



4email

(AMP for Email)

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What is AMP?

“The AMP Project is an open-source initiative aiming to make the web better for all”

- **ampproject.org**

Accelerated Mobile Pages (AMP) is a framework of HTML, CSS and JS optimized for speed and performance.

- **Mark**

How do you send ⚡4email?

- Get whitelisted with Gmail
- Build AMP MIME type - `text/x-amp-html`
- Send via supported ESP

How is ⚡4email code different?

- It's not HTML, it's a framework
- You can't just copy and paste your HTML and enhance it with a little AMP code
- It has very strict validation

Getting started

```
1 <!doctype html>
2 <html ⚡ 4email>
3 <head>
4   <meta charset="utf-8">
5   <title>My AMP EMAIL</title>
6   <script async src="https://cdn.ampproject.org/v0.js"></script>
7   <style amp4email-boilerplate>body{visibility:hidden}</style>
8   <style amp-custom>
9     /* styles */
10  </style>
11 </head>
12 <body>
13   <!-- content -->
14 </body>
15 </html>
```

Basic rules

- No inline styles
- Only 1 `<style amp-custom>` block
- Maximum 50,000 characters of CSS
- Use `<amp-img>` instead of ``

CSS support

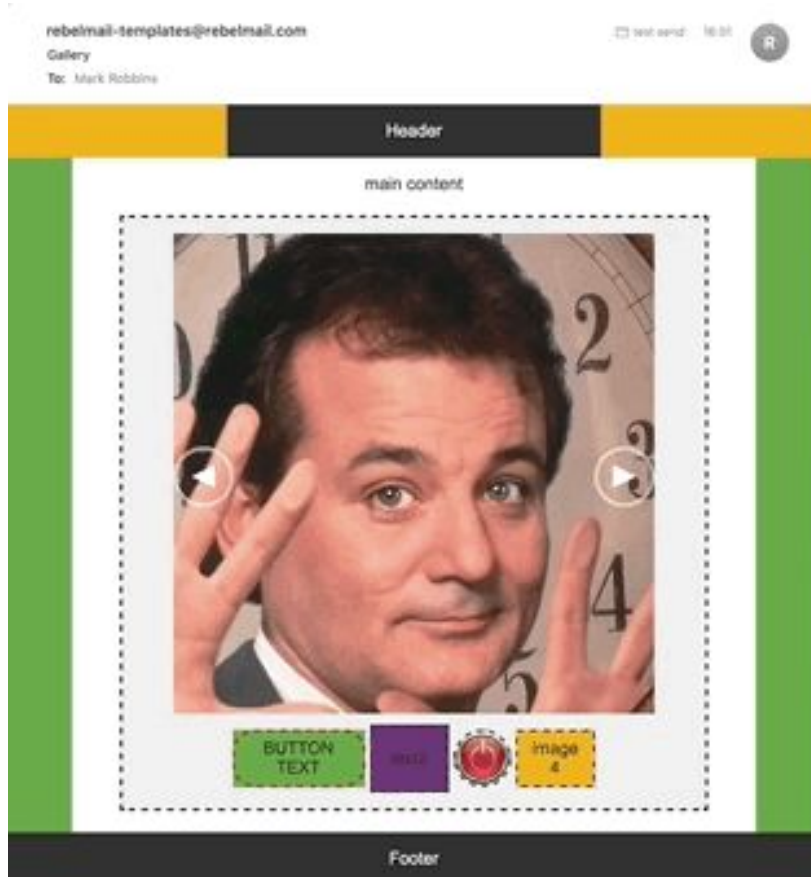
Same as regular Gmail +

- :checked
- [attribute="selectors"]
- negative margins
- No media query restrictions
- Component generated CSS

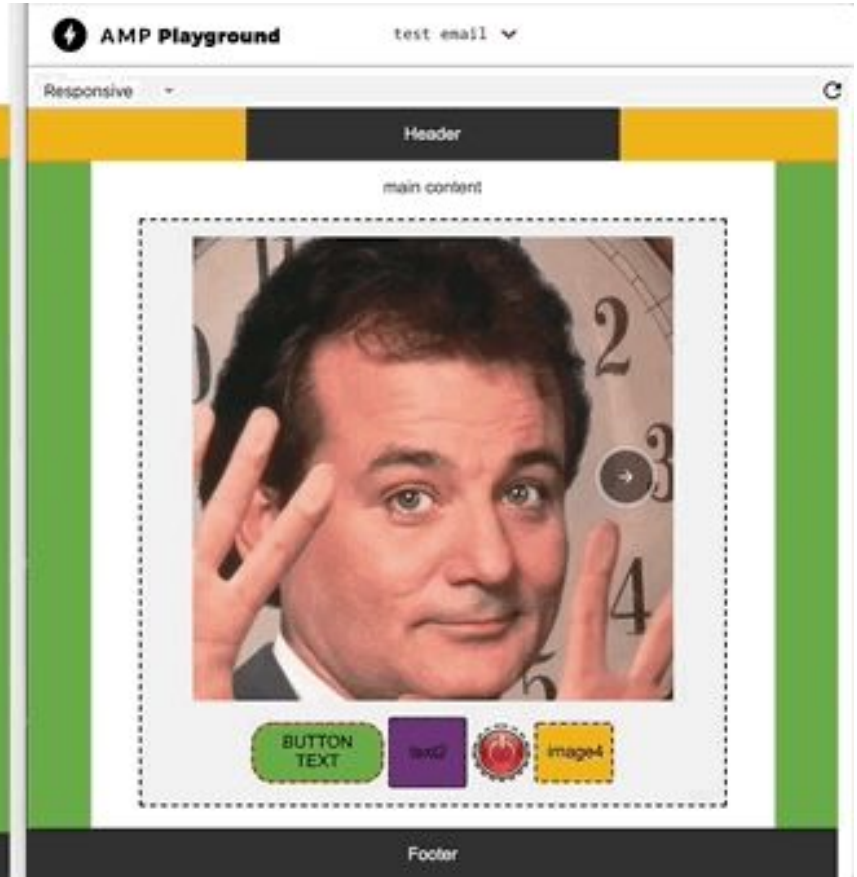
AMP components

- Pre-built AMP components - Amp-carousel
- Custom interactions - Amp-bind
- Form submit - Amp-form
- Dynamic content - Amp-list
- Countdown timer - Amp-timeago

HTML V's AMP



HTML (no fallback) 17kb



AMP 9kb

Pros

- Well documented
- Easy to test
- No fallbacks
- Accessible
- Lots of cool functionality new to Gmail

Cons

- New language to learn
- Still needs a fallback
- Requires support from ESP's and other tools
- Time



Thank you

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