



Coding and support for CSS technology
in various email services.

Guidelines for newsletter designers for 2015




Table of Contents

- 1 Introduction
- 2 Newsletter structure - things to keep in mind
- 3 Practical tips for newsletter designers and developers
- 4 Download a newsletter example
- 5 Methodology
 - 5.1 Software and hardware
 - 5.2 Rankings of the most popular email services
 - 5.3 Email services statistical data
- 6 Summary of results
- 7 Research results - table
- 8 Useful links
- 9 About FreshMail
- 10 Help us out! / contact



Introduction

Welcome to FreshMail's 2015 CSS Report, the sixth edition of our annual examination of email service providers and their different levels of support for CSS properties and HTML tags.





Introduction

In this year's report, in addition to an analysis of the standard properties of popular email services you will also find discussions of a few new topics like an examination of how HTML5 and CSS3 have brought many interesting changes that make it possible to add videos, media queries or multiple backgrounds into email messages. Our 2015 CSS report includes some new features, like an analysis of animated GIFs and preheaders as well as a separate table of mobile applications and their properties. You'll find another new entry in the third table that presents the results of an analysis of variations in the regional popularity of different email services like AOL, GMX and ZOHO Mail.

Aim of the report

The report was prepared in response to market demand for reliable, proven knowledge to aid in the creation and coding of email messages. Every email service installed on a computer, webmail or mobile inbox application works differently and the most common problem is supporting certain CSS properties. What works in an AOL inbox doesn't necessarily work in Gmail or Outlook 2013. This report serves as a base of knowledge regarding how a given message is going to be displayed in the most commonly used email services.

Who is this report for?

The form and presentation of the data was arranged to meet the needs of many readers: email marketers, graphic designers, coders, programmers and even non-specialists who are simply interested in email marketing technologies.

How to use the report

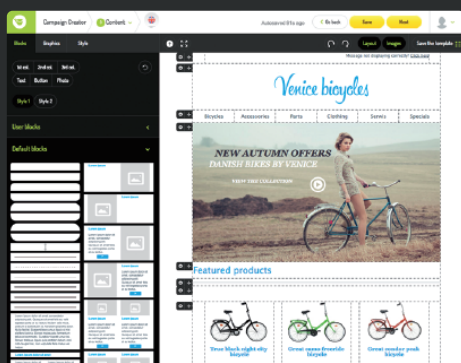
The document is divided into 2 parts. In the first part there is an examination of relevant knowledge and good practices for designers and coders. In the second part you will find large tables showing a detailed breakdown of the differences in support for CSS properties and HTML tags from various email service providers.



New FreshMail 6.0 now available.

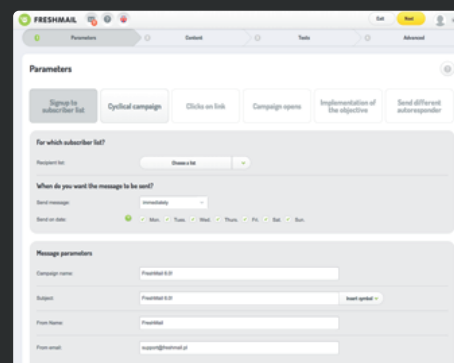
Even more effective email marketing.

6.0



New FreshMail Designer

Designer has lots of new features and new editing tools for creating beautiful newsletters.



Smart Autoresponder

Automate your communications with customers.

And a lot more fresh improvements!

See for yourself:



Create a free account at www.freshmail.com

Contact us:



+44 20 3598 4805



support@freshmail.com



Newsletter structure

Code used to build modern websites differs significantly from newsletter code. It is based on tables and all its styles are placed inline. Code like this looks archaic but there is a good reason for this - most email services don't allow for proper positioning and shaping the format using such tags as div, section etc. and that's why tables are used to build a newsletter.



Newsletter structure

The HTML code of a properly designed newsletter contains:

1 Doctype declaration

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional //EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
```

2 Meta tag with characters encoding - UTF-8

```
<meta http-equiv="Content-Type" content="text/html; charset=UTF-8">
```

3 Head section

```
<meta http-equiv="Content-Type" content="text/html; charset=utf-8">
<title></title>
+ additional styles <style type="text/css">
</style>
```

4 Body section, where the content of the newsletter needs to be placed

```
<html>
<head>
<meta http-equiv="Content-Type"
content="text/html; charset=utf-8">
<title></title>
+ additional styles <style type="text/css">
</style>
</head>
<body>
{newsletter content}
</body>
</html>
```

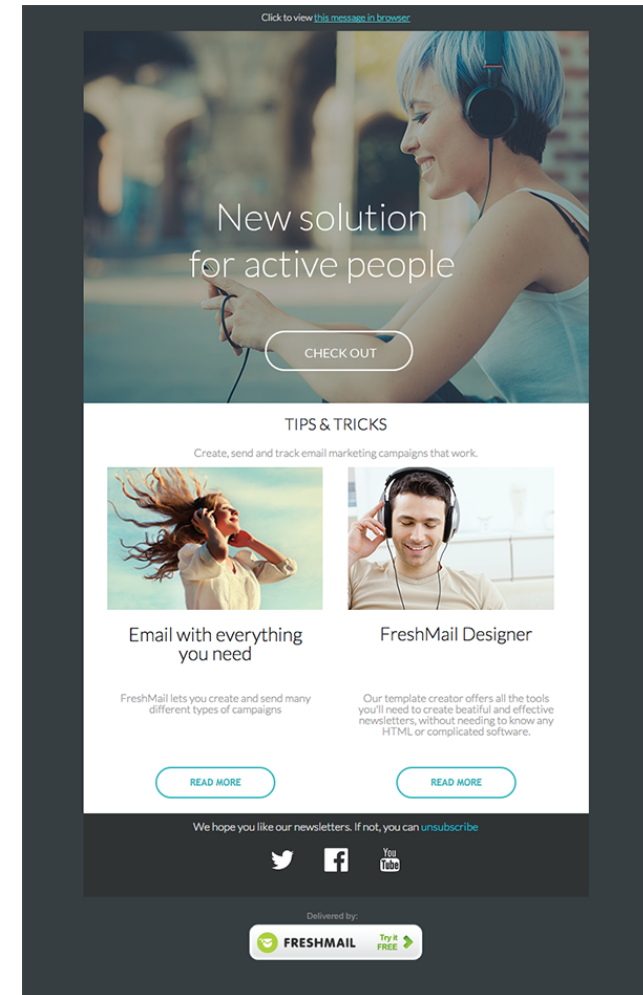


Newsletter structure

Table-based newsletters contain newsletter content with a structure and layout built with the use of tables. A good practice is to insert a wrapper table that responsible for the correct width and placed of the whole content of a newsletter.

Code placement looks like this:

```
<body>
  <!-- WRAPPER-->
  <table align="center" border="0" cellpadding="0" cellspacing="0" width="600" style="border:none; width:600;">
    <tr>
      <td>
        content
      </td>
      <td>
        newsletter
      </td>
    </tr>
  </table>
<!-- END OF WRAPPER-->
</body>
```



Newsletter example



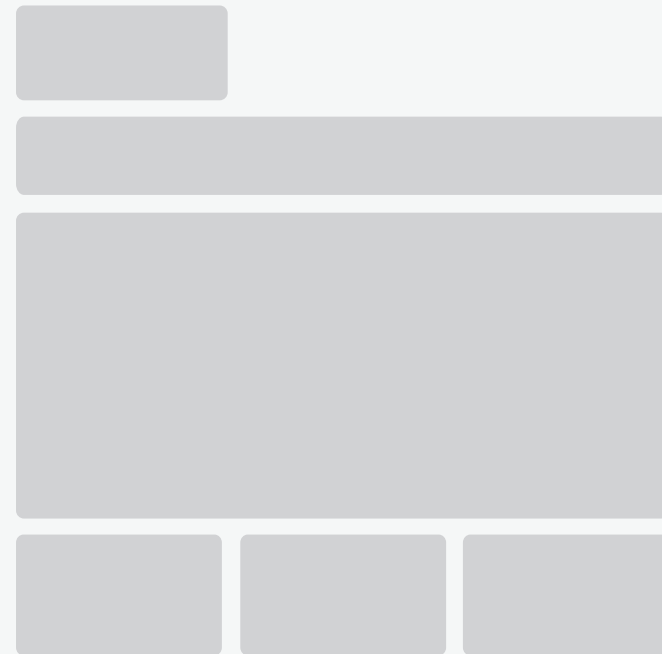
Newsletter structure

Table embedding - examples

Newsletter content is created by embedding the following tables inside each other. This simple method ensures that any layout you create will be displayed correctly in every email service.

Here are a few examples:

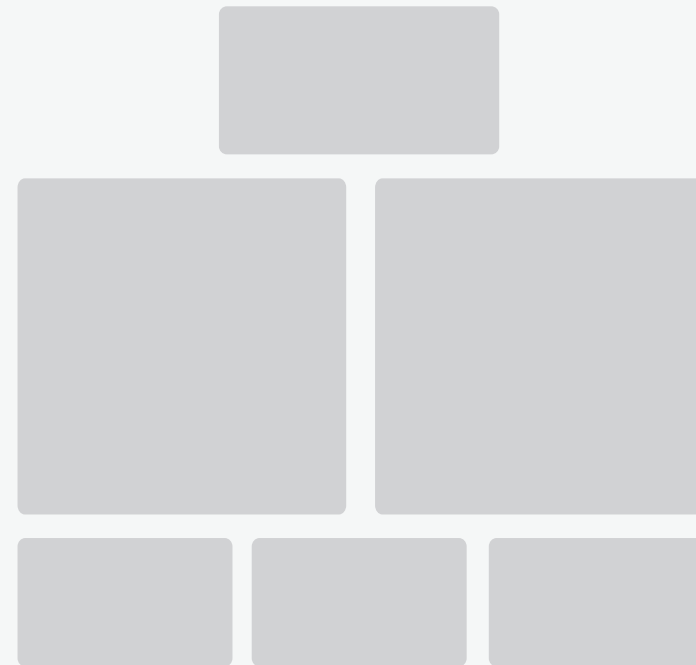
```
<table>
  <tr>
    <td>
      <table>
        <tr>
          <td></td>
        </tr>
        <tr>
          <td></td>
        </tr>
        <tr>
          <td></td>
        </tr>
      </table>
    </td>
  </tr>
  <tr>
    <td>
      <table>
        <tr>
          <td></td>
          <td></td>
          <td></td>
        </tr>
      </table>
    </td>
  </tr>
</table>
```





Newsletter structure

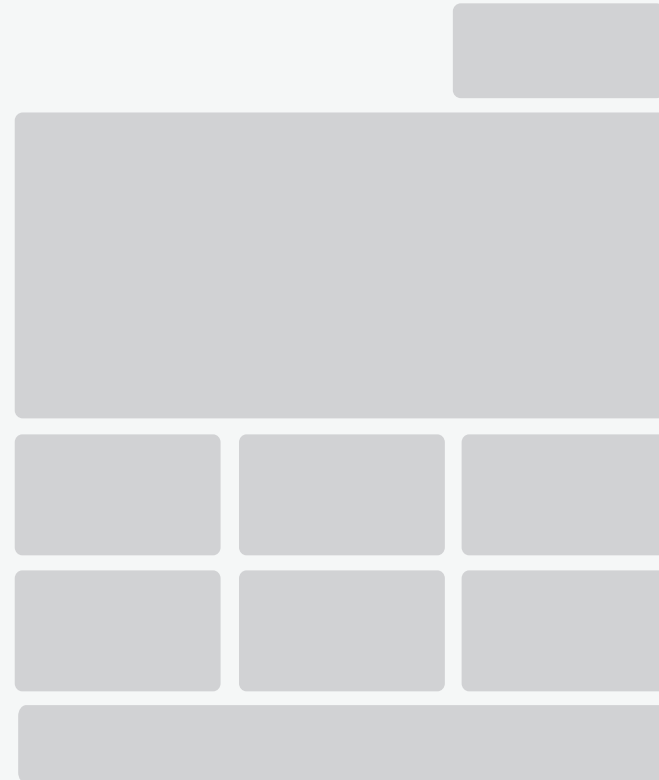
```
<table>
  <tr>
    <td>
      <table>
        <tr>
          <td></td>
        </tr>
      </table>
    </td>
  </tr>
  <tr>
    <td>
      <table>
        <tr>
          <td></td>
          <td></td>
        </tr>
      </table>
    </td>
  </tr>
  <tr>
    <td>
      <table>
        <tr>
          <td></td>
          <td></td>
          <td></td>
        </tr>
      </table>
    </td>
  </tr>
</table>
```





Newsletter structure

