

Live Text for Email

How Marketers Can Benefit



What is live text?

Live text is the email copy or content contained within an HTML code, making it instantly available the second it lands in a recipient's inbox.

Since we're lucky to live in a time past the dark days of dial-up, why would delivering an email with live text be beneficial, when internet is—for the most part—reliable?

Remember that today's customers are living in a quick-turn world; brands are constantly re-thinking their approach to compete for a finite amount of attention. So, while a reliable and more accessible internet is a solution to past marketing limitations, it's also part of the reason that busy customers spare only milliseconds deciding which emails deserve their attention, and which will be cleared from their inbox.

Imagine a customer taking a short break in their busy day to see what's arrived in their inbox. Maybe they're on a plane, or a train, or an area with spotty cellular service—and the image-based text in your email doesn't load. Defeated, your email is deleted without ever being seen; they don't know what you're trying to tell them. You may have just lost a new customer, or the experience could have negatively impacted your brand's perception to an existing one.

So, that's the downside...

But let's look at some of the ups!

According to mobile usage statistics, 70% of mobile email users delete badly formatted messages in under three seconds.

Source: Email Marketing Secrets, Emailmonday

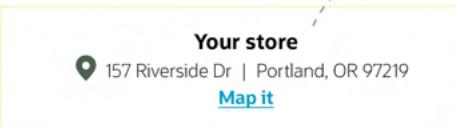
3 Advantages of deploying emails with live text:

1

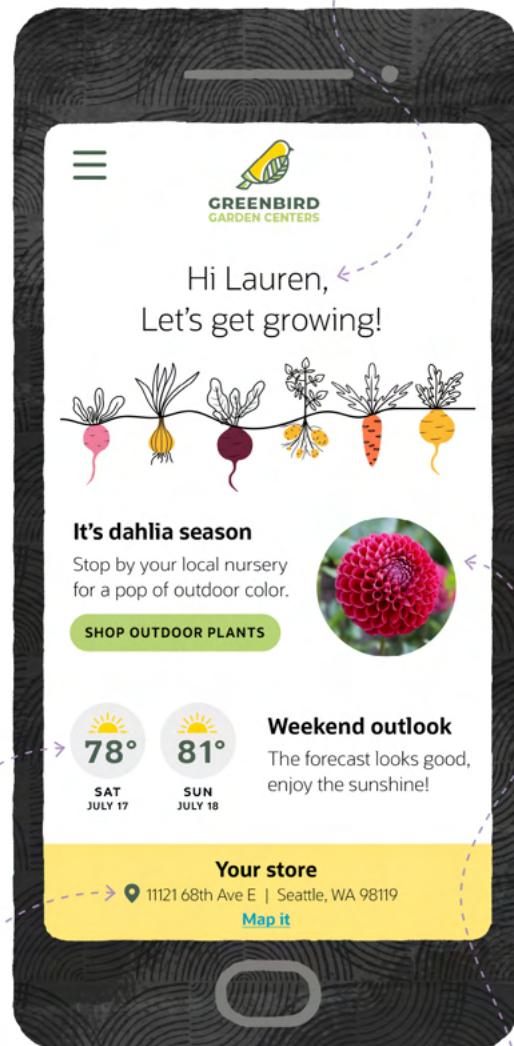
Live text provides an easy opportunity to better connect with your customer through personalization

While you can't exactly deploy an email with a personalized image quickly, using live text is next to effortless. With HTML-encoded emails, your design can become a flexible template of content blocks comprised of modules, making it simple to add, remove, exchange, and rearrange. Or, in other words: entirely customizable.

With live text, your customers can receive completely custom-tailored content—based on everything from first names, to preferences, or needs. When your content becomes personalized and more unique to your customers, you'll likely notice that your opens, clicks, and down-funnel engagement metrics are getting a healthy boost without effort.



Lance
Lauren
Leona
Lisa
Lorenzo



Houseplants are here

Browse our selection of indoor plants and decor.

