



The Power of Imagery in Email Design



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Taxi For Email's ❤️ Imagery In Email Collection

A collection of emails that use the power of imagery, as covered in our recent webinar

[Edit Collection](#)



You can find all the emails we'll cover today in our [RGE collection](#)

Meet your experts



Rita Spinks

National Geographic



Matthew Smith

Really Good Emails



Elliot Ross

Taxi for Email

Why are images so
crucial in marketing?



**Communicate
Faster**



**Set the
Emotional Tone**



**Create Memorable
Moments**

Brands that have mastered the art of images in email

Example: Illustration

Brand:

Dorsia

What's the job images do here?

Sell the benefit not the product.

Also, — help bring some fun, and set a tone of quality, without the distraction of a specific location.



Hey there, you've made it.

Nice to meet you. You'll now be among the first to go to the places everyone wants to be, before everyone else is there too.



**Never wake up
in a city alone.
Take Dorsia
with you.**

Get the app



Hey there, you've made it.

Nice to meet you. You'll now be among the first to go to the places everyone wants to be, before everyone else is there too.



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in a city alone.
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Get the app



If you prefer not to receive emails from us, you may unsubscribe.
© 2018 Dorsia. All rights reserved.

Casper




Hello, dreamer

Welcome to Casper! You're now joining a community of over 1,000,000 well-rested sleepers making the world a little brighter. But not too bright, it's bedtime after all.


Let's get sleepy

Here's what you'll get...




Latest snooze

Be the first to know about our latest and dreamiest products.



Early access


You'll get first dibs on our sales and special promotions.



Bedtime reading

Learn sleep tips and more with the Snoozeletter.

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
Let's get sleepy

Here's what you'll get...




Latest snooze

Be the first to know about our latest and dreamiest products.




Early access

You'll get first dibs on our sales and special promotions.



Bedtime reading

Learn sleep tips and more with the Snoozeletter.



Free shipping

Enjoy fast, free delivery on every Casper order.*


Sleep Tip #1

For restful zzz's, try to avoid caffeine after 12 p.m.

Save 20% with Bundles

(We did the math. You're saving hundreds.)

Shop bundles





<https://www.casper.com> | 1-888-963-2267

*Minimum shipping orders may apply to certain products. Some countries may not qualify. © 2018 Casper Sleep Inc. All rights reserved.

Smiles Davis, you're a climate change hero!

Hi Smiles Davis,

Thanks so much for being with us for the past 2 months. We want to show you just how big an impact you've had by being with a green energy supplier.

By being with Bulb...


You're saving 1,630 kg of CO₂ every year. That's the weight of a beluga whale.



■ 1,630 kg of CO₂

Share 

Which is equivalent to planting 815 trees.






Smiles Davis, you're a climate change hero!


Hi Smiles Davis,
 Thanks so much for being with us for the past 2 months. We want to show you just how big an impact you've had by being with a green energy supplier.
 By being with Bulb...
 You're saving 1,630 kg of CO₂ every year. That's the weight of a beluga whale.
 Which is equivalent to planting 815 trees.

Great use of Photography

Brand:
Airbnb


What's the job images do here?
They show the quality difference rather than just tell about it.



 Every home is a destination



Airbnb Luxe is a new selection of pristine, expertly designed homes with high-end amenities, services, and dedicated trip designers.

[Explore Airbnb Luxe](#)



 Every home is a destination




Airbnb Luxe is a new selection of pristine, expertly designed homes with high-end amenities, services, and dedicated trip designers.

[Explore Airbnb Luxe](#)

Extraordinary homes
 Whether it's a chalet in the French countryside or an expansive villa in Mexico, every Airbnb Luxe home has been carefully chosen so it's the perfect destination.




Expert design
 Stunning architecture and exceptionally styled interiors



Luxury amenities
 Fully equipped homes, with ample space and privacy

30+ point inspection
 Verified for pristine condition and meticulously maintained

Personally designed trips
 With every Airbnb Luxe reservation, a dedicated trip designer is available to help you plan every last detail.



Custom itineraries
 Trip designers have local expertise and can arrange excursions, restaurant reservations, and more.

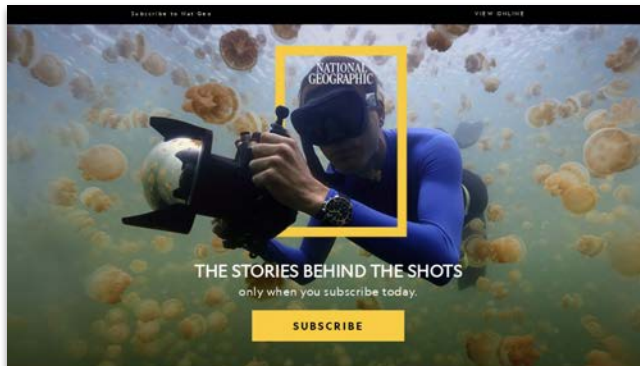
Photography at National Geographic

Brand:

National Geographic

What's the job images do here?

To give me a feeling of adventure even when I can't be there.



FROM THOSE WHO TOOK THEM

World-renowned photojournalists give us a glimpse behind the camera—and the images they create—in these subscriber-exclusive stories.

Look Inside One of Earth's Most Dramatic Volcanoes

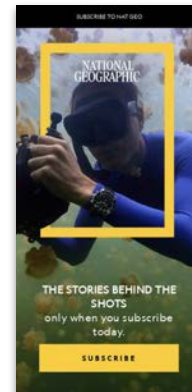
At 2 a.m., this photographer descended into an active volcano where miners extract sulfur from inside a blue-frame spewing crater.



How This Photographer Got the Photo of Her Dreams

Dangling off the side of a Tasmanian cliff in a harness, Krystle Wight shot one of the world's most daring climbs.

