



EBOOK

Accessibility in the inbox

Delivering a better email experience for all



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Introduction

Whether you're designing emails, writing code, or planning strategies, the best marketers strive to see things through their customers' eyes.

That's not always easy. **Every customer has different needs and preferences**, which is exactly what makes email such a powerful marketing tool. Marketers can segment their lists for different audiences and even personalize the email experience for individuals.

Among every email list are groups who tend to be forgotten and marginalized. That includes subscribers with various disabilities. **Many of these people rely on email**. It might be to learn about a special promotion, or they might use email to receive life-saving information.

During the 2020 COVID-19 pandemic, the [United Nations released a statement](#) on the barriers disabled persons faced during that difficult time:



"People with disabilities are among the hardest hit by COVID-19. They face a lack of accessible public-health information, significant barriers to implementing basic hygiene measures, and inaccessible health facilities ...

Looking to the future, we have a unique opportunity to design and implement more inclusive and accessible societies."

UN Secretary-General António Guterres



As marketers look to the future, they must consider what it takes to design an accessible email experience for every subscriber.

To learn more, Mailjet worked with [Ascend2](#) to survey the marketing community on matters relating to email accessibility. We're releasing the results along with insights from accessibility experts and advocates.

In this exclusive report you'll discover:

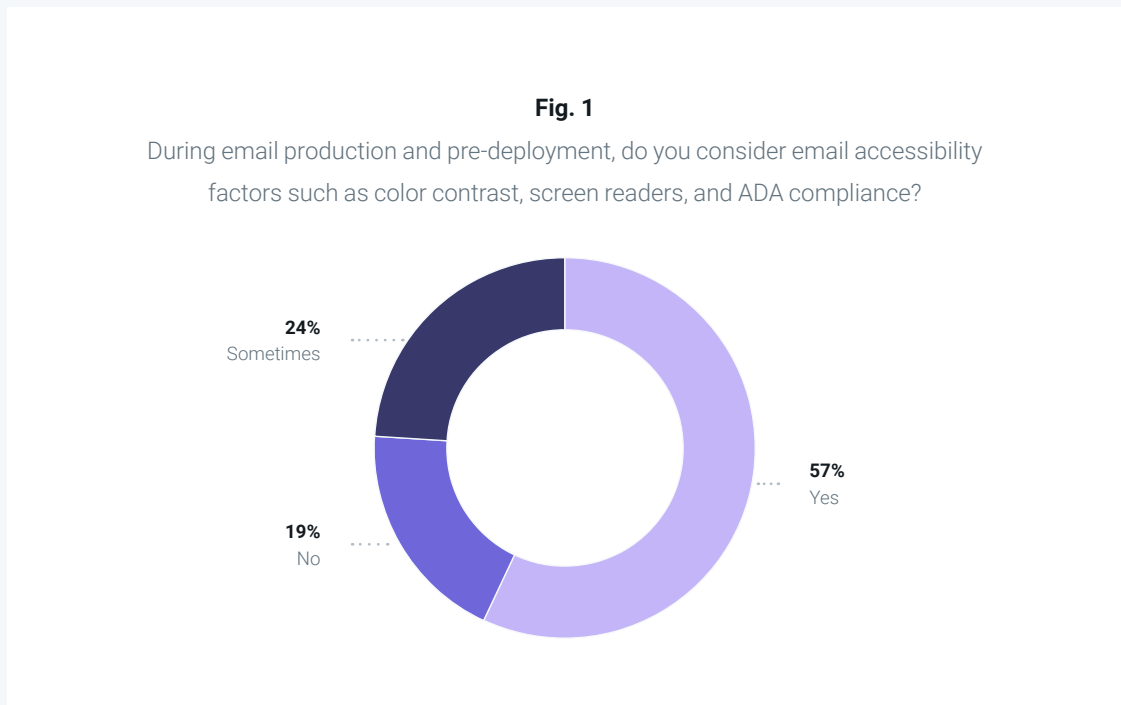
- How marketers approach email accessibility
- Where there is room for improvement
- Subscribers' email accessibility preferences
- Ways to consider accessibility from start to finish



PART 1

Do email marketers consider accessibility?

The first thing we set out to learn was whether marketers had email accessibility on their minds at all.



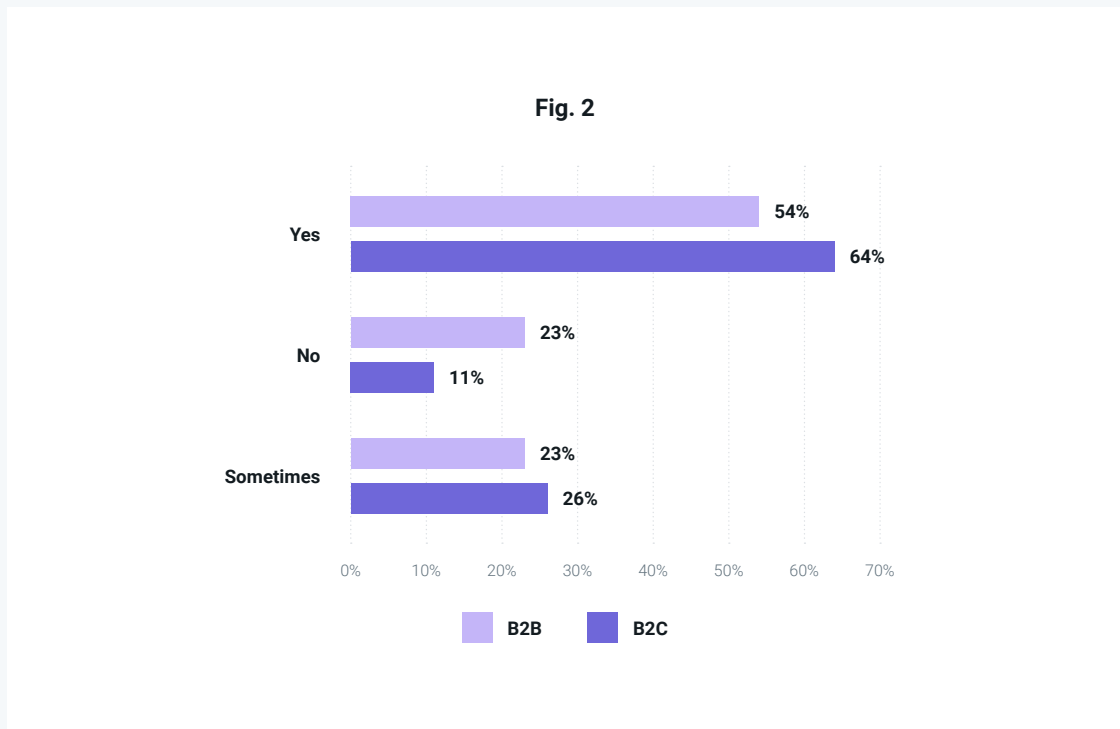
Just over 80% of those surveyed claimed they consider email accessibility at least some of the time, while 19% said they do not.

