



Apteco

# Supercharge your marketing with Apteco email

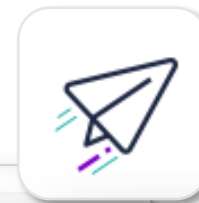
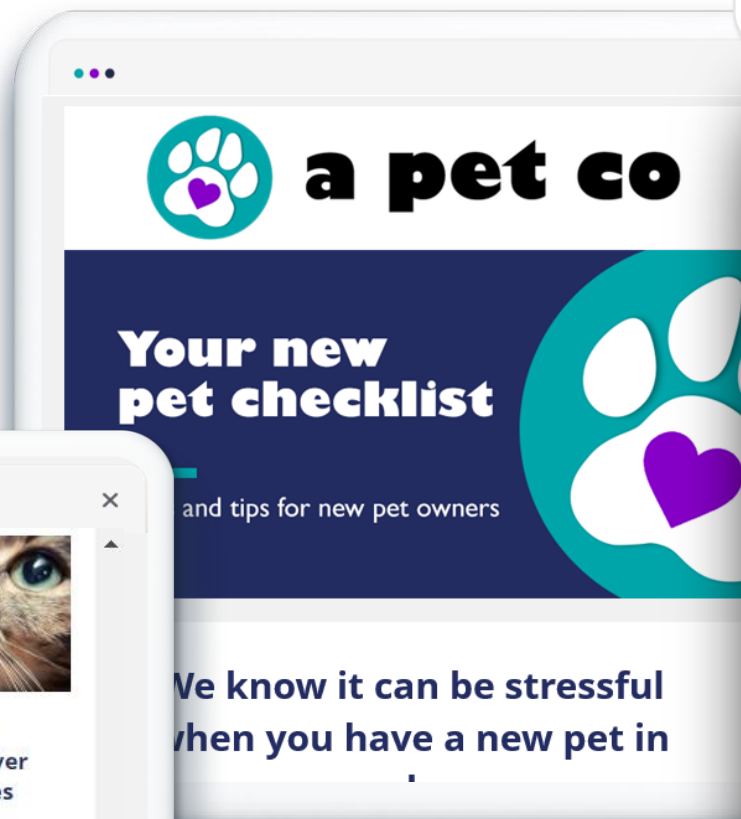
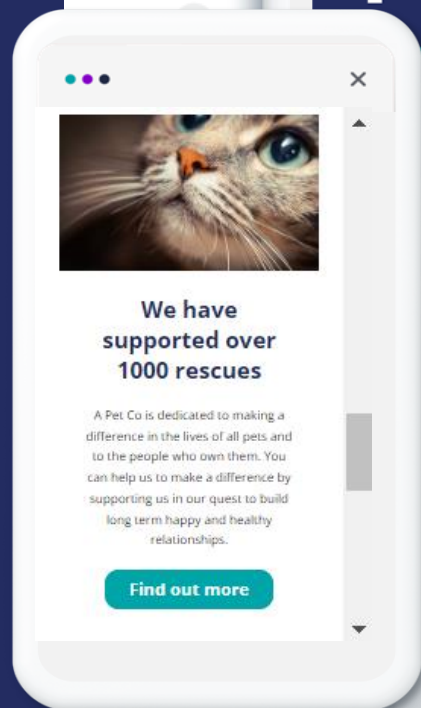
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Your step-by-step guide to building emails with Apteco

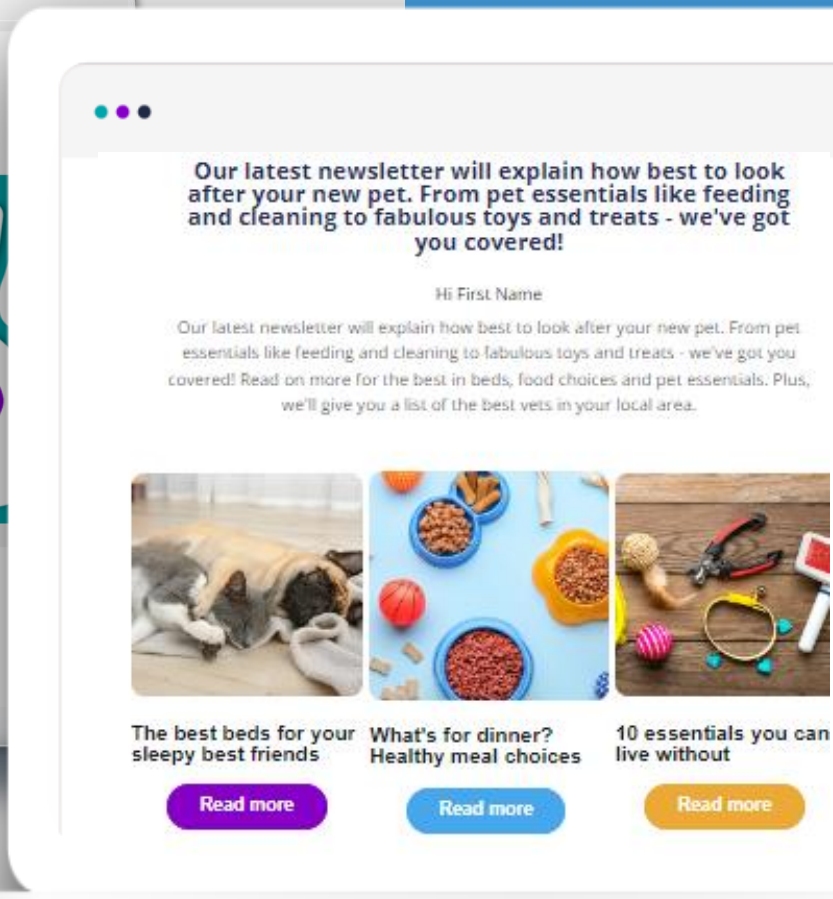
# Supercharge your marketing with Apteco email

Learn how to design and build personalised engaging emails in our embedded email builder

- Create transactional and promotional templates
- Set font colours, size, line height and more
- Add and edit images and videos
- Use saved, pre-built and standard sections
- Personalise your messaging
- Preview and test

