SPECIFICATIONS

TRUSTEDDIALOG

trustedDialog ensures Trust in Digital Mailboxes

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1.   Fact Sheet

With trustedDialog all commercial e-mails sent to WEB.DE, GMX, 1&1, freenet and Deutsche Telekom mailboxes go through a multi-stage authentication and integrity check.

Your benefits as a trustedDialog customer:

- ▪   **Great trust in the authenticity of the sender**
- ▪   **Eye-catching seal and logo in your customers' mailbox**
- ▪   **Increase important key figures, such as opening and click-through rates**
- ▪   **Videos can be viewed directly in your inbox: no external links necessary**

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2. Specifications for Video Integration and Responsive Display

2.1. General Provisions

- A signed trustedDialog contract is required for use.

- United Internet Media provides the technology required for displaying video and responsive content.

- United Internet Media does not provide hosting services for any content.

2.2. Integration of a Video; YouTube as an Example

- Code-Syntax:
  ```
  <a href="{https-url}">
  <img
      style="width: {width}px; height: {height}px"
      data-media-type="iframe"
      data-media-url="{https-iframe-url}"
      src={https-image-url}
  /><a/>
  ```

- Code-example:
 ```
  <a href=" https://www.youtube.com/xxxyoutubecodexxx ">
  <img
      style="width: 560px; height: 315px"
      data-media-type="iframe"
      data-media-url="https://www.youtube.com/embed/xxxyoutubecodexxx"
      src=https://www.domain.com/path/file.gif
  /><a/>
  ```

- The above "img" code is used to include a video. Entering the "data-media-type" and "data-media-url" attributes specifies that the video will be included as an iFrame. trustedDialog converts this "img" tag and delivers the iFrame with fall-back graphics.

- **<a href="https://www.youtube.com/xxxyoutubecodexxx"><a/>**
  If the fall-back graphic is played, it will be clickable. In this case, the user is forwarded to the address in quotation marks. The customer may insert an <u>URL of their choice.</u>

- **Attribute style-"width=560px"**
  Width of the iFrame, which can be adjusted according to the desired size. Please enter pixel values instead of "width=auto".

- **Attribute style-"height=315px"**
  Height of the iFrame, which can be adjusted according to the desired size. Please enter pixel values instead of "width=auto".

- **Attribute "data-media-type="iframe"**
  Specifies that an iFrame should be created.

- **Attribute "data-media-url=https://www.youtube.com/embed/xxxyoutubecodexxx"**

  - Includes a path to the iFrame content (video).

  - We recommend using YouTube content (please use an embed link).

  - It is imperative that an https reference is entered in the "src" attribute. Http is not sufficient. Only https references can be loaded in web-mail clients since they make content available via https.

- **Attribute src=https://www.domain.com/path/file.gif**
  Specification of a graphic file: e.g. JPG, PNG, GIF, GIF (animated)

  - In the event that the iFrame is not supported by the recipient's e-mail client, this graphic serves as a fall-back solution.

  - An https reference must also be used for the image.

  - The following iFrame attributes are permitted:
    isrc,border,width,leftmargin,topmargin,rightmargin,bottommargin,margin,allowtransparency,marginheight,marginwidth,
    height,style,frameborder,scrolling

## 2.3.    Responsive Video Integration

- An image tag is used to integrate a video. The image tag contains specific United Internet Dialog attributes and, as a result, can be recognised and converted in a video iFrame.

- Example code:
  ```
  <img
   style="width: 300px; height: 160px; border: 0;"
   data-media-type="iframe"
   data-media-url="https://www.youtube.com/embed/ZwwS4YOTbbw"
   src=https://placehold.it/300x160&text=Video+goes+here
  />
  ```

- **Attribute "style" = CSS**
  CSS definitions that are also assumed for the iFrame tag, e.g. for width, height and the border of the iFrames

- **Attribute "data-media-type" = iFrame**
  "iFrame" is shown here as a mandatory entry

- **Attribute "data-media-url" = URL**
  Mandatory entry: URL that is loaded in the iFrame

- **Attribute "src" = URL**
  Mandatory entry: Backup image in case the iFrame cannot be loaded in mail client.