Those numbers break down somewhat differently when comparing company size and target audience.



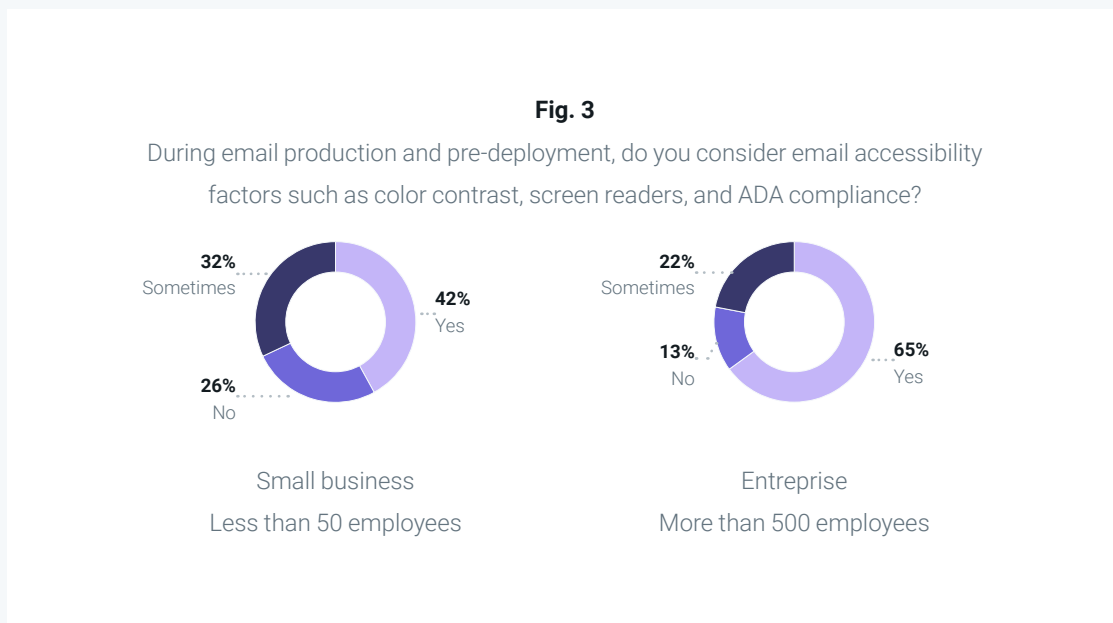
Target audience

At 64%, B2C marketers were 10% more likely to regularly consider email accessibility than B2B marketers (54%). This might not be surprising, but there's no reason to assume accessibility is less important to B2B email subscribers. For example, if you know that a B2B audience tends to skew older, vision impairment is an important consideration.



Company size

Another picture emerges when the survey are filtered by company size. While 65% of enterprise organizations consistently consider email accessibility, just 42% of marketers at small businesses said the same. In fact, **more than a quarter of SMB marketers said they don't consider accessible emails at all.**



Several challenges might keep smaller companies from addressing email accessibility. That includes time and resources as well as knowledge of the issue and its importance. They might not be aware of how easy and affordable it is to address many factors of email accessibility.

While it was encouraging to see that a significant percentage of marketers seem to be thinking about creating accessible emails, we still had many questions. Specifically, we wanted to know **what marketers do to make their emails accessible.**

