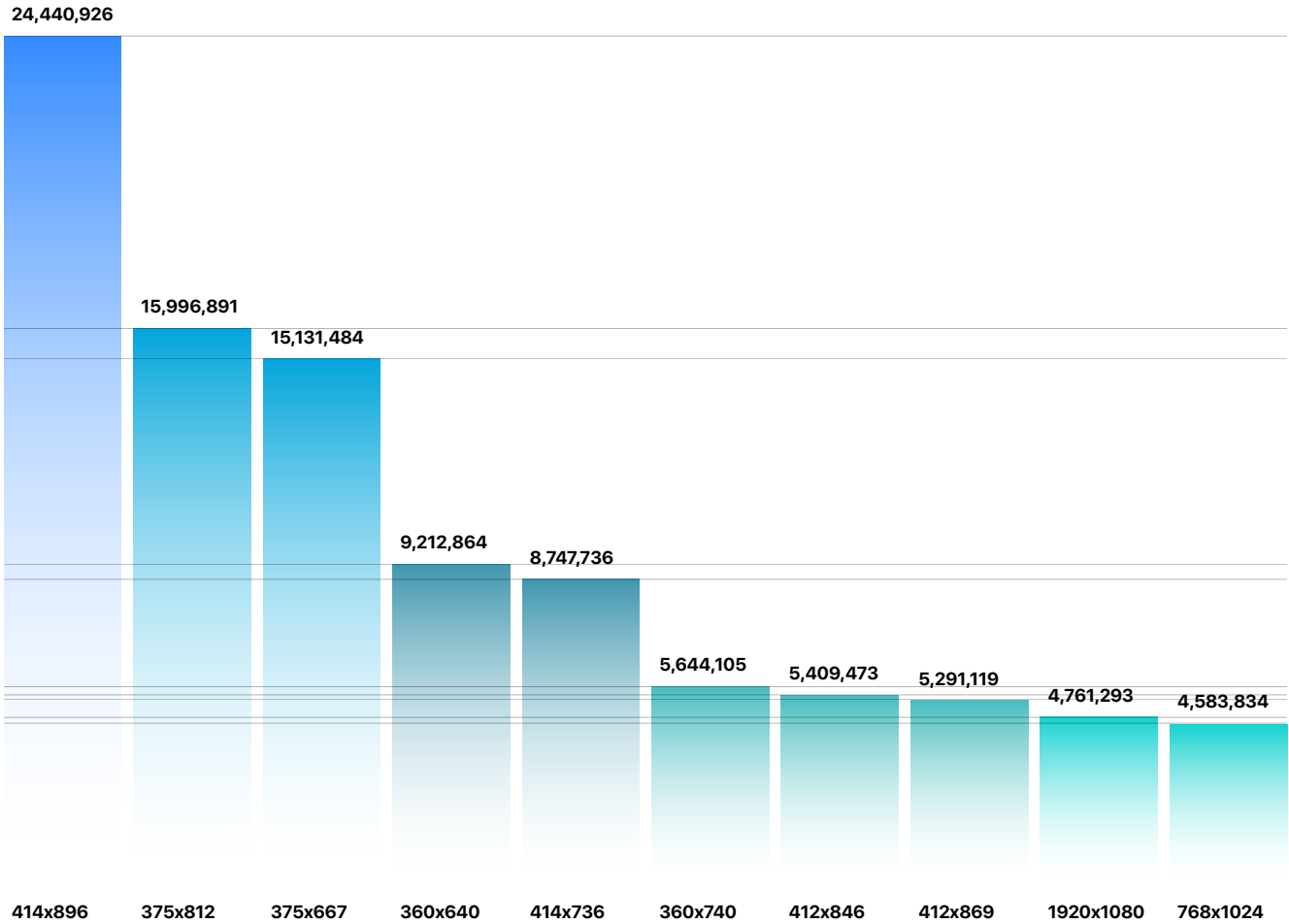




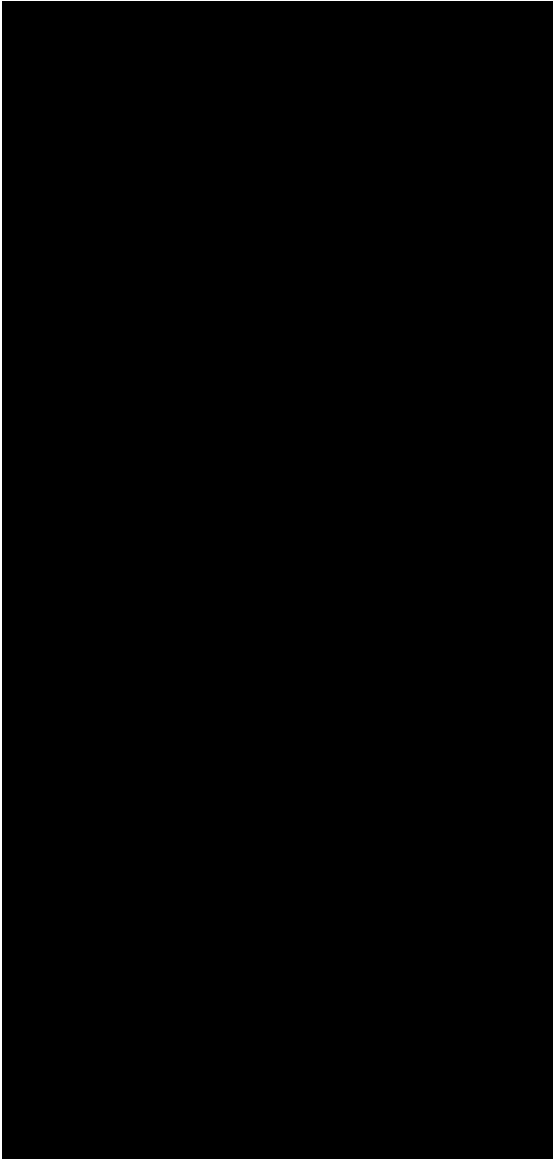
EMAIL EXPERIENCE DESIGN INSIGHTS

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%)