How Alex Honnold



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Look Inside One of Earth's Most Dramatic Volcanoes

At 2 a.m., this photographer descended into an active volcano where miners extract sulfur from inside a blue-frame spewing crater.



Watch National Geographic Now

VIEW ONLINE

LET THE PLANET INSPIRE YOU.



National Geographic commemorates the 50th anniversary of Earth Day this Wednesday, April 22, with two world premieres and an entire day devoted to our best natural history programming on National Geographic, Nat Geo WILD, and Nat Geo MUNDO.



NATIONAL GEOGRAPHIC PRESENTS

BORN WILD: THE NEXT GENERATION

Go on a journey into the most fascinating, breathtaking environments around the world to witness and celebrate the diversity and resilience of charismatic baby animals, their families, and habitats.

Prepare for cuteness overload and a revealing look at Earth's next generation of animals when BORN WILD: THE NEXT GENERATION premieres this Earth Day.

WATCH THE TRAILER

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WATCH THE TRAILER



NATIONAL GEOGRAPHIC PRESENTS

JANE GOODALL: THE HOPE

The most famous of Dr. Jane Goodall's work is with the CHIMPANZEES OF GAMBIA. This 2019 documentary by National Geographic and Nat Geo WILD, and streaming on Disney+. Watch the trailer.

Dr. Goodall's passion for wildlife and sustainability stems from work for one of the most important Big Five animals on planet Earth, the CHIMPANZEES OF GAMBIA. Her groundbreaking work has inspired a global movement, and she continues to work tirelessly to protect and preserve the planet.

WATCH THE TRAILER

SPECIAL VIRTUAL CLASSROOM EXPERIENCE

JANE GOODALL: THE HOPE



Students will witness and learn from the life-changing work of Dr. Jane Goodall. This 2019 documentary is available on Disney+ on Earth Day.

VIEW THE EXPERIENCE



Earth Month Collection on Disney+
Get your Earth Day and Earth Month fix with our Earth Month collection. Includes special 2019 Earth Day documentary, and more!

VIEW MORE

TAXI FOR EMAIL

Tips for using photography in email

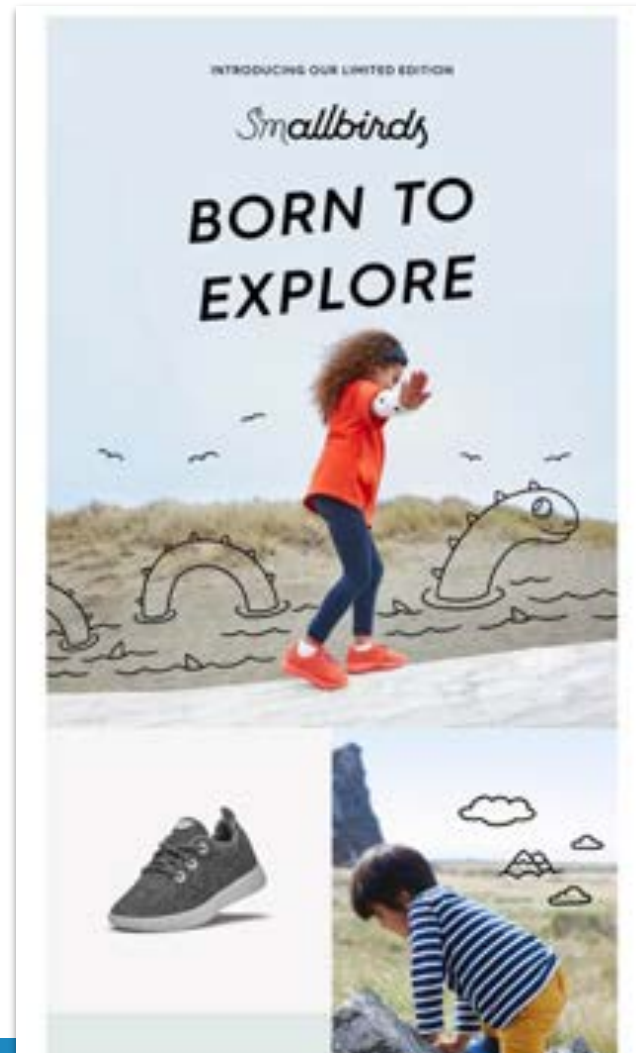
- 💡 For high-quality photography, JPEG is the best file format
- 💡 Balance image quality and file size using smart image compression
- 💡 Use meaningful ALT text
- 💡 Optimize images for mobile
- ❌ Do not exceed 1MB in file size (keep it under 500 KB if possible)
- ❌ Don't use stock imagery if you can avoid it, or if you have to, find images with better depth of field.

Using photography and illustration together

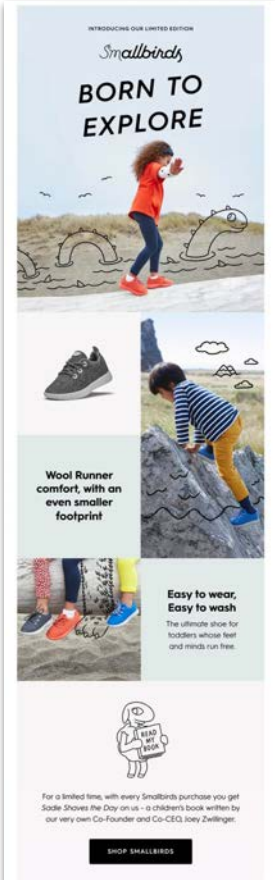
Brand:
Smallbirds

What's the job images do here?

These illustrations enhance a feeling of wonder and imagination making me feel that shoes are a part of activity and life.



TAXI
FOR EMAIL



BETTER SHOES IN A BETTER WAY



THE BODY SHOP.

