M3AAWG
ENGAGEMENT SERIES

AMP for Email

Easily create user first Emails

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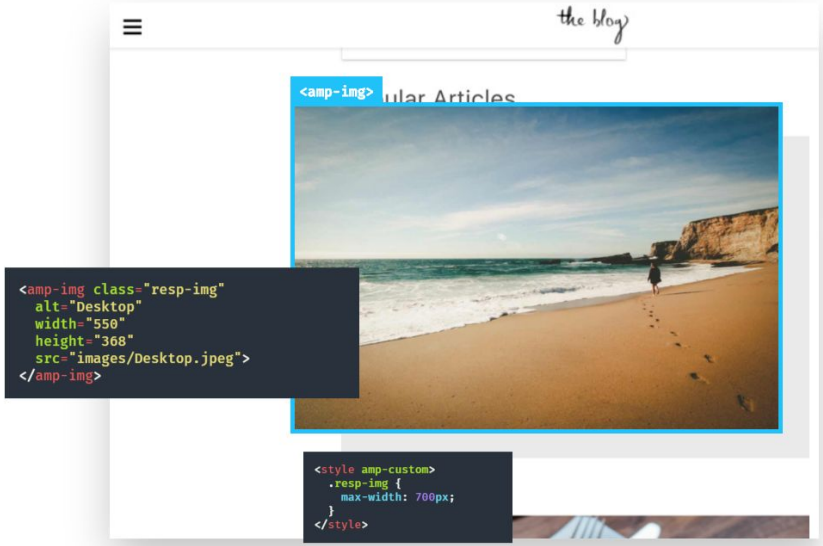
AMP is a web component framework to easily create fast, user-first websites

What is AMP?

AMP is a web component framework to easily create fast, user-first content while supporting the long-term success of every web publisher, merchant, and advertiser.

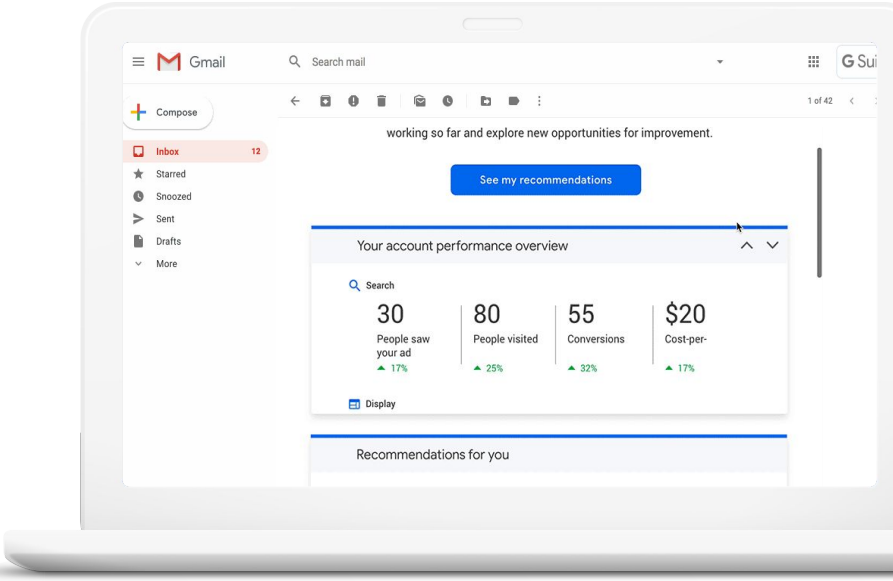


What are AMP Emails?

AMP for Email applies the AMP framework to make emails both interactive and dynamic.

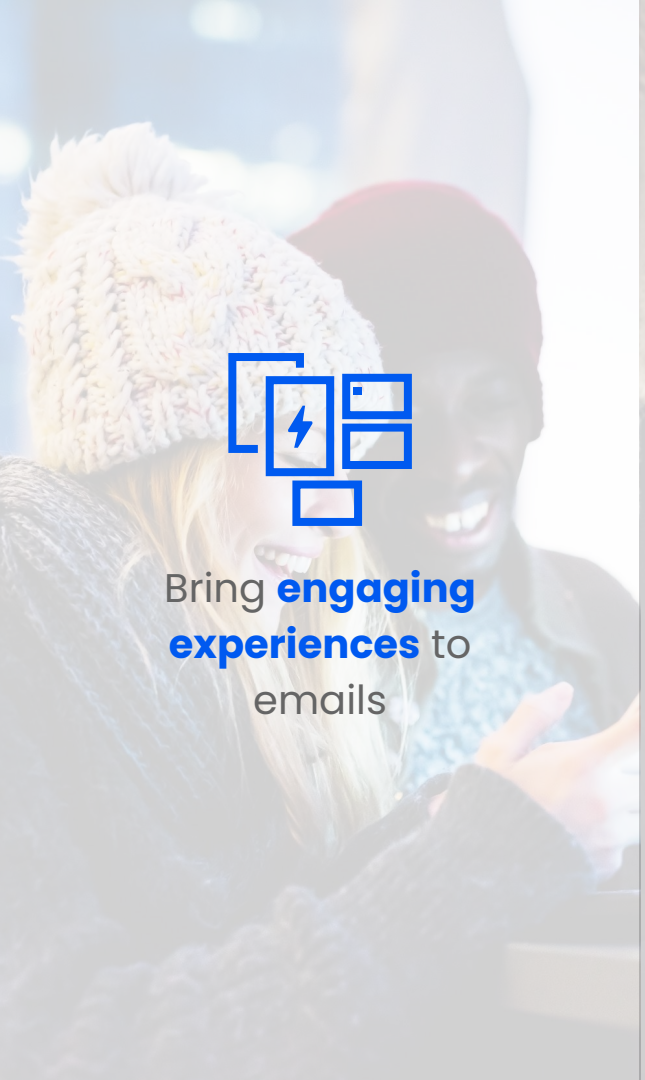
Currently, Gmail, Mail.Ru, and Yahoo Mail support AMP emails. This means that you need to send an AMP and HTML version (as a fallback) of the same email to users. The HTML fallback will be automatically displayed to users 30+ days after the email was received by Gmail.