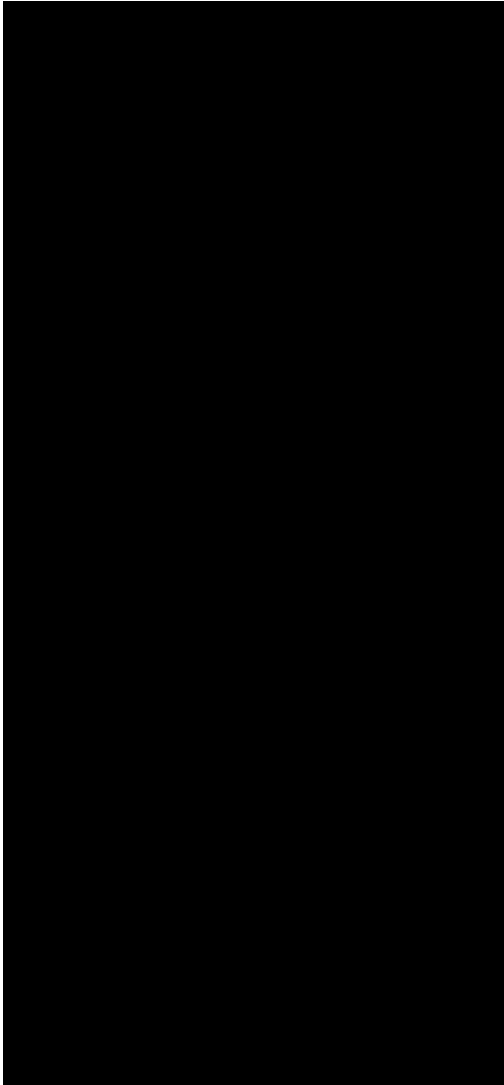
#1 Screen Resolution



414 x 869

50%

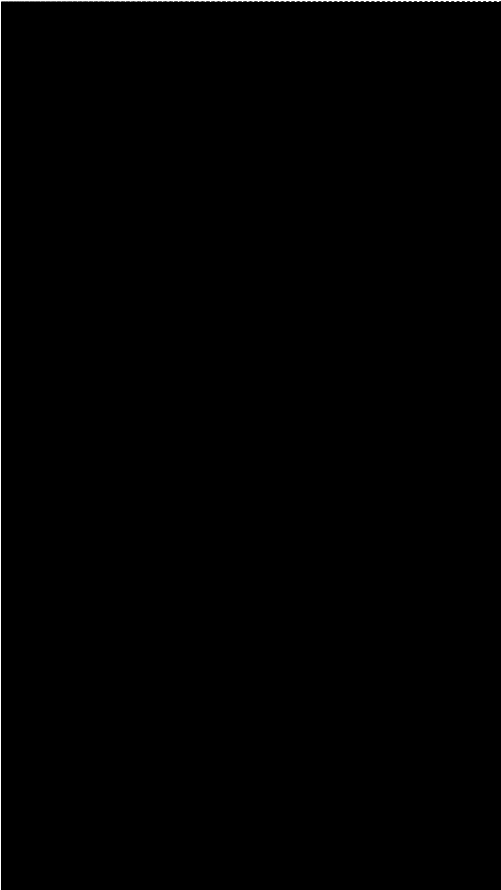
#2 Screen Resolution



375 x 812

50%

#3 Screen Resolution



375 x 667

50%

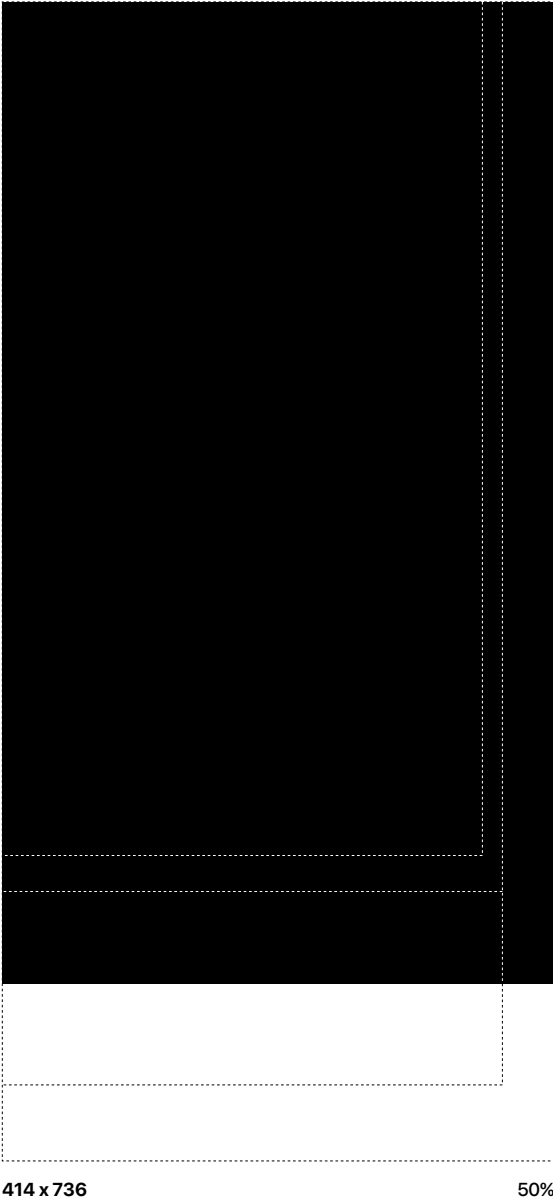
