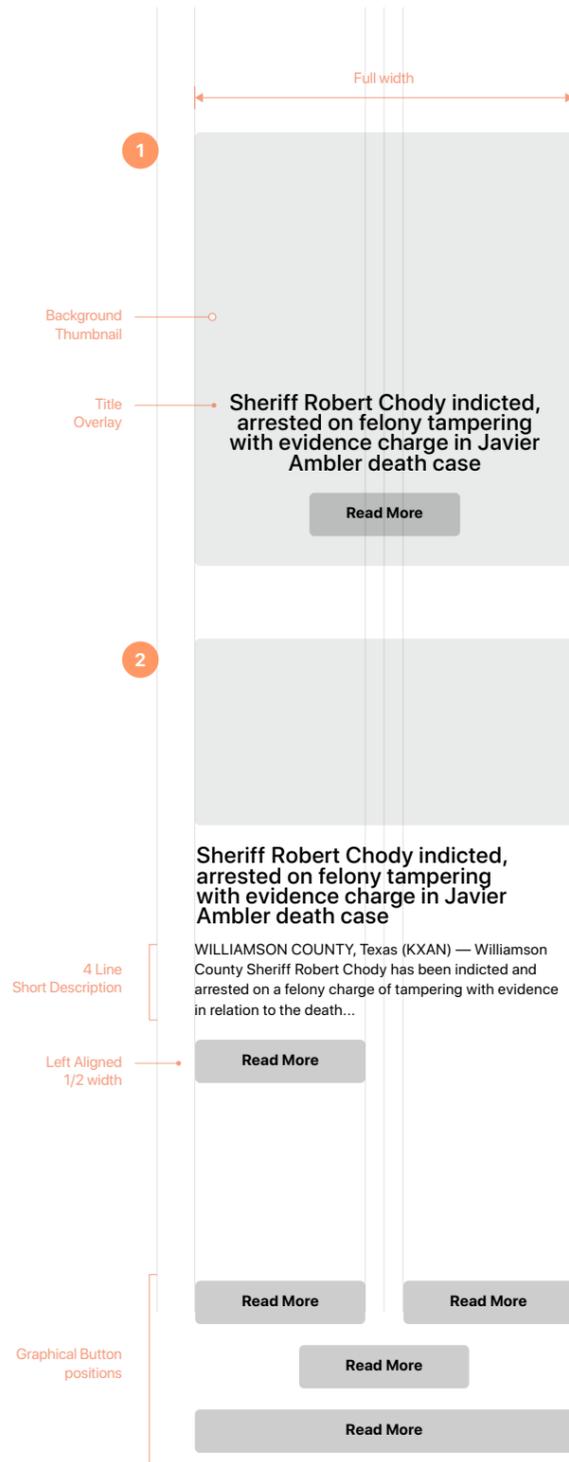
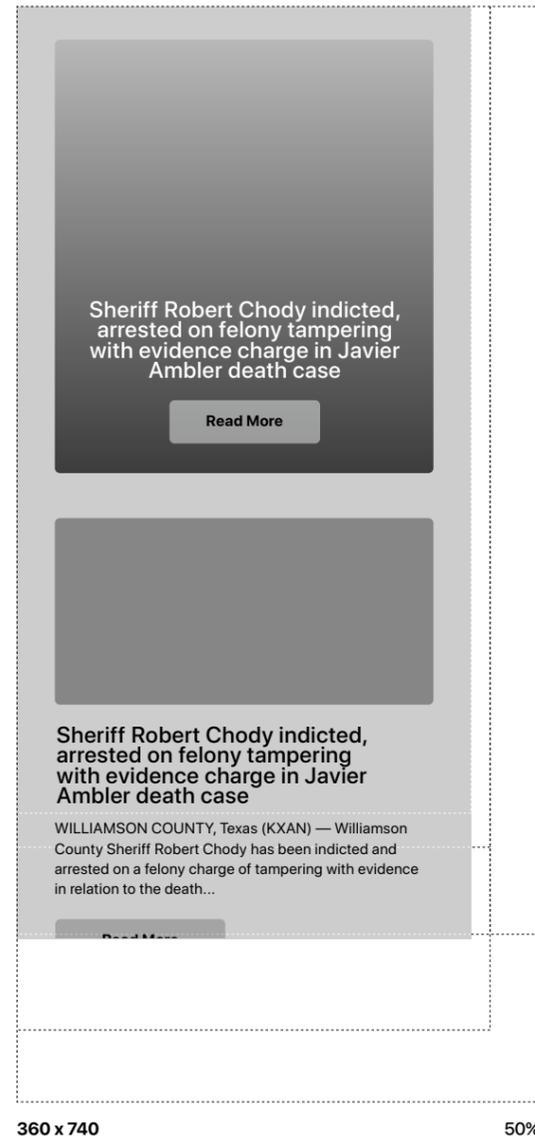
EXAMPLE ARRANGEMENT



