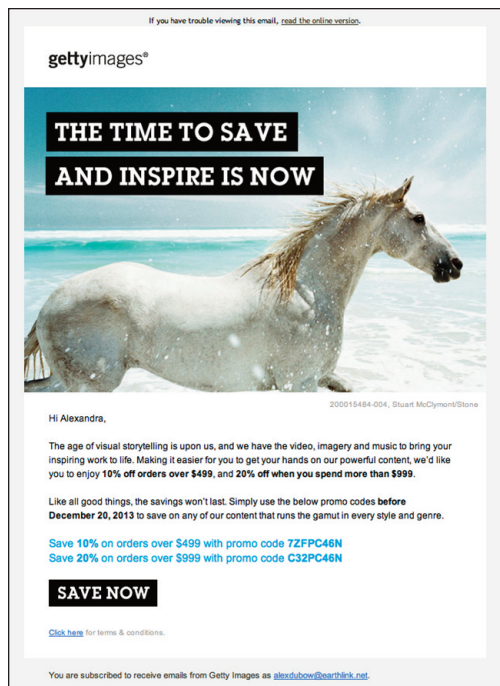
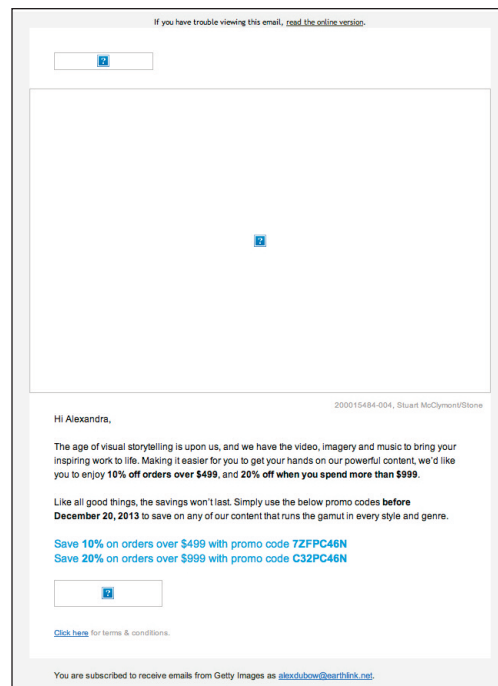


# WHY YOU SHOULD NOT SEND EMAILS THAT ARE ALL OR MOSTLY IMAGES

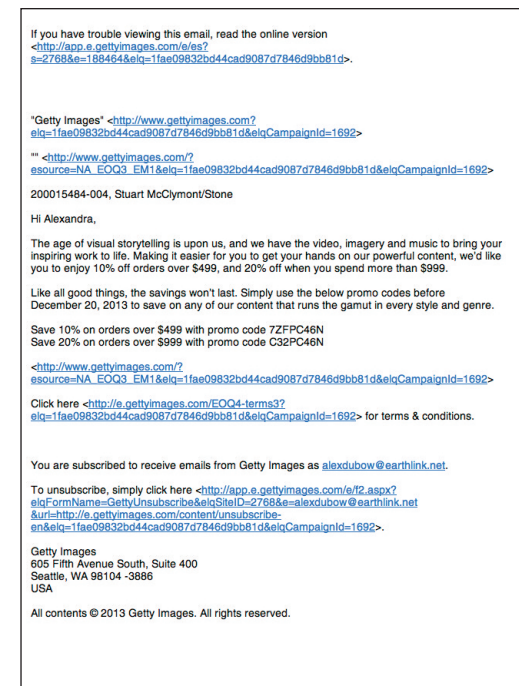
Say you create an email featuring one huge image at the top, like getty images did. You hope everybody will see it as it looks in the image below.



However, some people will have their email settings not to automatically display images. They'll see something like this:



Other people will have chosen to receive text-only emails, so they won't see either your images or any text formatting. Their email will look like this:



## IN ADDITION...

Spammers send emails that are all or mostly images, so some junk mail filters will prevent your email from getting through at all. Many company firewalls will also reject them.

If your image includes text, it may be too small to read when viewed on a smartphone.

Apparently gmail is particularly picky when it comes to incoming emails, and of course more and more people are using it.

So, if you want your emails to look decent, and convey information, for all of your recipients, you may not be able to have them look great for the ones who see them as you do. It is safer to use a smaller (landscape) header image, assume some people won't see it, and include all important text as text in the body of your email.