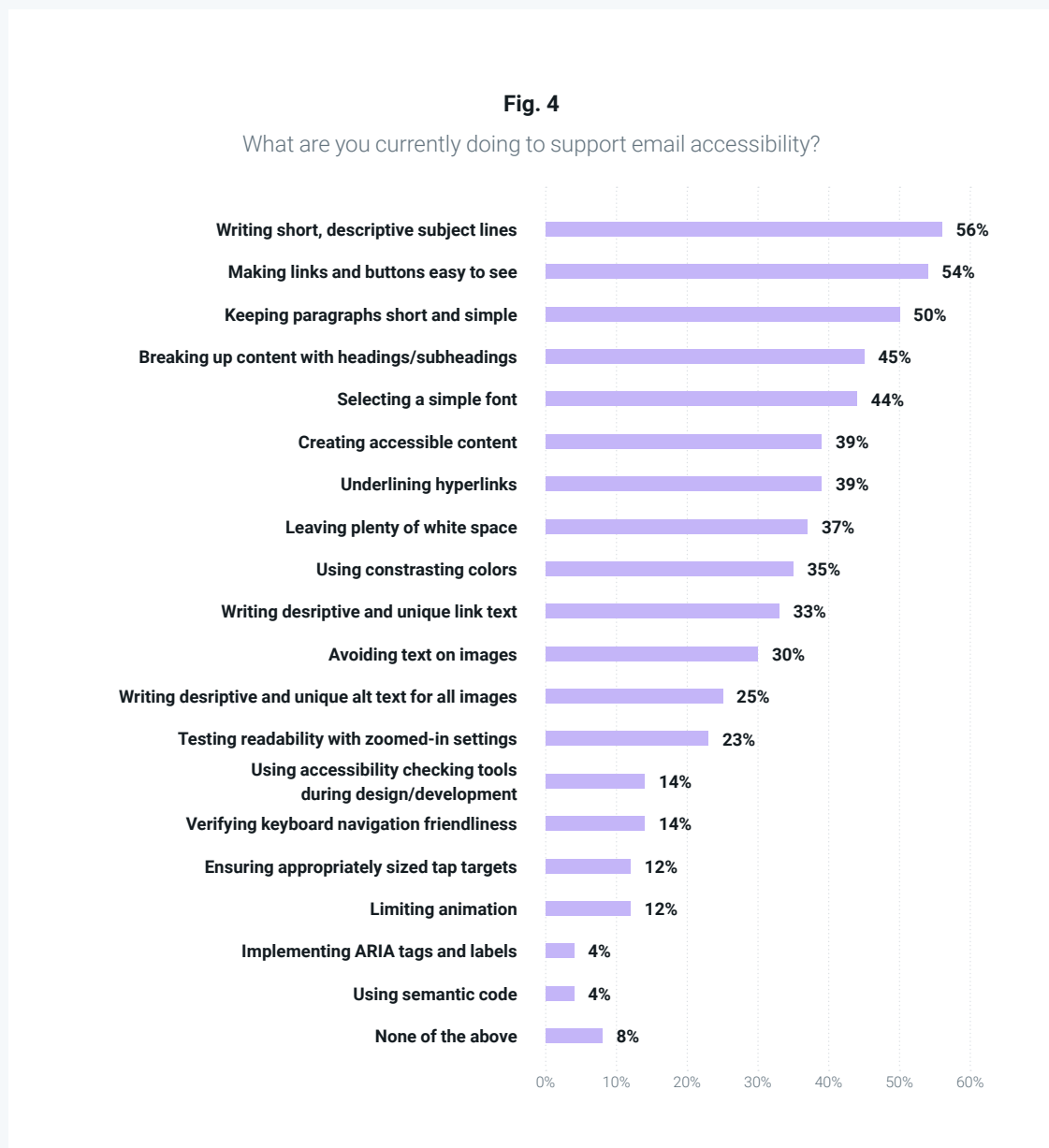


PART 2

Supporting email accessibility

When it comes to email accessibility, are marketers walking the walk or just talking the talk?

Mailjet followed up on the initial survey with three more questions to get more detail on how organizations are making emails accessible and where there are opportunities to do more. We provided respondents with a list of nearly 20 ways to support accessible email experiences.



The survey allowed participants to select all options that applied to their email production processes, and the results were very telling. A close look at the most popular means of support shows many email marketers ignore some very important accessibility factors. Following are the accessibility considerations marketers identified most:

1. **Writing short descriptive subject lines** (56%).
2. **Making links and buttons easy to see** (54%).
3. **Keeping paragraphs short and simple** (50%).
4. **Breaking up content with headings/subheadings** (45%).
5. **Selecting a simple font** (44%).

What these five factors have in common is that they're all related to the readability and usability of an email. While all of these things are important and support an accessible experience, more can and should be done.



*"So many of the most-selected options are basics of good design.
In my opinion, these are just best practices for email."*

Elise Georgeson, UX Designer



Designing an email that's easy for the average subscriber to read and engage with is something everyone should already be doing. And while white space, short paragraphs, and a simple font support accessibility, there are other simple things many marketers could add to their efforts.



"The one constant was that everyone feels some of these accessibility factors are important. But, when it came time to actually check and test, that number was very small."

James White, Software Developer

Use of testing tools

Testing for accessibility is one simple step that would help email marketers make improvements.

Of the marketers surveyed, **just 14% reported using accessibility testing tools** during design and development. That means they might rely on best practices and assume it's enough to address accessibility.

Only 14%

of marketers reported using **accessibility testing tools**.



Color contrast

A particularly easy item that fell in the middle of the list of options is **color contrast**. Only 35% of survey respondents said they were considering color contrast in email design.

Many email marketers may feel their hands are tied by brand style guides.



“A lot of times, those colors are pre-selected and they’re part of the brand. Email marketers can’t come along and say, ‘We’re changing all of this because it needs to be more accessible.’ That needs to be a larger conversation.”

Laura Horkey, Email Marketing Specialist

Of course, brand guidelines are just that – guidelines.

Use of testing tools

Alternative text for images is another simple way to support email accessibility. Yet only a quarter of survey respondents reported doing this. The primary purpose of alt text (AKA alt tags or alt descriptions) is to describe an image. This helps screen reading software interpret graphics for people with vision impairments or blindness. The text also shows up when images fail to load in browsers and email clients.

Sometimes alt text is used for search engine optimization (SEO), and marketers try to include keywords to improve their rankings. However, it’s important to remember that is not the attribute’s true intent. Alt text should accurately reflect the image and describe it in a useful way.

Elise Georgeson suggests that writing image alt text should be the responsibility of content creators and copywriters who understand how to use words clearly and descriptively



Other accessibility improvements

Other accessibility improvements require coding knowledge. These factors fall on the shoulders of email developers, and they also appear near the bottom of the list in this survey.

That includes **appropriately sized tap targets** for mobile accessibility (12%) and **keyboard navigation friendliness** for subscribers using screen readers (14%). Most notably, only 4% of survey respondents said they use **semantic HTML or ARIA** labels during email development.



“If you’re not going for the low-hanging fruit like color contrast, alt text, and other things, there’s no way you’ll be compliant with accessibility guidelines. Sending emails without addressing accessibility basics means you’re losing a chunk of your base and wasting time developing marketing materials.”

James White, Software Developer

While this might stem from a lack of email developers among the survey respondents, there’s still a learning curve when it comes to using semantic markup. Fortunately, the email geek community is full of developers who want to know more about accessibility.



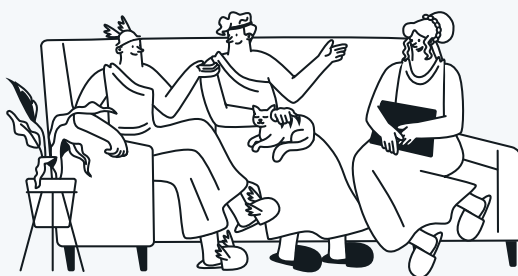


“Learning how to write accessible code is a hot topic among email developers. That includes conversations about how to use semantic HTML to write code for screen readers.”

Megan Boshuyzen, Email Developer

The bottom line is that there is plenty of room for improvement – even in the basic areas. If fewer than half of marketers are using headings in their email content, there’s still work to be done to spread the word about email accessibility.

What’s needed first is a foundation for understanding different types of disabilities and how they impact the way people experience emails.