TRENDING FACE BODY MAKEUP OUR VALUES LOVE YOUR BODY™ CLUB

FREE PINK GRAPEFRUIT SHOWER GEL & DELIVERY WHEN YOU SPEND £25*
USE CODE: 21758 | SHOP NOW

HI FRESH SKIN

Enriched with the power of plants, Drops of Youth™ is a skincare range for everyone for fresher, healthier-feeling skin.

Love your skin

Find nearest store



STEP 1: CLEANSE

Cleanse, peel and wash your way to fresher-feeling skin with Drops of Youth™ Foaming Wash and the Youth Liquid Peel.

Double the fun

STEP 2: EYES

Like a power nap for your eyes, the Drops of Youth™ Bouncy Eye Mask cools, refreshes and helps awaken sleepy-looking eyes.

Energise my eyes

10% off + 0% APR financing**

SLEEP COOL SALE

Keep your cool. with 10% off



Get 10% off any order with a mattress now through 7/29.*

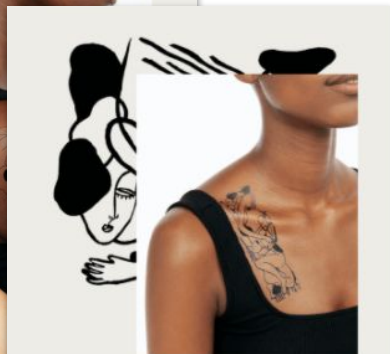
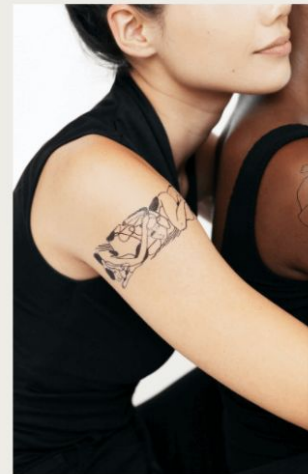
Use code: SLEEP COOL

Shop Now



TATTLY

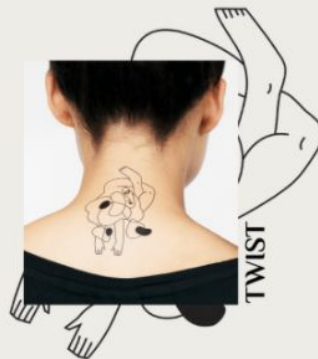
[View in your browser](#)



BODIES

Introducing two new tattoos by artist Tasnim Bagh space and line with a temporary twist.

Shop Now



TWIST

Shop Now

Advanced techniques for imagery in email

DISCLAIMER


Proceed with caution

Don't underestimate
the power of simplicity

Example 1: The Power of Simplicity

Brand:
Airbnb

What's the job images do here?
They show the quality difference rather than just tell about it.




airbnb / luxe

Every home is a destination

Airbnb Luxe is a new selection of pristine, expertly designed homes with high-end amenities, services, and dedicated trip designers.

[Explore Airbnb Luxe](#)



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Expert design
Blending architecture and exceptionally styled interiors

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Fully equipped homes, with ample space and privacy

30+ point inspection
Verified for pristine condition and meticulously maintained.

Personally designed trips
With every Airbnb Luxe reservation, a dedicated trip designer is available to help you plan every last detail.

Custom itineraries
Trip designers have local expertise and can arrange excursions, restaurant reservations, and more.

Got this covered?
You may proceed.

Animated GIFs: Illustrations

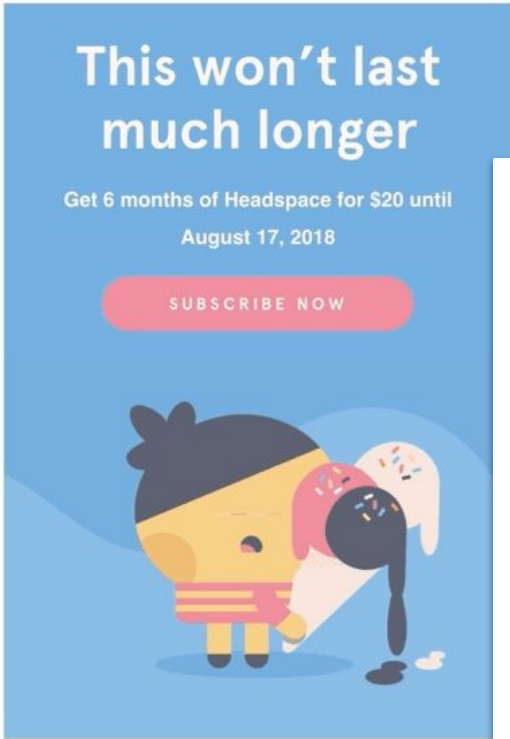
Brand:

Headspace

What's the job images do here?

Make the reader pause — and make them smile.

TAXI
FOR EMAIL



HEADSPACE

This won't last much longer


Get 6 months of Headspace for \$20 until August 17, 2018

SUBSCRIBE NOW

Our summer offer is on its way out. But there's still time to find a calmer, more relaxed mind with Headspace. You've got two days left to get 6 months of Headspace for \$20.*

SUBSCRIBE NOW

*Offer expires August 17, 2018



HEADSPACE

Find your calm

Get 40% off a year of Headspace

SUBSCRIBE NOW

We can't control the occasional rainy day. But we can control how we respond. Get more calm in your life with 40% off a year of Headspace.*

SUBSCRIBE NOW

*Offer expires August 17, 2018

Animated GIFs

Brand:

Netflix

What's the job images do here?

They create tone. The imagery tells me what the emotion of the story is in a way that would require a lot more words—that would be TLDR



Animated GIFs aren't just for B2C


Brand:

Asana

What's the job images do here?