The AMP website and Gmail guide are great parallel resources to find out more.



Fictitious data for demonstration purposes only.

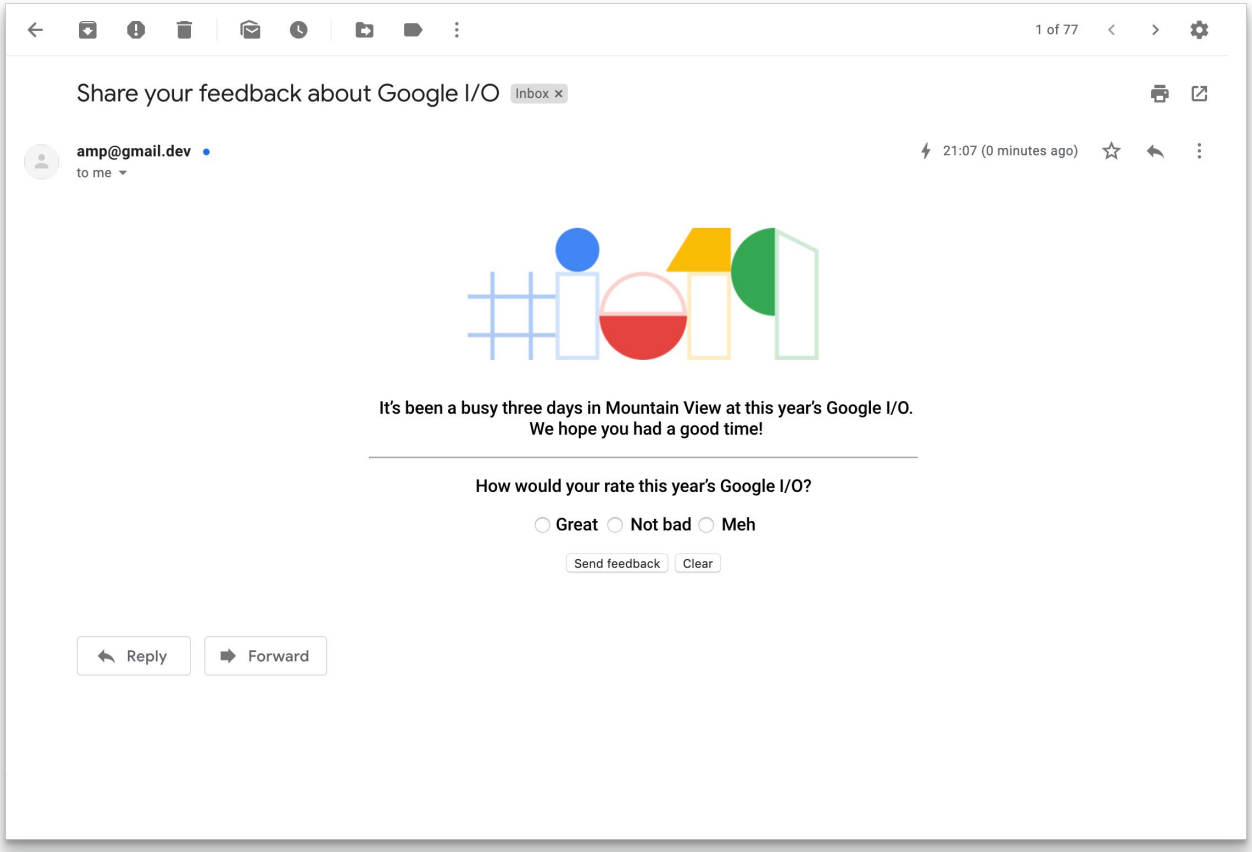
Use AMP to send interactive, dynamic emails.