PART 3

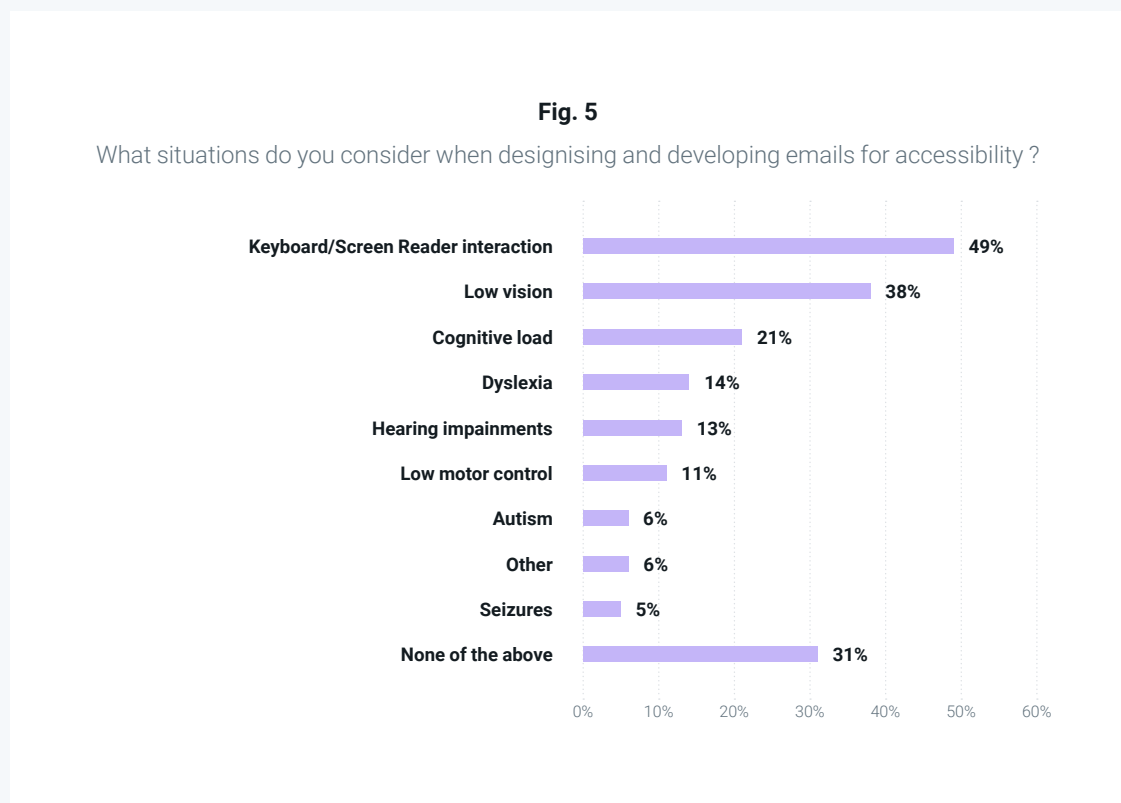
Addressing different disabilities

People with disabilities are diverse and have a wide variety of needs. When it's time to open and interact with an email, different disabilities present unique challenges.

When striving for a more accessible email, marketers need to imagine what people with certain disabilities might encounter in their inboxes. Our next survey question asked participants to select the impairments they keep in mind during email production.

More than 30% of marketers said they aren't considering any specific situations or disabilities. Interestingly, that is significantly higher than the 19% who said they don't consider accessibility at all ([Fig 1](#)), and far more than the 8% who admitted they weren't doing anything specific for accessibility during email design and development ([Fig. 2](#)).

If you don't understand what certain subscribers are going through, how will you optimize the email experience for them? Let's take a closer look at how disabilities might impact the email experience.





Vision impairments

Topping the list of situations marketers do consider for email accessibility is keyboard/screen reader interaction (49%) and low vision (38%). It makes perfect sense that these issues are acknowledged most often. Email is a visual medium that requires reading.

It's usually people who are blind or have severe visual impairment who use screen readers to help them access the web and their email. Those subscribers often use keyboard commands to navigate through and interact with email content.

While it's encouraging to see such a high result for this consideration, there's a disconnect that brings it into question. The use of **semantic HTML code is important when developing emails for screen reader interaction**. Yet, only 4% of survey respondents said they were using it. And, only 14% said they check for keyboard navigation friendliness.

Screen readers also use alt text to describe images. But remember, only 25% of marketers in this survey claimed to be adding alt text for email images.

For the 38% of marketers who say they're considering low vision, important accessibility factors include font choice/size, color contrast, and checking zoom settings. There are millions of people around the world with problems from glaucoma to color vision deficiency. Designing emails with low vision impairments in mind is an area where usability and accessibility intersect.



Cognitive load and neurological issues

Cognitive load refers to the brain processing power that's required to consume and understand content in an email. A key consideration for cognitive load is avoiding the tendency to overwhelm people with information.



"The one constant was that everyone feels some of these accessibility factors are important. But, when it came time to actually check and test, that number was very small."

James White, Software Developer



Too much dense copy can also be an issue for subscribers with dyslexia. That's one reason why using white space and keeping paragraphs short is a good best practice for email marketers.

Graphics and animation, including GIFs, can cause problems for other subscribers. Overusing movement in an email campaign is distracting for people of all abilities. It may even cause them to miss your main call to action.

Animation that's fast and flashy might also be a problem for people with epilepsy or otherwise prone to seizures.



“Use movement deliberately and sparingly. It should have a purpose and there shouldn't be too much of it. You don't need 10 animated GIFs in one email.”

Megan Boshuyzen, Email Developer

As with many other accessibility factors, reducing distraction and making emails easy to understand benefits all subscribers, not just those with disabilities. By addressing cognitive load, you could see an overall increase in email engagement.



Hearing impairments

Email is continually evolving and innovative marketers are always looking for ways to deliver rich experiences with more interactive content. When video and audio become widely supported in email clients, **marketers should be adding captions and transcriptions for multimedia content.**





"From a marketing perspective, you need to make sure the website is accessible, that videos you direct people to have captions, and that your forms and links have descriptive text. Even for the sales team, product demos and other materials they use should be accessible."

Elise Georgeson, UX Designer



Physical limitations

Just **11% of survey respondents said they consider low motor control**. But people won't take the next step if they're unable to click or tap elements of your emails. That's why marketers should carefully consider the design of buttons and links.

Email expert [Jordie van Rijn](#) is the co-creator of the online tool [Accessible-Email.org](#). He believes some marketers aren't concerned with accessibility because they assume it doesn't matter to most of their subscribers. The truth is, accessibility is about more than helping people with permanent disabilities. An accessible design makes email easier for everyone.





“The term ‘Accessibility’ has an image problem. It is all about taking away friction to use, read, and convert. Maybe you think ‘that is not my audience’, but everyone has had a time when they couldn’t see or use their hands as much for a while. So, it’s about reaching all of your potential audience in the best, frictionless way.”