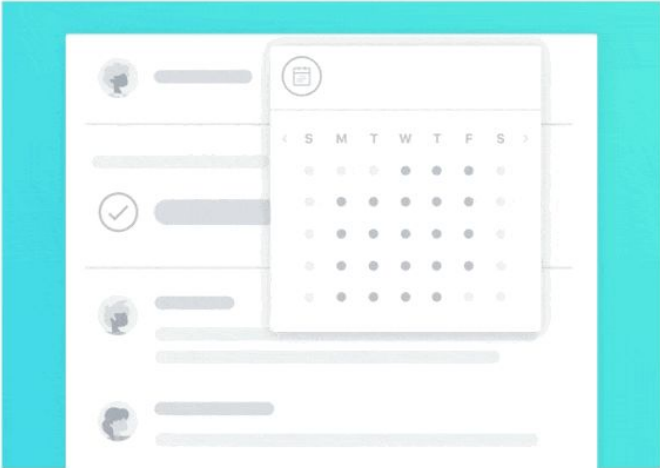
This simple animated illustration shows product functionality more effectively than any static image and copy ever could.

View in browser



Avoid the last-minute scramble

Start work at the right time, every time.



Timing is everything. With **start dates**, you know when to get started so you can hit deadlines with ease—and get results.

[Upgrade to Asana Premium](#) to add start dates to your tasks.

[Learn More](#)

How National Geographic Uses GIFs

Brand:

National Geographic

What's the job images do here?



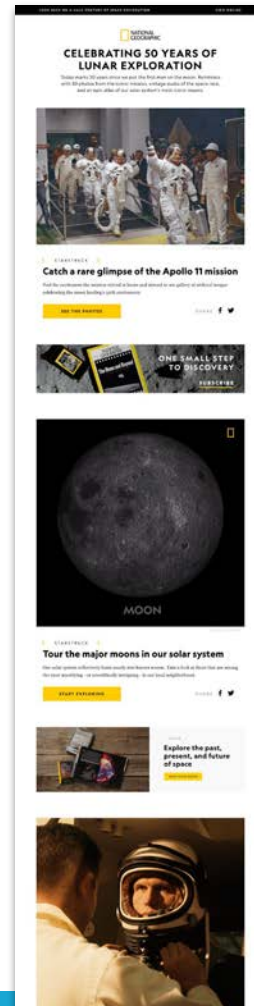
STARSTRUCK

Tour the major moons in our solar system

Our solar system collectively hosts nearly 200 known moons. Take a look at those that are among the most mystifying—or scientifically intriguing—in our local neighborhood.

START EXPLORING

SHARE  





75 YEARS AFTER WWII ENDED

At National Geographic, we have been telling the story of the human journey since 1888, the year our magazine launched its unique brand of global, factual, science-based journalism. We wanted to shine a light on the journeys of these brave men and women, and learn from their experiences as this Greatest Generation passes into history.



Interview with war veteran Betty Webb, 97, from Bedfordshire



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Interview with war veteran Betty Webb, 97, from Bedfordshire

Betty Webb, at 97, is one of the last of the Greatest Generation. She served in the Women's Army Central in Italy during World War II. In this interview, she shares her experiences and the lessons she learned.

The Last Voices of World War II

As the generation that fought World War II passes away, we are losing a unique perspective on the conflict. This special report features interviews with some of the last living veterans.



75 Years After the Nazis Surrendered, All Sides Agree: War is Hell

As the centennial of the end of World War II approaches, we speak with veterans about the war's impact and the lessons learned.

DISCOVER THEIR STORIES

Subscribe to National Geographic

SUBSCRIBE



Facebook icon, Twitter icon, YouTube icon

© 2019 National Geographic Society



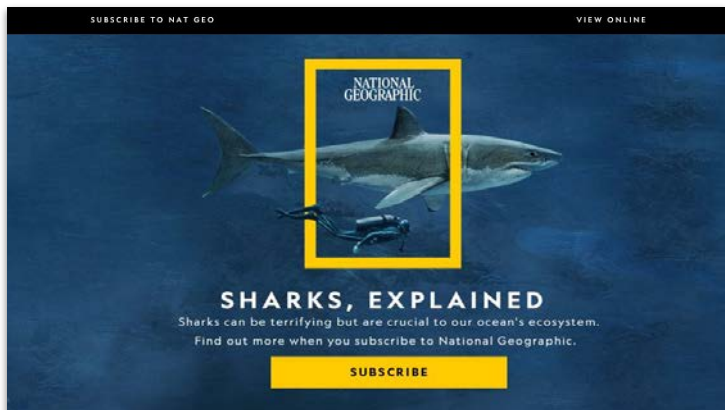
75 YEARS AFTER WWII ENDED

At National Geographic, we don't just tell the story of the world. We explore it.

Cinemagraphs: Making just a part of an image move

Brand:
National Geographic

What's the job images do here?
Catch the readers eye. Make them
pause.



MISUNDERSTOOD BUT VITAL

Sharks star in blockbuster movies as blood-seeking villains, but in reality, they're far more fascinating and complicated than they're often depicted in pop culture. Sharks can rouse fear and awe like no other creature in the sea. Find out more when you [subscribe to National Geographic](#).

Sizing Up Sharks, The Lords of the Sea

See how you compare to some of these vulnerable predators that are so crucial to the ocean's health.

SHARKS, EXPLAINED
Sharks can be terrifying but are crucial to our ocean's ecosystem. Find out more when you [subscribe to National Geographic](#).

MISUNDERSTOOD BUT VITAL
Whether star in blockbuster movies as blood-seeking villains, but in reality, they're far more fascinating and complicated than they're often depicted in pop culture. Sharks can rouse fear and awe like no other creature in the sea. Find out more when you [subscribe to National Geographic](#).

Sizing Up Sharks, The Lords of the Sea
See how you compare to some of these vulnerable predators that are so crucial to the ocean's health.

Frenzy
A frenzy of the vibrant, chaotic collection of kanga sharks and bonnethead sharks in a French Polynesia.