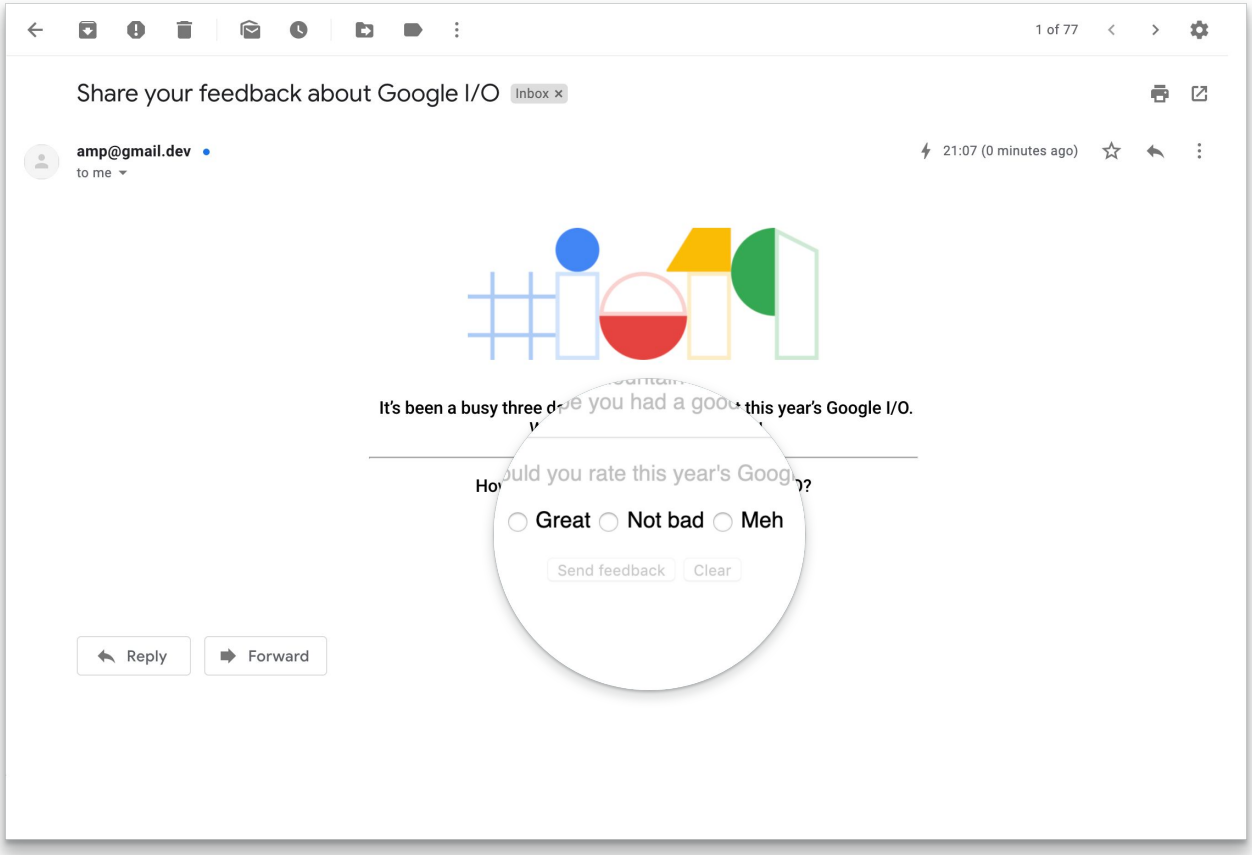


Bring **engaging experiences** to emails

Fetch **up-to-date information**

Allow users to **take action**


1 of 77
Share your feedback about Google I/O
Inbox ×
amp@gmail.dev
to me
21:07 (0 minutes ago)
It's been a busy three days in Mountain View at this year's Google I/O.
We hope you had a good time!
How would your rate this year's Google I/O?
Great
Not bad
Meh
Send feedback
Clear
Reply
Forward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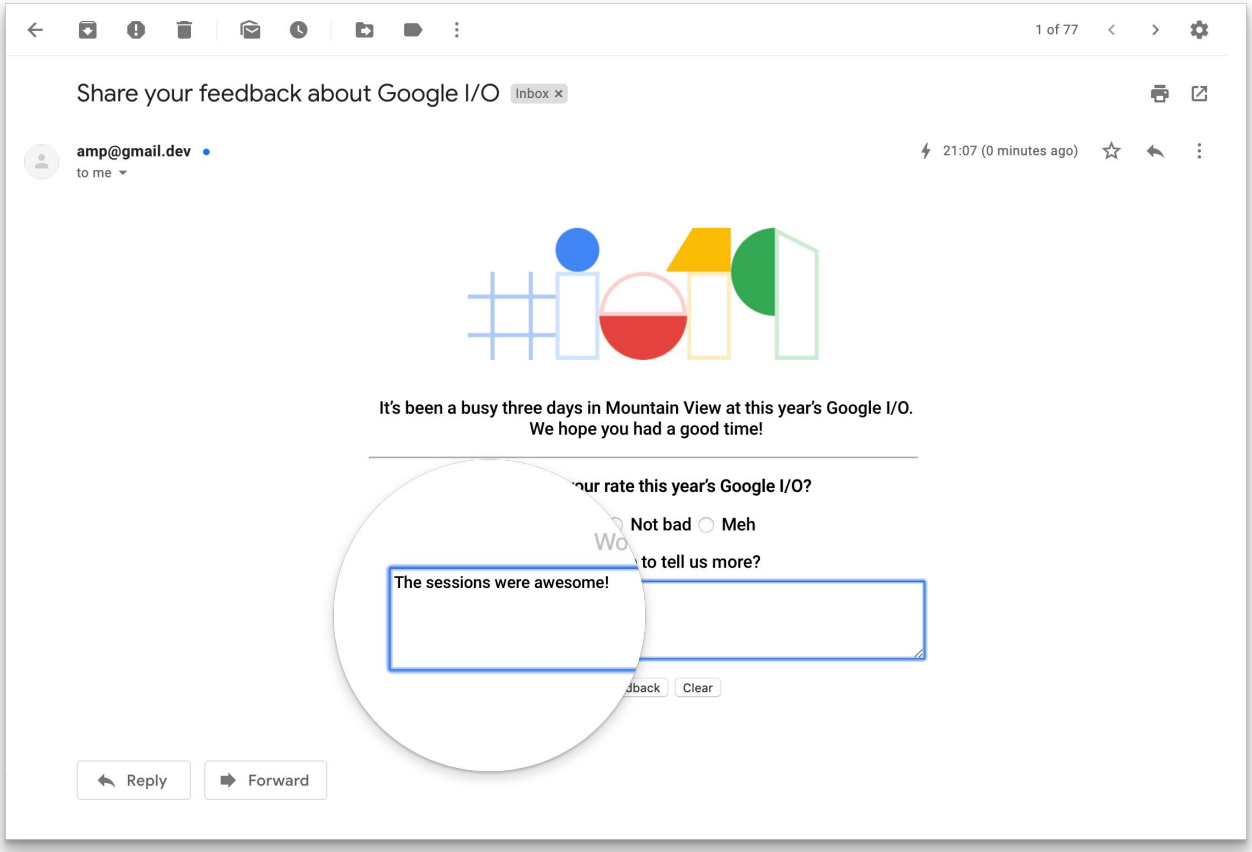