```
<table>
  <tr>
    <td>
      <table>
        <tr>
          <td></td>
        </tr>
        <tr>
          <td></td>
        </tr>
      </table>
    </td>
  </tr>
  <tr>
    <td>
      <table>
        <tr>
          <td></td>
          <td></td>
          <td></td>
        </tr>
      </table>
    </td>
  </tr>
  <tr>
    <td>
      <table>
        <tr>
          <td></td>
          <td></td>
          <td></td>
        </tr>
      </table>
    </td>
  </tr>
</table>
```





Practical tips for newsletter designers
and developers



Practical tips for newsletter designers and developers

Encoding in UTF - 8

UTF-8 is one of the most recommended and widely used systems for character encoding. Less popular is ISO-8859-2 and perhaps the most rarely used of all is Windows-1252. UTF-8 ensures the correct display of letters, digits, diacritics and special languages from all over the world. The correct encoding of declarations looks like this:



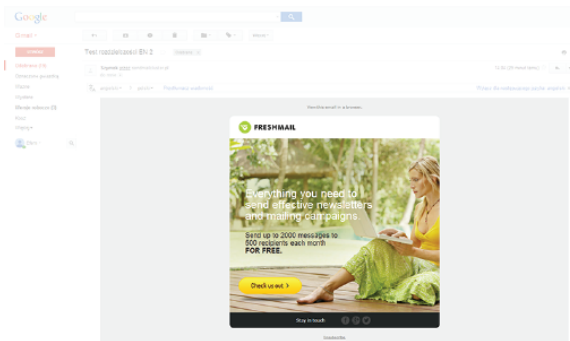
Charset - encoding in UTF - 8

```
<meta http-equiv="Content-Type" content="text/html; charset=UTF-8">
```

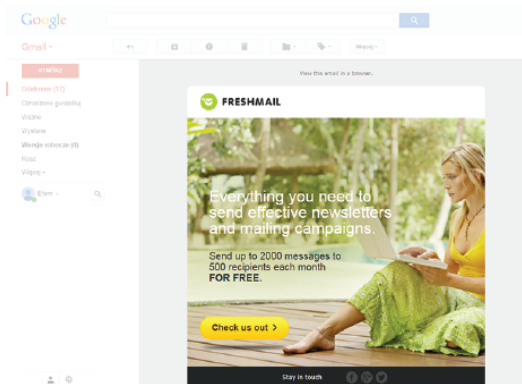
Width

The optimal template width is 600px. This ensures that the email will be displayed correctly on notebooks with a screen with resolution of 1024x768px, on desktop monitors with a resolution of 1920x1080px and on Retina screens with a resolution of 2560x1600px.

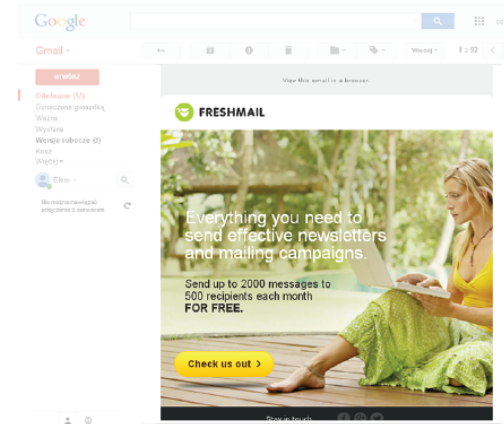
● resolution 1920x1080



● resolution 1366x768



● resolution 1024x768



Newsletter displayed in different resolutions



Practical tips for newsletter designers and developers

Inline style

Only the use of inline styles guarantees that emails will be displayed correctly in every inbox. Some of these programs manage well when it comes to styles in the head section. However, they should only be used when we want to use additional or custom styles. Styles in the head section could be used for example when we want to add web fonts or media queries.



GOOD

```
<body style="background-color:#222222;">
```



WRONG

```
<style type="text/css">
body {background-color:#222222;}
</style>
```

HEX and RGB color spaces

For the newsletter background, its tags and font colors, you should use HEX and RGB space colors. For example, red in HEX is assigned to: #ff0000, and in RGB to: (255, 0, 0). There are also other space colors like HSL or colors with transparency - HSLa and RGBa, however they are not

supported by many email services. That is why the best choice is to use HEX and RGB.

Font properties

The color, family, size and alignment of the font should be defined on the closest <td> tag attached to the text. The color should be saved in RGB or HEX, and the size of font in pixels (px). In the case of font-families you should use so-called "web safe fonts", which include:

- Georgia, *serif*
- 'Times New Roman', *Times, serif*
- Arial, Helvetica, *sans-serif*
- Tahoma, Geneva, *sans-serif*
- Verdana, Geneva, *sans-serif*.

To ensure proper alignment, text-align properties should be used:

- left
- right
- center
- justify



GOOD

```
<td style="color: #ff2222; font-family: Arial,
Helvetica, sans-serif; font-size: 16px; text-align:
center; width:200px;" width="200"></td>
```



Practical tips for newsletter designers and developers

Images

Images and graphics in emails should be used in .gif, .jpg or .png formats. These formats let your images keep the proper quality and an appropriate size that shouldn't exceed 120 kb in total. Also, the product of the width and height of a single image file should not exceed 99 999px. To display the graphic correctly it should contain the following properties: border:none; display:block and each individual image should have a specified width and height.

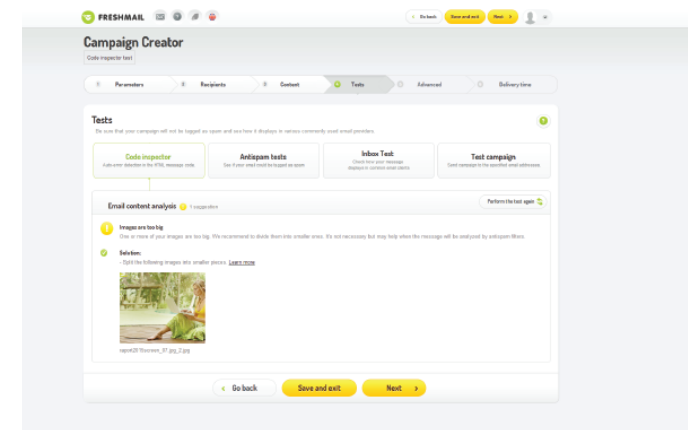
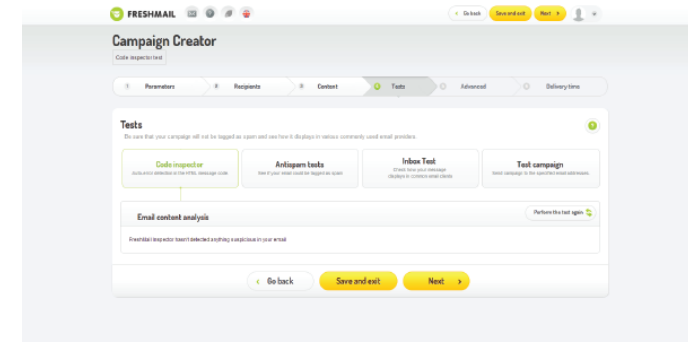


The correct code of single image should look like this one:

```

```

The easiest way to check if images don't exceed the allowed size is by using the FreshMail Code Inspector.



FreshMail Code Inspector



Practical tips for newsletter designers and developers

Alt

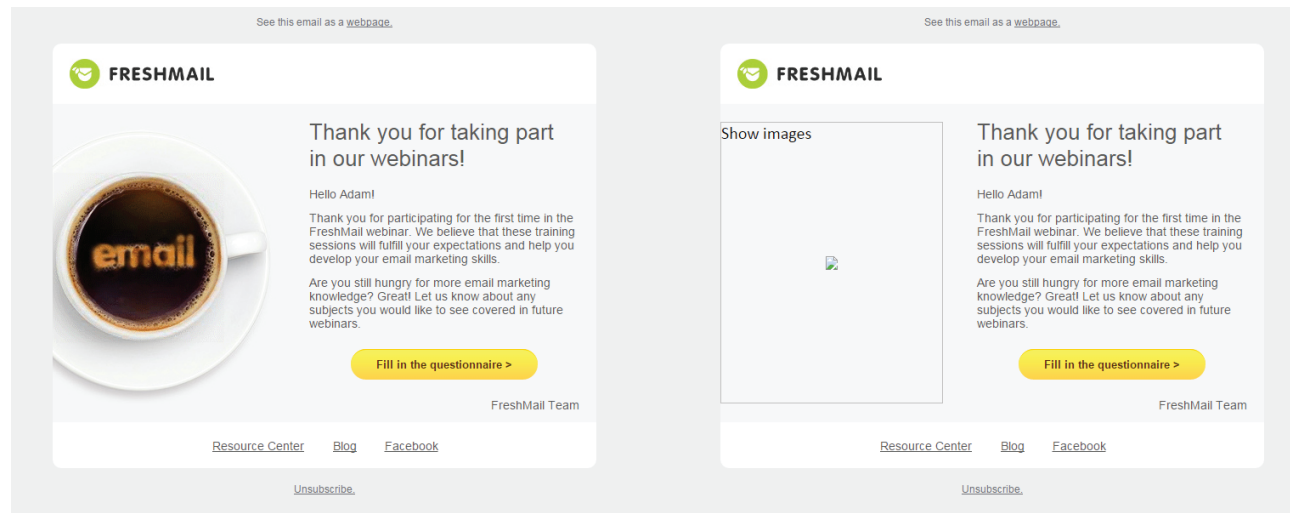
This is an alternative text (with styling option) that appears where graphics are not yet displayed (if the program doesn't download them automatically as for example in Gmail). A frequently used practice is to insert texts attached to the images that encourage the users to download them. There could be a short piece of information about a product or a call to action but you should remember to keep the text short. Sentences that are too long might cause the message to fail to be displayed at all (Chrome, Opera) or the text will be scrolled into a new line (Mozilla Firefox).



Example

