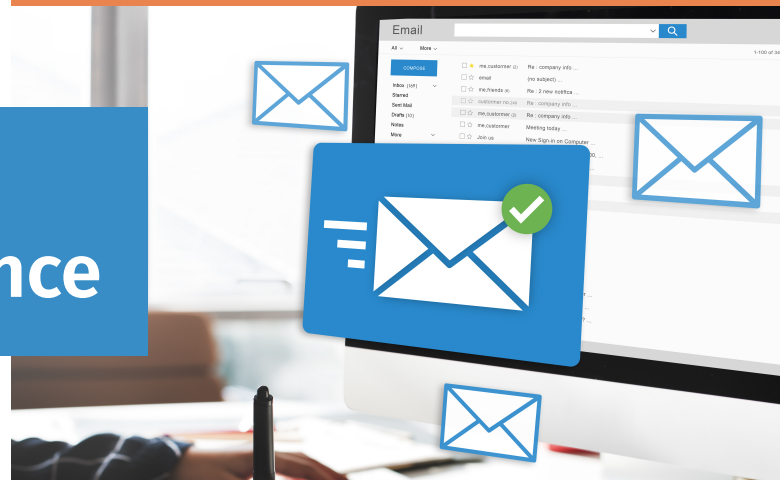


Ensures Email Accessibility Compliance



THE CHALLENGE

There has been increasing visibility into why accessibility is important, and we're excited to support companies as they transition to better accommodate a wider audience. Even if we focus on just one category for accessibility, we can get a sense of how many users we need to optimize our emails for. For example, at least 2.2 billion people in the world have a vision impairment, which is 29% of the population.

Let alone the humanity of working to make sure those with unique challenges are afforded the same experiences as everyone else, there is also a financial side to accommodations that would be negligent to ignore. If we look at people with disabilities more broadly, they have 1.2 trillion dollars in annual disposable income, which is greater than Mexico's GDP. This is a huge portion of users, who any company should be communicating with most effectively in order to maximize their revenue.

THE SOLUTION

One of our clients is an Enterprise job site company worldwide who drives millions of applicants to jobs in every field. Since their audience is very diverse, they needed our assistance remediating 2k+ emails for accessibility compliance. We created a new, responsive email template with dozens of accessibility-compliant modules, which included some of the following considerations:

- » Ensuring all the color ratios are optimized.
- » Updating alt text to be more descriptive and to not rely on visual cues.
- » Adding language tags and ensuring there are clear descriptions for CTAs and titles.
- » Updating font size to be at least 14 px in the email body.
- » Adjusting line spacing depending on if the font size is larger or smaller than 28 px.
- » Ensuring the email follows logical reading order, especially in the case of tables.
- » Including a plain text version of the email.

PROCESS FOR REBUILDING EMAILS

To rebuild emails with the new template, we followed a diligent process which ensured the revised emails were the highest quality with no errors and were thoroughly-tested across all the accessibility recommendations on all platforms and devices.

Here are some of the actions we took to ensure a smooth email transition process:

- Managed current email inventory:
 - Documented emails that need to be rebuilt.
 - Prioritized key emails and assign owners.
 - Archived any remaining emails.
- Created a checklist:
 - Created and followed a thorough checklist for all accessibility updates made per accessibility best practices.
- Outlined a plan for project milestones/deadlines:
 - With a huge project like rebuilding almost all emails to follow accessibility guidelines, we executed a phased approach with priority emails and campaigns being updated first, then focusing on the next levels of priorities.
- Thorough QA:
 - All emails went through a stringent checklist of functionality, responsiveness, layout, performance, and accessibility prior to re-launch.

THE RESULTS

We were able to support our client through a tedious process in a streamlined, scalable, and flawless way. We converted thousands of emails, thoroughly tested them for accessibility, and carefully reactivated the associated campaigns. As an end result, we helped this enterprise client operate according to the guidelines and avoid any legal ramifications, as well as helped them reach a larger, valuable audience ensuring a better user experience for the success of their business.

If your company is looking to achieve the same results, contact us to find out how we can help you implement email accessibility.

Marrina Decisions has a proven track record of helping clients execute multi-channel campaign execution utilizing their expertise and detailed processes, and we'd like to help you do the same. Contact us today to find out how we can bring winning results to your next marketing campaign.