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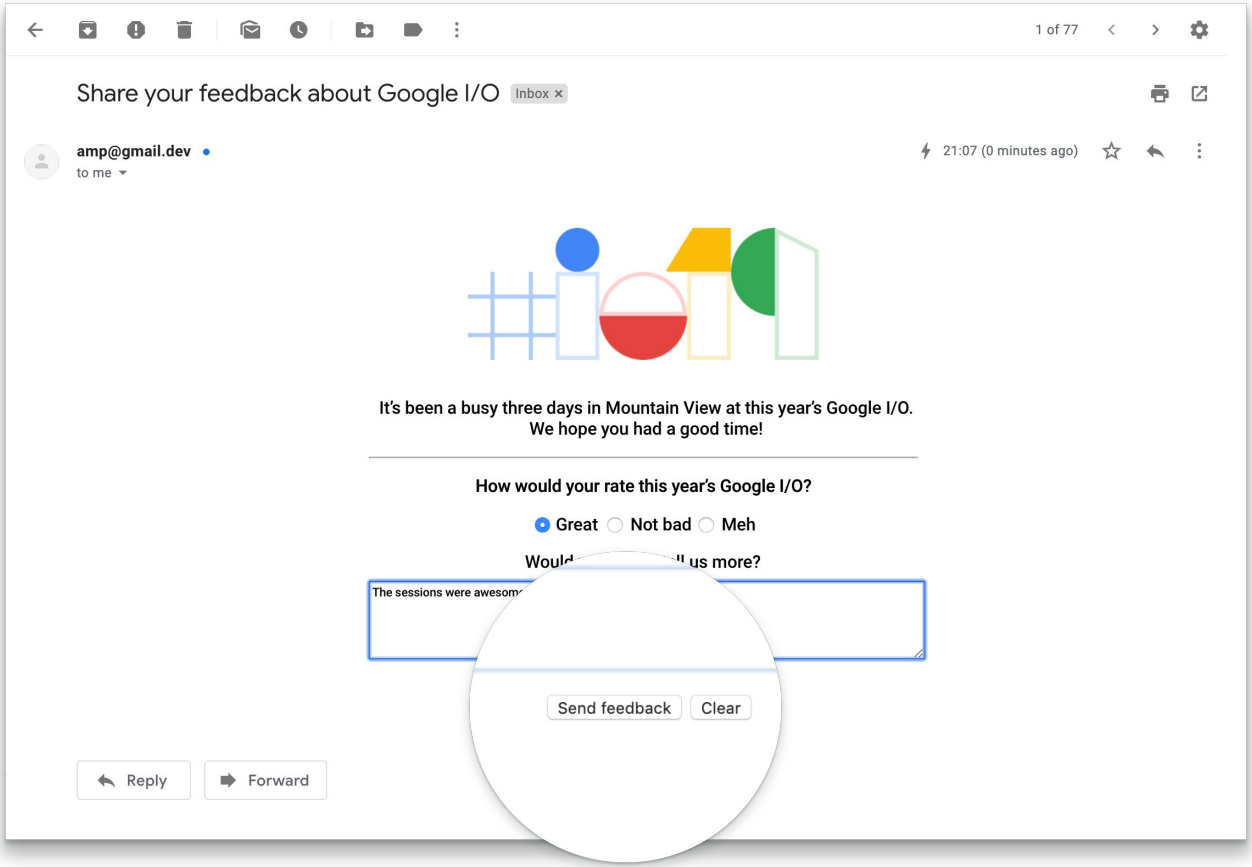
It's been a busy three days in Mountain View at this year's Google I/O.
We hope you had a good time!
ur rate this year's Google I/O?
Not bad
Meh
to tell us more?
The sessions were awesome!
Clear
Reply
Forward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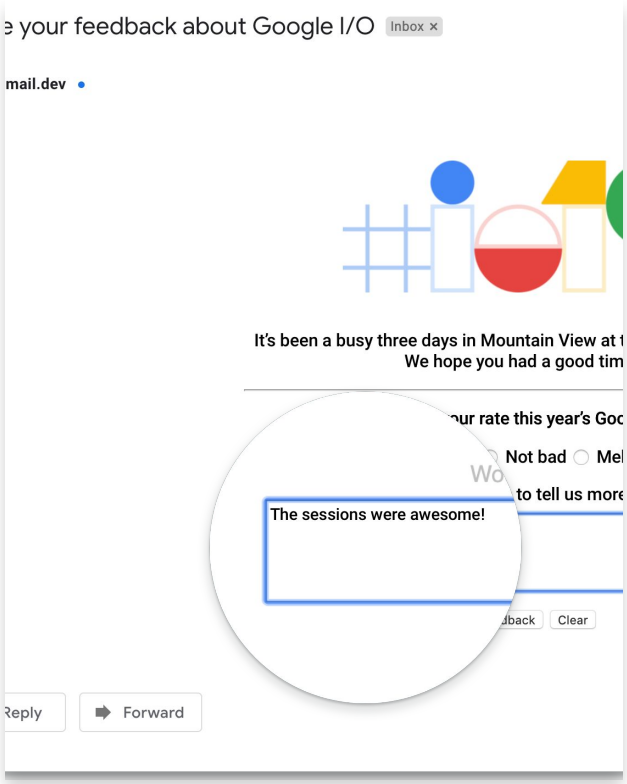
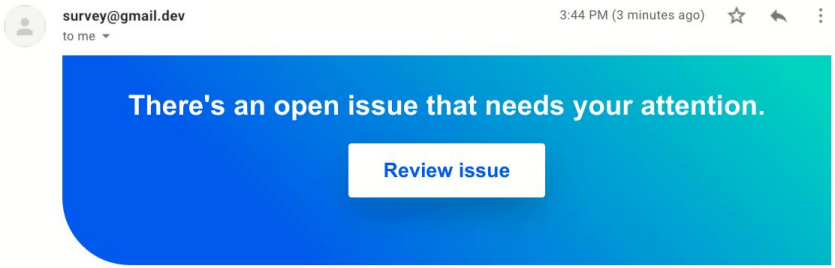


