

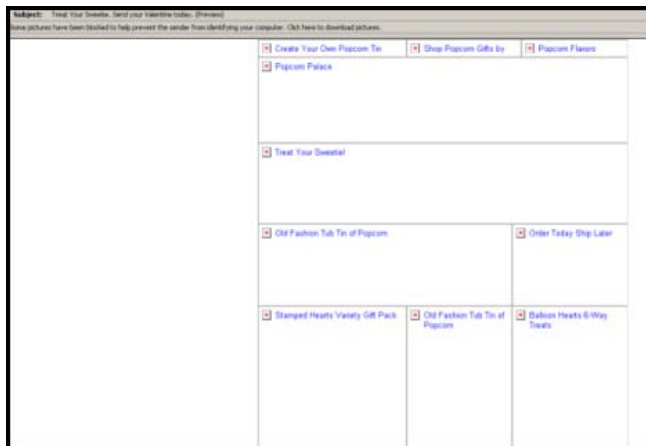
JangoMail Tutorial

How to Use Embedded Images

Overview:

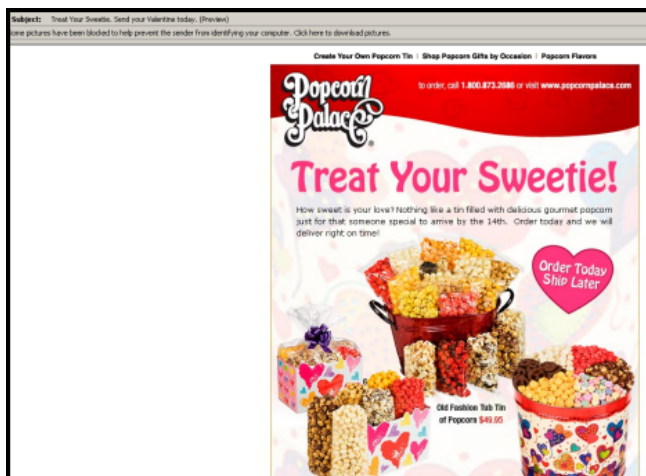
For years now, **finding a way to keep email clients from blocking images** embedded into HTML emails has been the Holy Grail of email marketing. No matter which way you approached the problem, the result was nearly always the same: an **annoying red x placeholder** where your company logo or the picture of your hottest new product should have been, **requiring the recipient to click on a link in order to view the images**.

JangoMail's newest feature, block-resistant **Embedded Images**, will relegate most of those pesky little red x's to the permanent recycle bin, and allow users to **easily embed the content of HTML email images** into their email messages, thereby ensuring that those images are **immediately visible to recipients** when the email is opened—even when the email client is **set to hide images by default!**



Which version of this email promotion would get your attention?

This one, with all of the embedded images automatically blocked by the recipient's ISP?



Or this one, sent using JangoMail's new Block-Proof Embedded Images feature, with the company logo and all graphics immediately visible once the email has been opened?

How do I use this feature?

To bypass image blocking, go to the **Send Email page** and scroll down to the **Advanced Options** section. Checking the box next to the new "Embed Images" field will automatically convert the image references in your HTML email into encoded embedded images and **ensure that your company logo and product images are instantly viewable by any recipient using a desktop email program** (e.g. Outlook Express, Outlook, Windows Mail, Thunderbird) and by those using a Web-based email program such as Gmail; AOL, Yahoo and Hotmail subscribers will still need to need to click on a link to view the embedded images.

Advanced Options

Click Tracking:	<input type="checkbox"/>
Open Tracking:	<input checked="" type="checkbox"/>
Embed Images (new!):	<input checked="" type="checkbox"/> Warning
Do not send duplicates:	<input checked="" type="checkbox"/>
Mark as Template:	<input type="checkbox"/>
Priority:	Medium ▾
Request Return Receipt:	<input type="checkbox"/>
Reply-To Address:	<input type="text"/>
CC Address:	<input type="text"/>
BCC Address:	<input type="text"/>

If we compare the code of an email sent using **Embedded Images** with that of an email sent without using this new feature, we would find notable differences.

Here's a portion of the code of an email that was sent using hosted images:

```
href="http://www.popcornpalace.com/index.cfm/fa/prod.flavors?s/e090128">
  </a></td>
  <td colspan="3" width="301" height="196">
  <a
href="http://www.popcornpalace.com/index.cfm/fa/fund.home?s/e090128">
  </a></td>
</tr>
<tr>
  <td>
    </td>
    <td>
      </td>
    <td>
      </td>
    <td>
      </td>
    <td>
      </td>
  </tr>
</table>
</center>
<P ALIGN="CENTER"><A
HREF="http://www.jangomail.com/default.asp?w=EFT&w=s=e%2Dpopcornpalace"><IMG
SRC="http://www.jangomail.com/images/PoweredByJangoMailSmall.gif"
BORDER="0"></A></P>
<P><FONT FACE="Verdana" SIZE="2" COLOR="#000000">This e-mail was sent
by Popcorn Palace, located at 4210 Transworld Rd, Schiller Park, IL
60176 (USA). To receive no further e-mails, please <a
href="http://x.popcornpalace.com/u.z?j=228757491&w=m=B8903DEE253643B4A00363DF422622BA">click
here</a> or reply to this e-mail with "unsubscribe" in the Subject
line.</FONT></P>

</body>
-----AGJNG_9303_0.2145255611076701111---
```


As you can see, in the hosted images example, the image code refers to an outside URL where the image has been stored for retrieval; in the **Embedded Images** example, the image references have been converted into encoded embedded images, and all references to an exterior URL have disappeared.

Pros & Cons of Using JangoMail's Block-Resistant Embedded Images Feature:

Embedded Images offer e-marketers a number of obvious advantages:

1. **Increased brand recognition:** Automatically displaying your company logo at the top of each email significantly increases brand recognition.
2. **Higher email response rates:** Ensuring that product images appear in each and every email delivered can positively impact both email response rates and your overall bottom line.
3. **Ability to view images when recipient's computer is off-line:** Since embedding inserts the image data directly into the email, if the internet connection is down or if the images have been removed from the server, the images will remain visible in the email message.

However, embedded images also come with a few note-worthy caveats:

1. **Increased email size:** Embedding, rather than linking, to images will increase the overall size of your emails.
2. **Additional bandwidth fees:** Embedded images may trigger an increase in bandwidth fees.
3. **Open tracking data may be misleading:** Since open tracking is often contingent upon a unique image being downloaded by the recipient's email program, the use of **Embedded Images** may skew your open tracking data.

API Reference

To send emails with embedded images using the API, call the **SendMassEmail** method and set **EmbedImages** to "True" or "False" using the **Options** input parameter.

Summary:

JangoMail's block-resistant **Embedded Images** feature allows email marketers to easily ensure that **delivered email looks exactly the way it was intended to**, with the **sender's company logo** and **all product images viewable** by most recipients **as soon as the email is opened** and without having to click on a link. While the known drawbacks of embedded images may make this method unfeasible for some, the majority of e-marketers will find that the **increased brand recognition** and **greatly improved response rates** associated with embedded images will more than make up for the additional costs associated with a larger overall email size and excess bandwidth charges.