

Generating the text version

Why do I need a text version?

The text version provides a non-HTML code version of your email to the end-recipient. This version is used by some screen readers for the hearing impaired as well as any recipients who do not allowed HTML emails to be viewed.

Finally, spammers tend to not worry about the text version so it's absence can be a red flag to email providers like Gmail so we make it a mandatory step in CONNECT to ensure you get the best results for your email campaigns.

Instructions

We've made it super simple to generate the content for your text version. We recommend doing this after you have finished the HTML version of your email.

Click the "Generate text version" button and edit as necessary



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