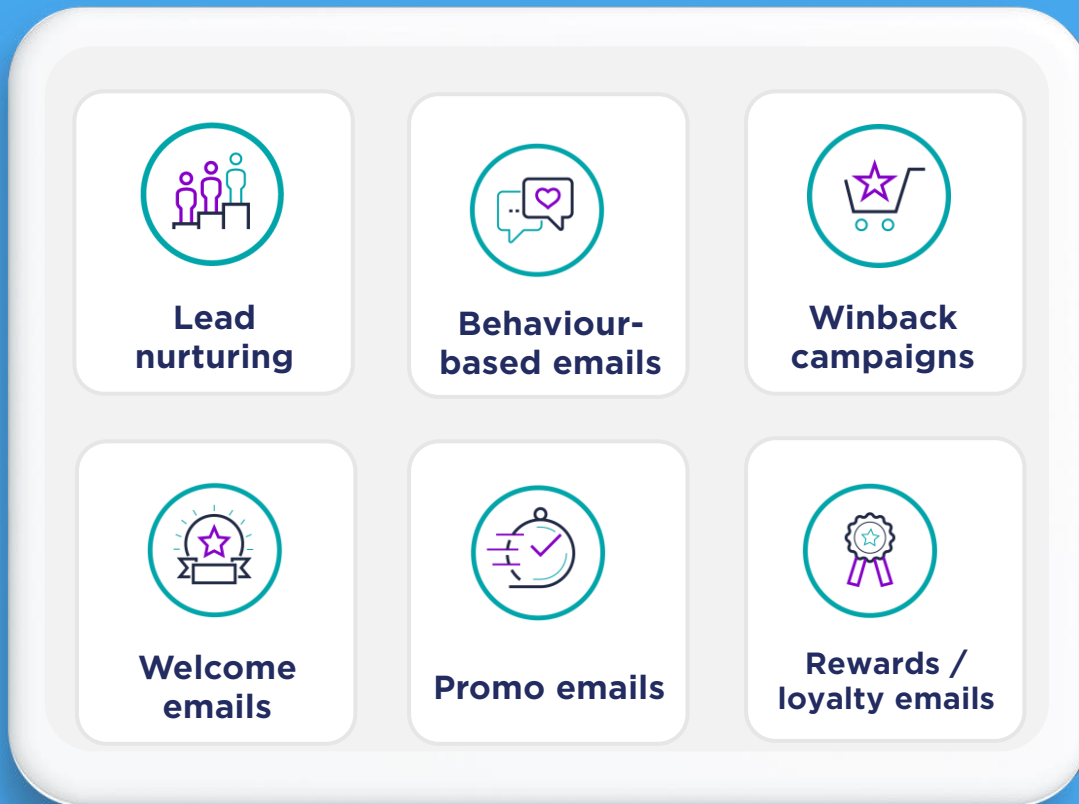


Visit [apteco.com](https://www.apteco.com) for practical help in the Apteco help hub...



Please note - users must license the Broadcaster bundle and above to access the campaigns area in Apteco Orbit. Learn more about our [pricing bundles](#)

With Apteco email you can design and build all your regular promotional marketing and transactional campaigns:



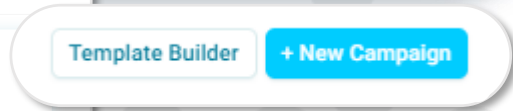
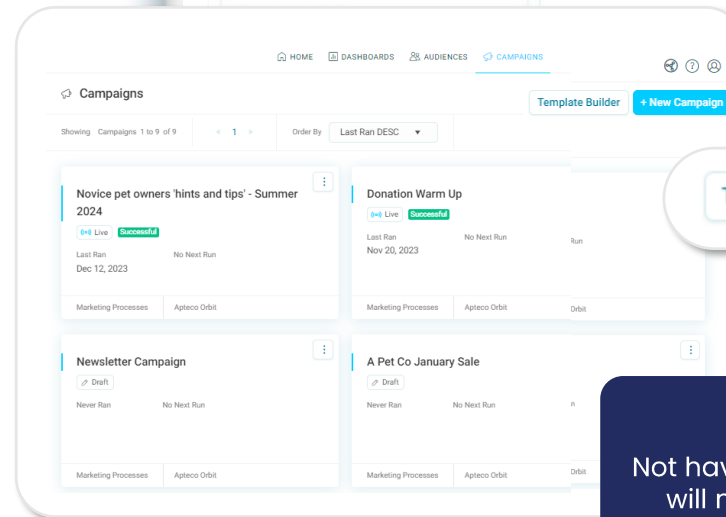
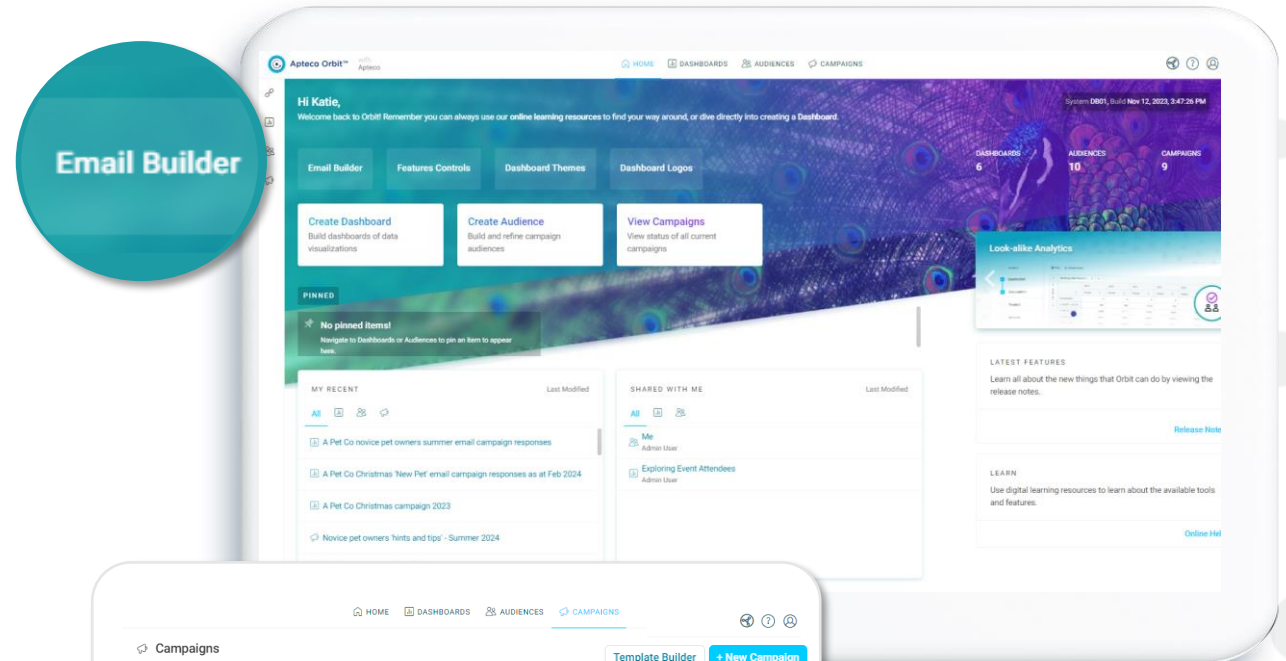
## Step #1

# Getting started

## Accessing the email builder

You can conveniently access the embedded email builder in the Apteco Orbit platform via the homepage – simply click on the 'email builder' button. Or from the campaign overview screen click on 'template builder'.