```

```



Alt example



Practical tips for newsletter designers and developers

Background image

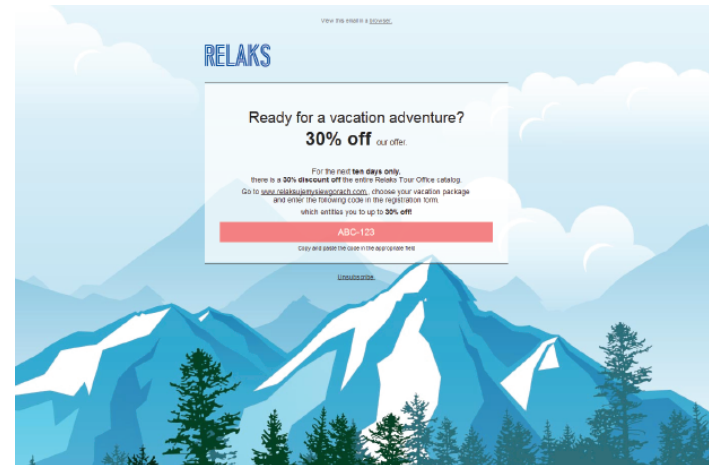
The correct use of the “background-image” property is based on using graphics as the background of an email. The graphic size should be about 1600px x 600px (bear in mind that some programs don’t support the properties of background-repeat) and should not contain additional elements that could potentially distract a recipient.

You should also remember that a background is not the proper place to insert texts or calls to action. Furthermore, you need to be sure to add an alternative color in <body> in case the graphic isn’t displayed properly. If you want to do it correctly, place a declaration of background on <body> and <td> tags.



Example

```
<body bgcolor="#f2f2f2" style="background-image:
url('tlo.png');">
  <table height="100%" width="100%"
  cellpadding="0" cellspacing="0" border="0">
    <tr>
      <td background="tlo.png">Newsletter
      content</td>
    </tr>
  </table>
```



Background image example



Practical tips for newsletter designers and developers

Button as the image

Call to action buttons can be created in two ways:

- by using CSS code - the properties of the button can be defined with the use of CSS but doing so risks having the button look a little bit different in each email service because of differences in the supported properties of CSS.
- by embedding it as a graphic - if you want to be sure that the button will look the same in every inbox you should embed it as an image in `` tag. These days the great majority of email services download images automatically but if they don't an attractive alternative text can be placed under the button.

Animated gifs

These are simple and effective ways to increase the attractiveness of your newsletter. You should remember that animated gifs should be optimized by size, number of frames and colors because a graphic that is too large will cause the animation to take longer to load.

- the optimal size is 50-200 kb.
- the amount of images in the gif should be between 2 and 6.
- the amount of colors can range from 2 to 256, and the option is available in advanced graphic programs.

You should be prepared for the possibility that some email services don't support animated gifs. It's a good idea to prepare the gif in such a way that the first image is also the last one. This is the best method when the last image contains an important message.



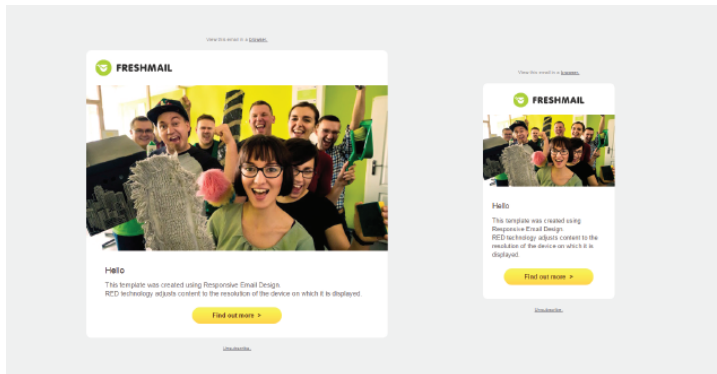
Gif example



Practical tips for newsletter designers and developers

Responsive Email Design (RED)

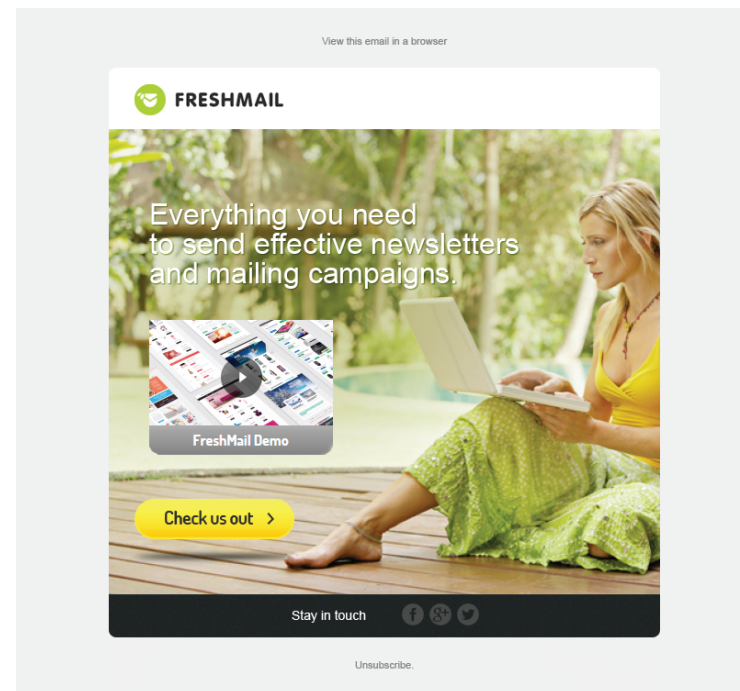
This is a method used to create newsletters for mobile devices. Every year the number of emails opened on smartphones and tablets is growing and this shows that using RED is worth considering when creating an email campaign. The primary features of responsive emails is their simplified construction - usually 1 or 2 columns and with a structure based on tables using `<align>` attributes, width and use of media queries .



Email displayed in desktop and mobile clients

Video Email

Emails containing video are being used more and more often to get the attention of recipients. However, you should know that only selected email services support video tags and for some clients so-called fallbacks are used, meaning that a default order will be followed - after video comes animated gif and then static image.



Example of video used in email



Practical tips for newsletter designers and developers

Preview and unsubscribe links

The preview link is responsible for viewing the message in the browser. The unsubscribe link is responsible for the opportunity to unsubscribe from the contact list. According to the law and good practices, the resign link has to be included in every email campaign. To facilitate work in FreshMail, the special `<resignlink>` tag can be used as a shortcut for adding an unsubscribe link to a newsletter.

The following links can be included in two different ways in FreshMail:

- 1 by adding the `<previewlink>` and `<resignlink>` tags,

```
If the message isn't displayed correctly, <preview> view  
it in your browser </preview>
```

```
<resignlink> Unsubscribe from the newsletter </resignlink>
```

- 2 as a property in the href tag: `$$preview_href$$` and `$$resignlink_href$$` - this way, the link can be edited:

```
If the message isn't displayed correctly, <a  
href="$$preview_href$$"  
style="font-size:11px;color:#f1f1f1;  
text-decoration:none;" target="_blank" title="view it in  
your browser">view it in your browser.</a>
```

