# Tips for Email Submissions
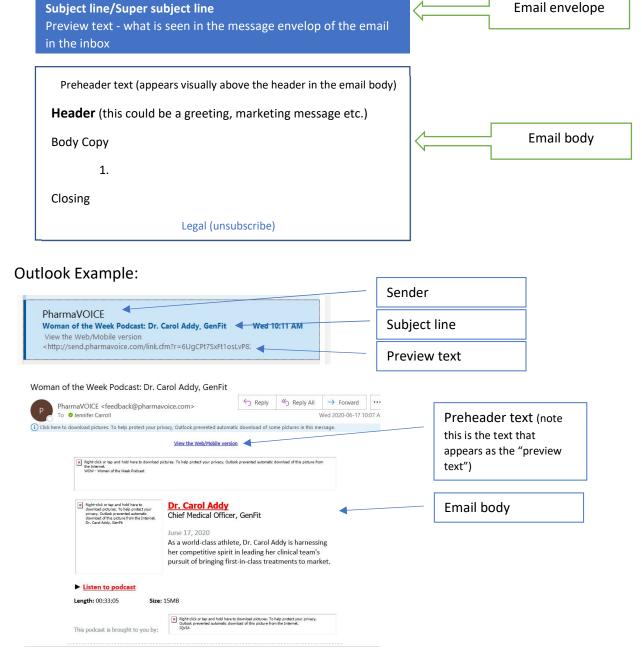
## The Email Envelope

Across several recent submissions, we have been seeing an increased variation in the "classification" of content for emails and varied descriptions of how that copy will appear in both the email envelope and body. As such, let us address the general understanding that PAAB takes when reviewing emails and the responsibilities of the sponsor when it comes to accurately and adequately disclosing features of an email APS.



Sender
**Subject line/Super subject line**
Preview text - what is seen in the message envelop of the email in the inbox

→ Email envelope

Preheader text (appears visually above the header in the email body)

**Header** (this could be a greeting, marketing message etc.)

Body Copy

   1.

Closing

Legal (unsubscribe)

→ Email body

## Outlook Example:



Sender

Subject line

Preview text

Woman of the Week Podcast: Dr. Carol Addy, GenFit

PharmaVOICE <feedback@pharmavoice.com>
To  Jennifer Carroll
Wed 2020-06-17 10:07 A

View the Web/Mobile version

**Dr. Carol Addy**
Chief Medical Officer, GenFit

June 17, 2020
As a world-class athlete, Dr. Carol Addy is harnessing her competitive spirit in leading her clinical team's pursuit of bringing first-in-class treatments to market.

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**Length:** 00:33:05      **Size:** 15MB

This podcast is brought to you by:

Preheader text (note this is the text that appears as the "preview text")

Email body

Regardless of the terminology being used, the entirety of the content visible to the recipient prior to opening the email (the email envelope) should be disclosed to PAAB in a clear manner.

**What to consider when preparing a submission**?

When submitting emails, please clearly identify the "preview text" which will appear in the email envelop. The preview text is usually pulled from the first couple lines of text in the email body. It can be either visible or hidden within the body of the email. If the preview text is hidden, it should still be disclosed to PAAB as part of the email envelope. In many pieces, the "preheader" text (the copy above the header) acts as the preview text in the email envelope. When this is the case, please clearly note this for the reviewer. If functionality is implemented such that the preheader does not act as the preview text, and the first 20-140 characters of the body are set to be the preview text, this should also be disclosed to the reviewer for accuracy of the review.

Providing this information upfront, with the initial submission, may avoid unnecessary delays.

The following is a chart of the approximate number of characters displayed by various email clients as sourced June 2020.

| Mobile | Avg # Characters in Preview Text Display |
|---|---|
| iOS Outlook | 74 |
| Android Native | 43 |
| Android Gmail | 24 |
| iOS Native | 82 |
| iOS Gmail | 30 |
| **Desktop** | |
| Apple Mail | 33 |
| Outlook '13 | 38 |
| Outlook for Mac '15 | 53 |
| Outlook '16 | 50 |
| **Webmail** | |
| Gmail | 119 |
| Outlook.com | 49 |
| Office 365 | 40 |
| Adapted from https://www.emailonacid.com/blog/article/email-marketing/preview-vs-preheader-text-how-long-should-preheader-text-be/, June 24, 2020 | |

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