In the campaigns overview screen, you can see how many credits you have available, so that you can avoid incurring overage charges.



**TOP TIP**  
Not having enough credits will not stop you from sending emails, but there is an additional charge for emails sent outside the contracted credits.



# Marketing and transactional templates

## Design the perfect template for your needs

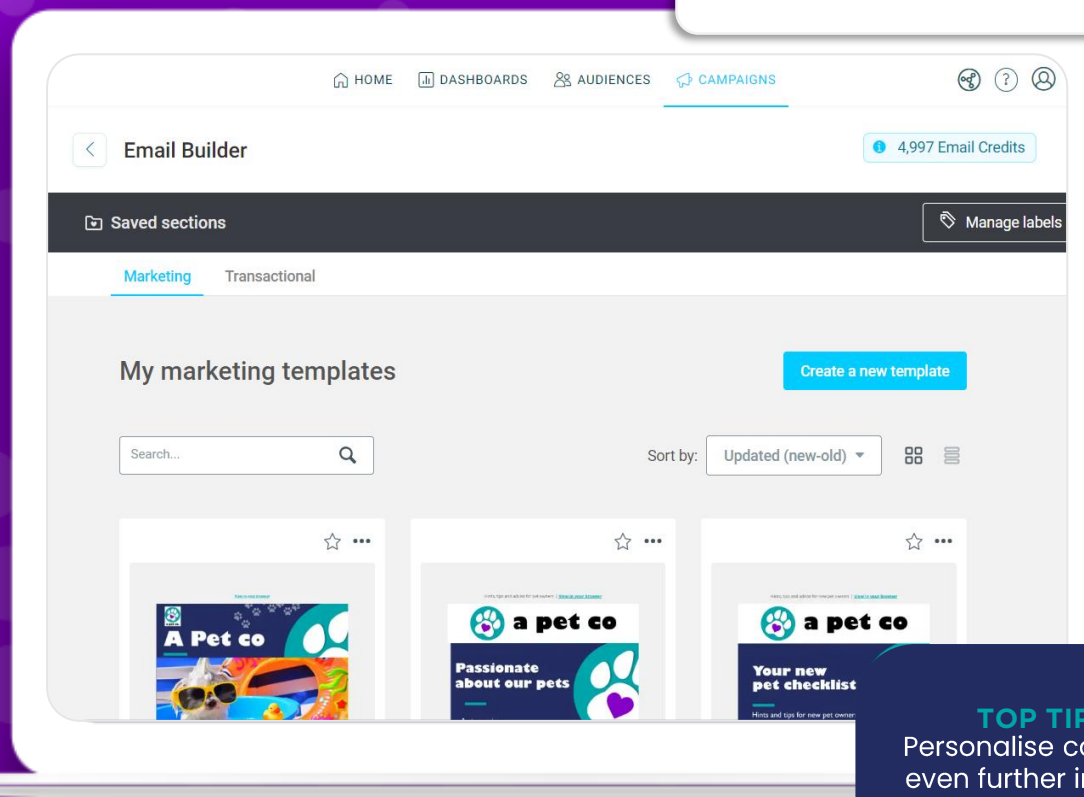
Design and manage both promotional marketing templates and transactional email templates.

Marketing emails are typically used when the personalisation required is based on the contact property, for example: name, surname, date of birth.

Your transactional templates also use contact properties but offer you that little bit extra in terms of personalisation. Here you could utilise data variables, campaign specific information and transactional data.

You are also required to add an unsubscribe link to all marketing templates.

Marketing Transactional



### TOP TIP

Personalise content even further in your transactional templates by applying conditions to your content blocks.

## Step #3

# Easy-to-use email builder

## Creating a new template couldn't be easier!

Apteco email is perfect for all levels of email creators – from beginners to pros. Whether you want to code your emails in HTML, design them from scratch in the drag-and-drop editor, or get started quickly using our beautiful range of templates, Apteco email offers it all.

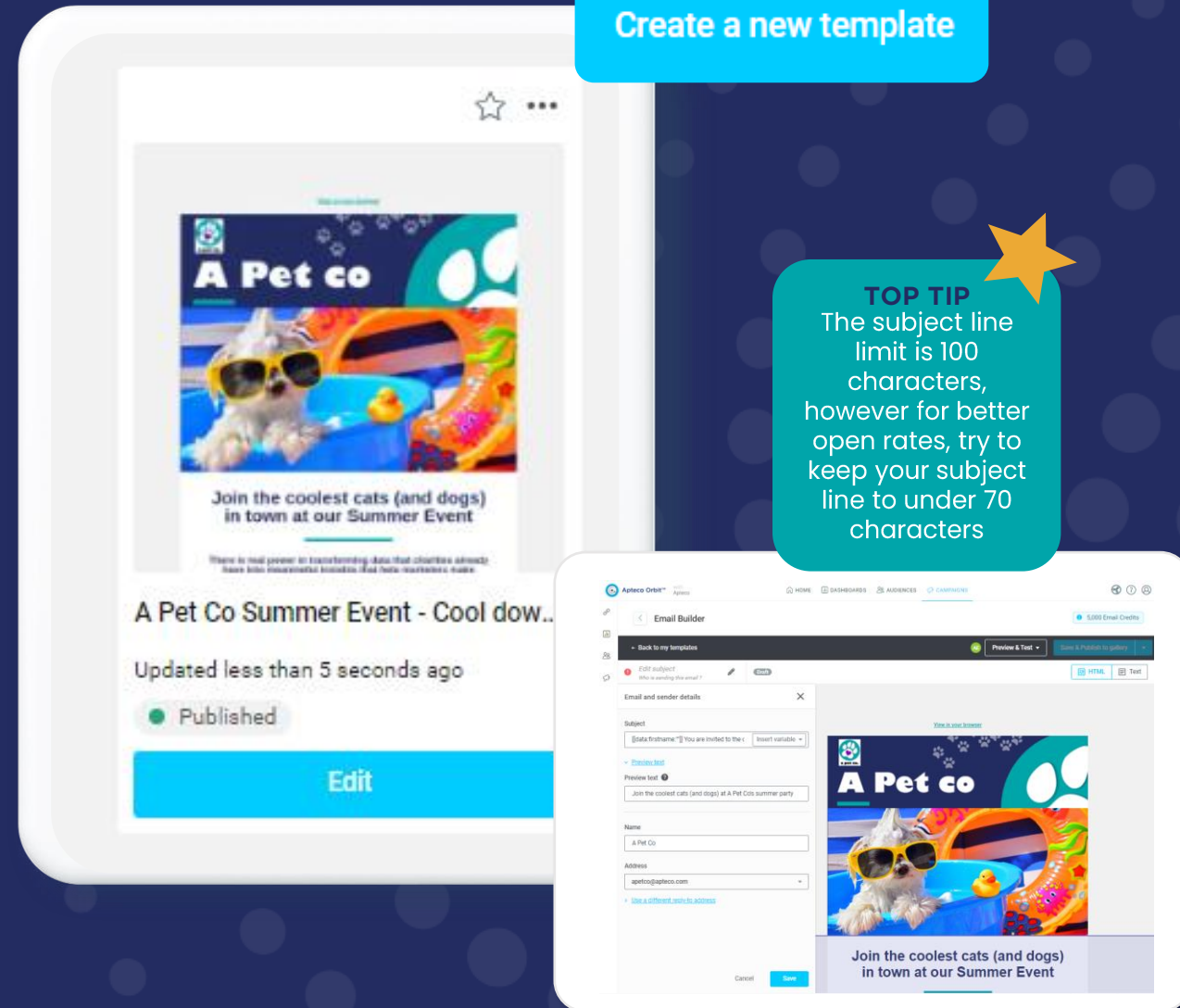
Apteco email is a fully responsive email editor. That means your mailings will be rendered properly on a computer, smartphone or tablet regardless of the recipient's email client.