- It is also possible to give the image tag an id attribute and to reference it in CSS code. In this way, certain monitor sizes (responsive) can be catered to. For example, the video display in iFrame can be hidden for smartphones and a clickable graphic shown in its place.

- Example of a template:
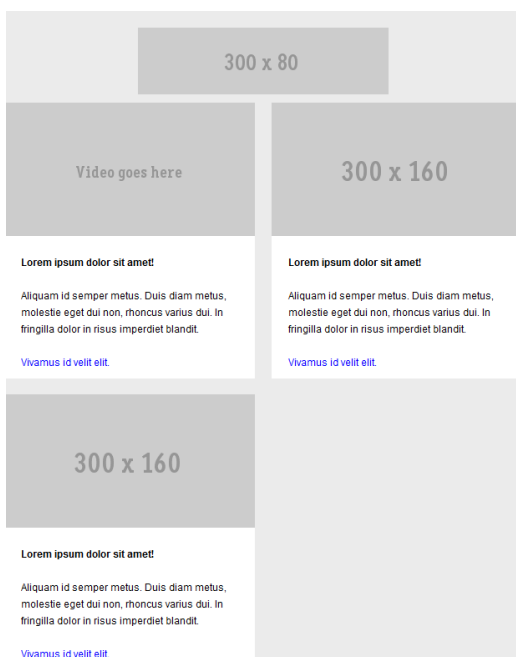
## 3. Quality Control

### Video Integration

- The following example iFrame was tested on the WEB.DE, GMX, 1&1, freenet and T-Online platforms for the following browsers and devices:

    - iFrame: check if the YouTube-Video is referenced via https.

    - Check the display in the most common browsers (IE 11.0, Firefox 70, Chrome 77, Safari 13)

    - Check the display via desktop web client, mobile browsers, apps and the native client on Android 9 and iOS 13 smartphones as well as the iOS 13 tablet.

- Customers should perform their own quality control checks. United Internet Media does not guarantee that the video content will be displayed correctly.

### Responsive (Video) Integration

- The following example iFrame was tested on the WEB.DE, GMX and 1&1 platforms for the following browsers and end devices:

    - Check how content is displayed in the most common browsers (IE 11.0, Firefox 70, Chrome 77, Safari 13)

    - Check how content is displayed in the desktop web client, mobile browsers, apps and the native client on Android 9 and iOS 13 smartphone as well as iOS 13 tablet.

- Customers should perform their own quality control checks. United Internet Media does not guarantee that the video content will be displayed correctly.

## 4. Responsibility for E-mail Content

- To ensure quality control, United Internet Media hereby states that all framework conditions for trustedDialog must be complied with for all domains.

- The customer ensures that no ESP customer data is extracted from emails sent via trustedDialog. The customer undertakes to fully comply with the data protection requirements and to ensure user protection at all times. The customer acknowledges that UIM will not transfer any personal user data to the customer and undertakes to observe and comply with the applicable data protection law requirements in the country where trustedDialog is utilised to the full extent. The customer undertakes to ensure that its employees and contracted third parties also fulfil this obligation.

- Specification of the HTML snippets

    - The layout of mail content (HTML snippets) between the header and footer can be arranged as desired.

    - We recommend using "div's" and "inline-styles" as well as "line-height". Other styles may be overwritten by GMX styles.

    - The following guidelines are binding for the HTML code to be delivered:

        - Valid source text as of HTML 4.0

        - Hard-coded umlauts and special characters

        - Inline styles (in conformance with CSS 2.0) directly in the HTML tags (e.g.  <font style="…"> or <div style="…">)

        - All HTML tags are in lower case letters (e.g. <div> not <DIV>)

        - Externally integrated images (<img src="https://...">)

Please note that CSS on the e-mail display page impacts your HTML and the display, which is the reason that we generally recommend working with div containers instead of <tables>.