```
<a href="$$resignlink_href$$"  
style="font-size:11px;color:#f1f1f1;  
text-decoration:underline;" target="_blank" title="  
Unsubscribe from the newsletter"> Unsubscribe from the  
newsletter</a>
```

Graceful degradation

This is a method based on coding newsletters for email services with the best CSS support: Mozilla Thunderbird, Apple Mail while continuing to support the correct display of messages in the remaining email service providers. The best examples of using graceful degradation are gradients and border radius.

Gradient - merging of colors

Gradient is rarely used as the entire background of a newsletter. Typically, gradient is used to enhance the attractiveness of the call to action buttons. The latest tests have revealed that gradient is supported by many email service providers. However, in HTML code it is necessary to define the safe color, for example the middle gradient color using the background-color declaration

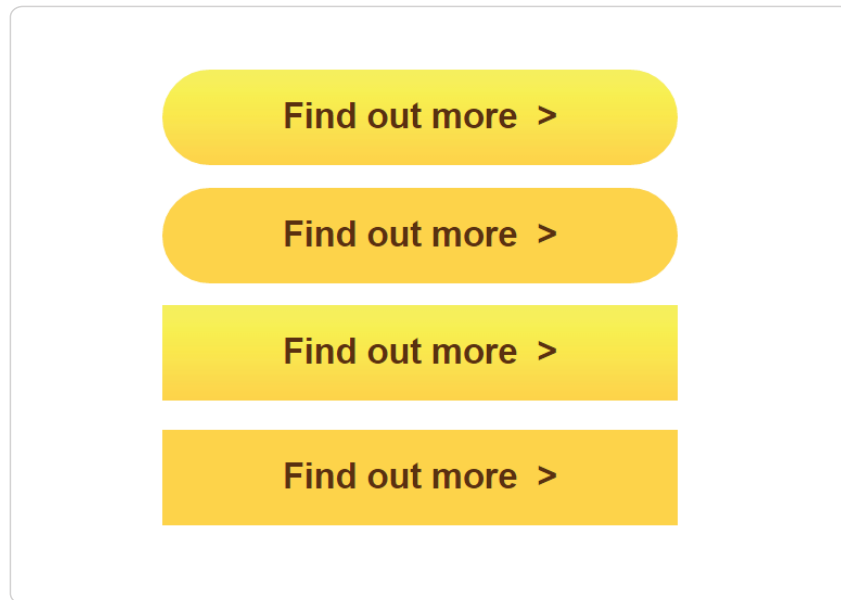
- *background-color: #fee451; <--declaration of the safe color*
- *background: -moz-linear-gradient(top,#fdf955 0%,#ffd34e 100%);*
- *background: -webkit-linear-gradient(top,#fdf955 0%,#ffd34e 100%);*
- *background: -o-linear-gradient(top,#fdf955 0%,#ffd34e 100%);*
- *background: -ms-linear-gradient(top,#fdf955 0%,#ffd34e 100%);*
- *background: linear-gradient(to bottom,#fdf955 0%,#ffd34e 100%);*



Practical tips for newsletter designers and developers

Border radius with the use of CSS

Border radius is used to make the edges of newsletters, pictures and buttons more attractive. Rounded corners (border radius) give your emails a unique appearance and it is a good way to emphasise certain elements. When your email service provider does not support the border radius, the element will display it as rectangles.



Buttons example

Inbox tests

Inbox tests are available in the FreshMail system. It is a functionality that creates print screens of a newsletter as it is displayed in selected email services. These tests can be done on approximately 20 of the most popular email services in the world.

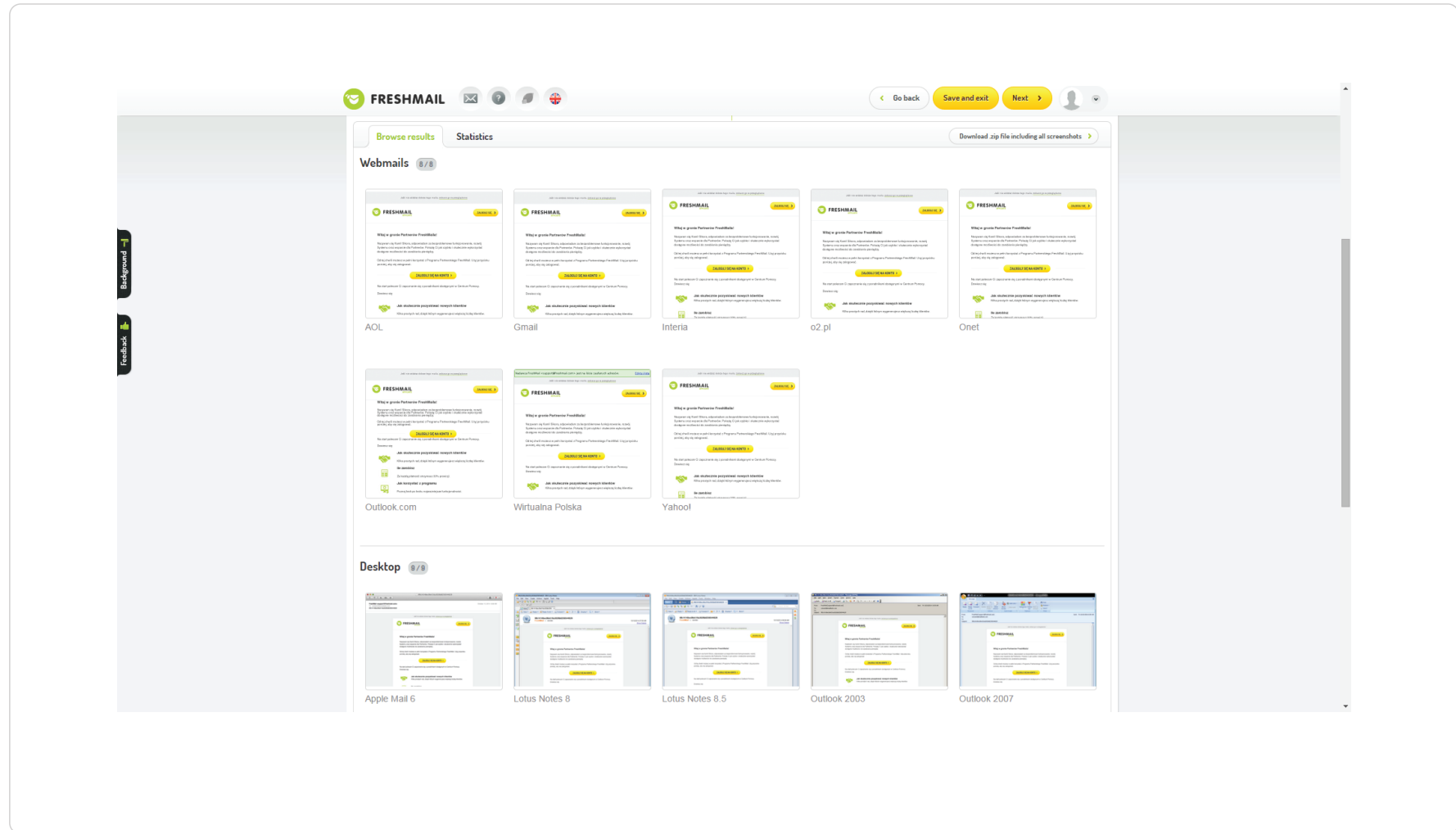
Usually, an inbox test takes about 3-5 minutes. You can do inbox tests by choosing the following three options:

- *Recommended*
- *All*
- *Recently selected*



Practical tips for newsletter designers and developers

An example of tested newsletters



Inbox tests




Practical tips for newsletter designers and developers

The accuracy of displaying messages in email services

The previous chapter was about the best practices when it comes to creating and coding newsletters. It is worth remembering that the way your emails look and the way they are displayed are influenced by two factors:

- 1 Rendering engines:
 - **of browsers** - in the case of webmails
 - **from built-in software** - in the case of desktop programs and smartphone apps.
- 2 Differences in the support of CSS properties by email service providers.

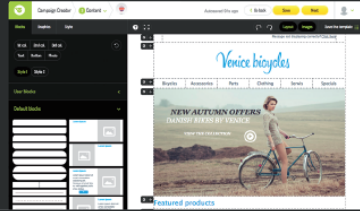


FRESHMAIL

6.0

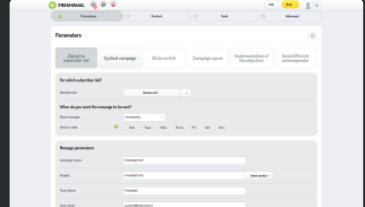
New FreshMail 6.0 now available.

Even more effective email marketing.



New FreshMail Designer

Designer has lots of new features and new editing tools for creating beautiful newsletters.



Smart Autoresponder

Automate your communications with customers.

And a lot more fresh improvements!

See for yourself:

 Create a free account
at www.freshmail.com

Contact us:

 +44 20 3598 4805
 support@freshmail.com

Good practices in a nutshell

- 1 Use UTF-8 encoding
- 2 Always build your newsletter in the form of a table
- 3 The width of your newsletter cannot be more than 600px
- 4 Always include styles in a given tag - inline
- 5 Use preheaders
- 6 Always define the color, family and size of fonts
- 7 Don't use `<p>`, or `<h1>`-`<h6>`, define the font style to the closest tag `<td>`
- 8 Always save images `` with a style - `border:none, display:block`
- 9 Change the properties of float, position and margin into a table
- 10 Optimise images:
 - 10.1 in terms of size/scale: the product of the height and width shouldn't exceed 99 999px
 - 10.2 in terms of size/scale: use compression and the most optimal file format (suggested size of the entire image: 120 kb)
- 11 Use alts for images
- 12 If you're using background image, also add an alternative color. Also, don't use a repeating image
- 13 Don't use a rowspan attribute
- 14 Always use an unsubscribe link in every campaign
- 15 Check the code appropriateness with W3C Validation Service
- 16 Always check the code with the Code Inspector and the Inbox Test available in FreshMail



Recipe for a perfect newsletter

For many years now, email marketing has been among the most effective forms of internet-based commercial promotion. Careful planning and the effective implementation of those plans is behind the success of every great campaign. One of the key elements to every campaign is the design and coding of the newsletter it sends. Even in the design stage, you should be thinking about limiting the email services in which the newsletter will be displayed so you can concentrate on using the appropriate HTML tags and CSS properties. You have to find a happy medium that will allow the message to be displayed properly in various email service providers.

Where to start?

Experience and best practices will tell you to start with a mock-up of your project. The purpose of this is to show the element and information architecture of the newsletter. The mock-up makes it faster and easier to adapt to the changing needs of the campaign. The next stage of creating a campaign is designing a graphic layout. After the graphic project has been accepted the coder's work begins. Coders change a graphic project into a code and produce a ready-to-use email template.

If you use this advice also remember that email templates need to contain 4 main elements:

- wrapper
- header
- main body
- footer

For example below you can see the following rules applied:

- layout is centered in relation to the window area
- width of the template is 600px
- the email contains:
 - preheader
 - image in the background
 - gradient
 - border radius



Newsletter example



Download an example of a newsletter template



Methodology



Methodology > Software and hardware

Email services that were analysed for the report:

Webmail applications

- AOL
- Atlas.cz
- Citromail.hu
- Fastmail.de
- Freemail.hu
- Freenet.de
- Gmail.com
- GMX
- Hushmail
- Inbox.com
- Laposte.fr
- Icloud.com
- Indamail.hu
- Mail.ru
- Mynet.com
- Office 365
- Onet.pl

Webmail applications

- Outlook.com
- Rambler.ru
- T-online.de
- Yahoo! Mail
- Yandex.ru
- Wp.pl
- Zoho mail

Desktop applications

- Apple Mail
- Opera Mail
- Outlook '07 / '10 / '13
- Outlook '03
- Outlook 2011
- Mozilla Thunderbird
- Windows live mail 2012

Mobile applications

- Android 4.3 Default
- Android 4.3 Gmail
- iPhone 5 Default
- iPhone 5 Gmail
- iPad Native
- iPad Gmail
- Windows phone 7.5

Research was performed between September 1st and November 15th 2014.



Methodology > Email services statistical data

The following information shows the most used email services and the devices from which they are most often accessed. The data was obtained based on the reports of campaigns sent by the FreshMail System (October 2014). FreshMail sends more than 500 million emails a month to over 35 million unique addresses, giving us a sample size that is large enough to permit generalizations and extrapolation of data up to a worldwide scale.

The email services used to test CSS properties were selected based on a market analysis of the most commonly used providers.

Email services popularity ranking