The best email subject lines, stand out in the recipient's inbox, so try adding personalisation in your subject lines and preview text. Personalised emails resonate better with readers, so taking the time to personalise your subject lines is essential.

Create a new template

### TOP TIP

The subject line limit is 100 characters, however for better open rates, try to keep your subject line to under 70 characters



# Organise your templates

## Create labels to your heart's desire...

Apply meaningful labels, sort, filter and customise your view for easier organisation, sorting, and management of your email templates.

You can use labels to identify special events, holidays, seasonal templates, geographical locations, client groups and much more.

A label can be applied across all template types and applied to as many templates as you wish.

You can also use the 'Sort by:' drop down list, to sort your templates by: Name (alphabetically), last update, most recently created and created first.

And you can customise the view of your templates so that they are displayed as large tiles in a grid or as a list.

The screenshot displays the Apteco Orbit Email Builder interface. At the top, there's a navigation bar with 'HOME', 'DASHBOARDS', 'AUDIENCES', and 'CAMPAIGNS'. The main area is titled 'Email Builder' and shows 'Saved sections' for 'Marketing' and 'Transactional'. A 'Manage labels' modal is open, showing a search bar and a list of labels: 'Adoption Days', 'Hints and Tips', and 'Summer campaigns'. Below this, 'My marketing templates' are shown in a grid view, including 'A Pet Co Summer Event - Cool down...', 'Passionate about Pets', and 'Novice pet owners'. A 'TOP TIP' callout box states: 'You can choose to display your templates in a grid view (default) or a list view by clicking this icon.' At the bottom, there are icons for switching between grid and list views. Another modal, 'My transactional templates', is also visible, showing a list of templates like 'New Pet Owner hints and tips', 'Adoption Count Down', and 'AdoptionDay\_Insurance'.

### TOP TIP

You can choose to display your templates in a grid view (default) or a list view by clicking this icon.



## Step #5

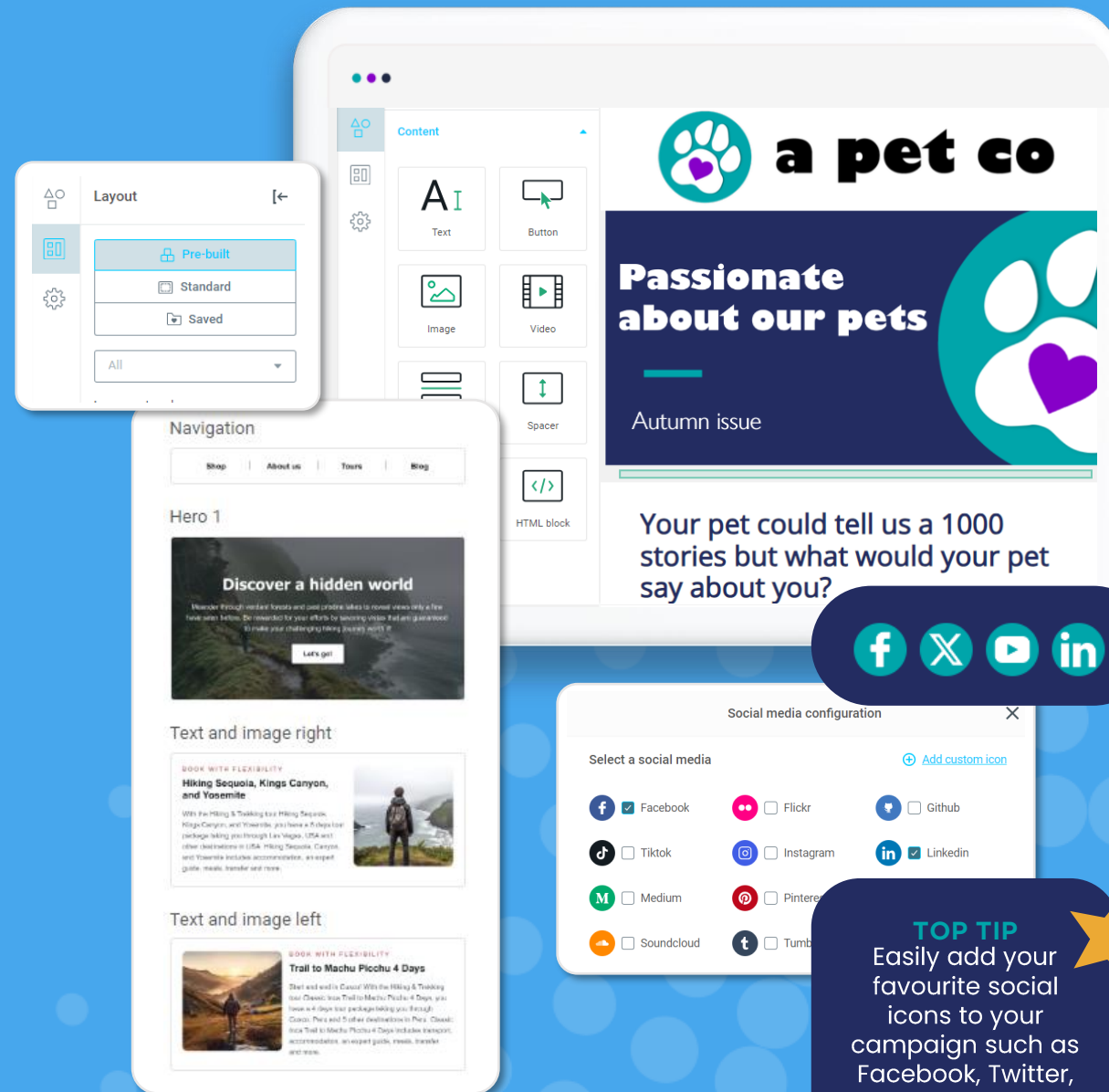
# Design like a pro

## Drag and drop to add content and sections

Adding content in Apteco email is easy - just click on the content block and drag it to the desired area in your campaign. If you want to move that block, just drag and drop to the new location.