**The following is not permitted:**

- Integration of external stylesheets (<style type="text/css"> … </style>).

- Use of any script languages (e.g. JavaScript) and DHTML as external referencing.

- Use of (hidden) forms whose data is collected externally.

- Integration of "background images" (< ... bg-image="…">).

- Use of all flash and shockwave elements as external referencing.

- Use of unicodes in source text (no euro symbol: in this case, EUR is to be used).

- No copyright symbols; please use "copyright by" instead.

- Setting a "base target".

## 5.  Overview of Video Display Capabilities within E-mails across different Platforms

| | web client | | | | |
|---|---|---|---|---|---|
| | **Edge 42** | **IE 11.0** | **Firefox ESR 60.8** | **Chrome 77** | **Safari 10.14** |
| **WEB.DE** | √ | √ | √ | √ | √ |
| **GMX** | √ | √ | √ | √ | √ |
| **freenet** | fallback | fallback | fallback | fallback | fallback |
| **T-Online** | fallback | fallback | fallback | fallback | fallback |
| **1&1** | fallback | fallback | fallback | fallback | fallback |

| | mobile browser | | | app | | |
|---|---|---|---|---|---|---|
| | **Android (smartphone & tablet)** | **iOS smartphone** | **iOS tablet** | **Android (smartphone & tablet)** | **iOS smartphone** | **iOS tablet** |
| **WEB.DE** | √ | √ | √ | fallback | fallback | fallback |
| **GMX** | √ | √ | √ | fallback | fallback | fallback |
| **freenet** | fallback | fallback | fallback | fallback | fallback | fallback |
| **T-Online** | footer text | footer text | fallback | fallback | fallback | fallback |
| **1&1** | fallback | fallback | fallback | fallback | fallback | fallback |

√: video is displayed correctly
fallback: fallback image is displayed (GIF possible)
footer-text: email is formatted and displayed without video

**Last updated: May 2020**
**Used devices:**
Android 9
iOS 13

**Software version:**
**iOS:**
Safari iOS 13
WEB.DE App 7.8
GMX App 7.8
1&1 App 7.7.1
freenet App 3.6.4
T-Online App 3.6.8

**Android:**
Chrome 35.0.1916.141
WEB.DE App 6.9
GMX App 6.9
1&1 App 6.8.4
freenet App 3.3.7
T-Online App 2.0.7

We recommend to use a meaningful first frame that resembles the fallback image.

## 6. Top 10 Tips for a Successful Video Integration

1. **The goal of video integration**
   Think in advance if your e-mail campaign should be branding or sales-oriented and plan your further campaign steps accordingly.

2. **Video length**
   Keep it short and simple. 30 seconds are more than enough to get your message across.

3. **Videos content**
   Your customer is king: provide a specific attractive offer that presents the customer a clear advantage.

4. **Composition of HTML and video**
   Make sure that the message of the video and the other structure of the HTML are consistent with each other and thus a clear statement is protagonized.

5. **General structure of a video mail**
   Do not overstrain your user, follow the KISS principle*. (* keep it short and simple)

6. **Placement of the video within the mailing**
   If you want to captivate the user with the video immediately, place the video in the upper visible area, so the video is perceived immediately.

7. **Choosing the right subject line**
   Make your users curious and draw their attention to the video in your subject line, e.g.: "Watch the latest video premiere here"

8. **Frequency of trustedDialog video mailings**
   A video mailing is suitable for special promotions and offers - so use the video mailing targeted and focused (for example in your weekly newsletter).

9. **Classification of video mailings within the e-mail marketing mix**
   Video mailing is not a replacement of a static image-text mailing, but a targeted, focused extension of your classic e-mail dialogue.

10. **What to do if there is no video**
    No problem, contact us and we will help you to find a suitable video provider.

# Any Further Questions?

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