Can the Ocean's Fastest Shark Outswim Our Appetite for It?
Overfishing could be threatening globally scarce, threatened by fishermen for their fight and fast swim.

EVERY SUBSCRIPTION INCLUDES

- UNLIMITED ACCESS to National Geographic
- ADVICE 100 pages of National Geographic
- EXCLUSIVE EXCLUSIVE content and more

SUBSCRIBE

Tips for using animated GIFs

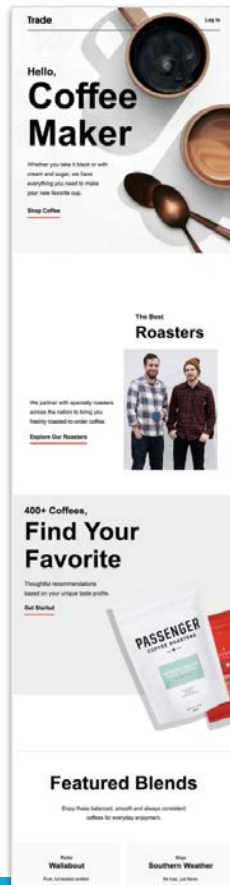
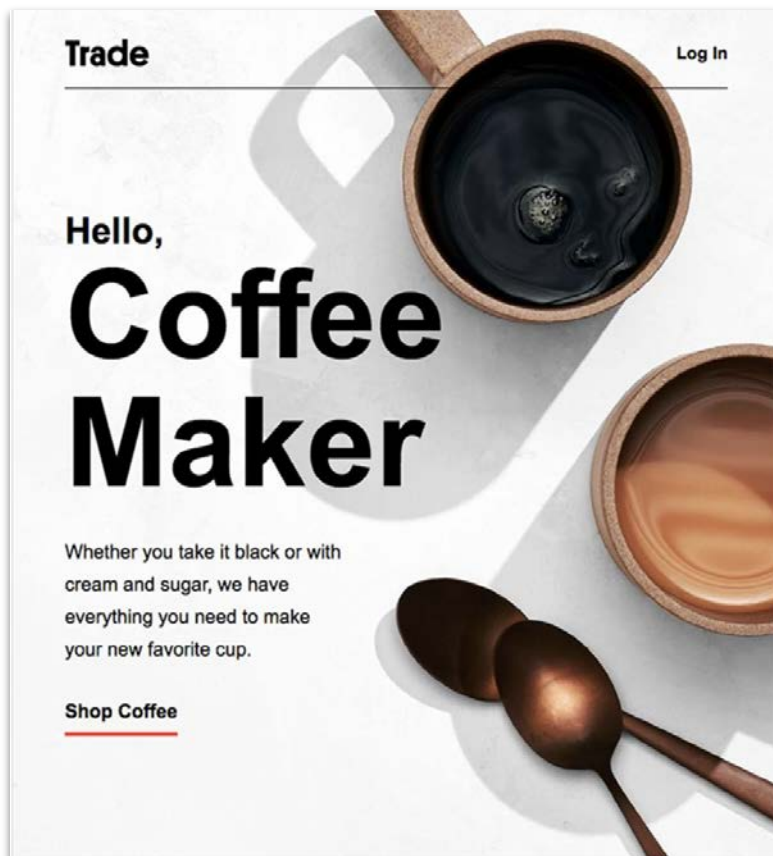
- 💡 Keep it simple
- 💡 GIFs aren't supported everywhere & some Outlook versions will only show the first frame of your GIF—optimize your GIF for that
- 💡 Use as few frames as possible
- 💡 Explore [animated PNGS](#) for high-quality animation at small file sizes (and transparent backgrounds)
- ❌ Do not use flashy GIFs
- ❌ Do not exceed 1MB in file size (here's some [tips on keeping file sizes low](#))
- ❌ Avoid GIF making apps (if possible)

Background Imagery

Brand:
Trade

What's the job images do here?

To create a sense of setting and place that describes the quality of life you are aligning the brand with.



Featured Blends

Find these beloved, smooth and always consistent coffees for everyday enjoyment.

From

Wababout

From

Southern Weather

From

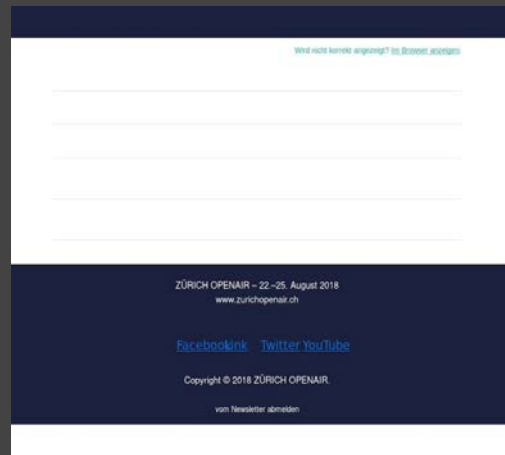
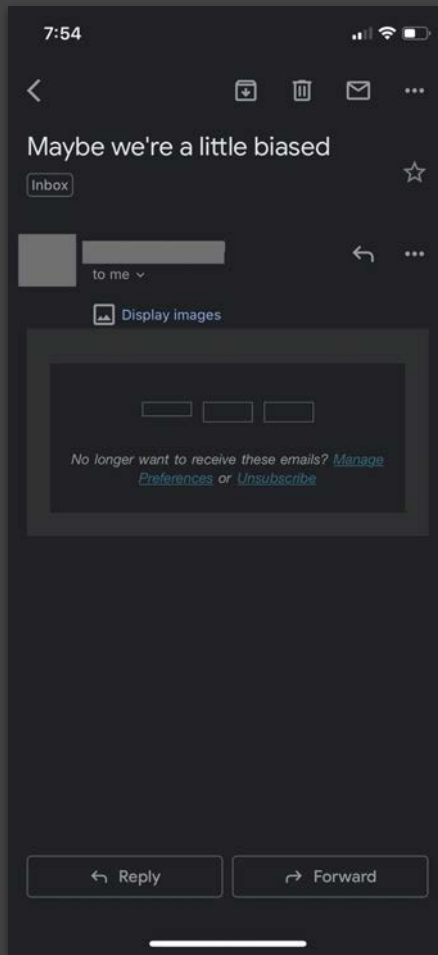
Southern Weather

From

Southern Weather

But why bother with live text?