Desktop programs are consistently the most used email service, constituting 50% of all email accounts. Mobile applications come second with 33% and webmails are in third at 17%.



17% Webmails



33% Mobile applications



50% Desktop applications

October 2014

Ranking of the most commonly used web-based email service providers

The chart below presents the popularity ranking of webmails in use around the world. The most popular inbox is Gmail, but Yahoo! is just 5% behind. Third place belongs to the Outlook.com inbox.

gmail.com	35,70%	VAbv.bg	0,70%
Yahoo!	30,42%	Yandex.ru	0,68%
Outlook.com	8,50%	Rediffmail.com	0,62%
Mail.ru	7,75%	Freemail.hu	0,20%
Aol.com	5,27%		
Icloud	2,39%		
Web.de	1,25%		
Comcast.net	1,23%		
Sky.com	1,22%		
Rambler.ru	1,17%		
Tiscali.co.uk	1,09%		
Gmx.de	0,99%		
Telia.com	0,81%		



Summary of results

It should be no surprise that email services vary in the CSS properties and HTML tags they support. However, it's important to mention that there are many common elements between them that can deliver significant results when used properly.



Summary of results

A common feature of all email services is the proper use of table HTML tags such as `<table>`, `<tr>`, `<td>`, etc. These are the tags on which the structure of a newsletter should be built. It is better to avoid using tags like `<div>` and `<p>` since they can cause lots of problems including incorrect positioning and complications with styling individual features such as text using CSS properties

It's also important to identify commonly used but wrong practices like the use of margins, relative and absolute position and float properties for newsletter elements. Research shows that the majority of email services don't offer support for these properties. What is more, the margin tag only works on block tags.

This year's research shows that the undisputed leaders in supporting CSS attributes are Apple Mail, Opera Mail, Mozilla Thunderbird and the native inbox application for the iPad and iPhone. These programs display properly rounded corners, gradients, background images and custom fonts. Among web applications the best are wp.pl and inbox.com best are wp.pl and inbox.com, although the first requires the unlocking of 'unsafe' elements.

One of the inboxes of particular interest is Windows Live 2012, in which most of CSS tags could be used unlike most other Microsoft email services (Outlook.com, Outlook 2007 - 2014).



Results of the research > Desktop and web applications

css properties / email clients		APPLE MAIL	OUTLOOK '03	OUTLOOK '07 / '10 / '13	OUTLOOK 2011	OPERA MAIL	THUNDERBIRD	WINDOWS LIVE MAIL 2012	AOL	GMAIL.COM	OFFICE 365	OUTLOOK.COM	YAHOO! MAIL
	<i>preheader</i>	●	○	●	○	○	○	○	●	●	●	○	●
background - body	<i>background-image</i>	●	○	○	●	●	●	●	○	●	○	○	○
	<i>background-repeat</i>	●	●	○	●	●	●	●	○	●	○	○	○
	<i>background-position</i>	●	●	○	●	●	●	●	○	○	○	○	○
	<i>background-size (px)</i>	●	○	○	●	●	●	●	○	○	○	○	○
	<i>background-size (%)</i>	●	○	○	●	●	●	●	○	○	○	○	○
	<i>background-size :cover</i>	●	○	○	●	●	●	●	○	○	○	○	○
	<i>background-size :contain</i>	●	○	○	●	●	●	●	○	○	○	○	○
background - table	<i>background- color</i>	●	●	●	●	●	●	●	●	●	●	●	●
	<i>background-image</i>	●	●	○	●	●	●	●	●	●	○	●	●
	<i>background-repeat</i>	●	●	○	●	●	●	●	●	●	○	○	●
	<i>background-position</i>	●	●	○	●	●	●	●	●	○	○	●	●



Results of the research > Desktop and web applications

css properties / email clients		APPLE MAIL	OUTLOOK '03	OUTLOOK '07 / '10 / '13	OUTLOOK 2011	OPERA MAIL	THUNDERBIRD	WINDOWS LIVE MAIL 2012	AOL	GMAIL.COM	OFFICE 365	OUTLOOK.COM	YAHOO! MAIL
	<i>background-size (px)</i>	●	○	○	●	●	●	●	●	○	○	●	○
	<i>background-size (%)</i>	●	○	○	●	●	●	●	●	○	○	●	○
	<i>background-size: cover</i>	●	○	○	●	●	●	●	●	○	○	●	○
	<i>background-size: contain</i>	●	○	○	●	●	●	●	●	○	○	●	○
background - td	<i>background-color</i>	●	●	●	●	●	●	●	●	●	○	●	●
	<i>background-image</i>	●	●	○	●	●	●	●	●	●	●	●	●
	<i>background-repeat</i>	●	●	○	●	●	●	●	●	●	●	●	●
	<i>background-position</i>	●	●	○	●	●	●	●	●	○	○	●	●
	<i>background-size (px)</i>	●	○	○	●	●	●	●	●	○	○	●	○
	<i>background-size (%)</i>	●	○	○	●	●	●	●	●	○	○	●	○



Results of the research > Desktop and web applications

css properties / email clients		APPLE MAIL	OUTLOOK '03	OUTLOOK '07 / '10 / '13	OUTLOOK 2011	OPERA MAIL	THUNDERBIRD	WINDOWS LIVE MAIL 2012	AOL	GMAIL.COM	OFFICE 365	OUTLOOK.COM	YAHOO! MAIL	
	background-size: cover	●	○	○	●	●	●	●	●	○	○	●	○	
	background-size: contain	●	○	○	●	●	●	●	●	○	○	●	○	
	display: block	●	●	●	●	●	●	●	●	●	●	●	●	
	display: inline	●	●	○	●	●	●	●	●	●	●	●	●	
	display: inline-block	●	●	○	●	●	●	●	●	●	●	●	●	
	display: none	●	●	●	●	●	●	●	●	○	○	●	●	
style element														
	<style></style> tag in section<head>	●	●	●	●	●	●	●	○	○	●	●	○	
	<style></style> tag in section<body>	●	●	●	●	●	●	●	○	○	●	●	●	



Results of the research > Desktop and web applications

css properties / email clients											APPLE MAIL	OUTLOOK '03	OUTLOOK '07 / '10 / '13	OUTLOOK 2011	OPERA MAIL	THUNDERBIRD	WINDOWS LIVE MAIL 2012	AOL	GMAIL.COM	OFFICE 365	OUTLOOK.COM	YAHOO! MAIL
link tag																						
<style></style> tag in section<head>											●	○	○	●	●	●	●	○	○	○	○	○
<style></style> tag in section <body>											●	○	○	●	●	●	●	○	○	○	○	○
web fonts																						
external font -> link											●	○	○	●	●	●	○	○	○	○	○	○
external font -> @import in head											●	○	○	●	●	●	○	○	○	○	○	○
external font -> @import in body											●	○	○	●	●	●	○	○	○	○	○	○
@Font-Face											●	○	○	●	●	●	○	○	○	○	○	○
selectors																						
e											●	●	●	●	●	●	●	○	●	●	●	●
*											●	●	○	●	●	●	●	○	●	●	●	○



Results of the research > Desktop and web applications

css properties / email clients

	APPLE MAIL	OUTLOOK '03	OUTLOOK '07 / '10 / '13	OUTLOOK 2011	OPERA MAIL	THUNDERBIRD	WINDOWS LIVE MAIL 2012	AOL	GMAIL.COM	OFFICE 365	OUTLOOK.COM	YAHOO! MAIL
<i>e > f</i>	●	●	○	●	●	●	●	○	●	●	●	●
<i>e:link</i>	●	●	●	●	●	●	●	○	○	○	●	●
<i>e:active</i>	●	●	○	●	●	●	●	○	○	○	○	●
<i>e:hover</i>	○	●	○	●	●	●	●	○	○	○	●	●
<i>e:focus</i>	●	○	○	●	●	●	●	○	○	○	○	●
<i>e+f</i>	●	○	○	●	●	●	●	○	●	○	○	○
<i>e[foo]</i>	●	●	●	●	●	●	●	○	○	●	●	●
<i>e.className</i>	●	●	●	●	●	●	●	○	○	●	●	●
<i>e#id</i>	●	●	●	●	●	●	●	○	○	●	●	●
<i>e:first-line</i>	●	●	○	●	●	●	●	○	○	○	●	●
<i>e:first-letter</i>	●	●	○	●	●	●	●	○	○	○	●	●



Results of the research > Desktop and web applications

css properties / email clients

	APPLE MAIL	OUTLOOK '03	OUTLOOK '07 / '10 / '13	OUTLOOK 2011	OPERA MAIL	THUNDERBIRD	WINDOWS LIVE MAIL 2012	AOL	EMAIL.COM	OFFICE 365	OUTLOOK.COM	YAHOO! MAIL
border properties												
<i>border</i>	●	●	●	●	●	●	●	●	●	●	●	●
<i>border-color</i>	●	●	●	●	●	●	●	●	●	●	●	●
<i>border-collapse</i>	●	●	●	●	●	●	●	●	●	●	●	●
<i>border-spacing</i>	●	○	○	●	●	●	●	●	●	●	●	●
<i>border-style</i>	●	●	●	●	●	●	●	●	●	●	●	●
<i>border-width</i>	●	●	●	●	●	●	●	●	●	●	●	●
lists												
<i>list-style-position</i>	●	●	●	●	●	●	●	●	●	●	●	●
<i>list-style-type</i>	●	●	●	●	●	●	●	●	●	●	●	●



Results of the research > Desktop and web applications

css properties / email clients

	APPLE MAIL	OUTLOOK '03	OUTLOOK '07 / '10 / '13	OUTLOOK 2011	OPERA MAIL	THUNDERBIRD	WINDOWS LIVE MAIL 2012	AOL	GMAIL.COM	OFFICE 365	OUTLOOK.COM	YAHOO! MAIL
fonts												
<i>font-family</i>	●	●	●	●	●	●	●	●	●	●	●	●
<i>font-size</i>	●	●	●	●	●	●	●	●	●	●	●	●
<i>font-style</i>	●	●	●	●	●	●	●	●	●	●	●	●
<i>font-variant</i>	●	●	●	●	●	●	●	●	●	●	●	●
<i>font-weight</i>	●	●	●	●	●	●	●	●	●	●	●	●
margin and padding												
<i>margin (works only with block elemements)</i>	○	○	○	○	○	○	○	○	○	○	○	○
<i>padding</i>	●	●	●	●	●	●	●	●	●	●	●	●
text properties												
<i>color</i>	●	●	●	●	●	●	●	●	●	●	●	●
<i>direction</i>	●	●	●	●	●	●	●	●	●	●	●	●



Results of the research > Desktop and web applications