Jordie van Rijn, Email Marketing Consultant

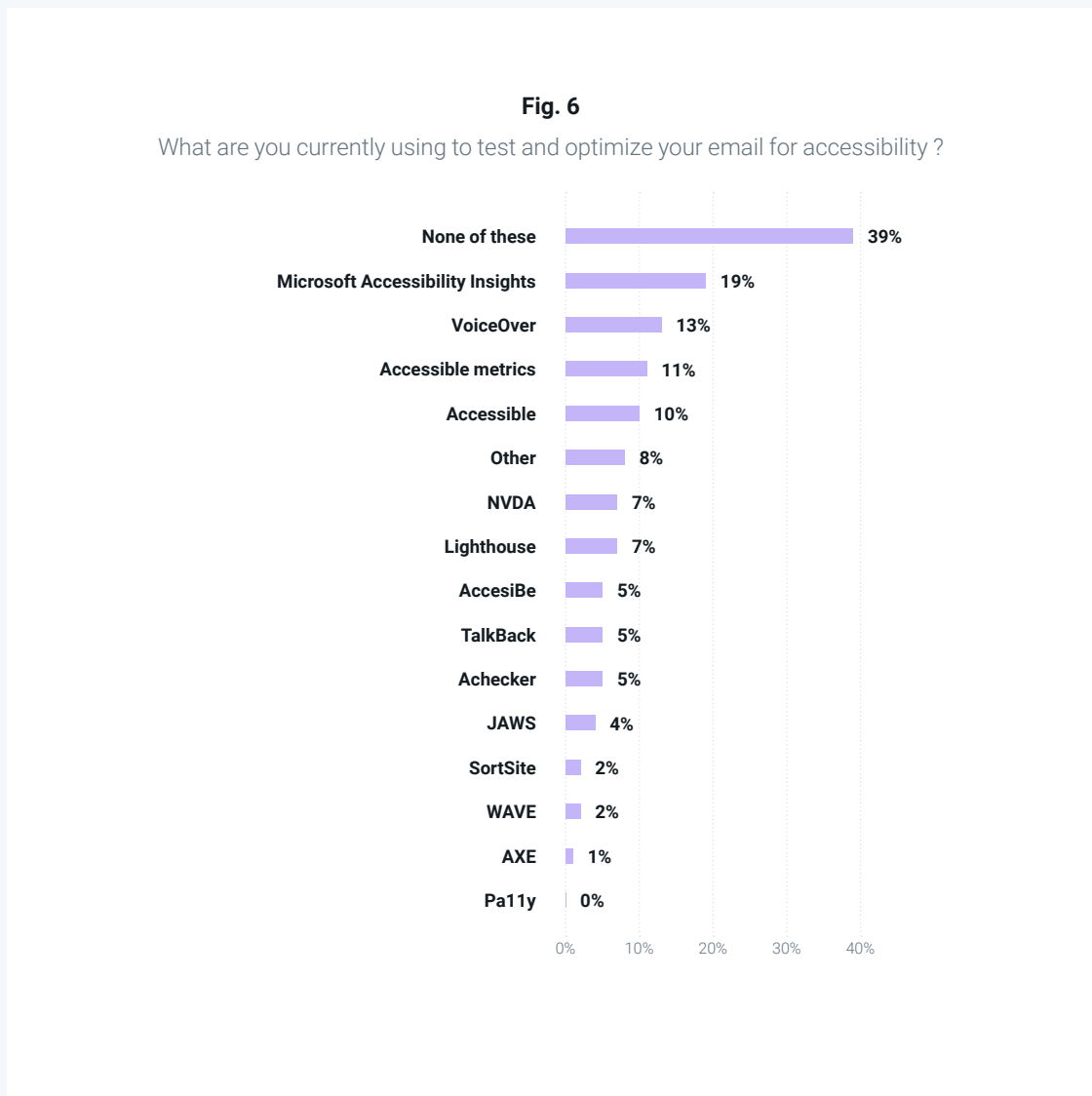


PART 4

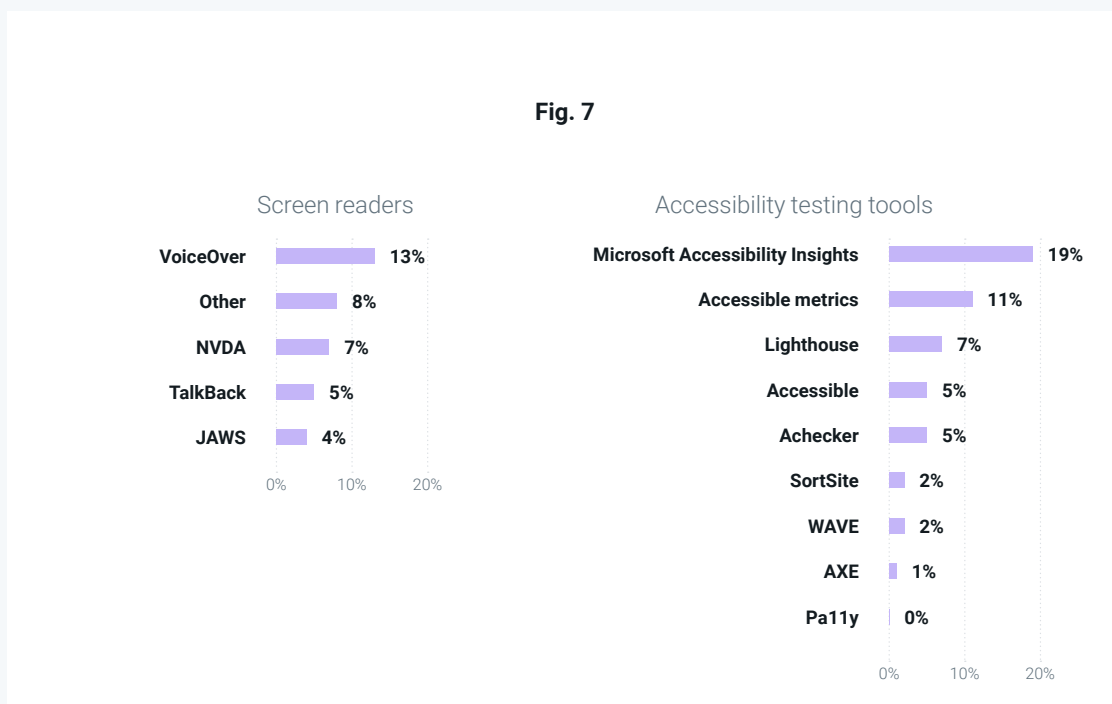
Accessibility testing and optimization

Many email teams understand the importance of pre-deployment testing. It's a step that email developers and designers build into their processes to catch mistakes and address client rendering issues before hitting send.

