Agenda

1. Update on template
2. Findings from testing & coding

Yes Confidential

Template Update

Yes

MR Template 2.0 Update

- It's *almost* completely coded

- Compete & handoff on Friday April 7

- Full QA cycle 3 times:

  – 39 code corrections and improvements

- Currently submitted to "peer review" on Friday, 3/31

Code Test Findings

Hosted fonts & font loading time testing

- YLM hosted fonts are working

  – Brown & Proxima Nova

- Load time is the same as with a Google font, which we are using in v.14

- Preliminary test done

- More testing & load time comparisons being conducted now. Coming soon…

EYEBROW

LOREM IPSUM DOLOR SIT SIGNET TALOR VERSUS ET.

At vero eos et accusamus et iusto omnis voluptas assumenda est, omnis dolor repellendus dignissimos ducimus blanditiis impedit quo minus earum quod.

Lorem Ipsum

Where it works:
- ✓ Apple mail
- ✓ iOS
- ✓ Outlook 2011 & 2016 for Mac

Defaults to Arial:
- x Outlook 2003, Outlook 2007, Outlook 2010, Outlook 2013, Outlook 2013 DPI, Outlook 2016 for Windows, Outlook.com (all),
- x Gmail (all)
- x Office 365 (all)
- x Yahoo (all)

yes

Detailed font load testing

Full template 2.0 code and using Chrome's network tool simulating 3G, 4G & WiFi:

Web Fonts:	Arial-only:
Regular 3G - **5.98s**	Regular 3G - **3.75s**
Good 3G - **3.02s**	Good 3G - **1.96s**
Regular 4G - **1.27s**	Regular 4G - **837ms**
WiFi - **735ms**	WiFi - **646ms**

NOTES:

- 2.0 is relying on 4 different web fonts (Brown-Bold, Brown-Regular, Brown-Light, Proxima-Nova-Regular) could probably be pared-down to improve load time performance.

- Images effect load times most - at 3G speeds, the 1 large placeholder image used in 2.0 takes ~2.25s to load.

- Large/HiRes images, image swaps and modules with clickable background images (which rely 2-3 transparent PNGs) each are the load-time factors

yes

No Gmail clipping

- After 102k of code, Gmail clips message.

- Code is streamlined and as light as can be

- No code solution found

- There are several options for code weight streamlining, but no universal solution.

...

[Message clipped]   View entire message

Recommendations:
✓ Strive to make all emails less than 102k
✓ This will require reducing content in eNews

yes

Progressive disclosure in footer

- Hides unsightly legalese

- Works everywhere. The accordion functions as expected and displays content as it should

- In clients that don't support the accordion it displays legalese

- ONE exception = AOL mail, neither the fallback content displays, nor does the accordion function.
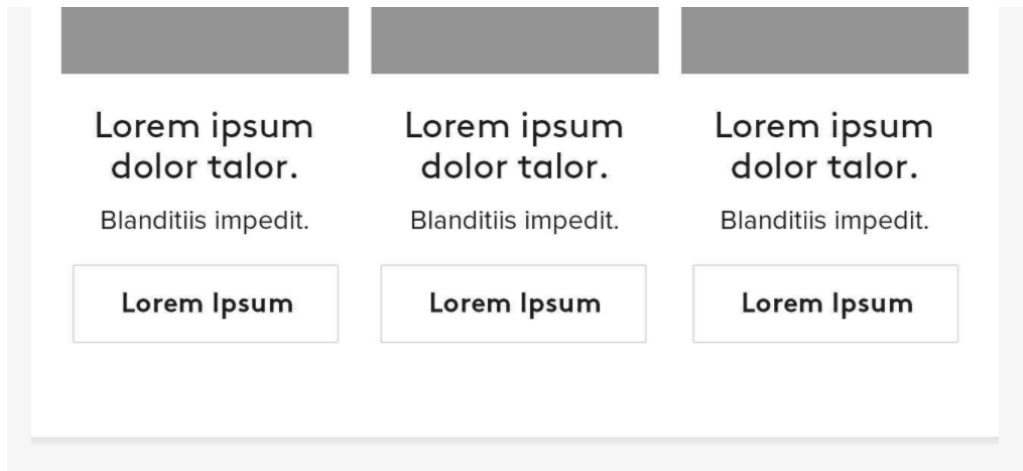
TERMS & CONDITIONS +

Recommendations:

How large is @aol.com audience?
✓ If small, do it
x If large don't use it

yes

CSS Box Shadow treatment

Where it works:

- ✓ Apple Mail 8, Apple Mail 9,
- ✓ Outlook 2011, Outlook 2016 (for Mac)
- ✓ Android 4.4, Android 5.1, Android Gmail 6
- ✓ iPad (all)
- ✓ iOS (all)
- ✓ AOL Mail (all)

Does not work:

- x Outlook 2003, Outlook 2007, Outlook 2010, Outlook 2013, Outlook 2013 DPI, Outlook 2016 for Windows, Outlook.com
- x Gmail (all)
- x Office 365 (all),
- x Yahoo (all)

- Crisp, depth of field look

- Still looks OK when no shadow is shown

yes

Button fully clickable

- Is the whole button clickable? Not just the words?

- Yes. We have a full-clickable concept button that works reasonably well across clients.

- Reversed-out 2ndary buttons are coming in slightly less wide in Outlook 2007/2010/2013 vs. the filled in button

Primary

Lorem Ipsum

Secondary

Lorem Ipsum

Tertiary CTA ›

Where it works:
- ✓ Everywhere

- x A slight degradation in Outlook 2007-2013 for 2ndary buttons that include white background with border (still functional, just tough to control width).

yes

Button mouse over effect

- Changes color with mouse over

Where it works:
- ✓ Apple Mail 8, Apple Mail 9,
- ✓ Outlook 2011, Outlook 2016 (for Mac)
- ✓ Android 4.4, Android 5.1, Android Gmail 6
- ✓ iPad (all)
- ✓ iOS (all)
- ✓ AOL Mail (all)

Does not work:
- x Outlook 07/10/13/16,
- x Gmail
- x Outlook.com

Primary
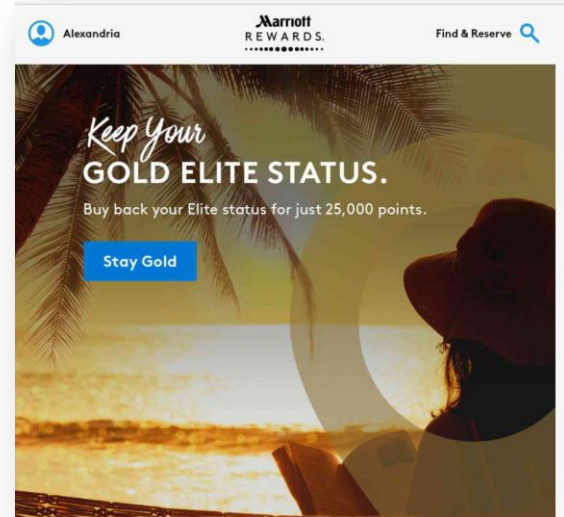
Lorem Ipsum

Primary

Lorem Ipsum

Secondary

Lorem Ipsum

Secondary

Lorem Ipsum

yes

Clickable background image with type & button

- Yes

- Background image itself is not clickable, but transparent.png over background image is clickable.