css properties / email clients		APPLE MAIL	OUTLOOK '03	OUTLOOK '07 / '10 / '13	OUTLOOK 2011	OPERA MAIL	THUNDERBIRD	WINDOWS LIVE MAIL 2012	AOL	GMAIL.COM	OFFICE 365	OUTLOOK.COM	YAHOO! MAIL
	letter-spacing	●	●	●	●	●	●	●	●	●	●	●	●
	line-height	●	●	●	●	●	●	●	●	●	●	●	●
	text-align	●	●	●	●	●	●	●	●	●	●	●	●
	text-decoration	●	●	●	●	●	●	●	●	●	●	●	●
	text-indent	●	●	●	●	●	●	●	●	●	●	●	●
	text-transform (uppercase)	●	●	●	●	●	●	●	●	●	●	●	●
	word-spacing	●	●	○	●	●	●	●	●	●	●	●	●
	white-space	●	●	●	●	●	●	●	●	●	○	●	●
positioning													
	bottom	●	●	○	●	●	●	●	●	○	●	○	○
	clear	●	●	○	●	●	●	●	●	○	●	●	○
	clip	●	○	○	●	●	●	●	●	○	○	○	○



Results of the research > Desktop and web applications

css properties / email clients		APPLE MAIL	OUTLOOK '03	OUTLOOK '07 / '10 / '13	OUTLOOK 2011	OPERA MAIL	THUNDERBIRD	WINDOWS LIVE MAIL 2012	AOL	GMAIL.COM	OFFICE 365	OUTLOOK.COM	YAHOO! MAIL
float		●	●	○	●	●	●	●	●	●	●	○	●
left		●	●	○	●	●	●	●	●	○	●	●	○
position		●	●	○	●	●	●	●	●	○	●	○	○
right		●	●	○	●	●	●	●	●	○	●	○	○
top		●	●	○	●	●	●	●	●	○	●	○	○
vertical-align		●	●	●	●	●	●	●	●	●	●	●	●
z-index		●	●	○	●	●	●	●	●	○	●	○	○
dimensions													
height		●	●	●	●	●	●	●	●	●	●	●	●
width		●	●	●	●	●	●	●	●	●	●	●	●
min-height (works only with block elements)		●	○	○	●	●	●	●	○	●	●	●	●
min-width		●	●	○	●	●	●	●	●	●	●	●	●



Results of the research > Desktop and web applications

css properties / email clients		APPLE MAIL	OUTLOOK '03	OUTLOOK '07 / '10 / '13	OUTLOOK 2011	OPERA MAIL	THUNDERBIRD	WINDOWS LIVE MAIL 2012	AOL	GMAIL.COM	OFFICE 365	OUTLOOK.COM	YAHOO! MAIL
other properties													
	cursor	●	●	○	●	●	●	●	●	○	○	●	●
	empty-cells	●	○	●	●	●	●	●	●	●	●	●	●
	opacity	●	○	○	●	●	●	●	●	○	○	●	○
	outline	●	○	○	●	●	●	●	●	●	○	○	●
	overflow	○	●	○	●	●	●	●	●	●	●	●	●
	box resize	●	○	○	●	●	●	○	●	○	○	○	○
	visibility	●	●	○	●	●	●	●	●	○	●	●	●
gradients													
	gradient - email background	●	●	○	●	●	●	●	●	●	○	●	○
	gradient - button	●	●	○	●	●	●	●	●	●	○	●	○



Results of the research > Desktop and web applications

css properties / email clients

APPLE MAIL	OUTLOOK '03	OUTLOOK '07 / '10 / '13	OUTLOOK 2011	OPERA MAIL	THUNDERBIRD	WINDOWS LIVE MAIL 2012	AOL	GMAIL.COM	OFFICE 365	OUTLOOK.COM	YAHOO! MAIL
------------	-------------	-------------------------	--------------	------------	-------------	------------------------	-----	-----------	------------	-------------	-------------

CSS 3 and HTML 5

<i><canvas></i>	●	○	○	○	○	○	●	○	○	○	●	○
<i>border-radius</i>	●	●	○	●	●	●	●	●	○	●	○	○
<i>box-shadow</i>	●	●	●	●	●	●	●	○	○	●	○	○
<i>box sizing (border-box)</i>	●	○	○	●	●	○	●	●	○	○	●	○
<i>multiple background Images</i>	●	○	○	●	●	●	●	●	○	○	○	○
<i>transition</i>	●	○	○	●	●	●	●	●	○	○	●	○
<i>multiple columns</i>	●	●	○	○	●	●	●	●	○	○	○	○
<i><svg></i>	●	○	○	●	●	●	●	○	○	○	●	○
<i>text-shadow</i>	●	●	○	●	●	●	●	●	○	○	●	●
<i><video></i>	○	○	●	●	●	●	○	○	○	○	○	○



Results of the research > Desktop and web applications

css properties / email clients		APPLE MAIL	OUTLOOK '03	OUTLOOK '07 / '10 / '13	OUTLOOK 2011	OPERA MAIL	THUNDERBIRD	WINDOWS LIVE MAIL 2012	AOL	GMAIL.COM	OFFICE 365	OUTLOOK.COM	YAHOO! MAIL
animations													
	Animated gif	●	●	○	●	●	●	●	●	●	●	●	●
responsive													
	RED				●	●							
	Media Queries				●	●							
colors													
	HEX	●	●	●	●	●	●	●	●	●	●	●	●
	RGB	●	●	●	●	●	●	●	●	●	●	●	●
	RGBa	●	●	●	●	●	●	●	●	●	●	●	●
	HSL	●	○	○	○	●	●	●	●	○	●	○	●
	HSLa	●	○	○	○	●	●	●	●	○	○	○	●



Results of research > Mobile applications

css properties / email clients		ANDROID 4.3 GMAIL	ANDROID 4.3 NATIVE	WINDOWS PHONE	IPHONE 5 NATIVE	IPHONE 5 GMAIL	IPAD NATIVE	IPAD GMAIL
	<i>preheader</i>	●	●	●	●	●	●	●
background - body	<i>background-image</i>	●	●	○	●	○	●	○
	<i>background-repeat</i>	●	●	○	●	●	●	●
	<i>background-position</i>	○	●	○	●	○	●	○
	<i>background-size (px)</i>	○	●	○	●	○	●	○
	<i>background-size (%)</i>	○	●	○	●	○	●	○
	<i>background-size :cover</i>	○	●	○	●	○	●	○
	<i>background-size :contain</i>	○	●	○	●	○	●	○
background - table	<i>background- color</i>	●	●	●	●	●	●	●
	<i>background-image</i>	●	●	●	●	●	●	●
	<i>background-repeat</i>	●	●	●	●	●	●	●
	<i>background-position</i>	○	●	○	●	●	●	●



Results of research > Mobile applications

css properties / email clients		ANDROID 4.3 GMAIL	ANDROID 4.3 NATIVE	WINDOWS PHONE	IPHONE 5 NATIVE	IPHONE 5 GMAIL	IPAD NATIVE	IPAD GMAIL
	<i>background-size (px)</i>	○	●	○	●	○	●	○
	<i>background-size (%)</i>	○	●	○	●	○	●	○
	<i>background-size: cover</i>	○	●	○	●	○	●	○
	<i>background-size: contain</i>	○	●	○	●	○	●	○
background - td	<i>background-color</i>	●	●	●	●	●	●	●
	<i>background-image</i>	●	●	●	●	●	●	●
	<i>background-repeat</i>	●	●	●	●	●	●	●
	<i>background-position</i>	○	●	○	●	●	●	●
	<i>background-size (px)</i>	○	●	○	●	○	●	○
	<i>background-size (%)</i>	○	●	○	●	○	●	○



Results of research > Mobile applications

css properties / email clients		ANDROID 4.3 GMAIL	ANDROID 4.3 NATIVE	WINDOWS PHONE	IPHONE 5 NATIVE	IPHONE 5 GMAIL	IPAD NATIVE	IPAD GMAIL
<i>background-size: cover</i>		○	●	○	●	○	●	○
<i>background-size: contain</i>		○	●	○	●	○	●	○
<i>display: block</i>		●	●	●	●	●	●	●
<i>display: inline</i>		●	●	●	●	●	●	●
<i>display: inline-block</i>		●	●	○	●	●	●	●
<i>display: none</i>		○	●	○	●	●	●	●
style element								
<style></style> tag in section<head>		○	●	○	●	○	●	○
<style></style> tag in section<body>		○	●	○	●	○	●	○



Results of research > Mobile applications

css properties / email clients		ANDROID 4.3 GMAIL	ANDROID 4.3 NATIVE	WINDOWS PHONE	IPHONE 5 NATIVE	IPHONE 5 GMAIL	IPAD NATIVE	IPAD GMAIL
link tag								
	<style></style> tag in section<head>	○	●	○	●	○	●	○
	<style></style> tag in section<body>	○	●	○	●	○	●	○
web fonts								
	external fonts -> link	○	●	○	●	○	●	○
	external fonts -> @import in head	○	●	○	●	○	●	○
	external fonts -> @import in body	○	●	○	●	○	●	○
	@Font-Face	○	●	○	●	○	●	○
selectors								
	e	○	●	●	●	○	●	○
	*	○	●	○	●	○	●	○



Results of research > Mobile applications

css properties / email clients

	ANDROID 4.3 GMAIL	ANDROID 4.3 NATIVE	WINDOWS PHONE	IPHONE 5 NATIVE	IPHONE 5 GMAIL	IPAD NATIVE	IPAD GMAIL
<i>e > f</i>	○	●	○	●	○	●	○
<i>e:link</i>	○	●	○	●	○	●	○
<i>e:active</i>	○	○	○	○	○	○	○
<i>e:hover</i>	○	●	○	●	○	●	○
<i>e:focus</i>	○	○	○	●	○	●	○
<i>e+f</i>	○	●	○	●	○	●	○
<i>e[foo]</i>	○	●	○	●	○	●	○
<i>e.className</i>	○	●	○	●	○	●	○
<i>e#id</i>	○	●	○	●	○	●	○
<i>e:first-line</i>	○	○	○	●	○	●	○
<i>e:first-letter</i>	○	○	○	●	○	●	○



Results of research > Mobile applications

css properties / email clients

ANDROID 4.3 GMAIL	ANDROID 4.3 NATIVE	WINDOWS PHONE	IPHONE 5 NATIVE	IPHONE 5 GMAIL	IPAD NATIVE	IPAD GMAIL
-------------------	--------------------	---------------	-----------------	----------------	-------------	------------

border properties

border

●	●	●	●	●	●	●
---	---	---	---	---	---	---

border-color

●	●	●	●	●	●	●
---	---	---	---	---	---	---

border-collapse

●	●	●	●	●	●	●
---	---	---	---	---	---	---

border-spacing

●	●	○	●	●	●	●
---	---	---	---	---	---	---

border-style

●	●	●	●	●	●	●
---	---	---	---	---	---	---

border-width

●	●	●	●	●	●	●
---	---	---	---	---	---	---

lists

list-style-position

●	●	●	●	●	●	●
---	---	---	---	---	---	---

list-style-type

●	●	●	●	●	●	●
---	---	---	---	---	---	---



Results of research > Mobile applications

css properties / email clients

	ANDROID 4.3 GMAIL	ANDROID 4.3 NATIVE	WINDOWS PHONE	IPHONE 5 NATIVE	IPHONE 5 GMAIL	IPAD NATIVE	IPAD GMAIL
fonts							
<i>font-family</i>	●	●	●	●	●	●	●
<i>font-size</i>	●	●	●	●	●	●	●
<i>font-style</i>	●	●	●	●	●	●	●
<i>font-variant</i>	●	●	●	●	●	●	●
<i>font-weight</i>	●	●	●	●	●	●	●
margin and padding							
<i>margin (works only with block elements)</i>	○	○	○	○	○	○	○
<i>padding</i>	●	●	●	●	●	●	●
text properties							
<i>color</i>	●	●	●	●	●	●	●
<i>direction</i>	●	●	○	●	●	●	●
<i>letter-spacing</i>	●	●	●	●	●	●	●



Results of research > Mobile applications

css properties / email clients		ANDROID 4.3 GMAIL	ANDROID 4.3 NATIVE	WINDOWS PHONE	IPHONE 5 NATIVE	IPHONE 5 GMAIL	IPAD NATIVE	IPAD GMAIL