#4 Screen Resolution



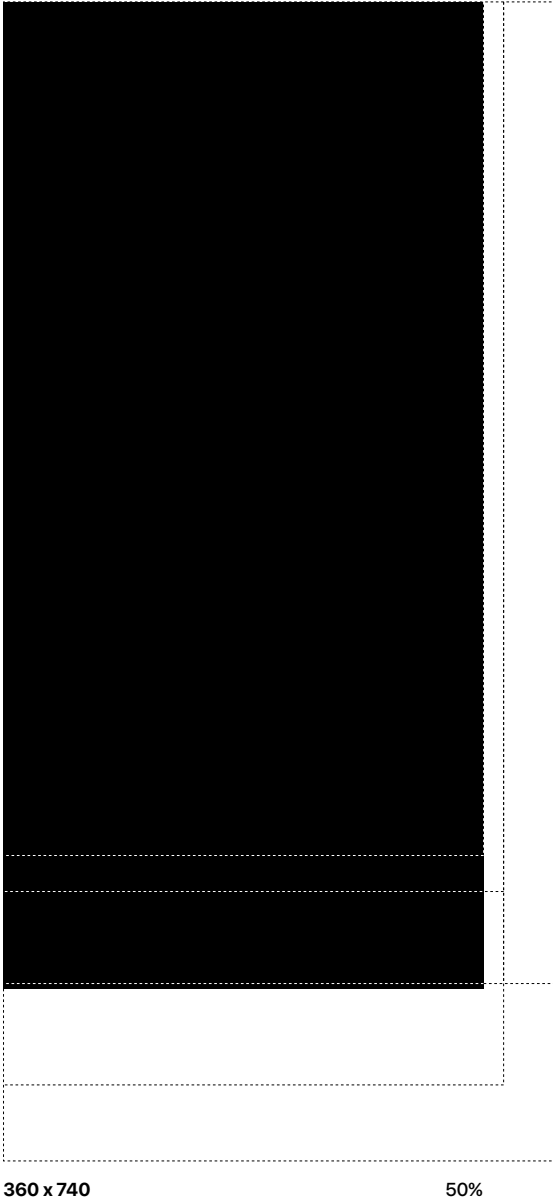
360 x 640

50%

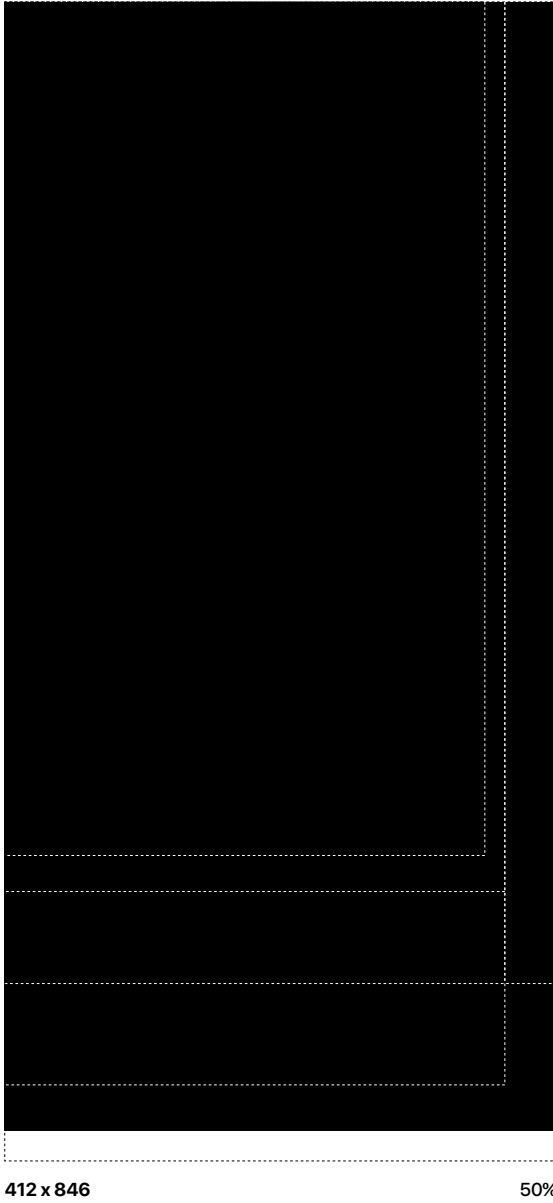
#5 Screen Resolution



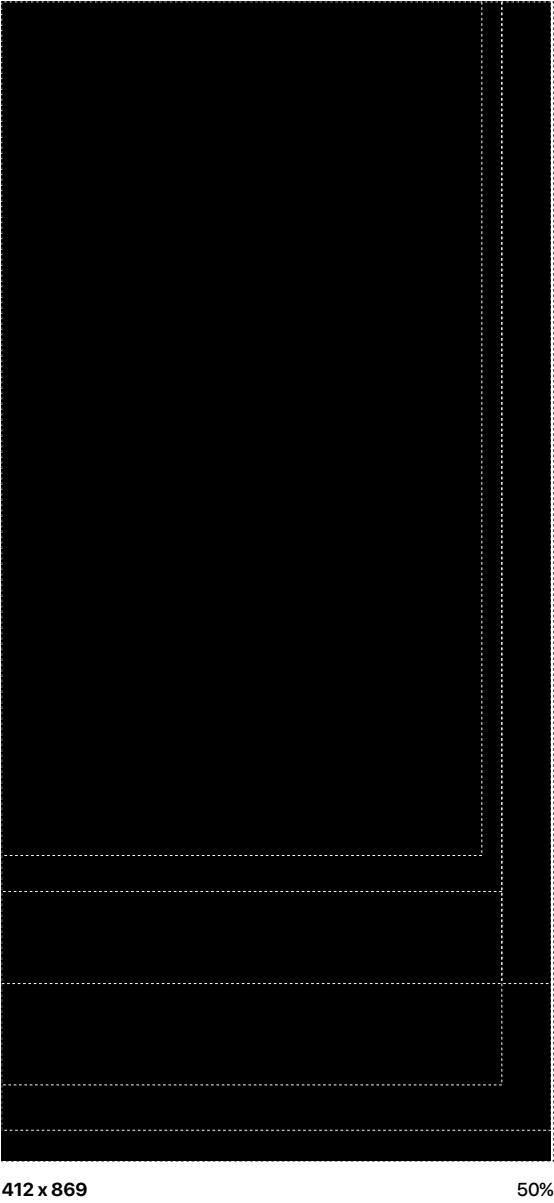
#6 Screen Resolution