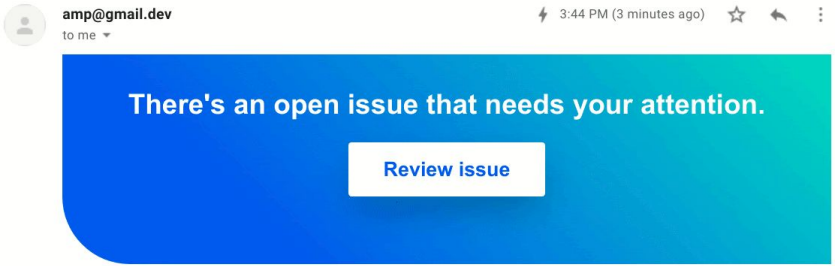

```
    <input type="radio"
      id="rating3"
      name="rating"
      value="1"
      on="change:step2.show">
    <label for="rating3">Meh</label>
  </div>
  <div class="m1"
    id="step2"
    hidden>
    <label class="block"
      for="info">Would you like to tell us more?</label>
    <textarea class="block"
      id="info"
      name="name"
      rows="5"></textarea>
  </div>
  <input type="submit"
    value="Send feedback">
  <input type="reset"
    value="Clear">

  <div class="m1"
    submit-success>
    Thank you for submitting feedback.
  </div>
</form>
```

HTML version



When a user clicks “Review Issue” it takes them to another website.

AMP version



User is able to take action right from the email!

```
<!doctype html>
<html ⚡4email>
<head>
  <meta charset="utf
  <script async custom-element="amp-
  <script async
  <script async
  <style amp4email-boilerplate>body{visibil
  <style amp-custom>
    <!--some css here -->
 amp-accordion.noheader header {
    border: none;
}
 .input {
    box-shadow: 0 15px 20px 0 rgba(0,0,0,.1);
    padding: .5em;
    border: 0;
    border-radius: 4px;
    outline: 0;
}
 form.amp-form-submit-success .fields {
    display: none;
}
 form:not(.amp-form-submit-success) .success {
    display: none;
}
 success {
    font-weight: bold;
</he
<body>
  <div c
    <h1 cla
    <button cla
    <amp-accordion id="review
      <section [data-expand]="isIssueOpen">
        <header></header>
        <div>
          <p class="text">
            Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas quis aliquet diam, dict
          </p>
          <form method="POST" action-xhr="https://amp.dev/documentation/examples/api/echo">
            <div class="fields">
              <input type="text" class="input" placeholder="Your feedback">
              <input type="submit" class="small ap-a-btn">
            </div>
            <p class="text success">Feeback sent successfully!</p>
          </form>
        </div>
      </section>
    </amp-accordion>
  </div>
</body>
</html>
```

AMP Components

The following are a few of the supported AMP for email components. Visit amp.dev for the full list.

Carousel
Displays a series of content allowing user to navigate horizontally and take actions within an email.

Accordion
Displays collapsible and expandable content sections, giving the user control over how much content they see.

Sidebar
A sidebar provides a way to display meta content like navigation links, buttons, and menus.

Dynamic AMP data (AMP Bind, AMP List, AMP Form)
Customized data enables the reader to take actions within the email through AMP List and AMP Form.

Timeago
Timeago will give the timestamp details of the past time of open. For example, “Posted x hours ago.”

When to use AMP Emails

✅ **My audience can receive AMP emails**
I have a good number of users on platforms that support AMP, such as Gmail, Mail.Ru, beta: Outlook.com, and Yahoo!

✅ **My budget is flexible**
I have enough budget to support the development of creative and coding elements for both HTML and AMP emails.

✅ **Time is on my side**
I have extra lead time for creative rounds and for an A/B test to find a creative winner.

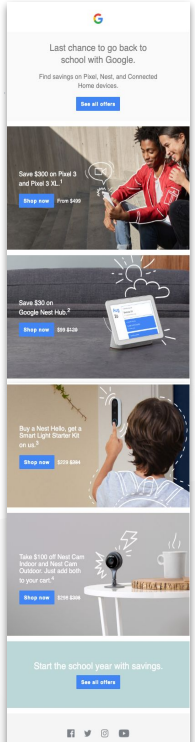
✅ **My priorities are clicks and engagement**
I want to drive engagement to landing pages and other products.

When to use AMP Emails

Is AMP the way to go? Here are some initial questions to ask.

Is the email considerably longer than what lands above the fold?

Is there nonessential content that can be hidden, giving the reader the option to expand or click through if they choose?



Is there heavy content, multiple CTAs, or both?

Are there multiple modules with similar types of content?

Do you want to direct more clicks to content at the bottom of your email?

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AMP for Email

Ecosystem

Pause:
playground.amp.dev

Delivery

Testing

Clients

Delivery

Full list at https://amp.dev/support/faq/email-support/

Creation & Design

stripo.email

Express Pigeon

Testing

litmus

Nodemailer

Clients

Web, Android, iOS

@mail

Web, Mobile

YAHOO! MAIL

Developer preview (Web)

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AMP for Email

How to send AMP Emails

What can I do now?

- Ask your ESP if they support AMP for Email
- Start playing around in the Playground (amp.gmail.dev/playground/) and make and test your first AMP Email
- Register to send your AMP Email with any client you're interested in

What's the registration process?

1

Check that you **meet all the guideline**

2

Send an AMP-enabled **production-ready email**

3

Fill out the **registration form**

Pause:
Registration form

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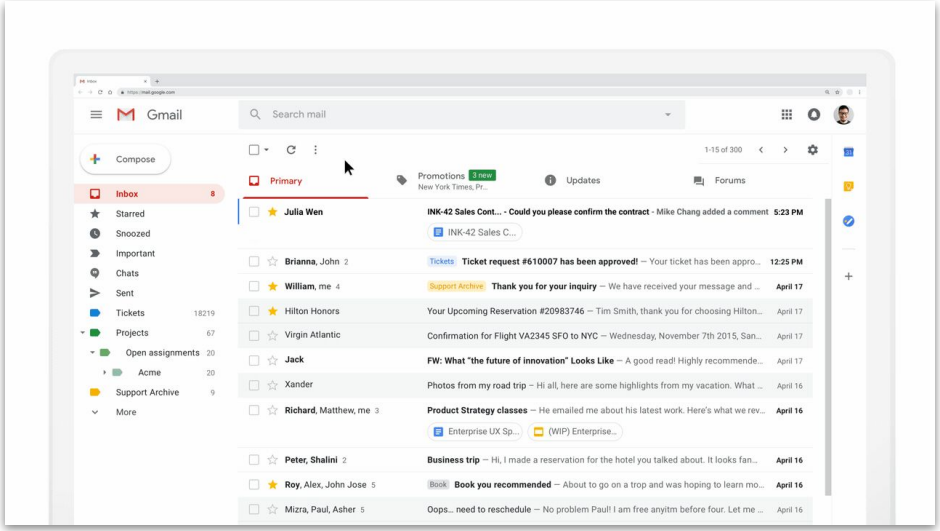
AMP for Email