	<i>line-height</i>	●	●	●	●	●	●	●
	<i>text-align</i>	●	●	●	●	●	●	●
	<i>text-decoration</i>	●	●	●	●	●	●	●
	<i>text-indent</i>	●	●	●	●	●	●	●
	<i>text-transform (uppercase)</i>	●	●	●	●	●	●	●
	<i>word-spacing</i>	●	●	●	●	●	●	●
	<i>white-space</i>	○	○	○	●	○	●	○
positioning								
	<i>bottom</i>	○	●	○	●	○	●	○
	<i>clear</i>	○	●	○	●	○	●	○
	<i>clip</i>	○	●	○	●	○	●	○



Results of research > Mobile applications

css properties / email clients		ANDROID 4.3 GMAIL	ANDROID 4.3 NATIVE	WINDOWS PHONE	IPHONE 5 NATIVE	IPHONE 5 GMAIL	IPAD NATIVE	IPAD GMAIL
	<i>float</i>	●	●	○	●	●	●	●
	<i>left</i>	○	●	○	●	○	●	○
	<i>position</i>	○	●	○	●	○	●	○
	<i>right</i>	○	●	○	●	○	●	○
	<i>top</i>	○	●	○	●	○	●	○
	<i>vertical-align</i>	●	●	○	●	●	●	●
	<i>z-index</i>	○	●	○	●	○	●	○
dimensions								
	<i>height</i>	●	●	○	●	●	●	●
	<i>width</i>	●	●	○	●	●	●	●
	<i>min-height (works only with block elements)</i>	●	●	○	●	●	●	●
	<i>min-width</i>	●	●	○	●	●	●	●



Results of research > Mobile applications

css properties / email clients		ANDROID 4.3 GMAIL	ANDROID 4.3 NATIVE	WINDOWS PHONE	IPHONE 5 NATIVE	IPHONE 5 GMAIL	IPAD NATIVE	IPAD GMAIL
other properties								
	<i>cursor</i>	○	○	○	○	○	○	○
	<i>empty-cells</i>	●	●	○	●	●	●	●
	<i>opacity</i>	○	●	○	●	○	●	○
	<i>outline</i>	●	●	○	●	●	●	●
	<i>overflow</i>	●	●	●	●	●	●	●
	<i>box resize</i>	○	○	○	○	○	○	○
	<i>visibility</i>	○	●	○	●	○	●	○
gradients								
	<i>gradient - email background</i>	●	●	○	●	●	●	●
	<i>gradient - button</i>	●	●	○	●	●	●	●



Results of research > Mobile applications

css properties / email clients

ANDROID 4.3 GMAIL

ANDROID 4.3 NATIVE

WINDOWS PHONE

IPHONE 5 NATIVE

IPHONE 5 GMAIL

IPAD NATIVE

IPAD GMAIL

CSS 3 and HTML 5

<canvas>

○ ○ ○ ○ ○ ○ ○

border-radius

● ● ○ ● ● ● ●

box-shadow

○ ● ○ ● ○ ● ○

box sizing (border-box)

○ ○ ○ ● ○ ● ○

multiple background Images

● ● ○ ● ● ● ●

transition

○ ● ○ ○ ○ ○ ○

multiple columns

○ ● ○ ○ ○ ○ ○

<svg>

○ ● ○ ● ○ ● ○

text-shadow

○ ● ○ ● ○ ● ○

<video>

○ ○ ○ ● ○ ● ○



Results of research > Mobile applications

css properties / email clients		ANDROID 4.3 GMAIL	ANDROID 4.3 NATIVE	WINDOWS PHONE	IPHONE 5 NATIVE	IPHONE 5 GMAIL	IPAD NATIVE	IPAD GMAIL
animation								
	<i>animated gif</i>	●	●	●	●	●	●	●
responsive								
	<i>RED</i>	●	●	○	●	○	●	○
	<i>Media Queries</i>	○	●	○	●	○	●	○
colors								
	<i>HEX</i>	●	●	●	●	●	●	●
	<i>RGB</i>	●	●	●	●	●	●	●
	<i>RGBa</i>	●	●	○	●	●	●	●
	<i>HSL</i>	●	●	○	●	●	●	●
	<i>HSLa</i>	●	●	○	●	●	●	●



Results of research > Web applications

css properties / email clients		ONET.PL	WP.PL	FASTMAIL.DE	FREENET.DE	GMX	HUSHMAIL - PAID	INBOX.COM	LAPOSTE.FR	ICLOUD.COM	MAIL.RU	MYNET.COM	RAMBLER.RU	T-ONLINE.DE	YANDEX.RU	ZOHO MAIL	CITROMAIL.HU	INDAMAIL.HU	ATLAS.CZ	FREEMAIL.HU
	<i>preheader</i>	●	○	●	○	○	○	●	○	●	●	○	○	●	●	●	○	●	○	○
background - body	<i>background-image</i>	○	●	○	○	●	○	●	○	●	○	○	○	○	○	○	●	●	○	●
	<i>background-repeat</i>	○	●	○	○	●	○	●	○	●	○	○	○	○	○	○	●	●	○	●
	<i>background-position</i>	○	●	○	○	●	○	●	○	●	○	○	○	○	○	○	●	●	○	●
	<i>background-size (px)</i>	○	●	○	○	○	○	●	○	●	○	○	○	○	○	○	●	●	○	●
	<i>background-size (%)</i>	○	●	○	○	○	○	●	○	●	○	○	○	○	○	○	●	●	○	●
	<i>background-size :cover</i>	○	●	○	○	○	○	●	○	●	○	○	○	○	○	○	●	●	○	●
	<i>background-size :contain</i>	○	●	○	○	○	○	●	○	●	○	○	○	○	○	○	●	●	●	●
background - table	<i>background- color</i>	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
	<i>background-image</i>	●	●	●	●	●	○	●	○	●	●	●	●	●	●	●	●	●	●	●
	<i>background-repeat</i>	●	●	●	●	●	○	●	○	●	●	●	●	●	●	●	●	●	●	●
	<i>background-position</i>	●	●	●	●	●	○	●	○	●	●	●	●	●	●	●	●	●	●	●



Results of research > Web applications

css properties / email clients		ONET.PL	WP.PL	FASTMAIL.DE	FREENET.DE	GMX	HUSHMAIL - PAID	INBOX.COM	LAPOSTE.FR	ICLOUD.COM	MAIL.RU	MYNET.COM	RAMBLER.RU	T-ONLINE.DE	YANDEX.RU	ZOHO MAIL	CITROMAIL.HU	INDAMAIL.HU	ATLAS.CZ	FREEMAIL.HU
background - td	<i>background-size (px)</i>	●	●	●	●	○	○	●	○	●	●	●	●	●	●	●	●	●	●	●
	<i>background-size (%)</i>	●	●	●	●	○	○	●	○	●	●	●	●	●	●	●	●	●	●	●
	<i>background-size: cover</i>	●	●	●	●	○	○	●	○	●	●	●	●	●	●	●	●	●	●	●
	<i>background-size: contain</i>	●	●	●	●	○	○	●	○	●	●	●	●	●	●	●	●	●	●	●
	<i>background-color</i>	●	●	●	●	●	●	●	○	●	●	●	●	●	●	●	●	●	●	●
	<i>background-image</i>	●	●	●	●	●	●	●	○	●	●	●	●	●	●	●	●	●	●	●
	<i>background-repeat</i>	●	●	●	●	●	○	●	○	●	●	●	●	●	●	●	●	●	●	●
	<i>background-position</i>	●	●	●	●	●	○	●	○	●	●	●	●	●	●	●	●	●	●	●
	<i>background-size (px)</i>	●	●	●	●	○	○	●	○	●	●	●	●	●	●	●	●	●	●	●
	<i>background-size (%)</i>	●	●	●	●	○	○	●	○	●	●	●	●	●	●	●	●	●	●	●



Results of research > Web applications

css properties / email clients	ONET.PL	WP.PL	FASTMAIL.DE	FREENET.DE	GMX	HUSHMAIL - PAID	INBOX.COM	LAPOSTE.FR	ICLOUD.COM	MAIL.RU	MYNET.COM	RAMBLER.RU	T-ONLINE.DE	YANDEX.RU	ZOHO MAIL	CITROMAIL.HU	INDAMAIL.HU	ATLAS.CZ	FREEMAIL.HU
<i>background-size: cover</i>	●	●	●	●	○	○	●	○	●	●	●	●	●	●	●	●	●	●	●
<i>background-size: contain</i>	●	●	●	●	○	○	●	○	●	●	●	●	●	●	●	●	●	●	●
<i>display: block</i>	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
<i>display: inline</i>	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
<i>display: inline-block</i>	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
<i>display: none</i>	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
style tag																			
<code><style></style></code> tag in section<head>	●	●	●	●	●	●	●	●	○	○	●	●	○	○	○	○	●	○	●
<code><style></style></code> tag in section<body>	○	●	●	●	●	○	●	●	○	○	○	●	○	○	○	○	●	○	●



Results of research > Web applications

css properties / email clients	ONET.PL	WP.PL	FASTMAIL.DE	FREENET.DE	GMX	HUSHMAIL - PAID	INBOX.COM	LAPOSTE.FR	ICLOUD.COM	MAIL.RU	MYNET.COM	RAMBLER.RU	T-ONLINE.DE	YANDEX.RU	ZOHO MAIL	CITROMAIL.HU	INDAMAIL.HU	ATLAS.CZ	FREEMAIL.HU
link tag																			
<style></style>tag in section<head>	○	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
<style></style> tag in section<body>	○	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
web fonts																			
external font -> link	●	●	○	○	○	○	●	○	○	○	○	○	○	○	○	○	●	○	●
external font -> @import in head	○	●	○	○	○	○	●	○	○	○	○	○	○	○	○	○	○	○	●
external font -> @import in body	○	●	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○	○
@Font-Face	●	●	○	○	○	○	●	○	○	○	○	○	○	○	○	○	●	○	●
selectors																			
e	●	●	●	●	●	●	●	●	○	○	●	●	○	○	○	●	●	○	●
*	○	○	●	●	●	●	●	●	○	○	●	●	○	○	○	●	●	○	●



Results of research > Web applications

css properties / email clients

	ONET.PL	WP.PL	FASTMAIL.DE	FREENET.DE	GMX	HUSHMAIL - PAID	INBOX.COM	LAPOSTE.FR	ICLOUD.COM	MAIL.RU	MYNET.COM	RAMBLER.RU	T-ONLINE.DE	YANDEX.RU	ZOHO MAIL	CITROMAIL.HU	INDAMAIL.HU	ATLAS.CZ	FREEMAIL.HU
<i>e > f</i>	●	●	●	●	●	●	●	●	○	○	●	●	○	○	○	●	○	○	●
<i>e:link</i>	●	●	●	●	●	●	●	○	○	○	●	●	○	○	○	●	○	○	●
<i>e:active</i>	●	●	○	●	●	●	●	○	○	○	●	●	○	○	○	●	○	○	●
<i>e:hover</i>	●	●	○	●	●	●	●	○	○	○	●	●	○	○	○	●	○	○	●
<i>e:focus</i>	●	●	○	○	○	●	●	●	○	○	●	●	○	○	○	●	●	○	●
<i>e+f</i>	●	●	○	●	○	○	●	○	○	○	●	●	○	○	○	●	●	○	●
<i>e[foo]</i>	●	●	●	●	●	●	●	●	○	○	●	●	○	○	○	●	●	○	●
<i>e.className</i>	●	●	●	●	●	●	●	●	○	○	●	●	○	○	○	●	●	○	●
<i>e#id</i>	●	●	●	●	●	●	●	●	○	○	●	●	○	○	○	●	●	○	●
<i>e:first-line</i>	●	●	○	●	●	●	●	●	○	○	●	●	○	○	○	●	●	○	●
<i>e:first-letter</i>	●	●	○	●	●	●	●	●	○	○	●	●	○	○	○	●	●	○	●



Results of research > Web applications

css properties / email clients

ONET.PL	WP.PL	FASTMAIL.DE	FREENET.DE	GMX	HUSHMAIL - PAID	INBOX.COM	LAPOSTE.FR	ICLOUD.COM	MAIL.RU	MYNET.COM	RAMBLER.RU	T-ONLINE.DE	YANDEX.RU	ZOHO MAIL	CITROMAIL.HU	INDAMAIL.HU	ATLAS.CZ	FREEMAIL.HU
---------	-------	-------------	------------	-----	-----------------	-----------	------------	------------	---------	-----------	------------	-------------	-----------	-----------	--------------	-------------	----------	-------------