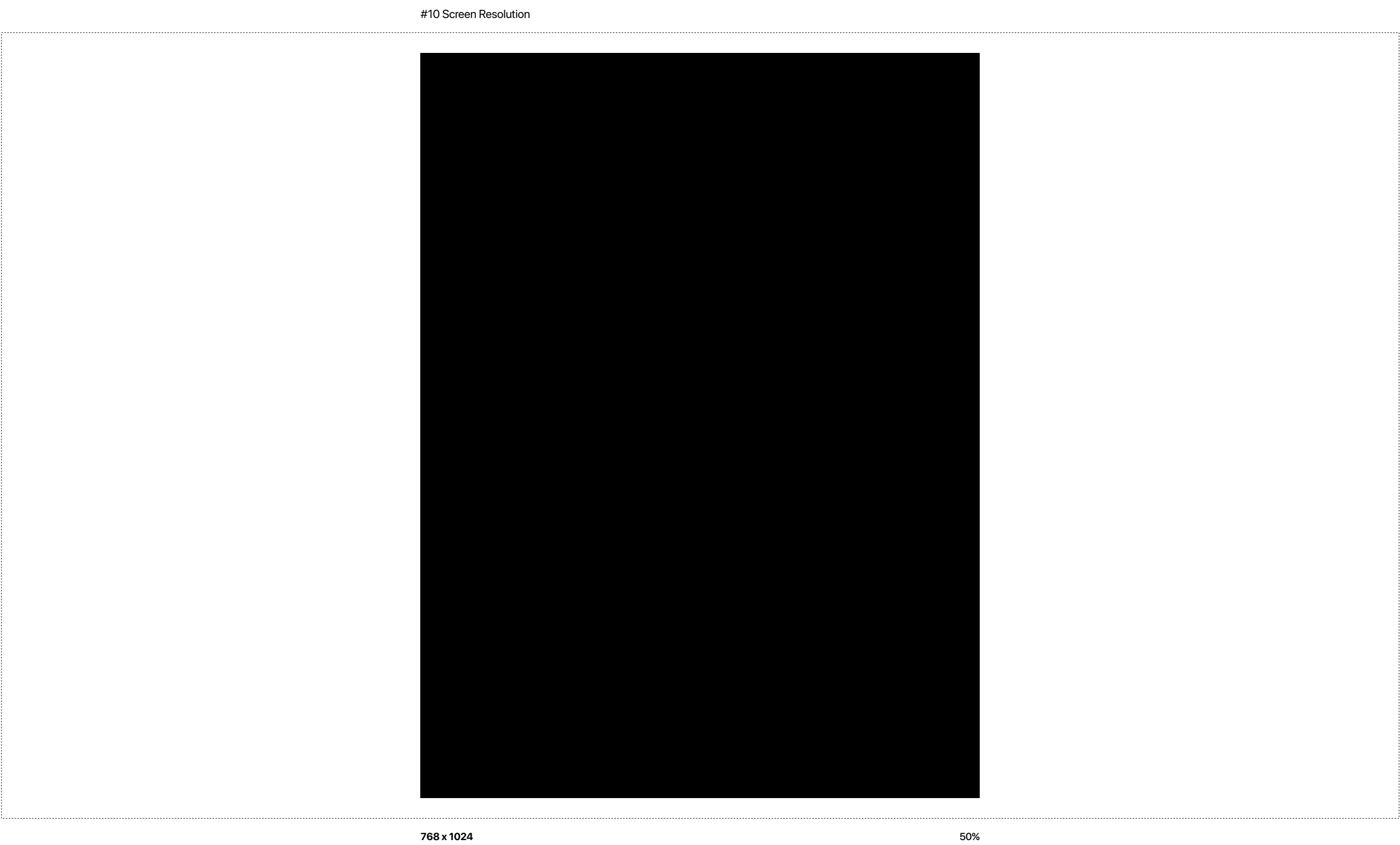
#7 Screen Resolution

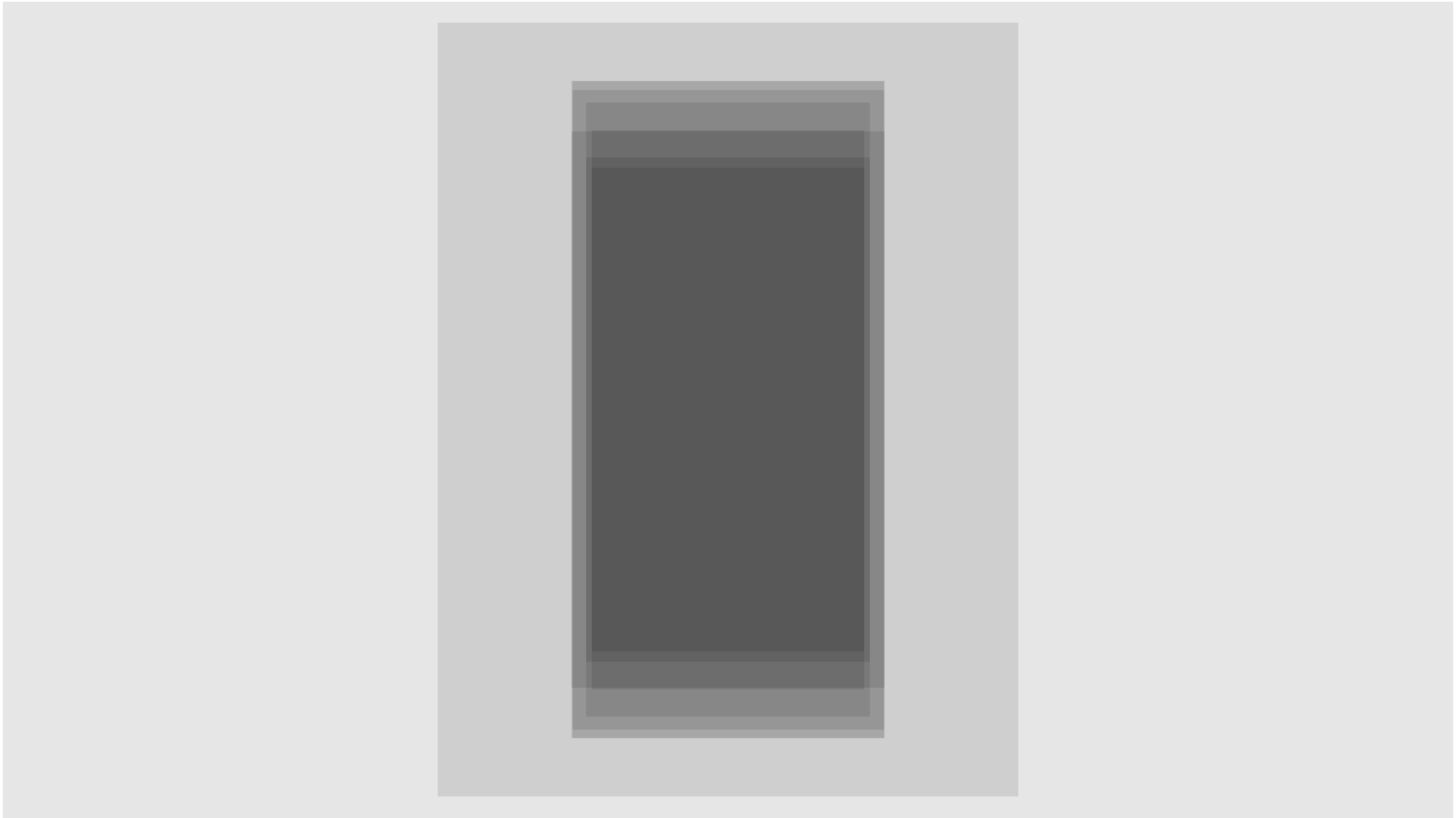


#8 Screen Resolution

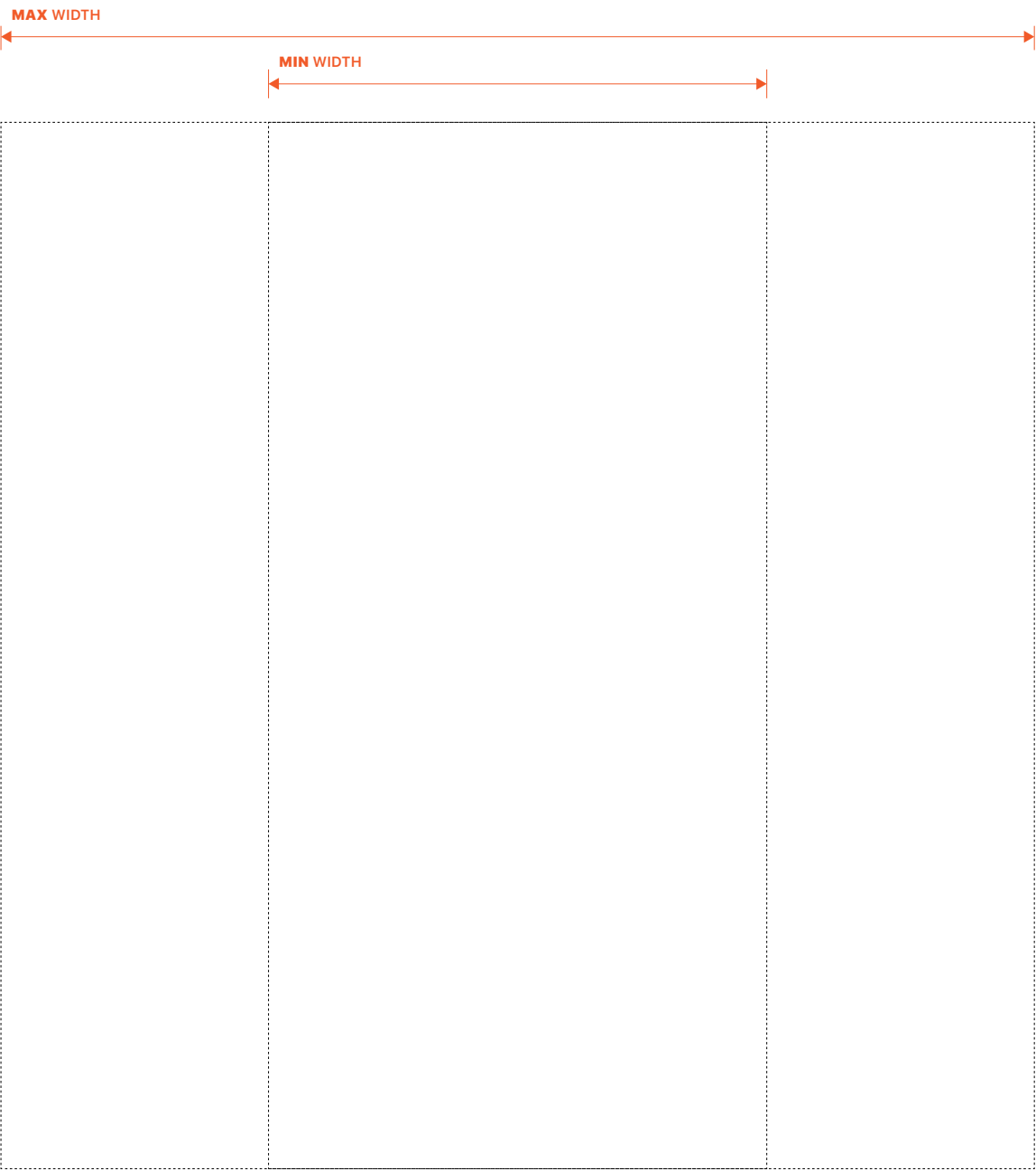






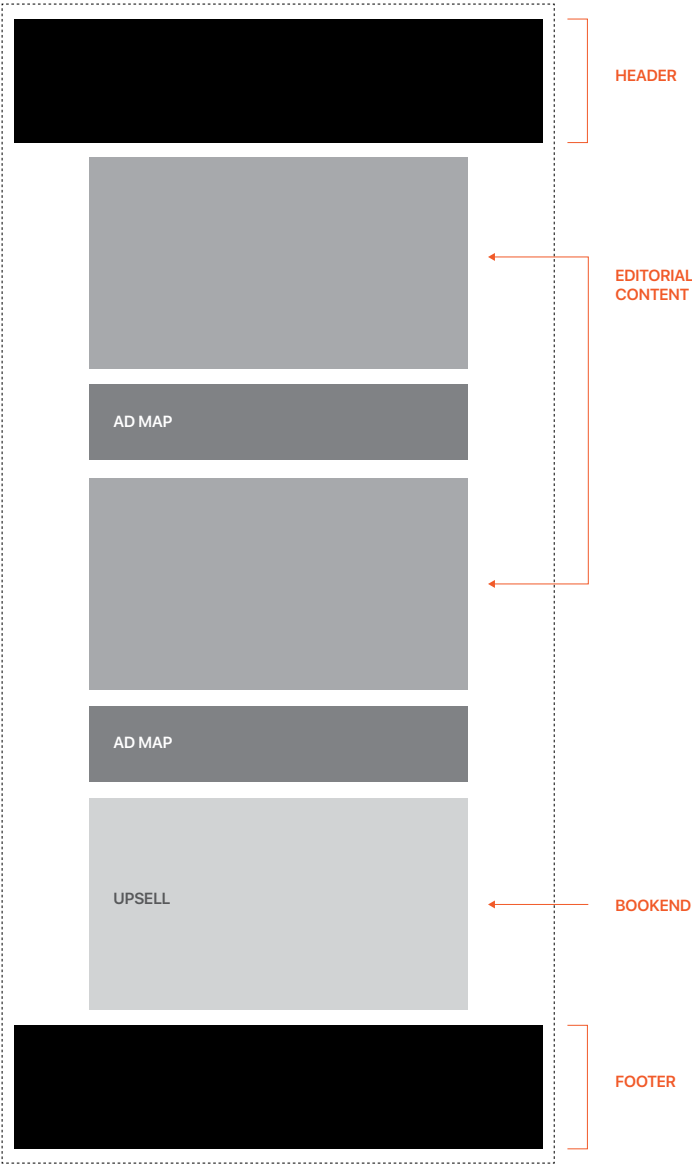


