



Email Template Instructions

1. We've provided an email template in the .zip file found on our website. You can edit the email in the HTML Editor of your choice (i.e., Notepad ++, DreamWeaver, etc).
2. The images included in the template are placeholder images, which you should either remove or replace with images of your own, provided they meet the following size criteria:
 - a. Your Logo (next to "Promo Copy Here!"): 240 pixels wide
 - b. "Promo Copy Here!" image: 360 pixels wide

NOTE: Whatever images you include in the email must be saved to a public server (not saved locally) in order for recipients to view them properly.

3. The email message copy should be edited within the template to fit whatever offer you'd like to include. This includes removing the numbered buttons and/or the Try it Now button at the bottom if you prefer.

NOTE: The "Try it Now" button links to a trial of our product, Infragistics Ultimate. This can be removed if you'd like as well.

4. You're able to create trackable URL's on all links in the email using Google Analytics' [URL Builder](#). Doing so will allow you to track which of your promotions are generating the most traffic/conversions.

Simply go to

<https://support.google.com/analytics/answer/1033867?hl=en> and fill out the fields as follows (all submissions cannot contain spaces):

a. Website URL

- This is the URL of the page you want the person to go to. Ex: <http://www.infragistics.com/products/aspnet/>

b. Campaign Source

This can be your company name or

c. Campaign Medium

- As this is an email campaign, you can use "Lifeboat_Email" or whatever you prefer.

d. Campaign Term

Not needed

e. Campaign Content

- Use this field to differentiate your ad in some way, such as what this specific link goes to (i.e. homepage, trial_download, etc).

f. Campaign Name

- Full campaign name and date (i.e. Lifeboat_Email_2015_11_23)

If you have any questions or need any help please email Chris Sullivan at csullivan@Infragistics.com