However, our survey results indicate that thorough testing for email accessibility still isn't part of the standard process for many marketers. Only 14% reported using tools to check accessibility during email production (Fig. 2). When asked which accessibility tools they're using, 39% said "**None of the above**" making it the top answer.



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More than half of small business marketers surveyed (53%) said they weren't using any accessibility testing tools. That's compared to 29% of enterprise marketers who said the same.

While time and resources may be a barrier to SMBs, cost should not be an issue. Some of the tools listed in our survey are free to use. Among the **accessibility testing tools**, WebAIM's [WAVE](#), Google's [Lighthouse](#), and [Achecker](#) are all available to start using without any payments, while others offer free features and trials. The online evaluation tool at [Accessible-Email.org](#) is yet another free option made especially for email marketers.

When it comes to **screen readers**, [VoiceOver](#) and [TalkBack](#) are Apple and Android's respective screen reading solutions. So, you can easily find out how these popular screen readers interpret your emails using the right mobile device. Developer James White says mobile accessibility should not be overlooked:





“You might get a very different experience using Apple’s VoiceOver or Android’s TalkBack on a mobile device. That’s because you’re not tabbing on a keyboard, you’re now swiping or gesturing.”

James White, Software Developer

You’d never test web content in just one browser and assume it’s good to go. So, why assume testing just one screen reader is enough?

Several of the accessibility advocates we spoke with highly recommended experiencing the emails for yourself. This helps you empathize with subscribers who are dealing with impairments, even if you don’t have a disability.

Usability testing and subscriber interviews generate feedback and qualitative data from real people. That presents yet another valuable way to evaluate email accessibility. Many of our experts believe the best way to adopt a more accessible approach to email marketing is to make testing and subscriber input part of the standard operating procedure.



“You can always use usability testing services to get feedback. What you really should do with accessibility and usability testing is integrate it into your processes. That way it doesn’t get set to the side and forgotten about.”

Elise Georgeson, UX Designer



PART 5

Email accessibility through a subscriber's eyes

Around the same time Mailjet was asking marketers about accessible email practices, another survey was taking place. The team at [ActionRocket](#), an award-winning digital marketing studio, joined forces with accessibility advocate Paul Airy of [Beyond the Envelope™](#). They set out to explore accessibility from the subscriber's perspective.

The result of that partnership is the [Email for All survey](#), which aims to shine a spotlight on factors that make email better for everyone.

The survey provided participants with different elements of the email experience and asked them to rate which were easiest to interact with or read. ActionRocket says the goal is to help marketers make informed decisions around email accessibility so that it becomes the norm



"The idea behind Email for All was to promote the importance of email accessibility. We felt an obligation to the email industry to help shine a light on the things that can be done to make the email experience enjoyable for everyone."

Bex Highfield, Marketing Strategist, ActionRocket



Who needs accessible emails?

The survey's first questions asked respondents whether they had any specific disabilities or barriers. Nearly 80% of them said they did not. But, what's interesting is that other findings indicate at least some of these people still need accessible features when reading emails.

For example, **while only 9% of survey respondents reported having vision problems, 23% said they make adjustments to emails so the content is easier to read.**



"A high percentage of people who responded did not report themselves as having any challenges. But there were still many in the survey who said they preferred things such as a 16-pixel size font. So, the things we do to help people with disabilities still work well for them."

Paul Airy, Accessibility and Usability Consultant

Fonts and readability

The results for the readability of font families, sizes, and weights reflect what most design and usability experts would expect. Larger fonts with fewer decorative details support readability. Still, ActionRocket says it's important to make sure your email designs actually reflect best practices.



"Check your text isn't too small, or the leading too tight, to ensure it is as easy to read as possible. Our best practice minimum text size for body copy is 16px."

Bex Highfield, Marketing Strategist, ActionRocket



Paul Airy found the survey results for font-weight particularly intriguing. As you'd likely guess, a lightweight font is harder to read. Yet, going too bold/heavy may also have a negative impact.



“The extra bold one people didn't find easy to read either. As a typographer, that would also be my instinct, to feel the typeface was too heavy for body copy. But it was interesting to see that play out in the survey responses.”

Paul Airy, Accessibility and Usability Consultant

Text alignment

Another key takeaway throws into question a common practice for the mobile email experience – centering text. In many cases, web and email copy that's left-aligned for desktop viewing is centered for mobile.

However, 88% of participants in the Email for All survey identified the left-aligned text as readable while just 39% said the same for centered text. Now, consider that 79% of those who took ActionRocket's survey said they typically check email on a mobile device. So, is centered body copy text the right choice for mobile? According to these results, probably not.

Proper text alignment also helps people with certain vision and cognitive challenges.



“One of the reasons for using left-aligned over centered text is to help people with dyslexia. They may struggle to find the first word in the next line when reading centered body copy.”

Paul Airy, Accessibility and Usability Consultant



Of course, it wasn't the case that all 88% of respondents prefer left alignment because they struggle with dyslexia. It's simply a better design choice, and it also happens to be more accessible.

Better buttons

More than half of marketers in the Email on Acid survey said they considered the readability of buttons and links. The ActionRocket survey revealed that higher contrast is helpful, including text links that stand out from the body copy. 96% of people said blue, underlined links were easier to spot than underlined links that matched the color of the text in the body copy.

Beyond what subscribers can see, Paul says email developers can make buttons more accessible with code as well. For example, [Bulletproof buttons](#), which are created with CSS, are easier for screen readers to interpret than images because they include live text.

The ActionRocket team adds that, in general, accessible email code must be part of the effort.



"Taking accessibility into account when you are creating emails, not only from a design point of view but also in the building with HTML, is well worth your time. Get a higher Return on Investment per email, make your recipients happy and if you still need a reason — don't get sued for not having accessible communications."

Bex Highfield, Marketing Strategist, ActionRocket

Animation considerations

Animating elements of an email campaign is an effective way to stand out in the inbox, but it may present challenges for some subscribers. The ActionRocket survey asked people to pick out the most distracting of four simple arrow animations.



Results showed faster animations are significantly more distracting. 89% of respondents called the fastest-moving animation distracting. But the impact of intense animations could have far worse consequences.