- Concerns about load times - clickable background images of the Feature modules relies on 1-3 transparent PNG each
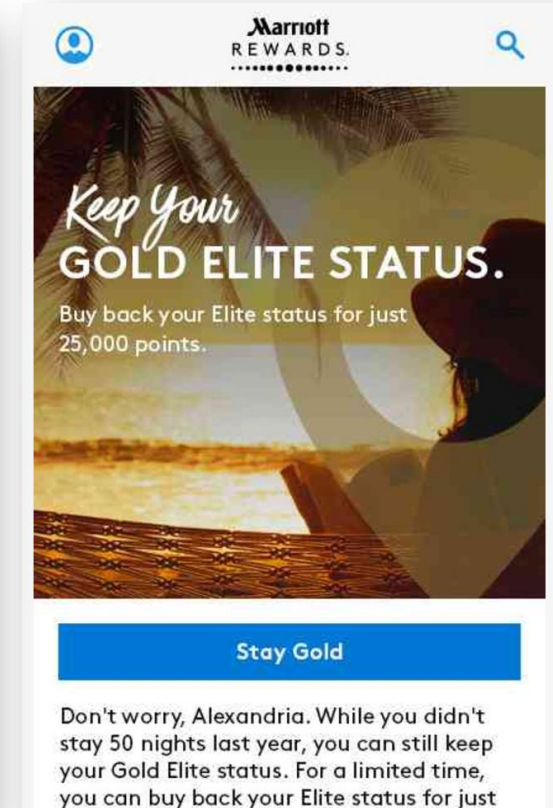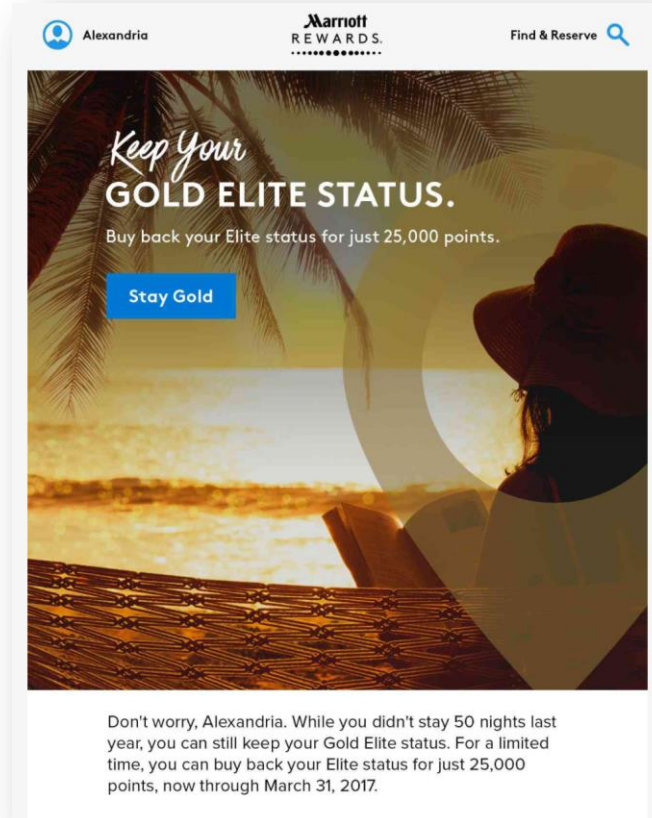

Where it works:
✓ All clients

yes

Button on mobile drops below module

- YES
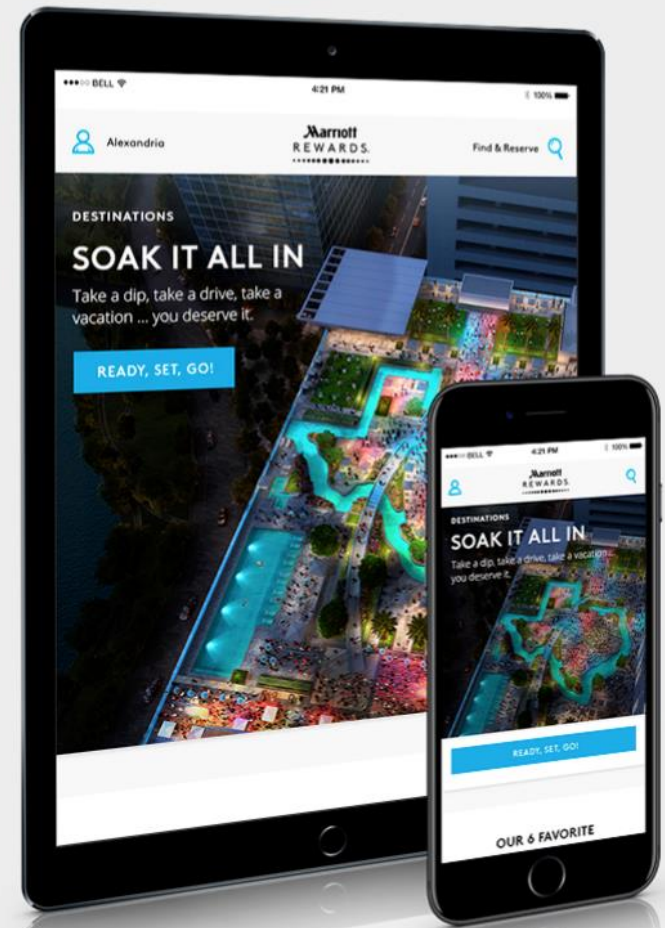
- Works on all clients

Fluid responsive – wall to wall

- Between 414 – 320 mobile view is fluid

- When not fluid, fixed at 320

Where it works:

✓ Apple Mail 8, Apple Mail 9,

✓ Android 4.4, Android 5.1, Android non-Gmail

✓ iPad (all)

✓ iOS (all)

Does not work:

✗ Gmail app

✗ Outlook app, other 3rd party mail apps

Next steps

1. Further font load testing
2. Distribution & implementation

Thank you

Yes Confidential