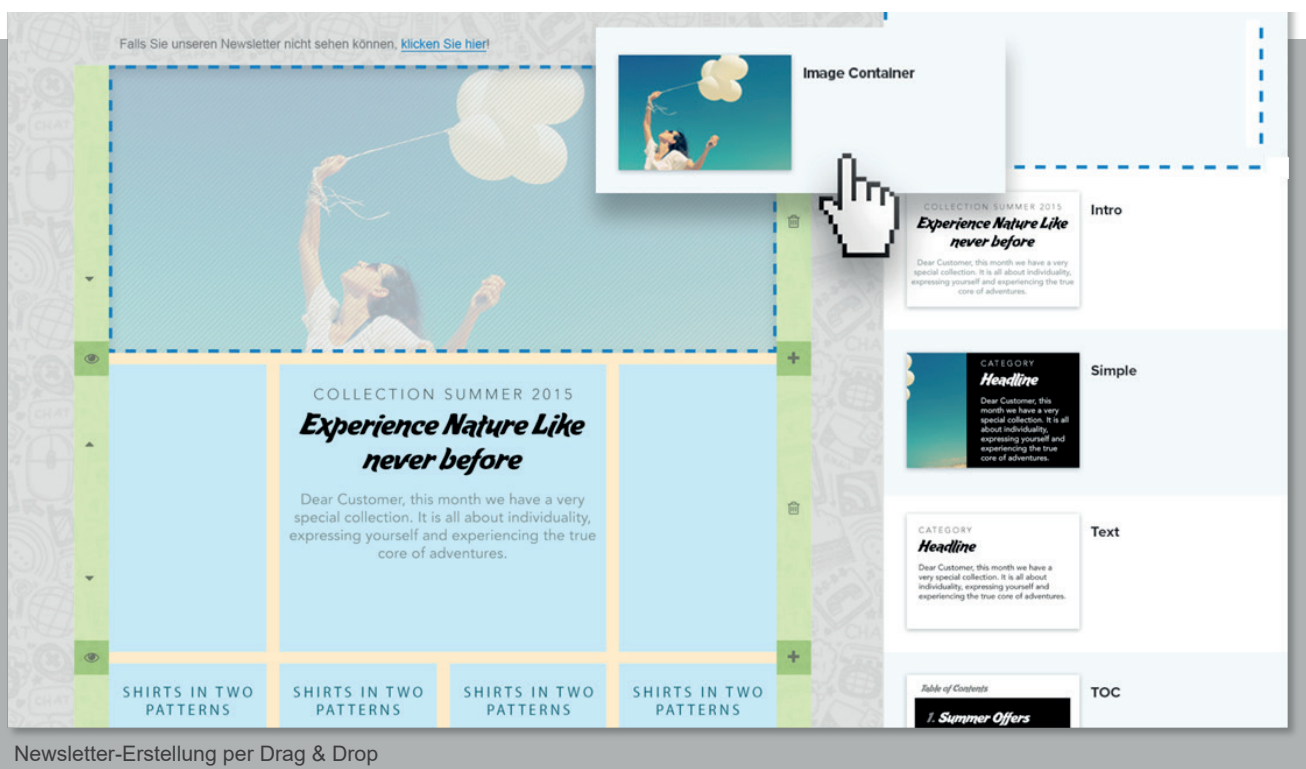




## Newsletter design made easy

**The Layout Package lets you design your newsletter in the blink of an eye. You can not only create and design your own templates, but also test the appearance of your layout in various mail clients before sending.**

When you have finished the layout of your template in the Layout Builder, it is available in the E-Mail Creator for straightforward mail design by drag & drop. In this way, editors and content managers can implement content in your newsletter quickly and easily – without any HTML knowledge. The templates are based on a simple grid: you define the number of columns, spacing and widths. Various text and image modules also make the creation of mailings easy.



## Advantages of the layout package

- ✓ Individual templates based on your corporate design
- ✓ Easy handling for employees without HTML knowledge
- ✓ Simple and fast layout customization for responsive mailings
- ✓ E-mail simulated in multiple mail clients before sending out

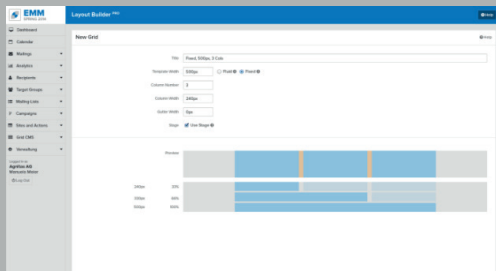
# Components of the Layout Package

The Layout Package includes the Layout Builder and the Inbox Preview in the AGNITAS E-Marketing Manager.

## Layout Builder: Simple design of templates

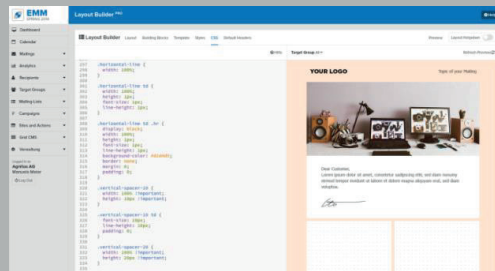
The Layout Builder is used to design individual templates. These templates are available in the E-Mail Creator to prepare mailings in the blink of an eye by drag and drop.

### 1. Determine grid



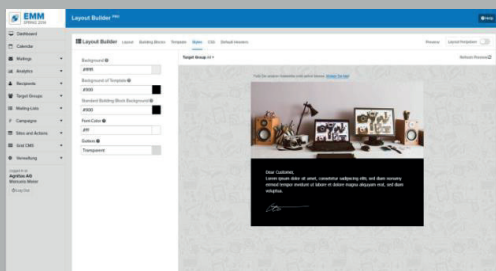
Number of columns, size of spaces

### 2. Create template & CSS



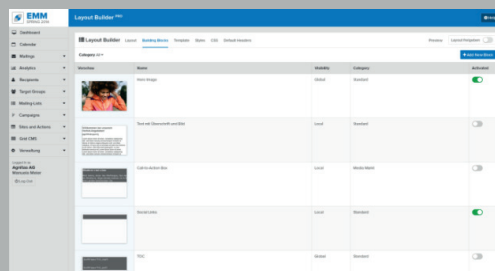
Basic layout of the template

### 3. Define styles



Colour of background, font and grid

### 4. Set up building blocks



Different text and picture blocks

## Inbox Preview: Display check for various e-mail clients

Inbox Preview enables you to see exactly how your mailings appear in different desktop, web, mobile and spam clients before delivery. In this way, you can avoid display errors and see at a glance where optimization is needed.



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