EXAMPLE ARRANGEMENT



EXAMPLE ARRANGEMENT



EXAMPLE ARRANGEMENT

Sheriff Robert Chody indicted, arrested on felony tampering with evidence charge in Javier Ambler death case

WILLIAMSON COUNTY, Texas (KXAN) — Williamson County Sheriff Robert Chody has been indicted and arrested on a felony charge of tampering with evidence in relation to the death...

Read More

Sheriff Robert Chody indicted, arrested on felony tampering with evidence charge in Javier Ambler death case

Sheriff Robert Chody indicted, arrested on felony tampering with evidence charge in Javier Ambler death case

Sheriff Robert Chody indicted, arrested on felony tampering with evidence charge in Javier Ambler death case

360 x 740 50%

1 Sheriff Robert Chody indicted, arrested on felony tampering with evidence charge in Javier Ambler death case

Background Color

Graphical Button Center Aligned 1/2 width

2 No Background Color

Graphical Button Left Aligned 1/2 width

Graphical Button positions

Read More

Read More

Read More

Read More

3 Sheriff Robert Chody indicted, arrested on felony tampering with evidence charge in Javier Ambler death case

Background Color Border Style

4 Sheriff Robert Chody indicted, arrested on felony tampering with evidence charge in Javier Ambler death case

Background Color

5 No Short Description

Read More

Read More

Read More

6 Sheriff Robert Chody indicted, arrested on felony tampering with evidence charge in Javier Ambler death case

WILLIAMSON COUNTY, Texas (KXAN) — Williamson County Sheriff Robert Chody has been indicted and arrested on a felony charge of tampering with evidence in relation to the death...

2 Column

7 Sheriff Robert Chody indicted, arrested on felony tampering with evidence charge in Javier Ambler death case

Sheriff Robert Chody indicted, arrested on felony tampering with evidence charge in Javier Ambler death case

Cluster of 4

8 Sheriff Robert Chody indicted, arrested on felony tampering with evidence charge in Javier Ambler death case

Sheriff Robert Chody indicted, arrested on felony tampering with evidence charge in Javier Ambler death case

1/4 width Thumbnail

2 Column

Cluster of 2

Minimum Width

360 x 740

50%

Minimum Width

360 x 740

50%

Minimum Width

360 x 740

50%

Arrangement 01

Other Email Notifications

[WEATHER](#)

[DAILY NEWS](#)

[NEWS ALERTS](#)

[CONTESTS](#)

[TRAFFIC](#)

[LOCAL INTERESTS](#)

[f](#) [t](#) [w](#) [s](#) [e](#) [+](#)

To ensure you receive these emails in the future, please add kxan@publisher-news.com to your address book, contacts list of safe senders.

[Manage Notifications](#) [Feedback](#)



KXAN is part of the Nexstar Company
© 2000-2018 Nexstar Broadcasting, Inc.
908 W. Martin Luther King, Jr. Blvd Austin, TX 78701

360 x 740 50%

Arrangement 02

Other Email Notifications

[WEATHER](#)

[DAILY NEWS](#)

[NEWS ALERTS](#)

[CONTESTS](#)

[TRAFFIC](#)

[LOCAL INTERESTS](#)

[f](#) [t](#) [w](#) [s](#) [e](#) [+](#)

You are receiving KXAN notification emails. Do not reply to this email. We are unable to respond to inquiries sent to this address.

To ensure you receive these emails in the future, please add kxan@publisher-news.com to your address book, contacts list of safe senders.

[Manage Notifications](#) [Feedback](#)



KXAN is part of the Nexstar Company
© 2000-2018 Nexstar Broadcasting, Inc.
908 W. Martin Luther King, Jr. Blvd Austin, TX 78701

360 x 740 50%

Arrangement 03

Other Email Notifications

[WEATHER](#)

[DAILY NEWS](#)

[NEWS ALERTS](#)

[CONTESTS](#)

[TRAFFIC](#)

[LOCAL INTERESTS](#)

[Manage Notifications](#) [Feedback](#)

To ensure you receive these emails in the future, please add kxan@publisher-news.com to your address book, contacts list of safe senders.