- 💡 Live text scales with devices
- 💡 Maintain ADA accessibility standards
- 💡 Run multivariate testing with text based on segmentation (Can't do that with imagery easily)
- 💡 It's affordable to develop and allows a smaller team to create and send emails.



SEE THIS EMAIL ONLINE

BOSE

SUNGLASSES. WITH A SOUNDTRACK.

VIEW DETAILS

NEW Bose Frames

Meet the new Bose Frames. They're sunglasses — with a soundtrack. Get ready for a revolutionary personal audio experience that leaves you free to engage with the world

SEE THIS EMAIL ONLINE

BOSE

SUNGLASSES. WITH A SOUNDTRACK.

VIEW DETAILS



NEW Bose Frames

Meet the new Bose Frames. They're sunglasses — with a soundtrack. Get ready for a revolutionary personal audio experience that leaves you free to engage with the world around you — while discreetly listening to your music. To everyone else they look like sunglasses, but you'll know the secret: They're sunglasses enhanced with audio.

VIEW DETAILS

Nothing in or on your ears.

Miniaturized Bose electronics hidden in each temple produce rich, immersive sound for you, while others hear practically nothing. A seamlessly integrated microphone lets you take calls and access your phone's virtual assistant, like Siri or the Google Assistant.

SEE THIS EMAIL ONLINE

We've teamed up with four beauty professionals to reveal their Top Picks for Christmas. [View in browser](#)

HOUSE OF HACKNEY
LONDON

NEW IN COLLECTIONS HOMEWARES CLOTHING



A BEAUTY-FILLED CHRISTMAS

Our luxury wash and make-up bags are a stylish and organised way to carry all your essential toiletries and cosmetics. This season, we've teamed up with four beauty professionals to reveal their top picks for Christmas and our washbags make the ideal hold-all for these beautiful products.

[VIEW FEATURE](#)

WIN A MAKE-UP FILLED WASHBAG


For your chance to win Liz Martins' or Birchbox' edits with one of our washbags, simply email us at competitions@houseofhackney.com with your name, which you would prefer and why. Competition closes 20th December 2015. For an extra entry, regram or retweet the images with the hashtag #ABeautyFilledChristmas.


SHOP WASHBAGS

SOAPBOX

You don't need a producer to be professional.

Record, edit, and share videos in minutes—all with your computer, and all for free.



Thanks to Soapbox, making videos doesn't have to be time-consuming or expensive. With instant recording and editing, it's quicker to make and share a Soapbox video than it is to send a long email, make a phone call, or hold a quick meeting. Get stuff done—and look good while doing it.

Elevate the way your business communicates today.

[Get on your Soapbox](#)

[f](#) [t](#) [i](#) [in](#) [v](#)

Tips for using background images



Background images aren't supported everywhere. Know what email clients your audience is using, and then decide if the effort is worth it for you.



Don't forget about your fallbacks



Don't forget to set a mobile version of your image

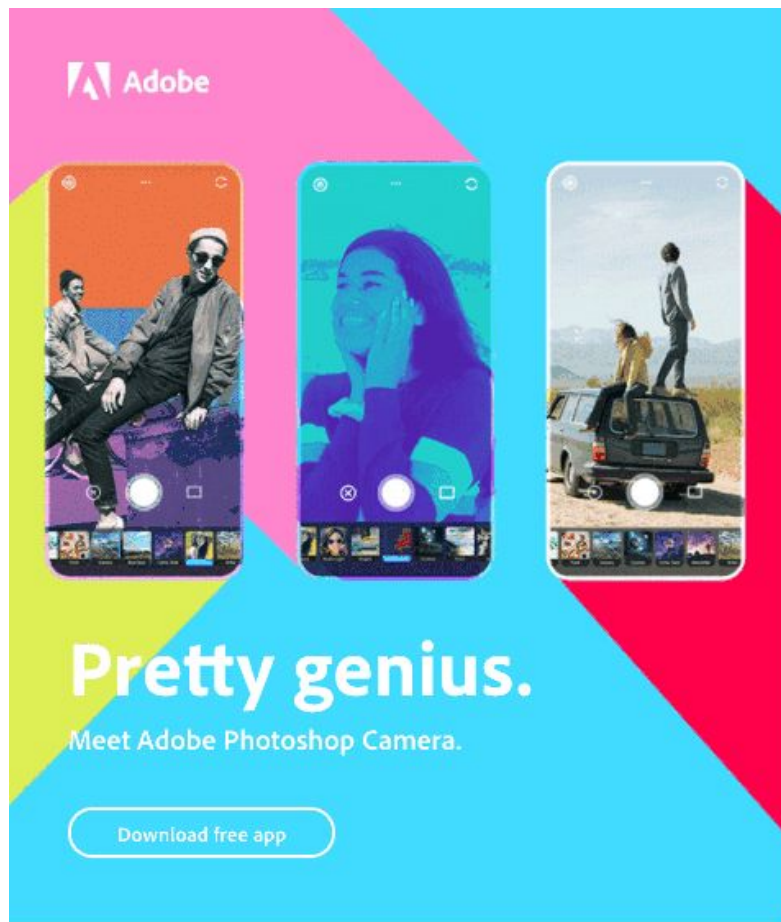
Animated background images

Brand:

Adobe

What's the job images do here?