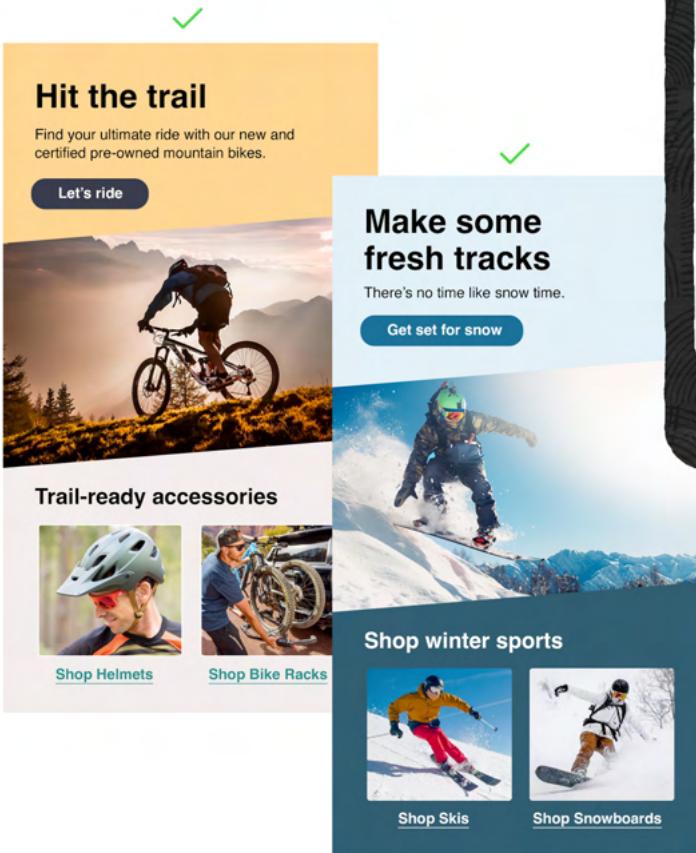
[SHOP INDOOR PLANTS](#)



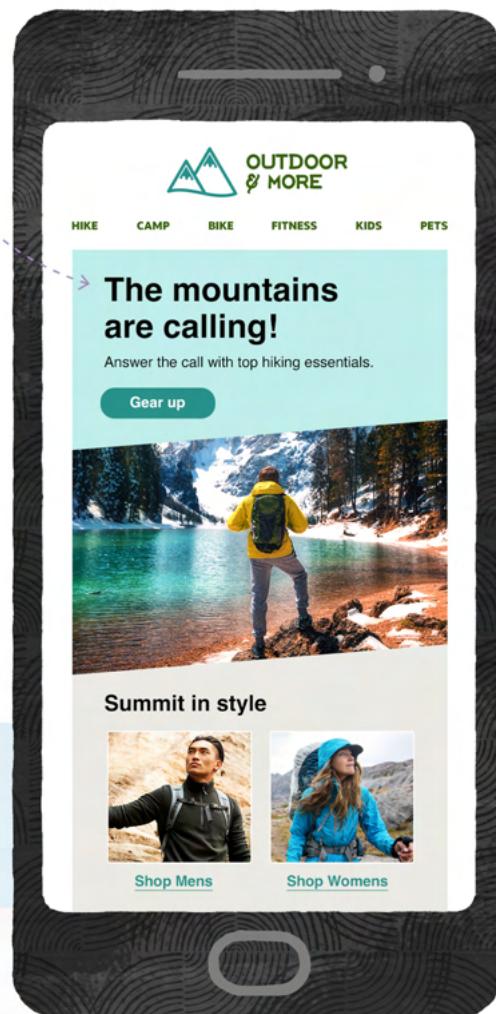
It's efficient

Remember (above) when we talked about how live text emails can benefit more personalization through moveable, modular blocks? It's also the exact reason this process makes building email campaigns more efficient. Not only can your template be customized to deliver more customer-specific content, **these modules can be reused over-and-over, and are easily editable without the need for design support.**

Just imagine you've caught a late QA error. No Slack fire drill, or unplanned Zoom meeting hitting the calendar—inevitably throwing one of your designers' day sideways; you can easily make the edit yourself. With live text, you're simply saving time and increasing productivity—making your campaigns more cost-efficient, scalable, and achievable.



The image shows two mobile device screens. The top screen displays a landing page for 'OUTDOOR & MORE' with a main headline 'The mountains are calling!', a sub-headline 'Answer the call with top hiking essentials.', and a 'Gear up' button. The bottom screen shows a different section of the same campaign with a headline 'Summit in style' and 'Shop Mens' and 'Shop Womens' buttons. A dashed arrow points from the top headline to the bottom headline, illustrating how a single modular block can be reused across different parts of a campaign.