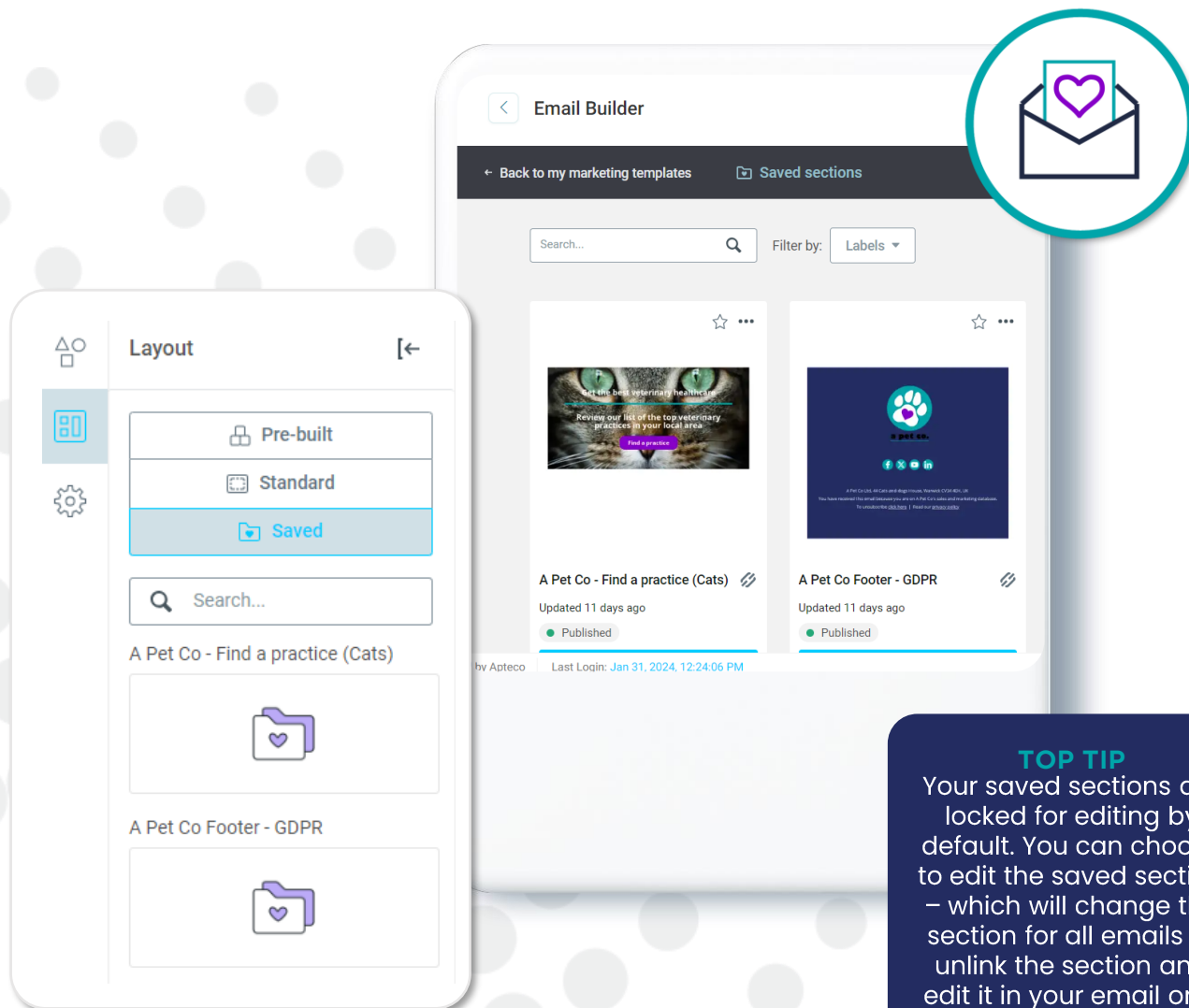
Using the pre-built sections in Apteco email will not only save you time, but they can also help to maintain a consistent professional look throughout your communications.

Pre-built sections are designed based on best practice, so provide a great foundation to get you started. And they are flexible enough that they can be modified and tailored with ease. Adjust fonts, colours, images and other visual elements to align with your brand.



**TOP TIP**  
Easily add your favourite social icons to your campaign such as Facebook, Twitter, LinkedIn, Instagram and YouTube





# Saved sections

## Save time, with saved sections

Tired of creating and updating the same header, footer or key sections in your campaigns and templates?

You can stop duplicating your efforts and start saving your important campaign/template sections with saved sections.

Plus, when you edit and publish a saved section, it will update all the templates the section is linked to – with the single push of a button.

Saved sections allows you to save a part of your campaign or template (content, colour, formatting) for use in your future templates. Save your sections directly from the email editor to a saved section gallery.

### TOP TIP

Your saved sections are locked for editing by default. You can choose to edit the saved section – which will change the section for all emails or unlink the section and edit it in your email only

Linked saved section  [Edit](#) [Unlink](#)



