

Technical Specifications**SOLO EMAIL**

Product Code: PD016

Standard

Width	Height	Creative Weight	Third Party Served File Types
650 pix	No Limit	30k	HTML / GIF / JPEG

Subject Line	Maximum 45 characters is recommended and should be in compliance to our policy guidelines of triggers that may cause email filters to block and delete our email**
Display Name (In compliance with CAN-SPAM Act 2003)	123Greetings
Sender Email Address	specials@123greetings.biz, specials@123g.biz
Reply To Email	specials@123greetings.biz, specials@123g.biz

Additional Specifications for HTML Creative

- No <STYLE> tags (a.k.a. style sheets), <SCRIPT> tags (a.k.a. JavaScript) or <DIV> are accepted in the html. Presence of any STYLE or SCRIPT codes inside the creative will make the ESP's filters block our mailers.
- Embed of form elements in the message body and form submission in the creative is NOT allowed. Microsoft Outlook 2007 does not display any form elements, and form fields are replaced with brackets; Hotmail deactivates all types of form submission in the creative.
- Using of the 123Greetings brand name in the creative content is not permissible.
- The image featured must strictly be in JPG or GIF only.
- Avoid using animated GIFs; Microsoft Outlook 2007 does not support animated GIFs and only display the first frame of the animation.
- Third party tracking pixel to track mailer opens is NOT allowed in the creative; Using of third party domain name in our mailer breaks our SPF and DKIM authentication which will cause the mailer to deliver into the Spam/Junk folder.
- No scrolling marquee is allowed in the creative content.
- No background images allowed.
- Images may be hosted by 123Greetings.
- No attachments.
- If HTML creative is a single image, we recommend placing a direct link to the image with the following copy, "If you can't see the image, then please click here".
- It is recommended that creative should be image based and made fully clickable.
- Landing page URL must be domain name based and cannot be the IP address (i.e., <http://207.123.456.78>)

Subject line and Creative Content Specifications

- Plain text should be used (No copyright symbols, ASCII characters etc is permitted)
- Subject line should be in English Keyboard character ONLY.
- Subject line maximum character limit recommended is 45 characters.
- Subject line should not be in all capital letters.
- The subject line cannot be fraudulent or mislead the recipient about the contents or subject matter of the message.
- Subject line and the content of the creative should be similar to each other.
- Spam trigger keywords like "Free", "\$" symbol, "!", "order now", "order today", "money back", "guarantee", "Click here", "Click below" should not be used in either subject line or in the body content of the creative.
- Images may be hosted by 123Greetings
- The Advertiser's physical address must be included in the creative.

Personalization and Pre-Population

- Personalization of subject line with First name, Last Name or Email Address is NOT allowed.
- Personalization of creative content with First name, Last Name or Email Address is NOT allowed.
- Landing page pre-population is NOT allowed.

Click URL Masking

- Click URL must be domain name based and cannot be the IP address (i.e., <http://207.123.456.78>)
- All click URL's in the creative will be masked by 123greetings click tracking URL

Suppression List File

- Can be provided to 123Greetings through a secure FTP download
- Can be emailed to 123Greetings as a .TXT or .CSV file type

Seed List File

- Seed list must be emailed to 123Greetings along with the creative for including into our test database and campaign mailing database.

Creative Header and Footer

Advertiser's creative is inserted within 123Greetings Header and Footer. Test version of the creative are returned to the Advertiser for review and approval.

****Triggers that may cause email filters to block and delete our email**

- First 8 characters of the From address are digits
- Subject contains "advertisement" or "adv"
- Subject contains "!" AND Subject contains "\$"
- Subject contains "!" AND Subject contains "free"
- Subject in all capital letters
- Subject contains "\$\$"
- Body contains "money back"
- Body contains "cards accepted"
- Body contains ",000" AND Body contains "!!" AND Body contains "\$"
- Body contains "more info" AND Body contains "visit " AND Body contains "\$"
- Body contains "\$\$\$"
- Body contains "money-back guarantee"
- Body contains "100% satisfied"
- Body contains "check or money order"
- Body contains "click here" or "click below" (try using "visit here" or "Press here" instead)

Download More:

<https://media.123greetings.com/Guidelines/SpamKeywords.xlsx>