Use cases

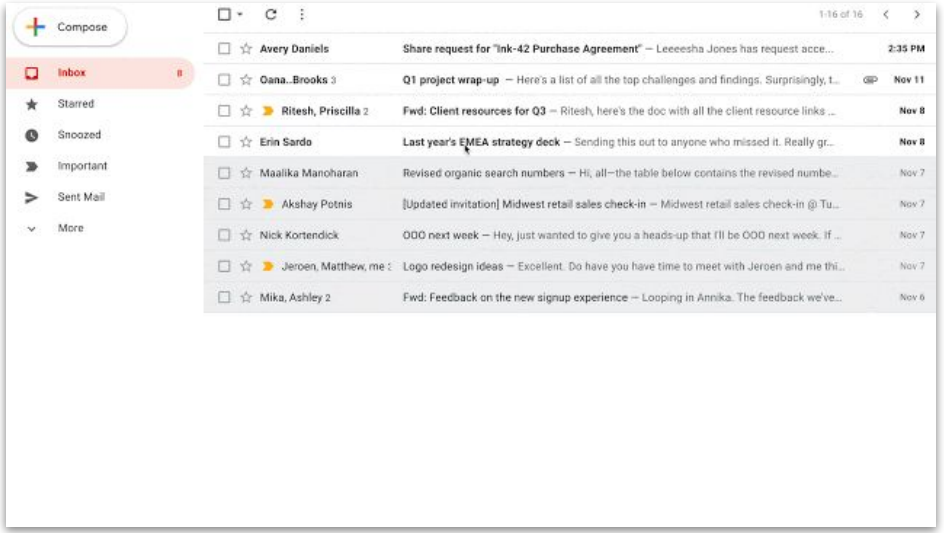
Google Docs

Reply to comments



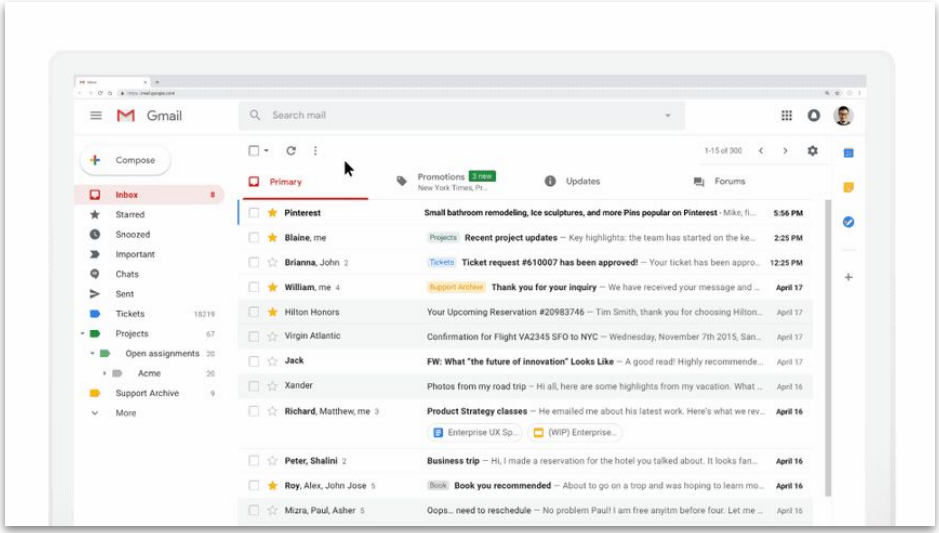
Google Drive

Share Document



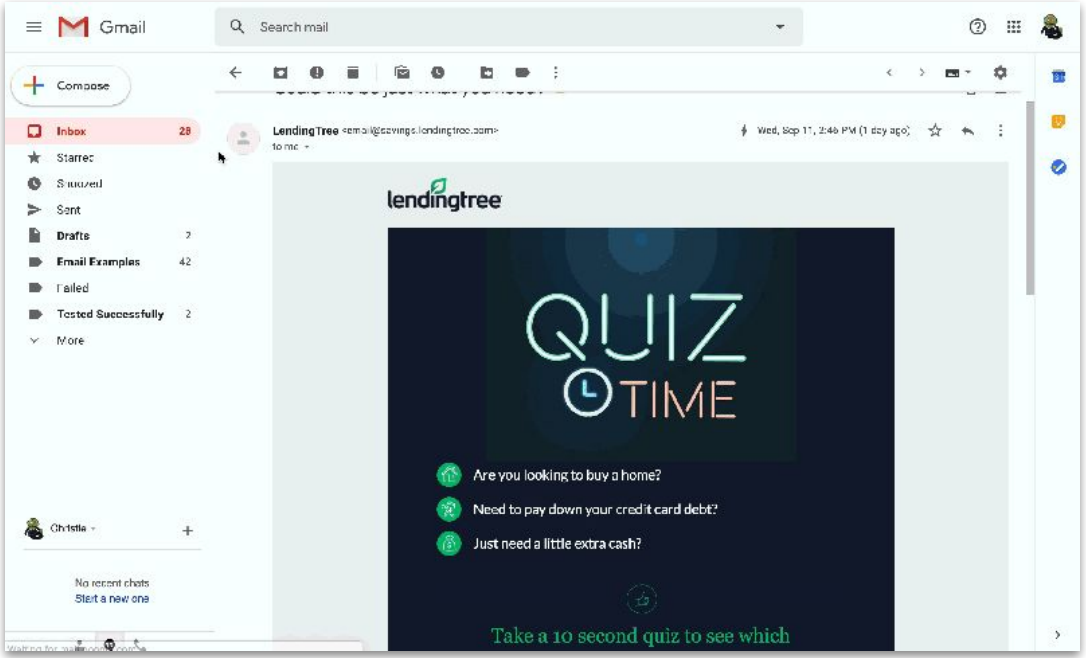
Pinterest

Browse ideas



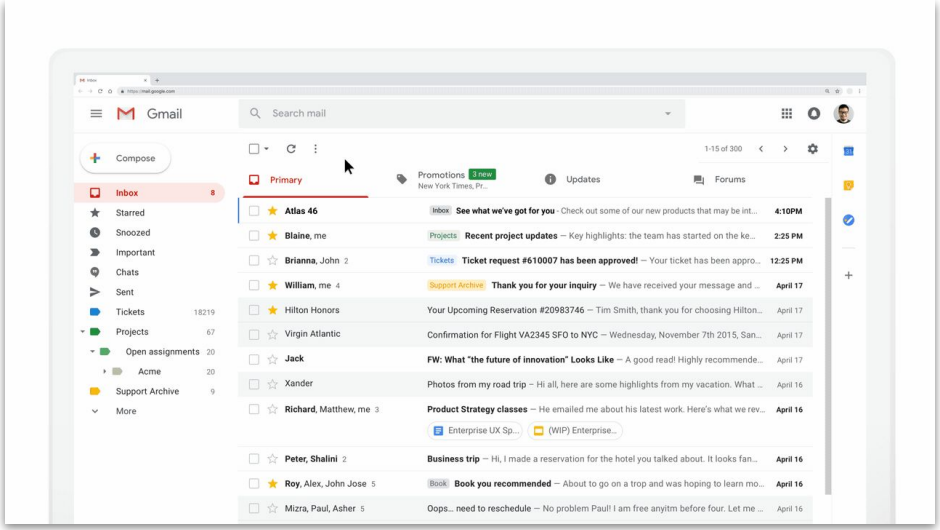
lendingtree®

Product Recommendation



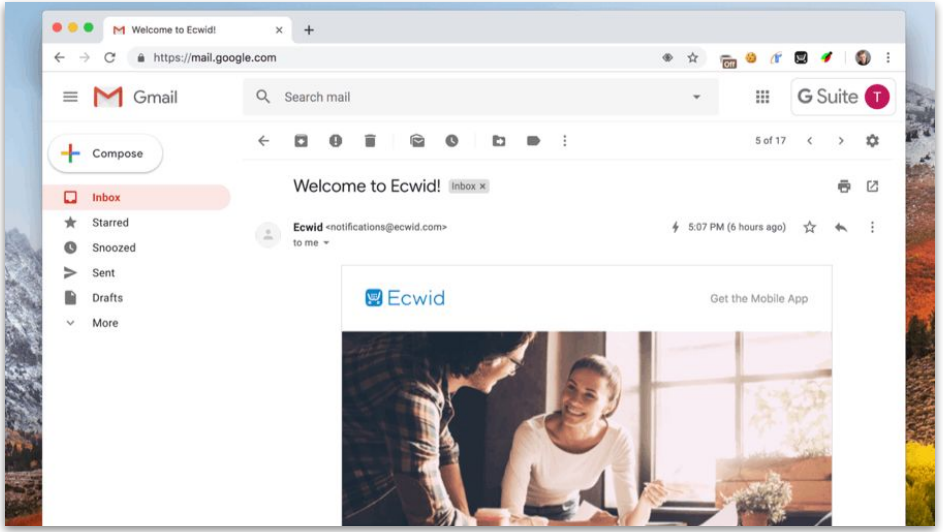
Ecwid

Shop from a catalog



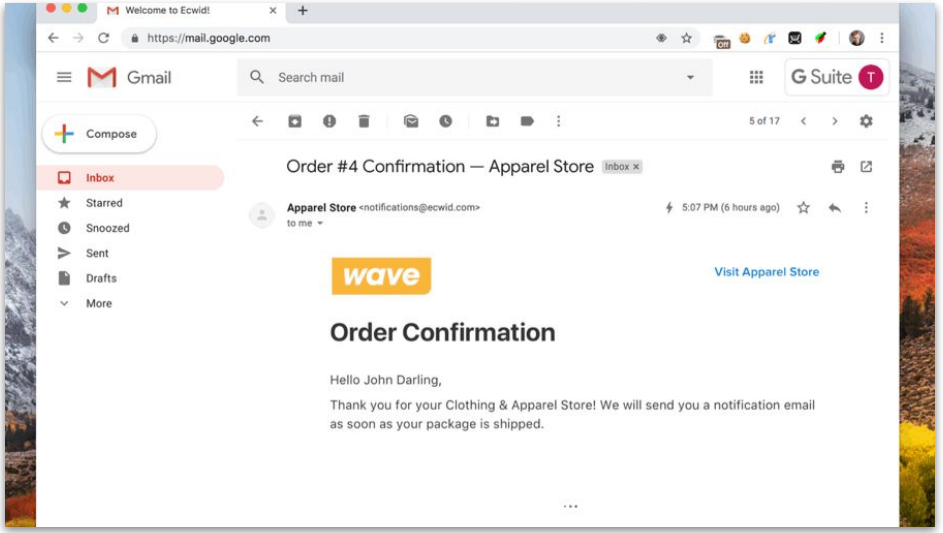
Ecwid

Email Verification



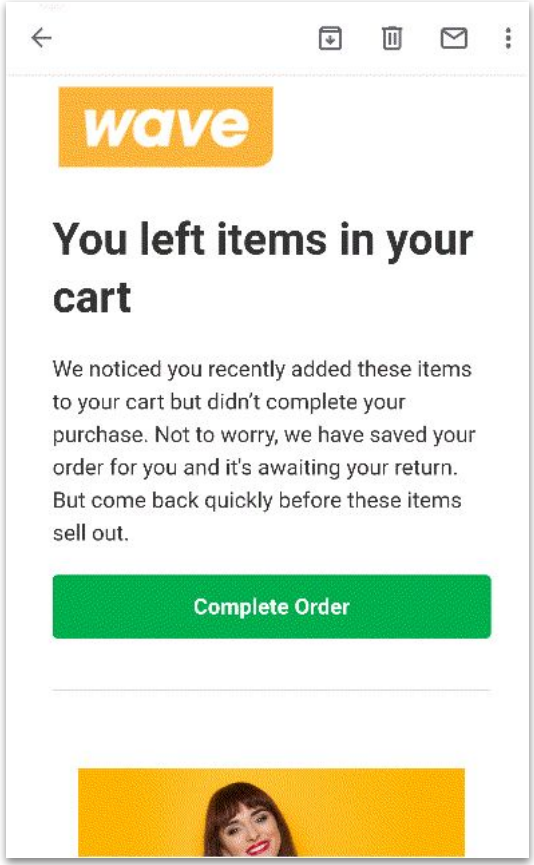
Ecwid

Always Updated Order Status



Ecwid

Abandoned Cart Emails