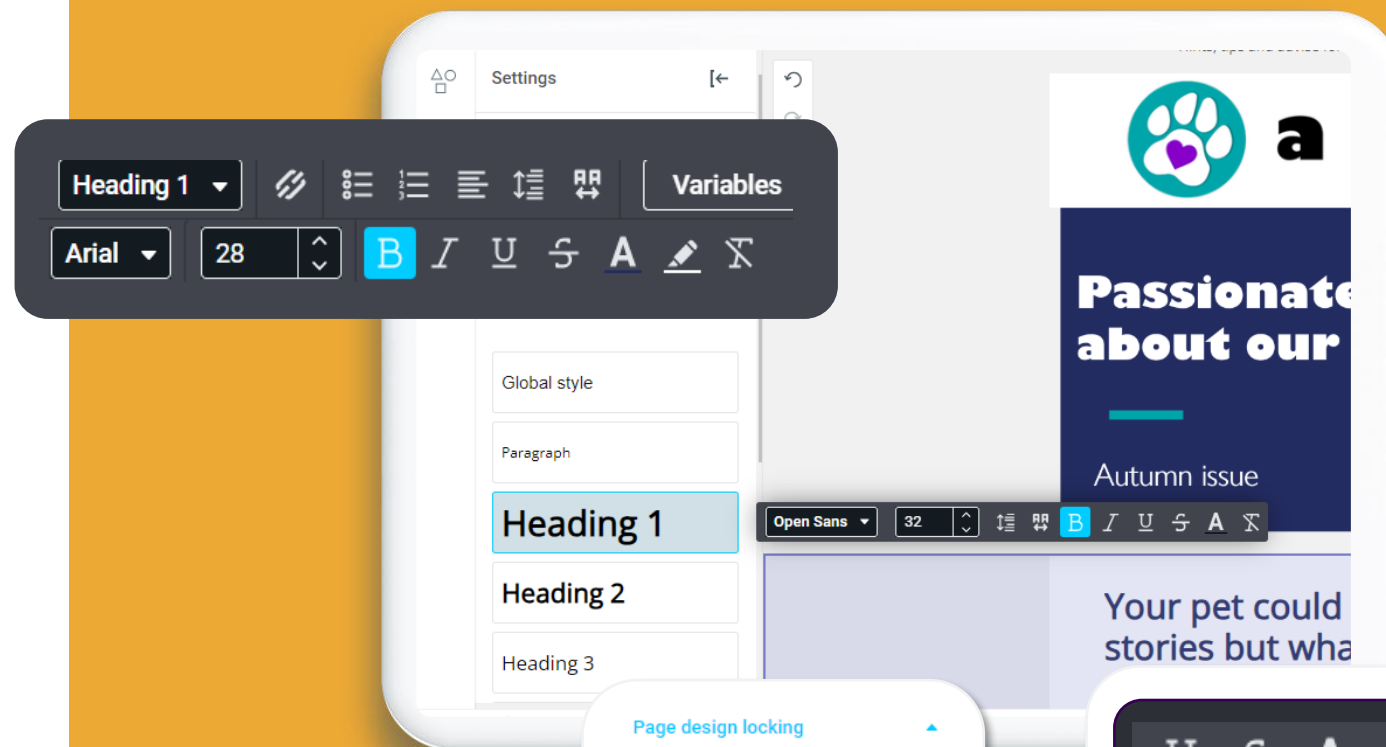
## Step #7

# Styling text

## Choosing fonts and setting text styles

With a couple of clicks, easily format the text styles of all your paragraphs, headers and hyperlinks within your newsletter or template.

Use the settings panel to easily set the font family (you can import custom Google and web fonts) and colours and then further customise the styling for each of the headers, paragraph and link elements. Customise and format your text blocks by adjusting line heights, changing margins, adding bullets and numbering, or adding variables to personalise content.



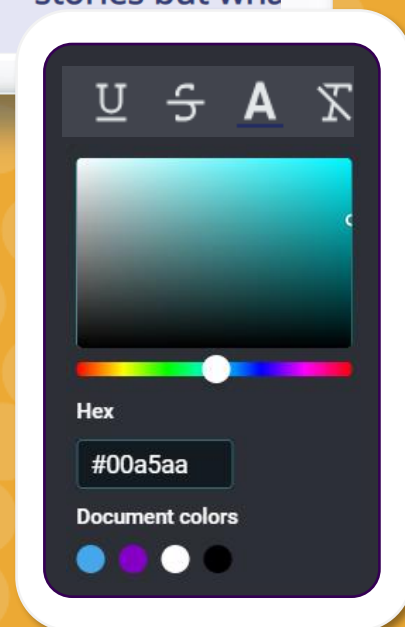
### TOP TIP

Lock your page design securely in place to protect global design and layout settings. You can choose who to give editing access to at the flick of a switch.

### Page design locking

Protect the global design and layout of your template.

- Page layout, background colors and text styles can be edited by users with editing rights.
- Page layout, background colors and text styles cannot be edited.
- ⓘ These settings only apply to the page layout, background colors and global text styles in the settings. You can also lock the design of your sections individually to protect them.



## Step #8

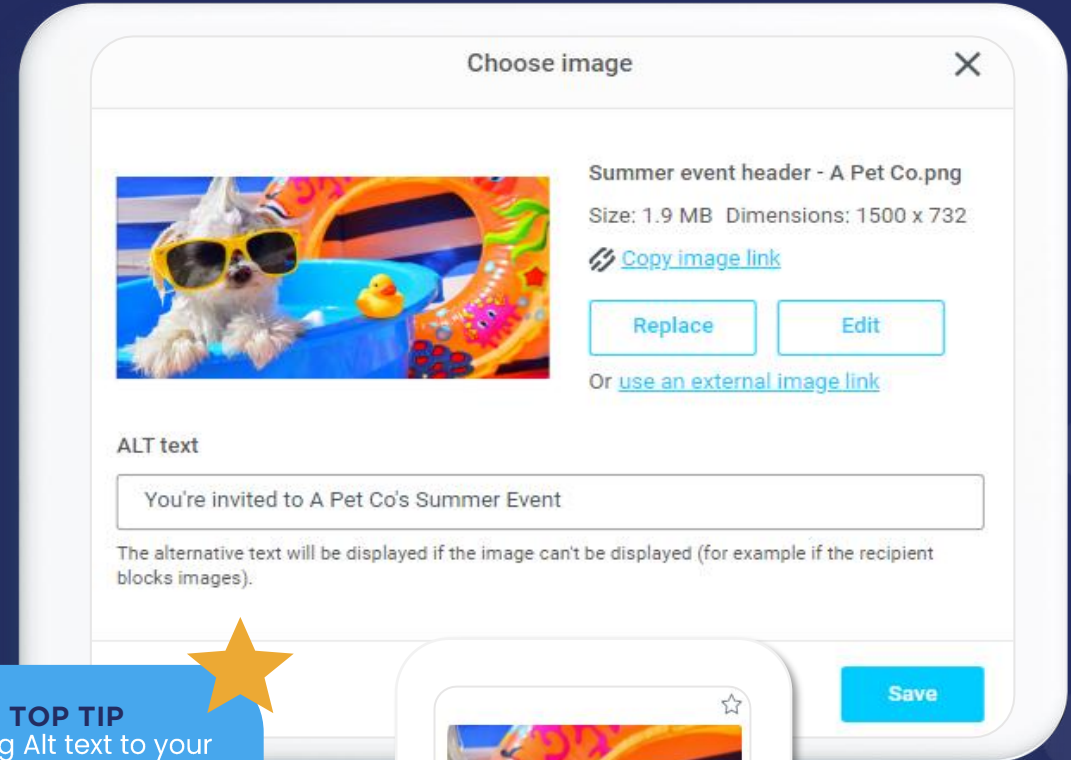
# Increase open rates with engaging imagery

## Adding images and videos

It couldn't be easier to add images and videos to your emails.