Oklahoma's News 4 is part of the Nexstar Company
© 2000-2018 Nexstar Broadcasting, Inc.
908 W. Martin Luther King, Jr. Blvd Austin, TX 78701

360 x 740 50%

Arrangement 04

Other Email Notifications

[WEATHER](#) [CONTESTS](#)

[DAILY NEWS](#) [TRAFFIC](#)

[NEWS ALERTS](#) [LOCAL INTERESTS](#)

Subscribed as:
sean@brand22.com | [Unsubscribe](#)

To ensure you receive these emails in the future, please add kxan@publisher-news.com to your address book, contacts list of safe senders.

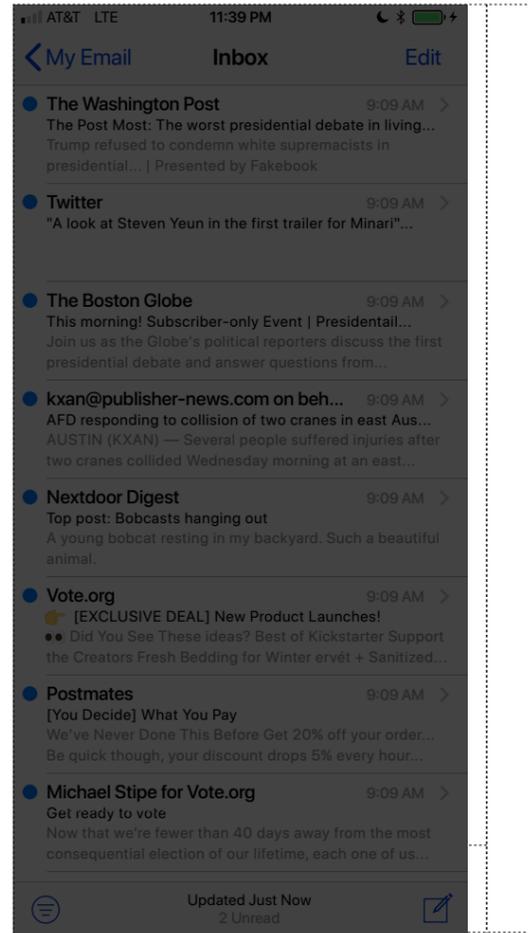


Find us on:
[YouTube](#) | [FaceBook](#) | [Twitter](#)

© 2000-2018 Nexstar Broadcasting, Inc.
908 W. Martin Luther King, Jr. Blvd Austin, TX 78701.
Oklahoma's News 4 is part of the Nexstar Company