Ecwid

Abandoned Cart Emails

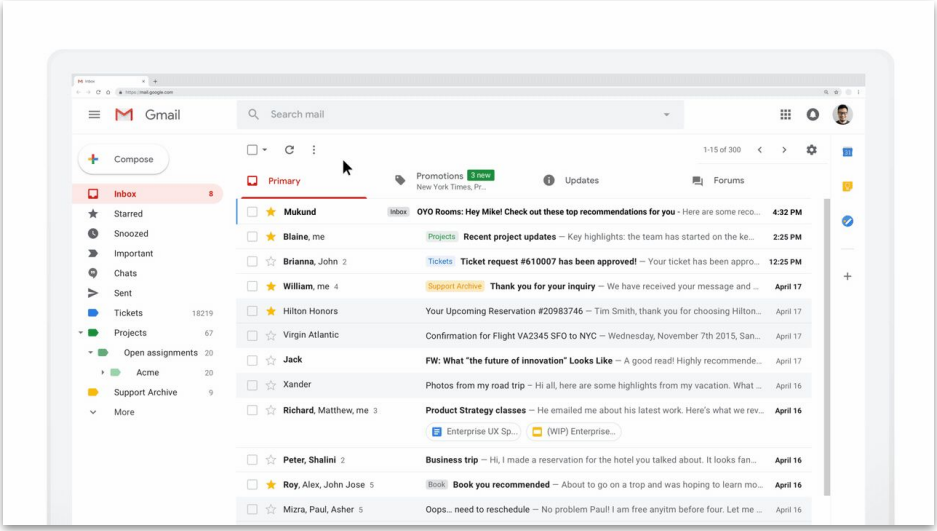
+27%

Increased sales

Source: Ecwid Data

OYO

Travel recommendations



OYO

Travel recommendations

+57%

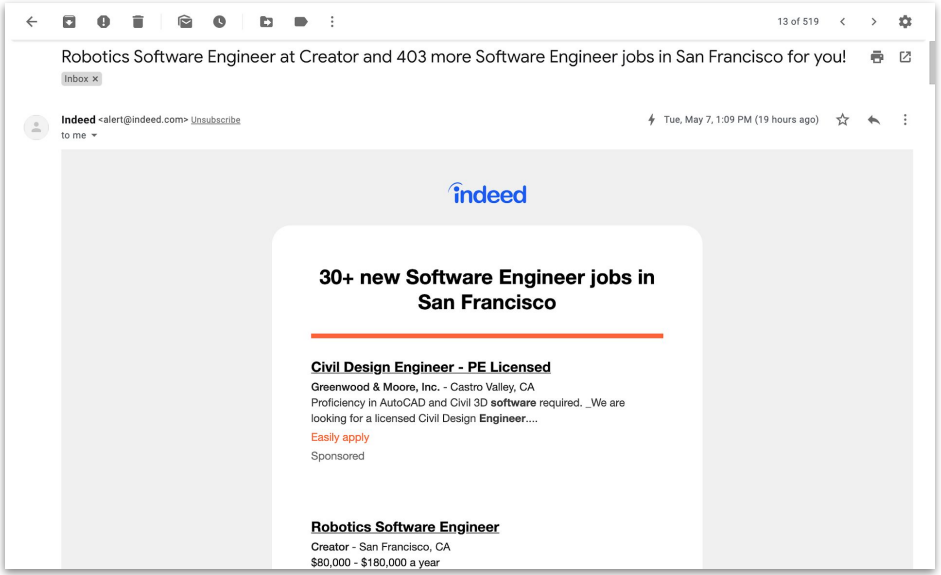
Higher click-through rate

+60%

Higher conversion

Source: OYO Data, AMP for Email Pilot

Job alert emails



indeed

Job alert emails

2X

More job clicks on
dynamic job alerts emails

Source: Indeed Data (worldwide), March - April 2019

Findomestic
GRUPPO BNP PARIBAS

Loan Calculator

findomestic
GRUPPO BNP PARIBAS

Loan Calculator

+133%

Higher click-through rate

Source: Findomestic Data

Enterprise senders

VOGSY

GURU

:copper

Consumer senders

stripo .email

lendingtree®

Ecwid

findomestic
GRUPPO BNP PARIBAS

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Get started today

go.amp.dev/learn-email

Registration guide

Google: g.co/dev/ampemail
Mail.ru: https://postmaster.mail.ru/amp
Yahoo! Mail: https://developer.verizonmedia.com/mail/amp-for-email/

M3AAWG contact

training_committee-chair@mailman.m3aawg.org

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Thank you!