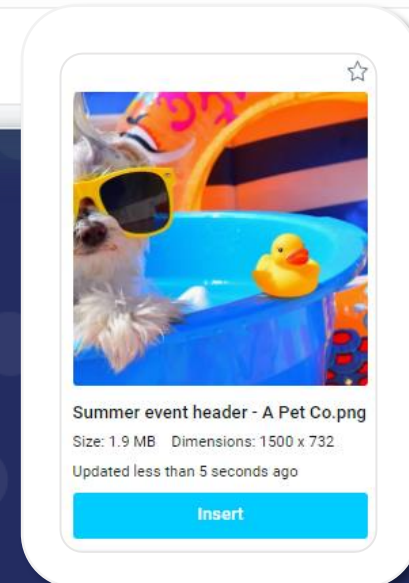
- Upload: Select an image from your device and effortlessly add it to your Image Gallery
- Image Gallery: Choose from your existing collection of images stored in the Image Gallery for quick selection and use
- Link: Directly use an existing image available online
- Drag and drop: Drag the image from your device and drop it directly in the email

To add a video, drag the video block from the element's menu into the desired location in your email and enter the URL in the pop-up menu.



### TOP TIP

Adding Alt text to your images helps readers who are vision impaired. It also provides some context about what your image is, for those that have images blocked or turned off by default.



# More creative control over your images

## Editing your images

The Image toolbar offers a range of options to enhance your visuals:

- Adjust horizontal positioning
- Add padding for a polished look
- Apply a border or shape to the image
- Optimise for mobile scaling
- Set a background colour for seamless integration

Once you've selected an image from the image gallery, use the image tool editor for further adjustments. Crop, resize, rotate, or flip your image to achieve the desired visual impact. Apply filters, add frames and text, all with the image in place – giving you maximum control over your creativity.

Summer event header - A Pet Co.png

Size: 1.9 MB Dimensions: 1500 x 732

[Copy image link](#)

Replace

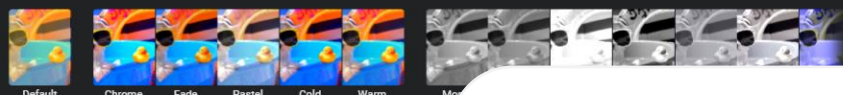
Edit

Or [use an external image link](#)

HOME DASHBOARDS AUDIENCES

Email Builder

Edit image



Crop

Finetune

Filter

Annotate

Fill

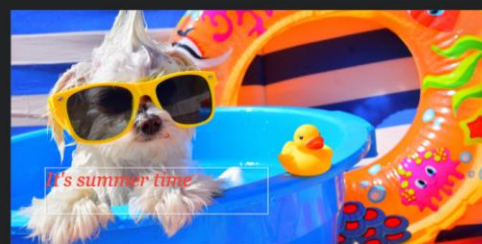
Redact

Frame

Resize

### TOP TIP

While the suggested image size in the email editor is less than 1MB, we recommend keeping them to about 200KB for optimal deliverability and display.



font color font font style font size line height text align  
 Sharpie Line Path Arrow Rectangle Ellipse Eraser

## Step #10

# Personalised emails your audience will love

## Let's make it personal

It's more important than ever for marketers to ensure that their communications and interactions with customers are personal and relevant.

With Apteco email you can personalise with recommendations or content based on how your customer has previously interacted with you, such as previous purchases, salutations, subject lines and headers.

Marketing emails can be used to personalise first name, surname, date of birth or anything relating to the individual – the contact properties.

Where you need a bit more personalisation power transactional emails are the way to go. Here you can insert and add conditions to sections and images so that recipients receive tailored content that's perfect for them.

Show this section if PetType = Dog



We have supported over 1000 resc

{{data.firstname:""}} A Pet Co is dedicated to making a difference in the lives of pets and to the people who own them. You can help us to make a difference by supporting us in our quest to build long term happy and healthy relationships.

Paragraph

Open Sans

13

Variables

Conditional display

When should this section be displayed?

Always

Only if

Pet type

equals

Cat

Cancel

Save

We have supported over 1000 resc

### TOP TIP

Remember to set a default value when personalising contact properties, that way if the data is missing, your email will still read well.



← Back to my templates AE Preview & Test Save & Publish

Your new pet checklist  
A Pet Co <sih@apteco.com> Published HTML Text

**Columns**

Columns number  
2

Mobile display ?

- Stack columns, starting from the leftmost one (default)
- Stack in reverse order (starting from the rightmost one)
- Keep columns side by side

Margin

Borders

**SPECIAL OFFER**

**The best beds for your sleepy best friends!**

We've partnered with 100's of pet shops and surveyed 1000's of wonderful pet owners to bring you this exclusive list of the best beds for you best friend.

[Read more](#)

**SPECIAL OFFER**

**What's for dinner? The Healthiest meal choices**

We talked to Vets from around the UK (and even a few in Australia) and asked them what ingredients make pet foods the most healthy for our four legged

**TOP TIP**  
Scale up your images on mobile so that they take up the full width of the mobile screen and you don't lose any visual impact.

**Padding**

**Shape**

**Mobile display**

- Scale up on mobile: on mobile, the image will scale up to take the full width of the mobile screen

**Background**

**SPECIAL OFFER**

**The best beds for your sleepy best friends!**

We've partnered with 100's of pet shops and surveyed 1000's of wonderful pet owners to bring you this exclusive list of the best beds for you best friend.

[Read more](#)

# Managing your mobile view

## Fully responsive designs

There's nothing worse than designing a beautiful email template, then opening it on your mobile device and all your sections are out of place! Approximately 80% of all emails are opened on a mobile device so it pays to make sure your email templates are fully responsive and can be viewed on any screen.

Apteco email allows you to build fully responsive emails, which means that your email can respond and adapt accordingly to the width of your viewing screen, so it will look awesome whether you view it on a monitor, laptop, mobile phone or tablet. You have two options for responsive design – boxed or full width.

And you can also choose how to stack your sections, by arranging the columns in each section so that they display as you intended on mobile – stacked or side by side.

## Step #12

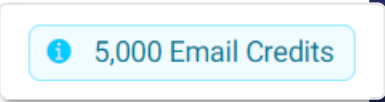
# Preview and test, before you send

## Preview and test

You've built and styled a winning email template and applied personalisation to ensure your communications are relevant and engaging. Now you are ready to send, and you want to feel confident your audience will receive the right message based on your settings.

You can preview your email on a mobile device and on desktop. As part of our email preview functionality, you are able to preview inboxes across multiple brands, versions, devices, and countries. You can select only the ones relevant to you and your audience.