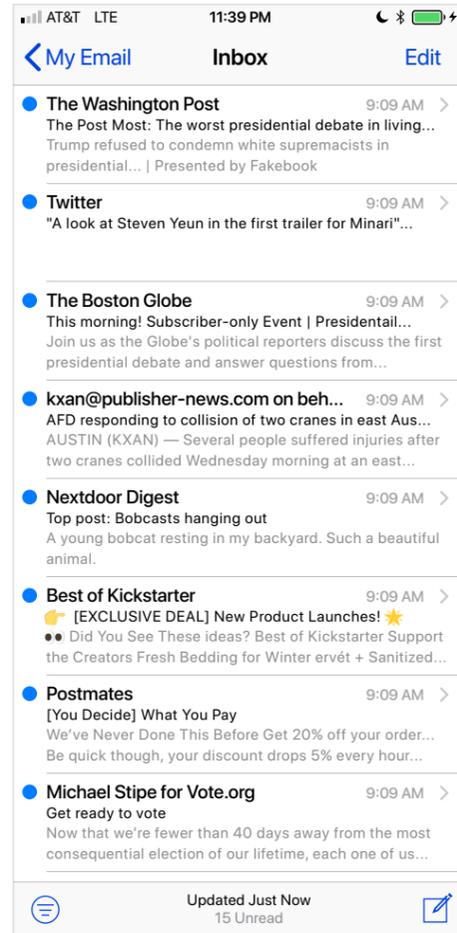
360 x 740 50%

Minimum Width

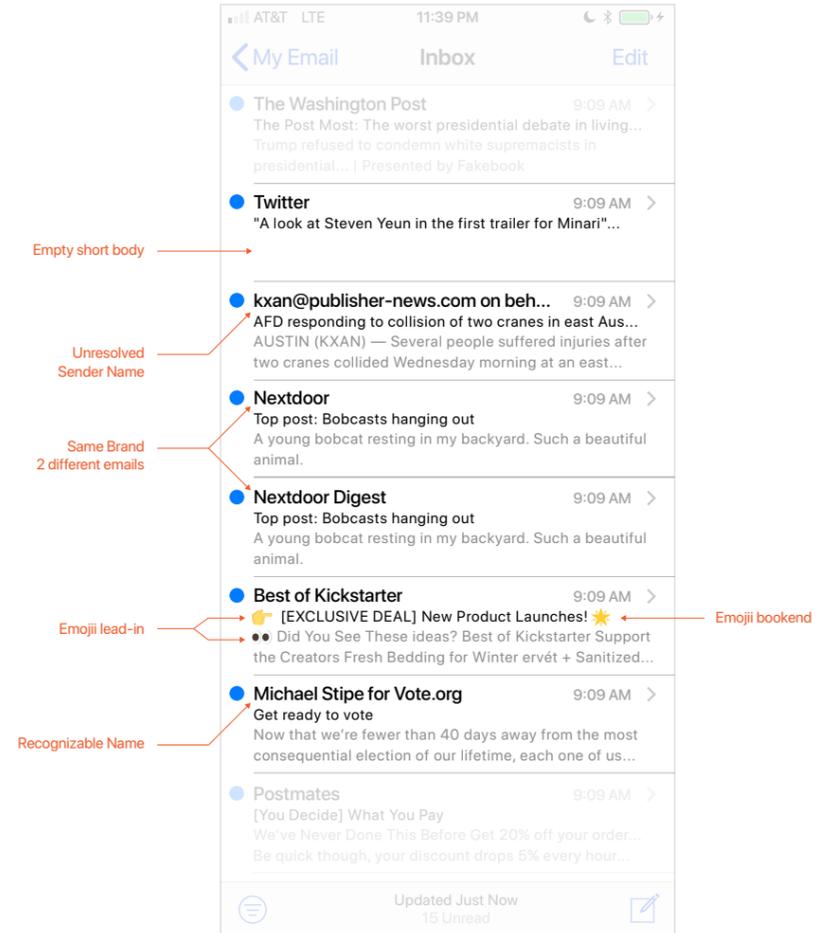


360 x 740

50%

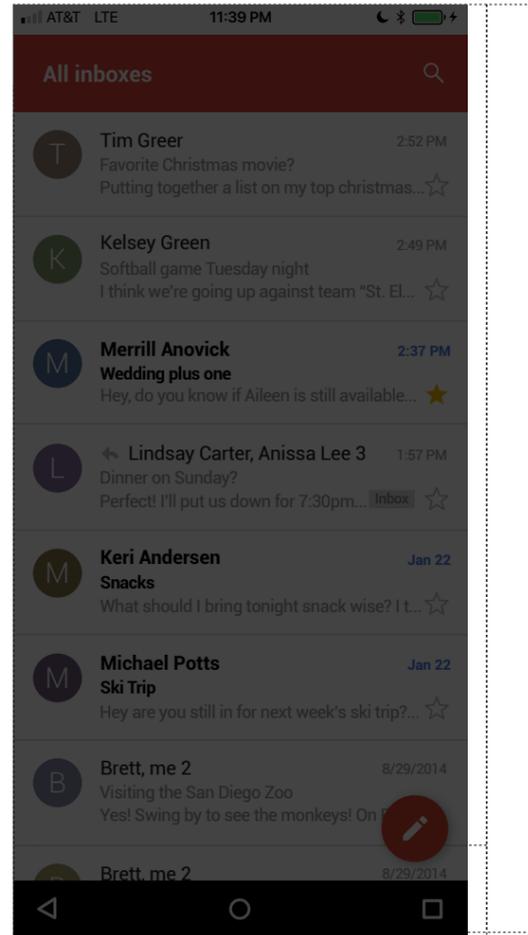


APPLE MAIL INBOX



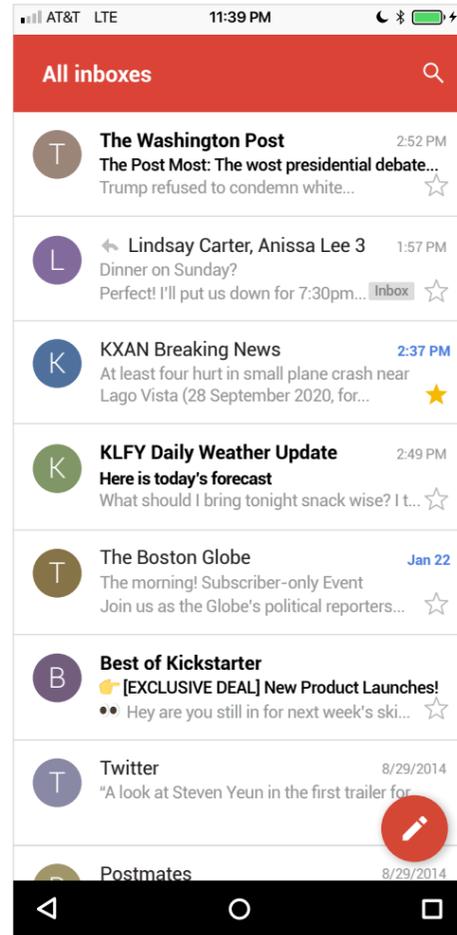
TECHNIQUES FOR STANDING OUT WITHIN A LIST

