SelectScience® Exclusive Email Guidelines

What is an Exclusive Email?
- An exclusive, branded message sent to your target audience on your selected date (subject to availability).
- Benefit from our production expertise, with SelectScience produced emails achieving an average 25% increase in response rate.
- View Exclusive Email Examples »

Content Recommendations:
Successful emails feature:
- Informative & useful Editorial content, such as application notes, white papers, guides, infographics, posters.
- Videos that feature testimonials from your customers or interviews with key thought leaders.
- A new and unique product. If focusing on product information, we strongly recommend featuring independent product reviews. For more information on generating product reviews please visit our reviews center
- Free downloads, giveaways or samples.
- Concise, informative messaging that details the benefits and applications of the product rather than features – bullet points are particularly effective.
- Clear calls to action (CTA), above the “fold” of the email.
- A mixture of button and text-link CTAs.
- An interesting image in the header, we recommend a maximum height of 200 pixels.
- A CTA link in the top left of the email, above the header, can increase clicks by up to 10%.

Copy Deadline:
- 3 weeks prior to the email send date.

Copy Guidelines:
- Send your existing HTML file.
- Send text, images and links and our production department will create the email on your behalf.

If supplying HTML:
- The entire email (including graphical content) should not exceed 70K.
- The maximum width of the design should be 640 pixels. There is no maximum length, although shorter is better.
- Maximum 40% images, 60% text. Where copy is mostly image based, try to replace as much as you can with HTML text.
• Also, in light of unavoidable compatibility issues with Outlook, we also recommend that:
  o HTML emails be built around tables, rather than using CSS (unless responsive)
  o Only inline style statements should be used
  o The use of background images and forms is avoided, as is the use of CSS for table formatting.

For SelectScience-produced emails, please supply:
• Word copy that is informative yet short and to the point.
• High-resolution images, including your company logo.
• Examples of preferred brochure or email styles. If no examples are provided, the email will be created using the color scheme and style of your website.
• Product descriptions, application notes and videos if the product is new, for adding to the SelectScience website.

Please note:
• We cannot use content created with other, competitor publishers – content must belong to the sponsor, or the sponsor must have the right to use it and it must be unbranded.
• Image submissions: Any images supplied for publication must have a license for usage. Any liabilities arising from the incorrect use of an image supplied to SelectScience and published on the SelectScience website will be passed on to the provider and/or their agent. In the event of improper usage of a supplied image, SelectScience will charge an administration fee to the image provider and/or their agent.

Premier Exclusive Email
Optimize the results of your exclusive email by upgrading to a Premier Exclusive Email, which also includes:
• A/B testing of subject lines.
• Split sending by geography, or to test different subject lines/email content.
• Resend your email to those who didn’t open the first time.
• Click mapping to provide data on which content generated the highest response.

For more information contact your Account Manager.

Contact the SelectScience sales team to request our Media Kit »