The animation shows the App in action —and the shapes in the background change their colors, too. That's unexpected, and beautiful!



The advertisement features three smartphone screens displaying the Adobe Photoshop Camera app interface. The background is a vibrant, geometric composition of pink, blue, and yellow shapes. The Adobe logo is positioned at the top left. The three screens show different camera filters: the first shows a man and a woman in a stylized, high-contrast filter; the second shows a woman's face in a similar filter; the third shows a man and a woman standing on a car in a natural setting. Below the screens, the text "Pretty genius." is written in a large, white, sans-serif font, followed by "Meet Adobe Photoshop Camera." in a smaller font. At the bottom, there is a white button with the text "Download free app".

Adobe

Pretty genius.

Meet Adobe Photoshop Camera.

Download free app

UBER

2/6

Bring the party to you
with these tips

1

Set the table. Send guests a ride.
Send friends a ride to the party so
you can focus on hosting.

2

Seasons eatings, delivered
Feast on all your favorites with
UberEATS.

START PARTY PLANNING →

Check your inbox every Sunday for more holiday how-tos.

THE HOLIDAYS ARE GOING YOUR WAY

ARTICLE.

BLACK FRIDAY IS HERE

Get up to 45% off, plus free
shipping on purchases \$499+.
Only until December 1st

SHOP SALE

STAY CONNECTED



We are sending you this email as you have signed up on our website to be the first to know
when we launch new products or announce new sales.

If you would no longer like to receive these emails, [unsubscribe](#).

Privacy policy [View our privacy policy](#)

Tips for using animated background images



Learn how to code animated background images with this [Ultimate Guide](#)



Keep an eye on GIF file sizes



Don't forget to set a fallback



Make sure you don't distract from the design and the message



Consider accessibility (e.g. people who have Epilepsy)

Creating overlay Effects with imagery

Brand:

Clear

What's the job images do here?

Causes me to wanderlust and
associate Clear with the joy of travel.

CLEAR | UNITED

Now taking off at Newark Airport

Big news! We're partnering with United® to bring CLEAR to more places across the country, starting with Newark Liberty International Airport. Find us in Terminal C for PreCheck passengers, with standard security coming soon.

Find us in Terminal C for PreCheck passengers, with standard security coming soon.

\$60 off*

VIEW OUR LOCATIONS

CLEAR | UNITED

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\$60 off*

VIEW OUR LOCATIONS

Where we are | How it works | Support

MeUndies



SHOCKINGLY SOFT TEES

We're Bringing Basic Back

Our jersey tees are soft, lightweight, and fit just right. And honestly...that's it. We're all about being basic and we don't care who knows.

SHOP TEES

7 Million Happy Butts and Going Strong

Connect with us #meundies



THE MOMENTIST JUNE 4, 2020

TIPS FOR PHOTOGRAPHING PEACEFUL PROTESTS

AS TOLD BY HENRY KEITH

Thank you for all of the incredible feedback you've shared with us this week. One of the themes we've heard is you want to learn how to document more.

So we interviewed our friend, LA photographer, Henry Keith, on his process for peaceful



THE MOMENTIST JUNE 4, 2020

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AS TOLD BY HENRY KEITH

Thank you for all of the incredible feedback you've shared with us this week. One of the themes we've heard is you want to learn how to document more.

So we interviewed our friend, LA photographer, Henry Keith, on his process for peaceful protest photography, the importance of its essential documentation, as well as safety and ethics.

HENRY KEITH

Making one's voice heard through protest comes in different forms, but as photographers, we get to utilize those 1,000 words that the photograph is worth as visual communication. Photography and protest are a language. Unfortunately the media can skew truth, but photographs, especially at protests, can record facts.



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Total Body Training At the Tap of a Screen

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Tips on creating overlay effects

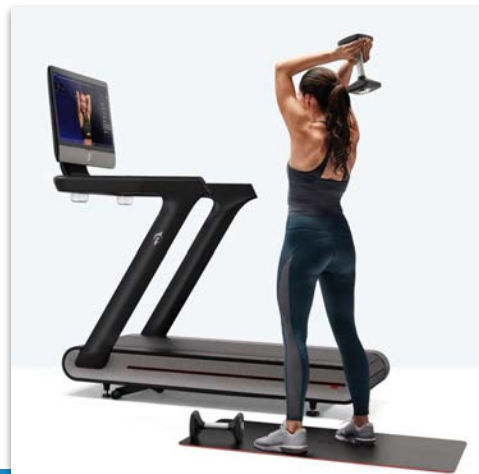
- Creating a layered look and feel doesn't necessarily require advanced coding skills. Sometimes it's just rethinking how you set up your imagery.

PELOTON

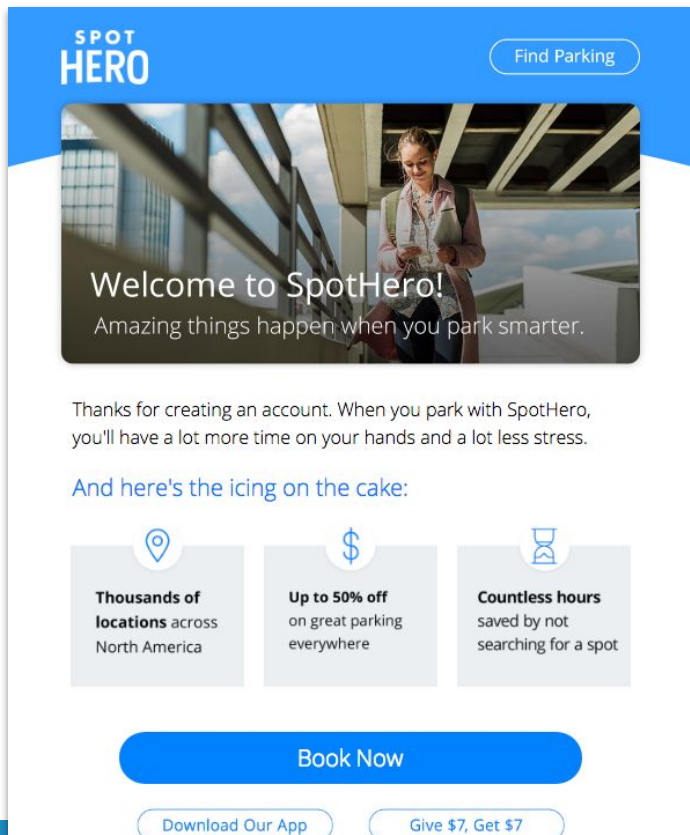


Total Body Training At the Tap of a Screen

Achieve the best shape of your life without even leaving the house. The Peloton Total Body workout is designed to work