Fast-moving GIFs or flashy animations with a strobe-like effect could trigger seizures in people with conditions such as epilepsy. Paul Airy and ActionRocket avoided using such animations in their survey because of that concern.

Find out more about subscriber preferences

There is a lot more to unpack in the Email for All survey, including the types of layouts subscribers prefer, background colors, and the usage of smart speakers with email. ActionRocket says its report on the survey has insights that go beyond things like optimizing for screen readers and color contrast.



"It's about making sure your emails can reach and be understood by the largest possible number of your subscribers."

Bex Highfield, Marketing Strategist, ActionRocket



"I think we're making steps forward with accessibility, but there's more to be done. Some of it comes back to connecting the whole journey, not just email marketing and websites in isolation. That's not easy, because often those teams work separately, and they've got to come together."

Paul Airy, Accessibility and Usability Consultant



PART 6

How to launch an accessible email campaign

Making emails more accessible shouldn't fall to one person in an organization. It will require careful consideration from different people along the way. That includes people outside of the email team and even beyond the marketing department.

What brands need to establish is an accessibility mindset, but making incremental changes also helps.



"Accessibility is an ongoing process, not just a one-time project. Brandwide changes can be difficult, but even if you can take baby steps toward improving accessibility, you'll be doing some good. You have to start the conversation somewhere. It's worth being an accessibility advocate. Without your voice in the mix, accessibility becomes a secondary consideration."

Elise Georgeson, UX Designer



Getting buy-in for accessibility



The issue of accessibility extends beyond email marketing. As we've mentioned, the entire brand experience should be accessible, not just the inbox experience.

If you need to convince leadership and other decision-makers that accessibility matters, start by finding allies in your organization who support the idea. Are there colleagues in product development, sales, and customer service who'll advocate with you? Make the case for accessibility as a business-wide benefit.

How does addressing accessibility impact subscriber/visitor engagement? How could it affect your brand's reputation? What's the potential return on investment (ROI)?

In some industries, the risk of liability and avoiding lawsuits may be all the convincing that's needed. However, there are also many positive reasons to pursue accessibility. A [webinar from Deque](#) on the ROI of accessibility cites factors including:

- Increasing market share
- Increasing website traffic
- Supporting core values with a brand's digital presence

Fear of missing out may also establish the importance of accessibility. The Deque webinar cites a study the organization commissioned that indicates:

- The 20 million working-age adults with disabilities in the U.S. have a market share of around \$490 billion.
- Inaccessible ecommerce retailers are missing out on \$6.9 billion a year.
- People who are blind account for 2% of total ecommerce transactions.

An accessibility mindset can also drive innovation. Did you know that features such as auto-complete and voice control were originally intended for people with disabilities? Those features now extend to all of us. An article from [Fast Company](#) explains how Google gains a competitive edge by designing for people with disabilities.



Planning



Once an email team has the approval to work on accessibility, that focus needs to begin as early in the process as possible. The best way to ensure that happens is to build accessibility into your brand standards.



“If you have an accessible design system in the first place, then you’re thinking ahead and can plan for it.”

Paul Airy, Accessibility and Usability Consultant

Making accessibility part of your design system saves time. For example, instead of adjusting colors for accessibility, you already know that the colors you’ve picked are accessible.

Considering your audience and list segmentation is also important. Is there a likelihood that a significant percentage of your subscribers have a certain disability?

When email developer Megan Boshuynzen worked for a non-profit she considered the age of groups of subscribers. Megan created separate newsletters targeting parents and grandparents. She bumped up the font size for grandparents from 18 px to 21 px to make it more readable.

Planning for accessibility also means thinking about what happens after the email experience. Are landing pages, product pages, multimedia content, forms, and other elements accessible to all subscribers?





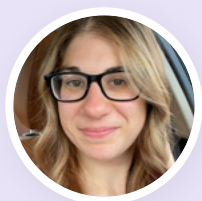
Designing

Important decisions around accessibility are made during both copywriting and the design of an email campaign. From the outset, thinking about typography and the organization as well as the use of text is key.

When writers use headings along with shorter paragraphs and sentences, it makes emails easier to read and prompts developers to code text properly. Our survey showed many marketers are already addressing these aspects.

A design issue that needs more attention is images with text. Image-only emails may negatively impact deliverability, and they're also bad for accessibility. Unless it's in the alt text, screen readers can't interpret text on images. **Only 30% of marketers in our survey indicated that they avoided text on images** ([Fig 4](#)).

Text on images can get redundant and often repeats the purpose of the subject line. There are situations where it's acceptable to put some text on images.



"If the text is not important to the email's main message, go for it. Just be sure to include descriptive alt text. But if a subscriber were to view an email with images off, and your offer is only in that image, they're not seeing what you're offering."

Megan Boshuyzen, Email Developer

Color contrast is another accessibility factor to watch during email design. If you're unsure if your brand's colors are accessible in certain combinations, there are many free tools online that evaluate [color contrast accessibility](#).

Email design is also an important time to consider people with cognitive load challenges. If you have a design that's too busy, it may distract them from the real message.



Coding



For an email to be truly accessible, many things that are invisible in the design come into play. That's where accessible code and email developers enter the picture.

Paul Airy says using semantic HTML markup is an important first step in coding accessible emails. Semantic elements provide context that helps screen readers turn code into something useful.

Using a `` or `<i>` tag highlights text in bold or italics, but it's only for visual effect and doesn't provide meaning. Using `` or `` instead tells screen readers the text is important and should be emphasized.

Heading or `<h>` tags help organize body copy into sections, which in turn makes it easier for those using screen readers to navigate content with a keyboard. Use `<h>` tags rather than styling subheadings in a `` tag. Don't use `<h>` tags for decorative text, only use one `<h1>`, and be sure to follow a logical, downward hierarchy within email sections (`<h2>`, then `<h3>`, then `<h4>`).

There are many other helpful semantic elements, such as the `<p>` to indicate paragraphs instead of `
` for line breaks. There are also tags like `<header>`, `<footer>`, `<nav>`, `<article>` and `<button>`, which can all provide context with code. While not all semantic markup is supported in every email client, it's worth testing to improve accessibility.



"Challenge yourself and actually ask, 'How should I describe this element?' rather than putting a piece of content in a `` that has no real reference to what it is."

Paul Airy, Accessibility and Usability Consultant



The use of tables in email development is particularly problematic for screen readers. The software interprets tables as data and reads unnecessary information that confuses and frustrates subscribers.