50%



DETERMINE MIN AND MAX WIDTHS

Email Components

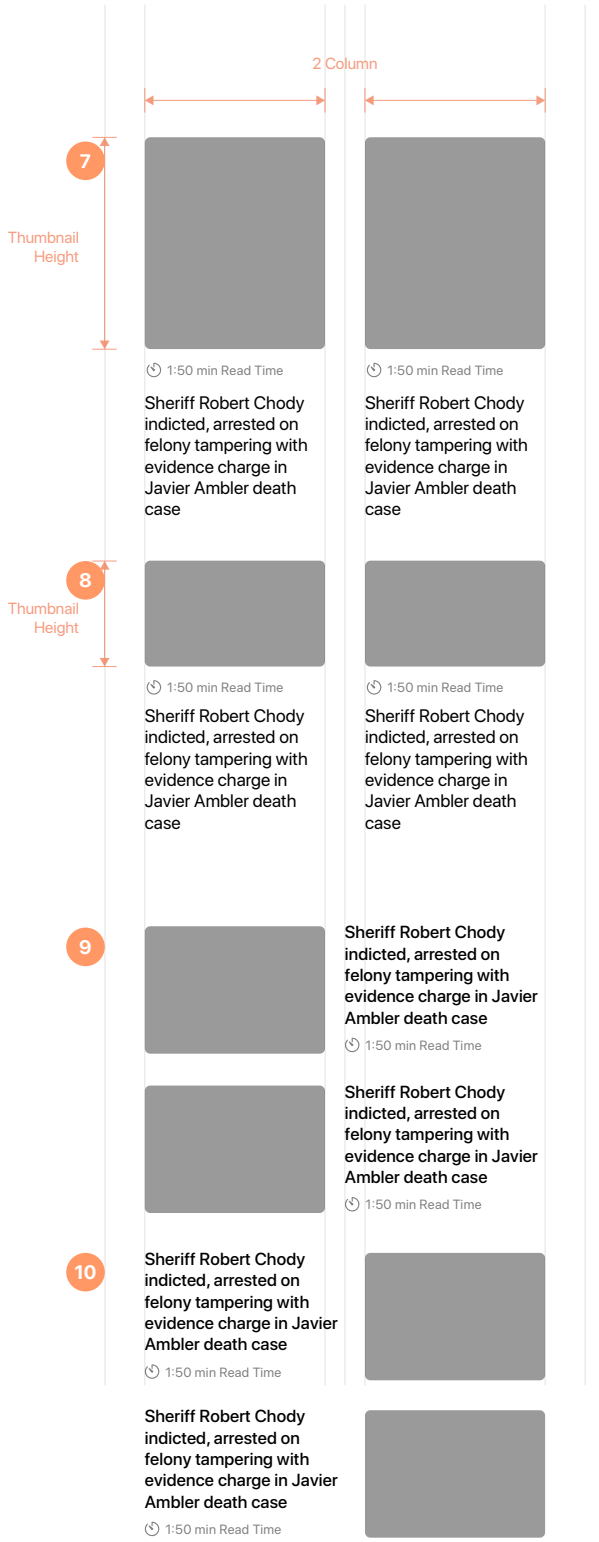
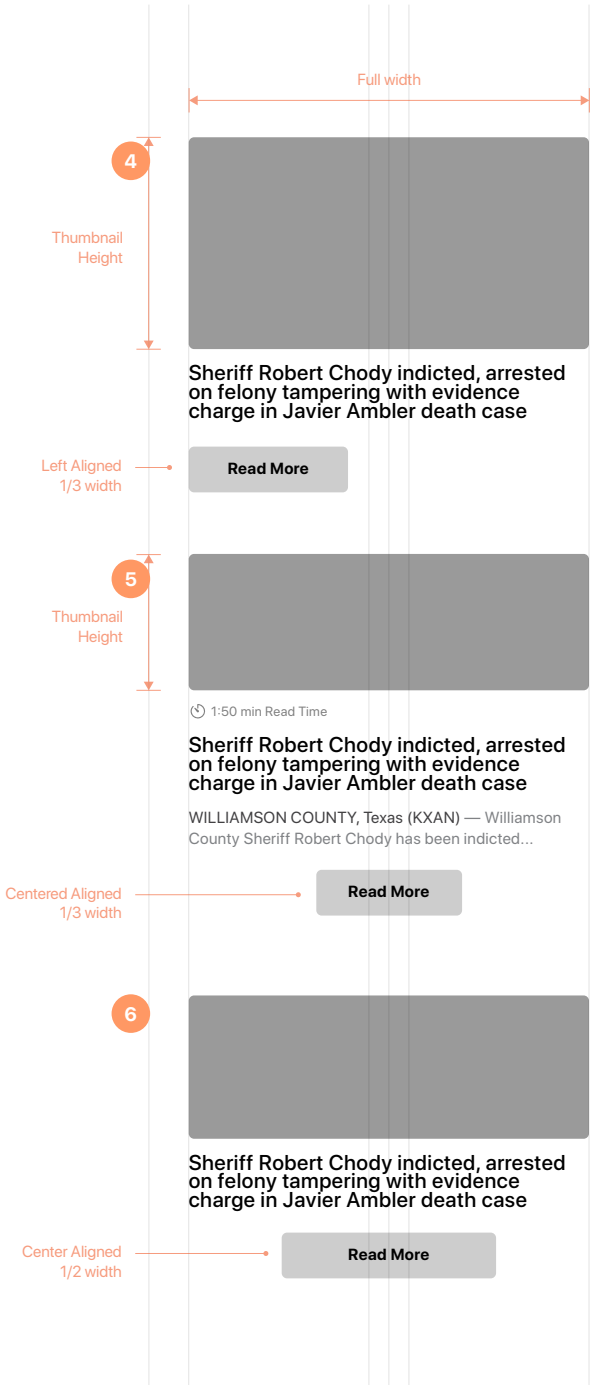
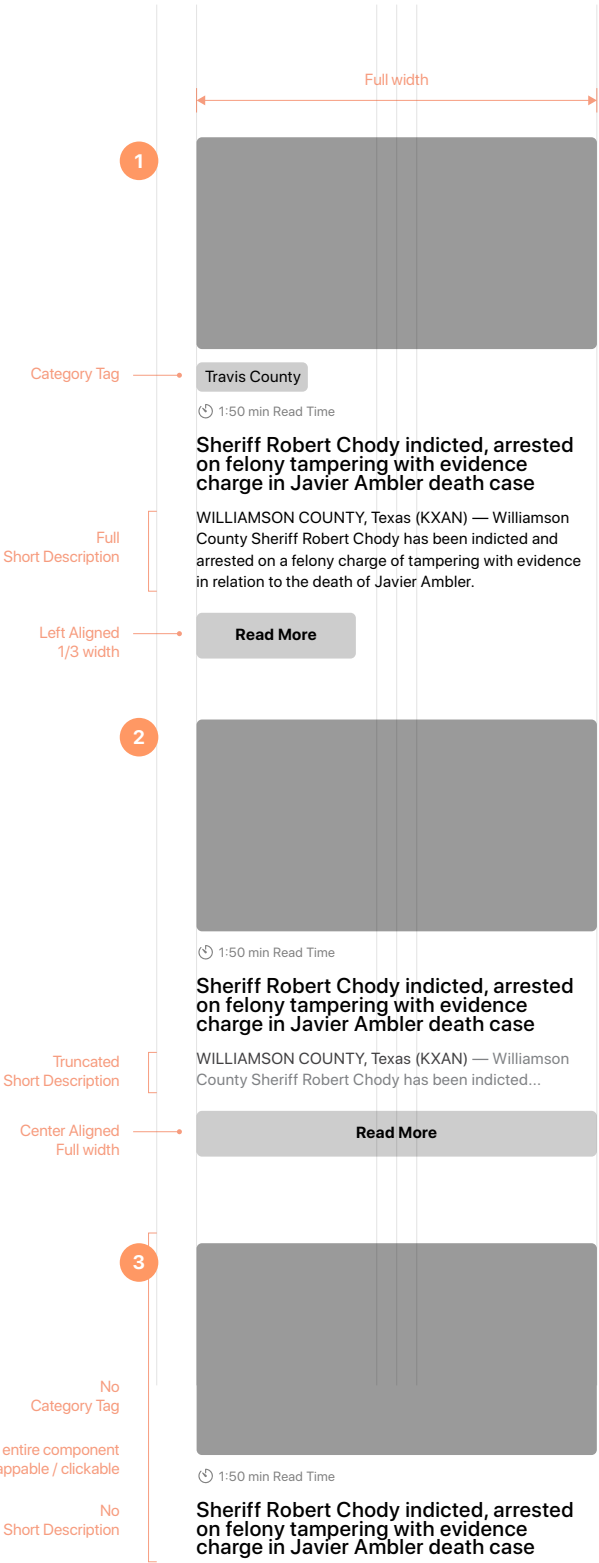
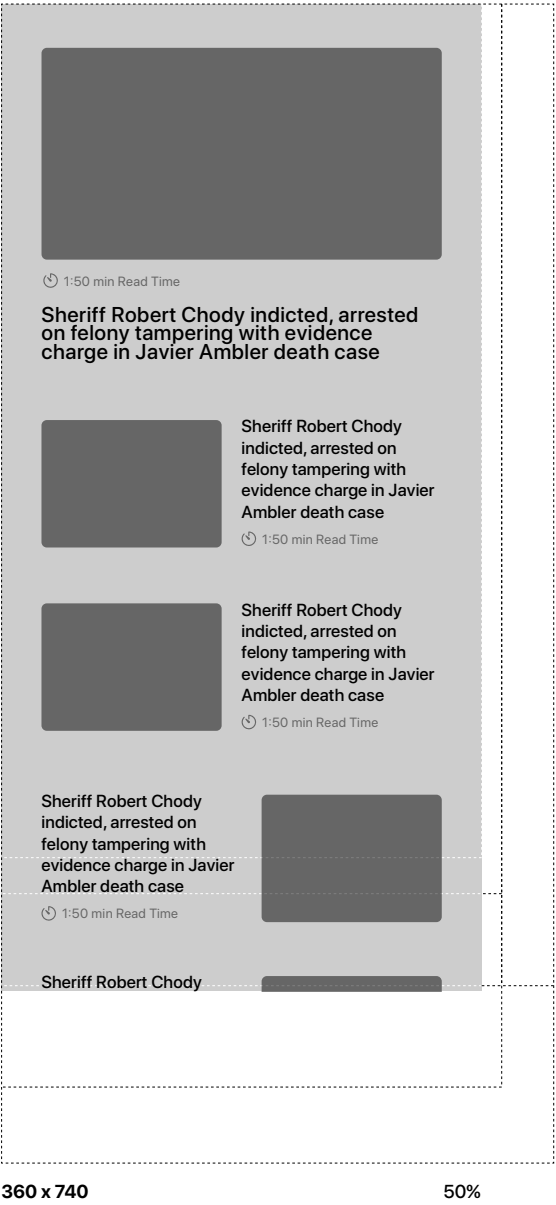


