

Email Creative Specifications

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Email

Independent email-delivery specification. Requirements come from mailbox providers (Gmail sender guidelines) and industry convention - NOT from StackAdapt: StackAdapt's email offering is an owned sending product with a WYSIWYG editor and publishes no creative specification, and StackAdapt does not document email as a media-activation channel.

Last verified: 2026-08-02

WHAT TO SEND CPHERE

- Final platform-ready creative
- Approved copy and CTA
- Destination URL and tracking parameters
- Brand and legal requirements

HTML Email / EMAIL

Marketing Email

[REQUIRED] Message format: Format messages per RFC 5322; HTML must follow HTML standards; never hide content with HTML or CSS; links must be visible and predictable

[REQUIRED] Unsubscribe: Bulk senders (5,000+/day to Gmail) must support one-click unsubscribe (List-Unsubscribe headers) and a visible unsubscribe link

[CPHERE BEST PRACTICE] Body width: 600-640 pixels pixels - Industry convention (Litmus); not a platform mandate.

[CPHERE BEST PRACTICE] Image weight: Individual images under 200 KB; total email assets around 1 MB or less - Industry convention (Litmus); not a platform mandate.

[CPHERE BEST PRACTICE] HTML payload: Keep the HTML under roughly 102 KB to avoid Gmail clipping - Observed Gmail behavior documented by industry sources; not stated in Google's official guidelines.

[CPHERE BEST PRACTICE] Accessibility: Alt text on all images; live text over image-only text; test light and dark mode with transparent-safe PNGs - Industry convention (Litmus).

VERIFICATION NOTICE

Specifications are sourced from official platform documentation and regularly reviewed. Platform requirements may change; always confirm the Last Verified date before final delivery.

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OFFICIAL SOURCES

Google Workspace Admin: Email sender guidelines -

<https://support.google.com/a/answer/81126>