Minimum Width

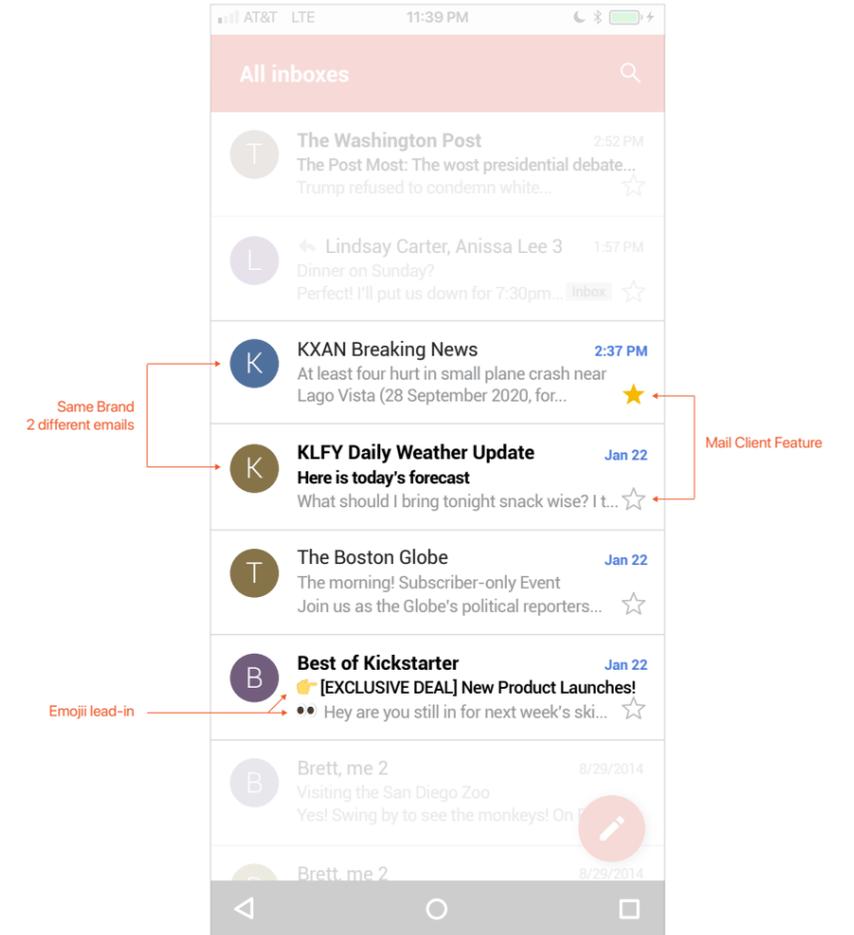


360 x 740

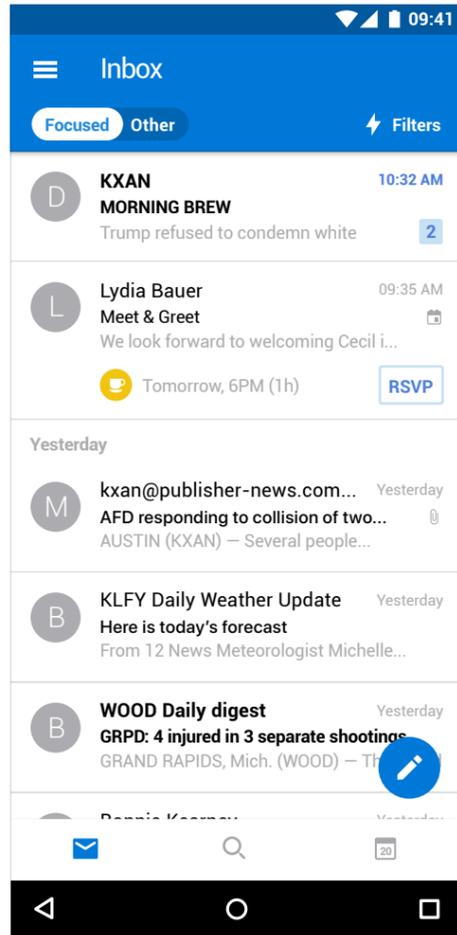
50%



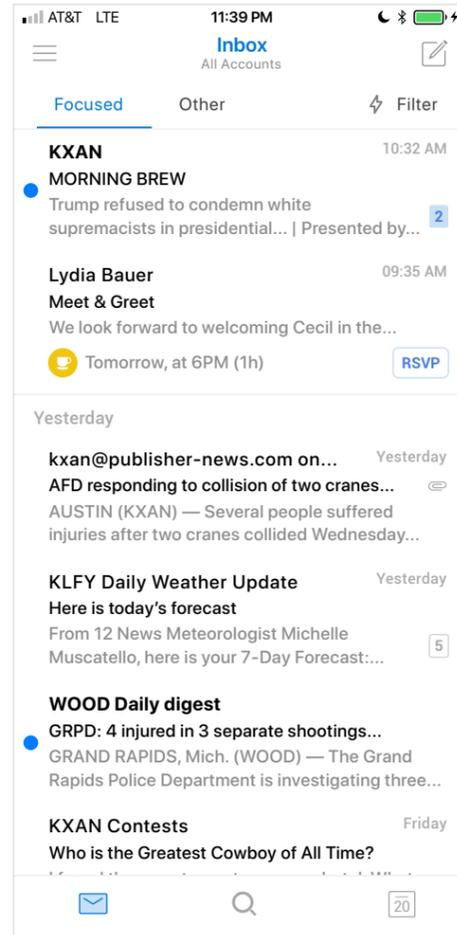
ANDROID MAIL INBOX