The quick, but important fix involves setting a table's role to presentation. Use the ARIA attribute `role="presentation"` to let screen readers know the table's purpose is for layout, not data. Here's how that looks inside code for `<table>`:

```
1 <table width="100%" border="0" cellpadding="0" cellspacing="0"  
2 style="min-width: 100%;" role="presentation">
```

Another ARIA label that's helpful is `aria-hidden="true"`. Use it to let screen readers know to skip over decorative elements, collapsed menus, or repetitive text.

Testing and optimizing for accessibility



Test for accessibility before hitting send.



"A lot of times, those colors are pre-selected and they're part of the brand. Email marketers can't come along and say, 'We're changing all of this because it needs to be more accessible.' That needs to be a larger conversation."

Laura Horkey, Email Marketing Specialist

That's why [Email on Acid built accessibility testing into Campaign Precheck](#). During this step, the platform checks for alt text, color contrast, ensures table roles are set to presentation, and much more. You can even preview how your email will look to people with different color vision deficiencies.

Even when you're using and re-using email templates, accessibility testing and optimization make sense. Small changes to code, copy, and design may create accessibility issues.



Of course, you won't always be starting from scratch with a new email campaign. You'll also need to evaluate the accessibility of ongoing campaigns, transactional emails, newsletter templates, and more. Even teams with limited resources can improve email accessibility when they take things one step at a time.



“Start with the most important updates to re-usable pieces, for instance, when creating new templates or your triggered and transactional emails. You can do a lot with a small budget.”

Jordie van Rijn, Email Marketing Consultant

While shifting to an accessibility mindset may be a struggle at times, don't forget the reasons why you're doing it. Many in email marketing are considering accessibility for reasons other than increased sales and engagement.



“It's been encouraging to see the email industry say, 'You know, this matters, and not just because it's financially important.' At the end of the day, if you're creating something that more people can access, it's worth the effort.”

Paul Airy, Accessibility and Usability Consultant



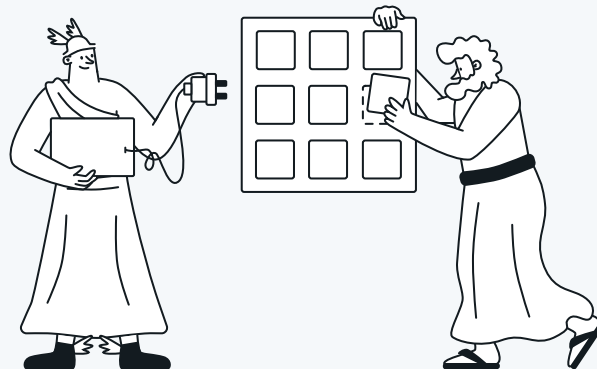
PART 7

How Mailjet can help

The easiest way to build accessibility checks into your email production process is to use Campaign Precheck from Email on Acid:

- Evaluate and enhance color contrast.
- Optimize email code for screen readers.
- Automatically adjust code for accessibility.
- Set image alt text.
- Improve link accessibility.
- Review emails using zoom settings.
- Preview your email design with filters for color vision deficiency.

Email on Acid, you can test accessibility before you hit send. Its Campaign Precheck tool also helps marketers optimize inbox display, evaluate deliverability, check for spelling, and profanity. The platform also generates email previews from dozens of major email clients and devices. It's the best tool for delivering email perfection.



PART 8

Acknowledgments

Special thanks to the email marketing experts and organizations that contributed to this content



Paul Airy
Accessibility and Usability Consultant

When it comes to email, there's nothing Paul's more passionate about than delivering the best possible experience. He speaks regularly at industry conferences, wrote the book [A Type of Email](#), and has a new book on accessibility coming soon.

Learn more at [Beyond the Envelope™](#).



Jordie van Rijn
Email Marketing Consultant

Jordie van Rijn has more than 13 years of experience helping companies improve email results and providing training. He is also a writer/speaker in the field of online marketing and co-creator of the tool [Accessible-Email.org](#).

Learn more at [EmailMonday.com](#).



Elise Georgeson
UX Designer, Mailjet

Elise has designed user experiences for major B2C and B2B brands as well as non-profits. She is a passionate advocate for accessibility, empathy, and inclusion in marketing.

View some of her work at [EliseGeorgeson.com](#).



James White
Software Developer, Mailjet

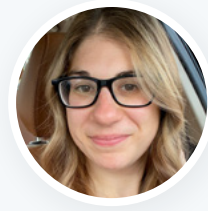
James is a software architect who is intent on solving real-world problems through automation and effective design. He's also a self-described accessibility enthusiast. Before entering the email world, he built software for an IT services company in Ohio.





Laura Horkey
*Email Marketing
Specialist, Mailjet*

Laura is slightly obsessed with email strategy and is often geeking out on A/B testing, behavioral patterns of subscribers, and the occasional pop culture reference in email copy. Check out the webinar Laura hosted on [engaging email content](#).



Megan Boshuynzen
Email Developer, Mailjet

Megan is a graphic designer turned email developer who's worked on all aspects of email marketing. She believes good emails for good causes make a positive difference in the world.

Learn more at [MegBosh.com](#).



Bex Highfield
Marketing Strategist

Bex appears courtesy of ActionRocket, a specialist studio for all things email and CRM. ActionRocket's boutique team of marketers, designers, and coders creates award-winning campaigns. The agency also fielded the [Email for All](#) survey.

Learn more at [ActionRocket.co](#).



Ascend2
Mailjet Partner

JMarketing technology companies and digital marketing agencies partner with Ascend2 to supplement their marketing content, generate leads, and engage prospects to drive demand through the middle of the funnel.

Learn more at [Ascend2.com](#).





More than 40,000 companies around the world use Mailjet by Sinch to strengthen connections with customers and subscribers while building their businesses through email marketing. Brands like Microsoft, Kia Motors, and Toast trust Mailjet to send billions of emails every year. Mailjet combines an intuitive, drag-and-drop email campaign builder with easy-to-use deliverability features to help businesses create and send beautiful emails without touching a single line of code.

Founded in Paris in 2010, Mailjet has offices in tech hubs around the globe, including the UK, US, Spain, Germany, and France. Mailjet is proud to be part of **Sinch**, a leading Communication Platform as a Service (CPaaS) provider, offering messaging, voice, and video communication solutions to a large global customer base. Mailjet is both ISO 27001 certified and GDPR compliant, offering its clients the highest levels of data security and privacy.

For more information, please visit mailjet.com.