PREPARE TO TEST DIFFERENT AGGANGEMENTS

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



Vertical Stack

Horizontal Stack

EXAMPLE ARRANGEMENT

Travis County

🕒 1:50 min Read Time

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

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...

360 x 74050%

1

Category Tag

4 Line Short Description

Left Aligned 1/3 width

Full width

Travis County

🕒 1:50 min Read Time

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

2

No Category Tag

Center Aligned Full width

Full width

🕒 1:50 min Read Time

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

Graphical Button positions

Read More

Read More

Read More

Read More

3

No Category Tag

No Reading Time

Full width

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

4

No Category Tag

No Reading Time

No Short Description

No Graphical Button

Full width

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

5

Thumbnail Height

2 Column

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

6

Thumbnail Height

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

7

No Thumbnail

No Read Time

No Category Tag

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

8

No Thumbnail

No Read Time

No Category Tag

No Short Description

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

Read More

EXAMPLE ARRANGEMENT

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

Read More

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

360 x 74050%

1

Full width

Background Thumbnail

Title Overlay

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

Read More

2

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...

4 Line Short Description

Left Aligned 1/2 width

Read More

Graphical Button positions

Read More

Read More

Read More

Read More

3

Full width

Category Tag

Travis County

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

No Short Description

Read More

4

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

No Graphical Button

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...

5

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

No Short Description

No Graphical Button

6

Thumbnail Height

Title + Thumbnail Only

2 Column

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

7

Title Only

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

Cluster of 3

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 74050%

1

Background Color

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

Graphical Button Center Aligned 1/2 width

Read More

2

No Background Color

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

Graphical Button Left Aligned 1/2 width

Read More

Graphical Button positions

Read More

Read More

Read More

Read More

3

Background Color Border Style

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

Read More

4

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

5

No Short Description

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

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

1/4 width Thumbnail

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 2

2 Column



Arrangement 01

Other Email Notifications

[WEATHER](#)

[DAILY NEWS](#)

[NEWS ALERTS](#)

[CONTESTS](#)

[TRAFFIC](#)

[LOCAL INTERESTS](#)

To ensure you recieve 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 74050%

Arrangement 02

Other Email Notifications

[WEATHER](#)

[DAILY NEWS](#)

[NEWS ALERTS](#)

[CONTESTS](#)

[TRAFFIC](#)

[LOCAL INTERESTS](#)

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

Manage Notifications

Feedback

kxan

KXAN is part of the Nexstar Company

© 2000-2018 Nexstar Broadcasting, Inc.

908 W. Martin Luther King, Jr. Blvd Austin, TX 78701

360 x 74050%

Arrangement 03

Other Email Notifications

[WEATHER](#)

[DAILY NEWS](#)

[NEWS ALERTS](#)

[CONTESTS](#)

[TRAFFIC](#)

[LOCAL INTERESTS](#)

Manage Notifications

Feedback

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

Oklahom'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 74050%

Arrangement 04

Other Email Notifications

[WEATHER](#)

[CONTESTS](#)

[DAILY NEWS](#)

[TRAFFIC](#)

[NEWS ALERTS](#)

[LOCAL INTERESTS](#)

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

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

[Oklahoma's News 4](#)

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

© 2000-2018 Nexstar Broadcasting, Inc.

908 W. Martin Luther King, Jr. Blvd Austin, TX 78701.

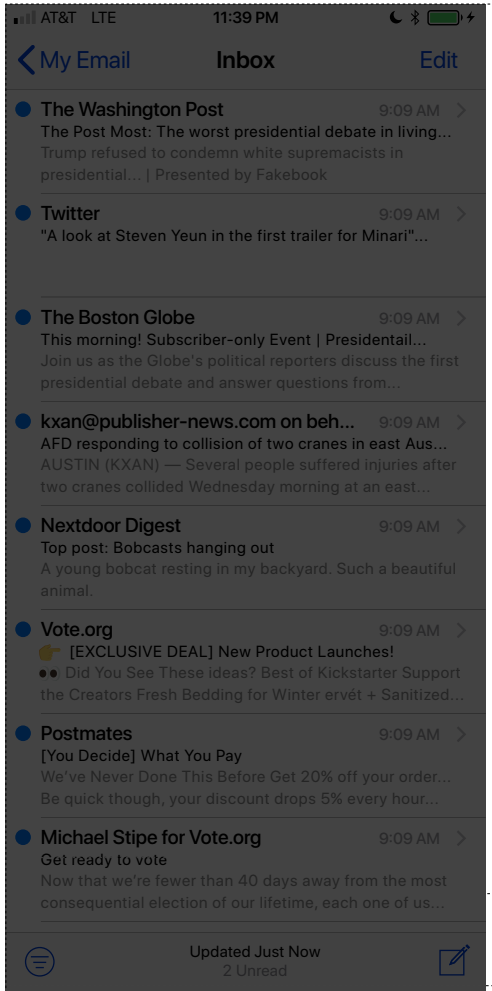
Oklahom's News 4 is part of the Nexstar Company