border properties

border



border-color



border-collapse



border-spacing



border-style



border-width



lists

list-style-position



list-style-type





Results of research > Web applications

css properties / email clients

ONET.PL	WP.PL	FASTMAIL.DE	FREENET.DE	GMX	HUSHMAIL - PAID	INBOX.COM	LAPOSTE.FR	ICLOUD.COM	MAIL.RU	MYNET.COM	RAMBLER.RU	T-ONLINE.DE	YANDEX.RU	ZOHO MAIL	CITROMAIL.HU	INDAMAIL.HU	ATLAS.CZ	FREEMAIL.HU
---------	-------	-------------	------------	-----	-----------------	-----------	------------	------------	---------	-----------	------------	-------------	-----------	-----------	--------------	-------------	----------	-------------

fonts

font-family

font-size

font-style

font-variant

font-weight

margin and padding

margin (works only with block elements)

padding

text properties

color

direction



Results of research > Web applications

css properties / email clients		ONET.PL	WP.PL	FASTMAIL.DE	FREENET.DE	GMX	HUSHMAIL - PAID	INBOX.COM	LAPOSTE.FR	ICLOUD.COM	MAIL.RU	MYNET.COM	RAMBLER.RU	T-ONLINE.DE	YANDEX.RU	ZOHO MAIL	CITROMAIL.HU	INDAMAIL.HU	ATLAS.CZ	FREEMAIL.HU
letter-spacing		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
line-height		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
text-align		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
text-decoration		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
text-indent		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
text-transform (uppercase)		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
word-spacing		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
white-space		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	○	●	●
positioning																				
bottom		●	●	●	●	●	○	●	●	●	○	○	●	●	●	○	●	●	●	●
clear		●	●	●	●	●	●	●	●	●	○	●	●	●	●	○	●	●	●	●
clip		●	●	○	●	○	○	●	○	●	○	○	●	○	○	○	●	●	●	●



Results of research > Web applications

css properties / email clients		ONET.PL	WP.PL	FASTMAIL.DE	FREENET.DE	GMX	HUSHMAIL - PAID	INBOX.COM	LAPOSTE.FR	ICLOUD.COM	MAIL.RU	MYNET.COM	RAMBLER.RU	T-ONLINE.DE	YANDEX.RU	ZOHO MAIL	CITROMAIL.HU	INDAMAIL.HU	ATLAS.CZ	FREEMAIL.HU
float		●	●	●	●	●	○	●	●	●	●	●	●	●	○	●	●	●	●	●
left		●	●	●	●	●	○	●	●	●	○	○	●	●	○	○	●	●	●	●
position		●	●	●	●	●	○	●	●	●	○	○	●	●	○	○	●	●	●	●
right		●	●	●	●	●	○	●	●	●	○	○	●	●	○	○	●	●	●	●
top		●	●	●	●	●	○	●	●	●	○	○	●	●	○	○	●	●	●	●
vertical-align		●	●	●	●	●	○	●	●	●	●	●	●	●	●	●	●	●	●	●
z-index		●	●	○	●	●	○	●	●	●	○	○	●	○	○	○	●	●	○	●
dimension																				
height		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
width		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
min-height (works only with block elements)		○	●	●	○	●	○	●	○	●	●	●	●	○	●	●	●	●	●	○
min-width		●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●



Results of research > Web applications

css properties / email clients		ONET.PL	WP.PL	FASTMAIL.DE	FREENET.DE	GMX	HUSHMAIL - PAID	INBOX.COM	LAPOSTE.FR	ICLOUD.COM	MAIL.RU	MYNET.COM	RAMBLER.RU	T-ONLINE.DE	YANDEX.RU	ZOHO MAIL	CITROMAIL.HU	INDAMAIL.HU	ATLAS.CZ	FREEMAIL.HU
other properties																				
	<i>cursor</i>	●	●	●	●	●	○	●	●	●	●	●	●	●	●	●	●	●	●	●
	<i>empty-cells</i>	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
	<i>opacity</i>	●	●	●	●	○	○	●	●	●	●	●	●	●	○	●	●	●	●	●
	<i>outline</i>	●	●	●	●	●	○	●	○	●	●	●	●	●	○	●	●	●	●	●
	<i>overflow</i>	●	●	●	●	○	●	●	●	●	●	●	●	●	●	●	●	●	●	●
	<i>box resize</i>	●	●	●	●	○	○	●	●	●	●	●	●	●	○	●	●	○	●	●
	<i>visibility</i>	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
gradients																				
	<i>gradient - email background</i>	○	●	●	●	○	○	●	○	●	●	●	●	●	○	●	●	●	●	●
	<i>gradient - button</i>	○	●	●	●	○	○	●	○	●	●	●	●	●	○	●	●	●	●	●



Results of research > Web applications

css properties / email clients

ONET.PL
WP.PL
FASTMAIL.DE
FRENET.DE
GMX
HUSHMAIL - PAID
INBOX.COM
LAPOSTE.FR
ICLOUD.COM
MAIL.RU
MYNET.COM
RAMBLER.RU
T-ONLINE.DE
YANDEX.RU
ZOHOMAIL
CITROMAIL.HU
INDAMAIL.HU
ATLAS.CZ
FREEMAIL.HU

CSS 3 and HTML 5

<canvas>



border-radius



box-shadow



box sizing (border-box)



multiple background Images



transition



multiple Columns



<svg>



text-shadow



<video>





Results of research > Web applications

css properties / email clients	ONET.PL	WP.PL	FASTMAIL.DE	FREENET.DE	GMX	HUSHMAIL - PAID	INBOX.COM	LAPOSTE.FR	ICLOUD.COM	MAIL.RU	MYNET.COM	RAMBLER.RU	T-ONLINE.DE	YANDEX.RU	ZOHO MAIL	CITROMAIL.HU	INDAMAIL.HU	ATLAS.CZ	FREEMAIL.HU
animation																			
animated gif	●	●	●	●	●	●	●	●	●	●	●	●	●	○	●	●	●	●	●
responsive																			
RED																			
Media Queries																			
colors																			
HEX	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
RGB	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
RGBa	●	●	●	●	○	○	○	●	○	●	●	●	●	●	●	●	●	●	●
HSL	●	●	●	●	○	○	○	●	○	●	●	●	●	●	●	●	●	●	●
HSLa	●	●	●	●	○	○	○	●	○	●	●	●	●	●	●	●	●	●	●



Useful links

- <http://freshmail.com/blog/>
- <https://www.emailonacid.com/blog>
- <https://litmus.com/blog/>
- <http://www.emaildesignreview.com/>
- <http://freshinbox.com/blog/>
- <http://blog.returnpath.com/>



About FreshMail

FreshMail gives you everything you need to communicate with your subscribers.

FreshMail is a cutting edge, intuitive and professional system for email marketing rich in optimization tools that make running an email campaign a snap. You'll also find an updated version of FreshMail Designer, which enables you to make professional quality newsletters. You can easily edit and customize them in FreshMail's template library. Another particularly outstanding feature in FreshMail is autoresponders, thanks to which you can streamline your sales and give your customer relations a new and more effective dimension.



The greatest advantages of FreshMail are an easy to use interface, simple integration with other platforms, expanded reports integrated with Google Analytics and a team of professionals who specialize in complex services for email marketing. FreshMail's team of experts approach their mission of helping you to get great results from your email marketing with passion and a desire to ensure the satisfaction of their customers.



Email marketing services

FreshMail is not only an email marketing tool but also a team of professionals whose work has been recognized with multiple industry awards.

What can we offer you?

Email marketing communication strategy

We will analyse your online communication and optimise your existing methods of getting information about your customers as well as propose new ones. We will take a closer look at your products and customer base and suggest ways to segment it in order to more precisely target your marketing communication.

Building a subscriber list

Tell us what kind of data you want to collect and we will construct an effective strategy to get new addresses for your database.

Campaign planning

If you don't have your own database there are services that can arrange for you to use an external database for your campaign.

Creation

Do you know how important a well designed email campaign is? A great message can have a multiplier effect on the number of clicks that your campaign can deliver and as well as ensure that your newsletter will be better remembered by your subscribers. And this is just the beginning of what FreshMail can do for you. Real email marketing is about establishing an ongoing relationship with a customer.



Reports in FreshMail



Help us out!

The purpose of this report is to help in the use and design of email templates. Any constructive criticism or observations are welcome. We invite any Front End Developers interested in working on the next version of the report to contact us at css@freshmail.com

Try out FreshMail!

Open a free account

www.freshmail.com



sales@freshmail.com



+44 20 3598 4805