The image shows a preview interface for an email. At the top, there are three tabs: 'Mobile', 'Desktop', and 'Preview email'. The 'Desktop' view is selected, showing a large email preview with a header 'A Pet co' and a main image of a dog wearing sunglasses in a pool. Below the image is the text 'Join the coolest cats (and dogs) in town at our Summer Event'. A 'Preview & Test' dropdown menu is open, showing options for 'Preview email' and 'Send a test email'. A 'TOP TIP' callout box is present, stating: 'Send a test campaign to over 10 recipients at a time, and you can add the correct contact properties to your test to ensure your personalisation is working.'


 5,000 Email Credits

**TOP TIP**  
Before you send your email – check you have enough credits available

Save &amp; Publish to gallery

Save draft

Discard draft

View publication history

Save as

Preview &amp; Test

Save &amp; Publish to gallery

HTML Text

View in your browser

A Pet co

Published

Draft



Join the coolest cats (and dogs) in town at our Summer Event

There is real power in transforming data that charities already have into meaningful insights that help researchers make...

A Pet Co Summer Event - Cool dow...

Updated about 3 hours ago

Published

Edit

# Save, publish and send

## Keep your campaigns secure while editing and publish when it's perfect!

Autosave functionality will automatically save your template every few seconds, lessening the risk of data loss in the event of a crash, freeze, network failure, or user error.

When you are finished editing your template you can save your draft, so that you can return later to finish it off, discard your draft, save as which will create a new version, or save and publish your template in the template gallery.

Your template must be published if you wish to send it. To send your campaign, log in to the campaigns tab in Orbit and create a new campaign or open your existing campaign.

Choose your audience, set your schedule and send!

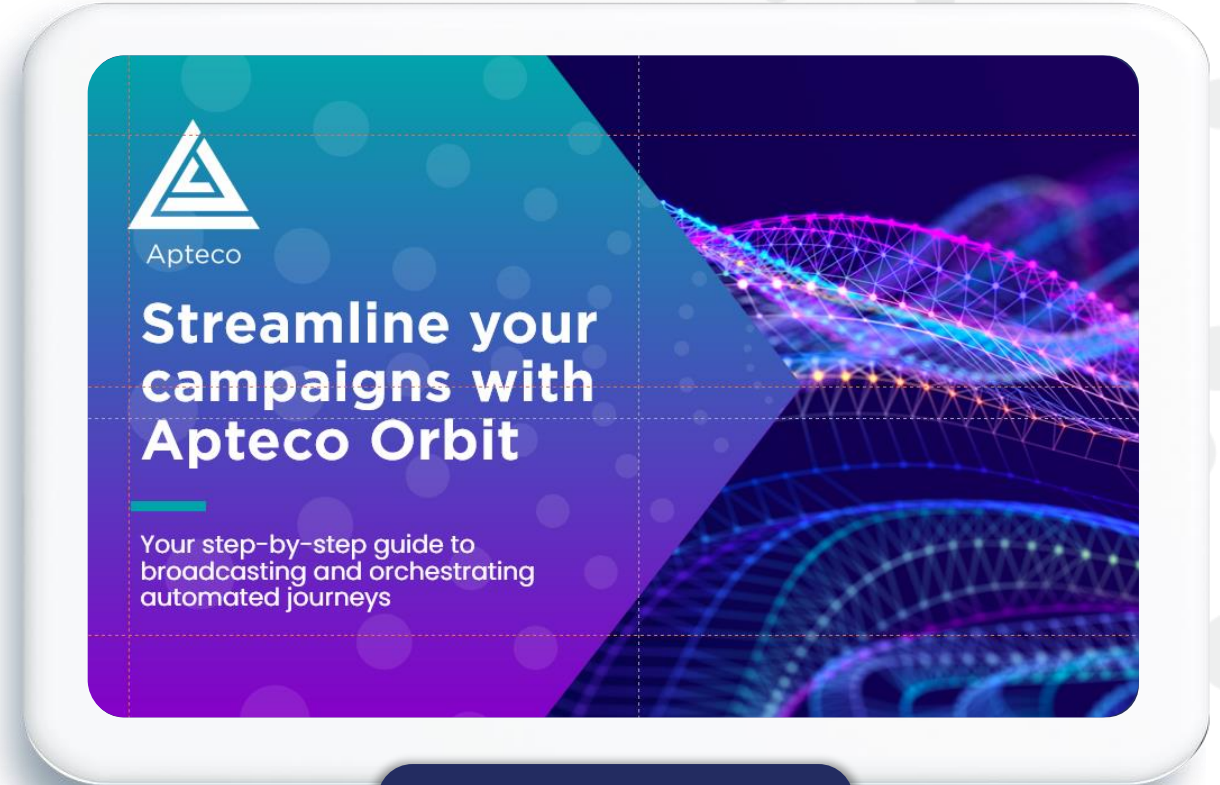


# Next step...

## Discover how to build campaigns in Apteco Orbit


Visit the Apteco website and download our product guide to learn how to:

- Select and refine your perfect audience
- Build multi-stage, multi-channel journeys
- Include and exclude audiences and apply limits
- Add personalisation
- Save, edit and publish
- Automate and broadcast campaigns
- Monitor campaign performance




[LEARN MORE](#)

# Find out more




**Actionable insights,  
endless possibilities**

Connect people and channels, analyse and interrogate data, target your perfect audience, build and manage campaigns – all on one intuitive platform.



**Turn insight into  
action – download  
our brochure**

**DOWNLOAD →**



**Read our blogs about  
email marketing and  
sharpen your skills**

**READ MORE →**

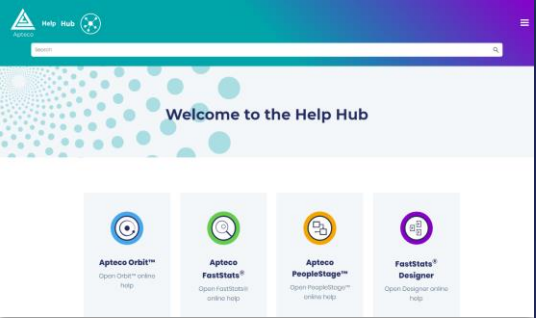
**Try Apteco software**

Discover the power of Apteco's end-to-end actionable data insights online platform. Connect people and channels, analyse data, target your audience, and manage campaigns – all on one intuitive platform.

**TRY APTECO WITH DEMONSTRATION DATA** **TRY APTECO WITH YOUR OWN SALESFORCE DATA**

**Sign up for a free  
trial of Apteco  
Orbit**

**TRY NOW →**



**Welcome to the Help Hub**

**Apteco Orbit™**  
Open Orbit™ online help

**Apteco FastStats®**  
Open FastStats® online help

**Apteco PeopleStage™**  
Open PeopleStage™ online help

**FastStats® Designer**  
Open Designer online help

**Visit our Help Hub  
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by-step help**

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INSIGHT INTO ACTION

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