360 x 74050%

Nexstar

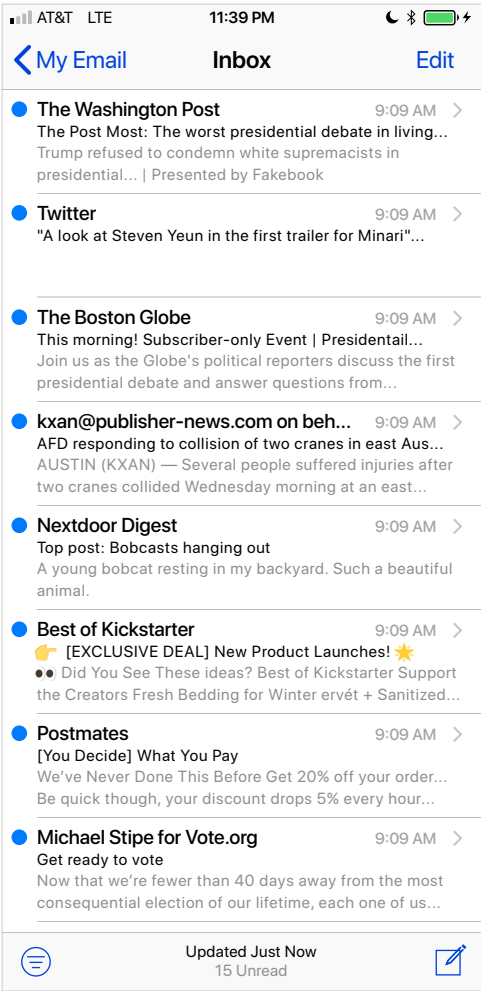
BUSINESS INTELLIGENCE

Minimum Width

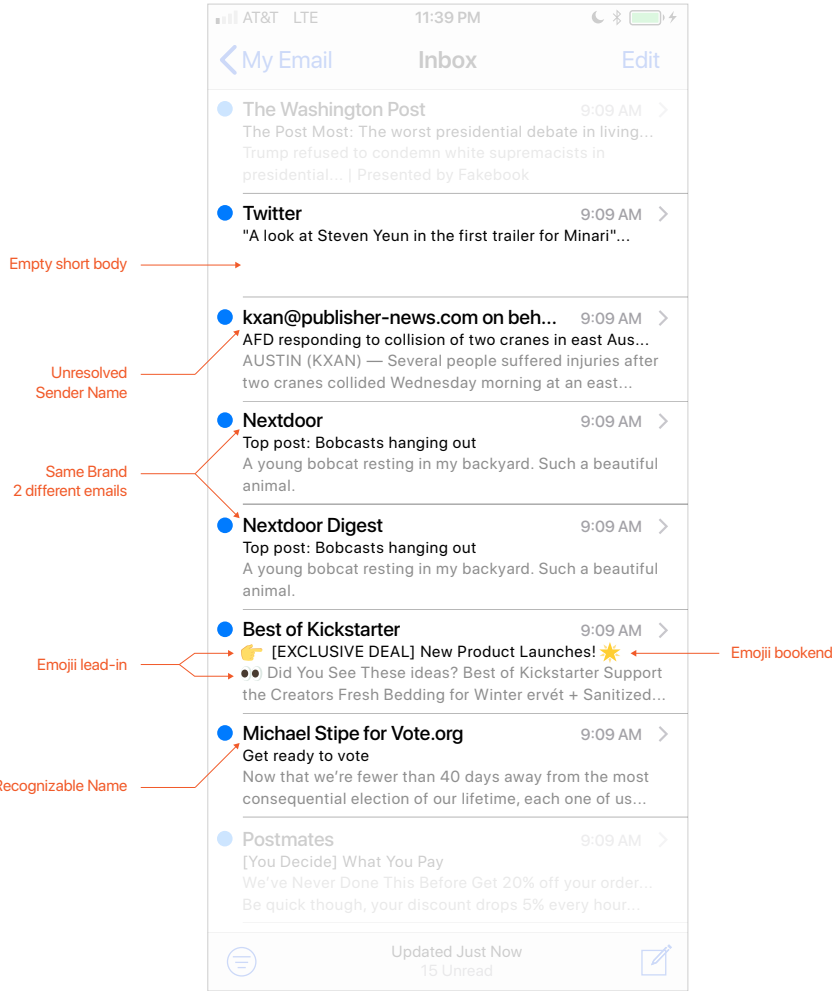


360 x 740

50%

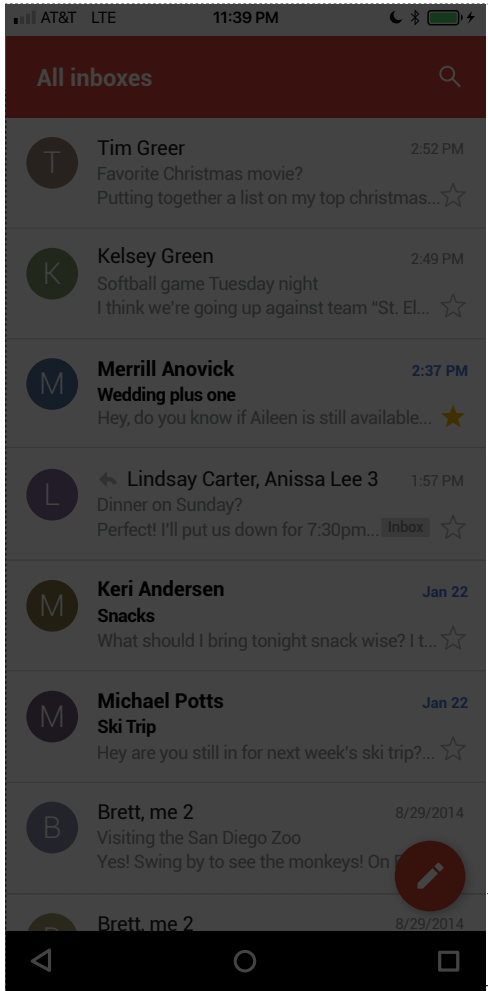


APPLE MAIL INBOX



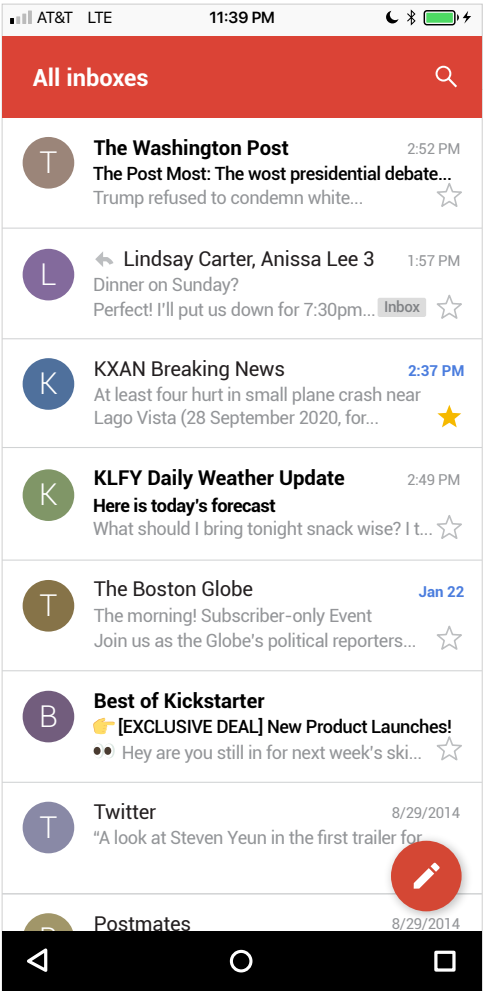
TECHNIQUES FOR STANDING OUT WITHIN A LIST

