



Image-rich email messages draws fewer clicks

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Keywords : Email image suppression, email creative

Date : 12-19-2008

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Surprising to some maybe, but this is because most images are “switched off” or blocked by default by many email clients.

According to Epsilon International’s Asia Pacific Consumer Email Survey 2008, 76% of the respondents who understood the “image suppression” feature in most common email clients including Hotmail, Gmail and Yahoo, said they would keep the default setting on to block images from senders that are not in their address book or safe sender list.

Marketers should be cognisant of this and design email communications that are text rich so that all calls to action can be clearly seen when images are suppressed.

