Quick and Sharp: 5 Pro Tips to Optimize an Email for Mobile

1. Write short, punchy copy
   - Use text sparingly and with much thought placed into the words you choose.
   - Make sure your copy is clear, simple, concise, sharp, and easy to read.
   - Keep spare, short, and lose valuable content above the fold.

2. Use visuals
   - Incorporate charts, tables, and images to make your email more engaging and digestible.
   - Consider using high-quality images and infographics to make the email more visually appealing and easier to understand on a mobile device.

3. Employ clarity and simplicity
   - Use clean, simple font and design that makes good use of white space.
   - Consider using large text, large font sizes to allow readers to navigate and interact with the email more easily.
   - Make the email easier to navigate and read.

4. Optimize navigation
   - Consider using linked text to give the reader a chance to click through on something before they even get to the CTA.
   - Use images that are adjusted to the device the reader is using.
   - Make sure your images look crisp and clear on any type of mobile device or screen size.

5. Visually pleasing design
   - Ensure that your email looks good both vertically and horizontally.
   - Check to see how your email looks on a phone or other mobile device before sending.

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