HTML offers accessibility and inclusivity

When it comes to creating accessible emails and templates, there's really no comparable alternative to live text. This, of course is not to say that image-based or plain text emails are completely fruitless, but you do need to consider the moral, ethical, and legal rights of your customer to access content. So there's that, combined with the more obvious fact: Unless your brand is small enough that you personally know everyone on your mailing list, you're definitely not reaching your entire audience if your email has accessibility issues—and you're likely provoking some, too.

Live text is easily readable in dark mode, customizable to match orientation, can help users navigate page content, and demonstrates you care and are conscious about inclusivity.

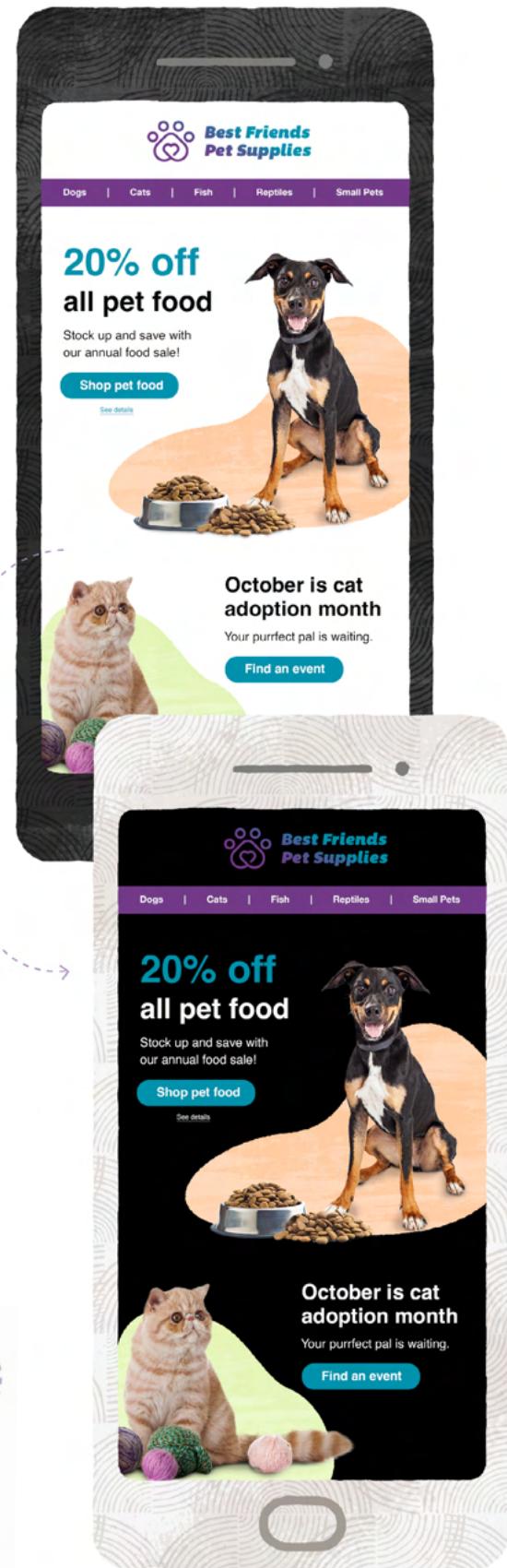
One final issue to note with image-based text, is that blind or visually impaired consumers may utilize the assistance of screen readers, which—along with many other assistive technologies—cannot read text that's contained within an image. Oh, but you included alt text?



Generally, screen readers will cap alt text to **120 characters**—so that long paragraph inside your image isn't going to cut it, either.

If you're looking for additional information regarding the importance of email accessibility standards, you can [learn more here](#).

This sentence alone is 134 characters!



Let's Shape Impactful Experiences Together

Ready to optimize your email creative?

Oracle CX Marketing Consulting has more than 500 of the leading marketing minds ready to help you achieve more with the leading marketing cloud, including Creative Services and Coding Services teams.

Reach out to us at CXMconsulting_ww@oracle.com.

To explore email marketing and the tools to make it successful, visit us at: oracle.com/marketingcloud.

ORACLE
Marketing Consulting