Tips on creating overlay effects



The screenshot shows the SpotHero landing page. At the top, there is a blue header with the 'SPOT HERO' logo on the left and a 'Find Parking' button on the right. Below the header is a large image of a woman in a pink jacket looking at her phone on a walkway. A dark, semi-transparent overlay is placed over the bottom portion of this image, containing the text 'Welcome to SpotHero!' and 'Amazing things happen when you park smarter.' Below the image, there is a paragraph of text: 'Thanks for creating an account. When you park with SpotHero, you'll have a lot more time on your hands and a lot less stress.' This is followed by the phrase 'And here's the icing on the cake:' and three benefit cards. Each card has an icon (location pin, dollar sign, and hourglass) and text: 'Thousands of locations across North America', 'Up to 50% off on great parking everywhere', and 'Countless hours saved by not searching for a spot'. At the bottom, there is a blue 'Book Now' button and two smaller buttons: 'Download Our App' and 'Give \$7, Get \$7'.

SPOT HERO Find Parking

Welcome to SpotHero!
Amazing things happen when you park smarter.

Thanks for creating an account. When you park with SpotHero, you'll have a lot more time on your hands and a lot less stress.

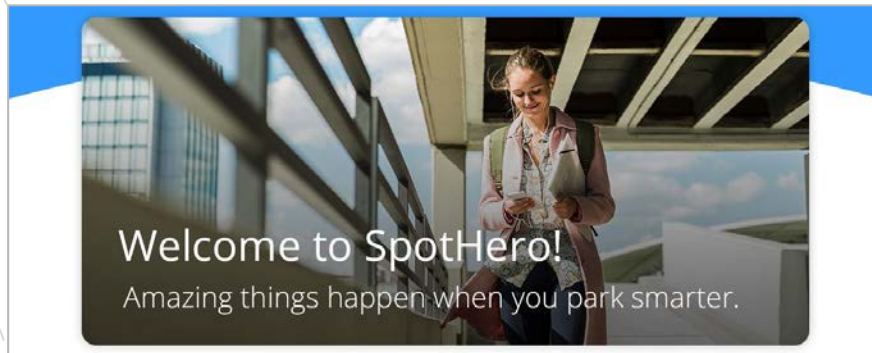
And here's the icing on the cake:

- Thousands of locations across North America
- Up to 50% off on great parking everywhere
- Countless hours saved by not searching for a spot

Book Now

Download Our App Give \$7, Get \$7

Creating a layered look and feel doesn't necessarily require advanced coding skills. Sometimes it's just rethinking how you set up your imagery.



This image is a close-up of the layered overlay effect from the SpotHero landing page. It shows the woman in the pink jacket looking at her phone. A dark, semi-transparent overlay is placed over the bottom portion of the image, containing the text 'Welcome to SpotHero!' and 'Amazing things happen when you park smarter.' The overlay is layered on top of the image, creating a clear visual hierarchy.

Welcome to SpotHero!
Amazing things happen when you park smarter.

Let's sum it up: Cover your basics first

Choose non stock images if possible. **Choose images that have personality.**

Use images that have similar qualities. **They should feel like a family.**

Don't use too many images. **Leading with one great image is better than many.**

Ask yourself if the image is essential. **If it's not, cut it.**

Do you know what images fit your brand? **If not, do that work.**

Do you know which images resonate with customer? **If not, do that work.**

Questions







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Takes too long

Costs too much

Easy to go off brand

Complex & varied skillset
required

HTML - rendering & complexity

Managing who does what

Disheartened team/Team Morale

Busier the team is, easier it is to
make mistakes (especially
repetitive work)

**There's never enough email
marketing**

A new process: Built around the needs of the email team



What does an Email Design System look like?

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Headline

Don't forget to set the background height of the header area under "Header Formatting" - otherwise this area may get cropped in Outlook!

CTA →

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc eleifend elementum tempus. Aenean suscipit, enim at pretium facilisis, velit nisi tempus nibh, et maximus lacus dolor sit amet nisi. Aliquam erat volutpat.

— Elliot Ross
CEO, Taxi for Email

text

Book a Taxi Demo →

Meet the team

Meet Team Taxi at email industry events, and join us online for email marketing webinars. [See all upcoming events](#)

20 Apr text

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CTA →

Intro copy

720 x 300

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Title

Subtitle

Body text

CTA →

360 x 280

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Let's get nerdy for 1 minute 🤓

Taxi Syntax — the secret to making Email Design Systems *actionable*

Create the perfect HTML, then use the power of the Taxi syntax to control how it's used, what can be changed, and what can't.

```
<module name="CTA" label="CTA Button">
  <editable name="link" label="Link"
  hint="Make sure any URLs begin with
  'https://'">
    <a
  href="https://taxiforemail.com">Find
  out more</a>
  </editable>
</module>
```

Link

Make sure any URLs begin with 'https://'.





NERDS! GO TO TAXIFOREMAIL.COM/CODE



**Better Email.
Better Results.**

taxiforemail.com/demo