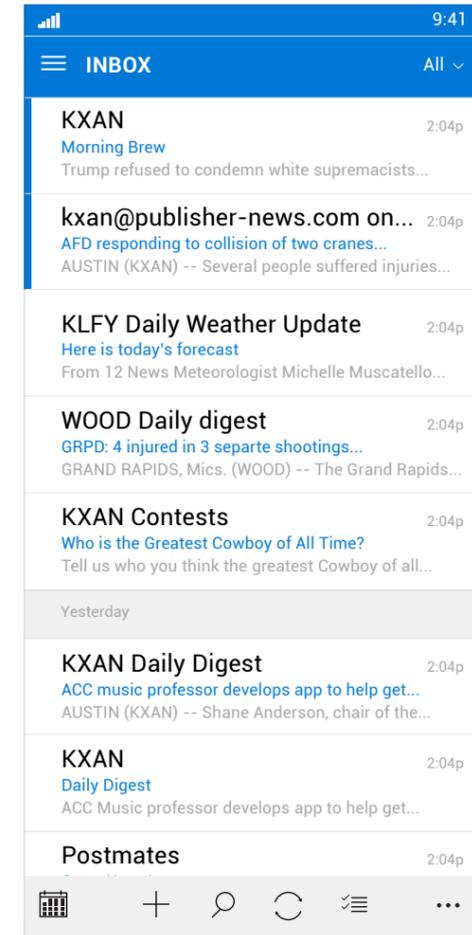
TECHNIQUES FOR STANDING OUT WITHIN A LIST



OUTLOOK ANDROID



OUTLOOK IOS



OUTLOOK MICROSOFT

TESTING PLAN

RESOURCES

TIMELINE / MILESTONES

DEPENDENCIES