

Style Campaign

Email Creative Services

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Responsive modular template system

10 – 20 modules \$500 each / \$5,000-\$10,000

A custom email design system made up of reusable modules that you can reorder, duplicate or delete for different mailings. Modular systems are designed to be easy to use, scalable and tailored to each brands content needs.

We price each email module at a flat rate of \$500. While some modules may be more complex than others, we figure it all evens out in the end. The number of modules varies from client to client; typically they start at 10 with the larger frameworks closer to 20. We'd have to go through strp one, which identifies and lists the modules that make up your system in a document to come up with the exact number, or you can set a module budget upfront.

Includes design, coding, QA in our device lab, project management and support for your first three builds whereby we QA your code.

Optional support materials include:

- 1: Email specific style guide documenting the code online / starts at \$4,900
- 2: Screencast explaining the code / starts at \$4,900
- 3: Build out some templates to get teams up and running / \$749 per build
- 4: ESP integration if required / please inquire
- 5: Two months production support / 30hrs per month

Responsive design ad-hoc builds

Please inquire after our availability for ad-hoc work. Project based pricing, please send us details for a quote.

With ~55% of emails being opened on a mobile device responsive design is a priority for most of our clients. We've been designing and developing responsive emails for over five years and desktop emails for ten. One of our early projects for SavvyMom can be viewed [here](#).

Responsive design is one HTML file sent to all platforms, the creative then adapts depending on the device it's viewed on. So a two column desktop layout may reformat into one column on mobile. Or your navigation may go from eight tabs to four. It offers a lot of control over each creative element across a range of environments.

With the release of new iPhone screen sizes as well as the thousands of Android phones, responsive design is more critical than ever for a superior user experience.

Responsive design isn't a static field, what worked three years ago may not be the best approach today. For instance there have been adjustments to the way we code responsive emails for Android, due to changes made with the release of Jellybean.

New experimental approaches have emerged in the last two years in order to address mobile apps like Gmail that still don't support media queries. There's more than one approach to 'responsive design', which you choose depends on your audience and skill level in dealing with the code.

Email creative production

Retainer / 6 or 12 months

We carry out email creative work on-going in collaboration with your team.

Retainers start at 30hrs per month for six months. Pricing is based on our \$100hr email production rate. For instance 30 hours = \$3,000 minus 5% on the 6mth plan = \$2850 per month.

	6 month plan	12 month plan
30+ hours per month	5% discount	8% discount
50+ hours per month	10% discount	15% discount
70+ hours per month	15% discount	20% discount

Per campaign / 12 months

We prepare a custom quote based on the number of campaigns we estimate we'll design and code for you annually.

Language versions

We'll prepare a quote based on the complexity of the templates and volume.

Ad-hoc / \$100 per hour or project rate

Please inquire after our availability for ad-hoc work.

Advanced techniques

On-going - \$4,999 per month / annual only

Dedicated expertise

Many internal teams are kept too busy with the day-to-day running of an email program to look into new developments. Via external R&D we feed you technically creative solutions that align with your brands creative needs.

Topics of research

We would draw up a list of research topics in collaboration with your team. We research one topic at a time in succession. Each topic would be approved by you before we embark on our research. Topics might include: video in email, CSS animation, interactive content, and responsive navigation or SVG data visualization.

Often clients approach us with an email creative wish list already in mind and we can also recommend topics. New ideas tend to naturally present themselves during the course of the 12 months.

Deliverables

We present our findings via decks, screencasts, Photoshop mockups and HTML prototypes. We send live HTML tests so your team can evaluate them on real devices. We draw up our conclusions and recommendations, always keeping in mind that non-technical people may also be viewing the research.

Mobile usability testing

\$5,500 with six testers / more on request

How effective are your existing templates? We carry out a usability review with a team of real testers. We film and observe their interaction and then present a report along with proposed improvements.

Real user testing can uncover insights which would be hard to get at through a/b testing; the thought processes and behaviors of real people. It can also validate a design approach, generate ideas for new content or tests, show the flow from email to landing page including any barriers to conversion and help you finesse creative pre-launch for specific campaigns.

Performance budget

\$6,500 for audit

Performance is user experience; mobile users have an incredibly low tolerance for slow page loads. Numerous studies have shown that each second in load time affects conversions. We run a performance audit on a cross-section of your creative and four of your competitors.

From this we come up with a performance budget. We suggest ways to shave off critical wait time, and give you the tools to continue to monitor performance in-house.

QA testing on real devices

50hr blocks for \$4,000



Small part of the StyleCampaign mobile device lab

Run all your email creative through our device lab to view a nuanced breakdown of how your emails look on smartphones and tablets. Identify any rendering or usability issues on a range of platforms and form factors. We currently have 33 devices in our mobile lab covering the full range of android versions, iOS tablets and phones, Kindles, WP and BB. As well as testing in our lab we also share Litmus previews.

We believe in testing on real devices, as it allows us to interact with the creative when designing for touch and assess performance. As much as we value preview tools, they don't always have all the devices or apps that our clients want to test on. Once we've run the QA, you then have the option of allowing us to fix any bugs or you can choose to deal with them yourself in-house.

Creative reviews

\$4,600 up to five emails

Desktop to mobile

We review your desktop campaigns and suggest ways in which they can be reworked into mobile layouts. We explore the pros and cons of scalable, fluid and responsive layouts as it applies to your specific creative needs and constraints. Recommendations are presented as a deck, partial mockups and a screencast.

Better responsive emails

We review your current responsive email campaigns, and suggest ways in which they can be improved and reworked. Recommendations are presented as a deck, partial mockups and a screencast.

Deep tablet dive

Tablets are a different animal from Smartphone's. We review your templates on a range of tablet devices. From the iPad, full range of Kindles, Android Nexus 7 to Microsoft's Surface tablet. Recommendations are presented as a deck, partial mockups and screencast.

Email 101

This is for beginners to familiarize themselves with the basics of email design. From support issues, pre-headers, a mobile crash course to how email differs from web design. Recommendations are presented as a deck, partial mockups and a screencast.

Please contact Anna Yeaman at anna@stylecampaign.com with any questions.