Minimum Width

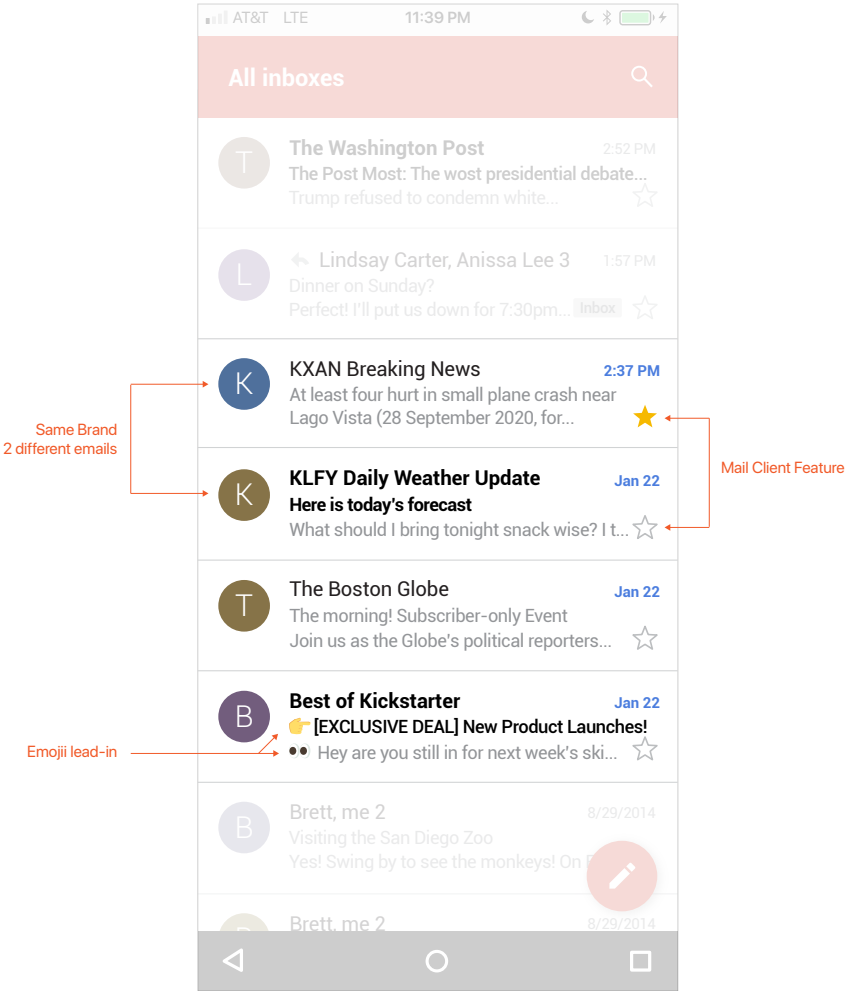


360 x 740

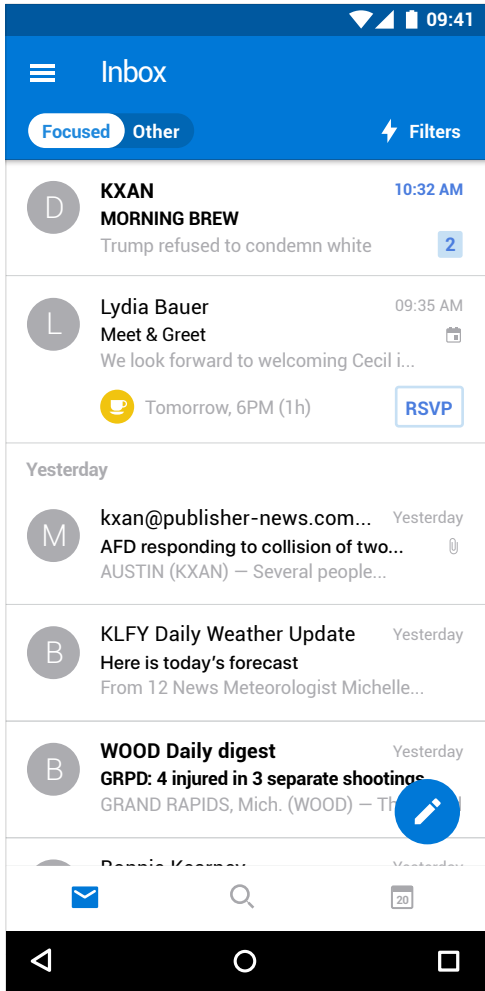
50%



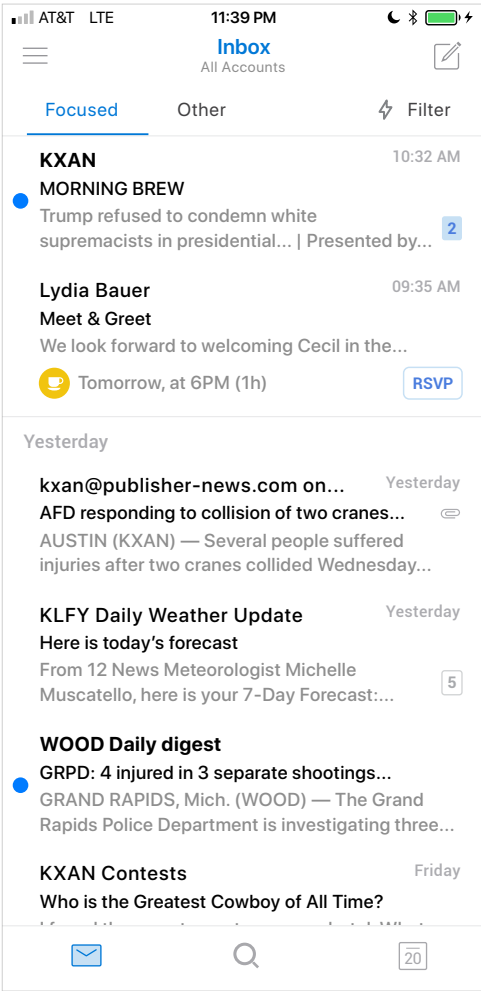
ANDROID MAIL INBOX



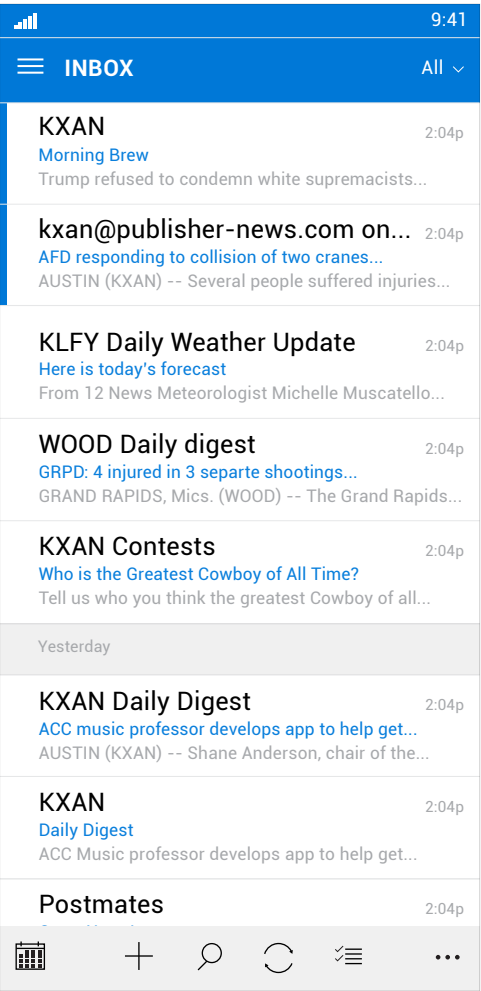
TECHNIQUES FOR STANDING OUT WITHIN A LIST



OUTLOOK ANDROID



OUTLOOK IOS



OUTLOOK MICROSOFT

TESTING PLAN

RESOURCES

TIMELINE / MILESTONES

DEPENDENCIES