

# Email Clipping

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[Message clipped] click here to view entire message... - something we're all familiar with seeing in our emails, specifically within Gmail.



Email clipping in inboxes may cut the contents of your email, and provide your shoppers with a poor user experience by directing them to *download an entire email message*, instead of displaying the entire message upon receiving it. These are some of the effects of email clipping:

- A poor user experience for your customers.
- The unsubscribe link may not be displayed in the email.
- The Bluecore open pixel may not fire in Gmail.

Gmail begins clipping emails at 102 KB. For better visibility into the size of your emails, we've released a size estimation tool to provide an estimate of your emails. Read more about this update below.

## VTE size estimation

When previewing an email template, the estimated template size will appear next to the preview buttons. This is an estimation of the overall size of your email. The estimated template size shown below may be different than the estimation shown on the campaign summary page.



For a more accurate estimate, be check the **Proofs and Previews** page to see the estimated size on the top right of each proof. If the estimation is approaching the 102 KB, apply the methods above to reduce the email size.

If the size of your email is approaching the 102 KB limit, try applying some of the below recommendations to reduce email clipping.

## URL shortening

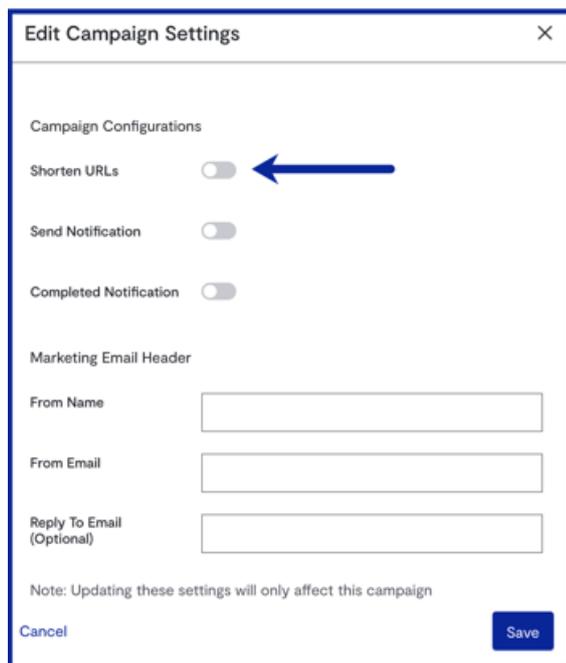
Using URL shortening allows for a shorter hyperlink to direct shoppers to the same link. The normal URL may be longer, taking up extra space within the email. By shortening the link, the amount of characters is reduced in the email, helping reduce email clipping.

- Long URL: <https://www.bluecore.com/blog/back-to-school-shopping-marathon/>
- Shortened URL: <Trk.b.bluecore.com/abcdefgh...>

**i** URL shortening is an advanced feature. Please contact your Customer Success Manager to enable this feature. Requests for URL shortening also need to include SendGrid in the process to make the update.

Once the feature is enabled, you must add the URL shortening to each applicable campaign. URL shortening is not automatically applied to campaigns.

1. **Open** or **create a draft** of the campaign.
2. Navigate to the **campaign summary tab**.
3. Then, go to the **campaign settings section**.
4. Click **Edit**.
5. Select the toggle to **shorten URLs** to enable URL shortening.



Be sure to repeat the above steps for any campaigns.

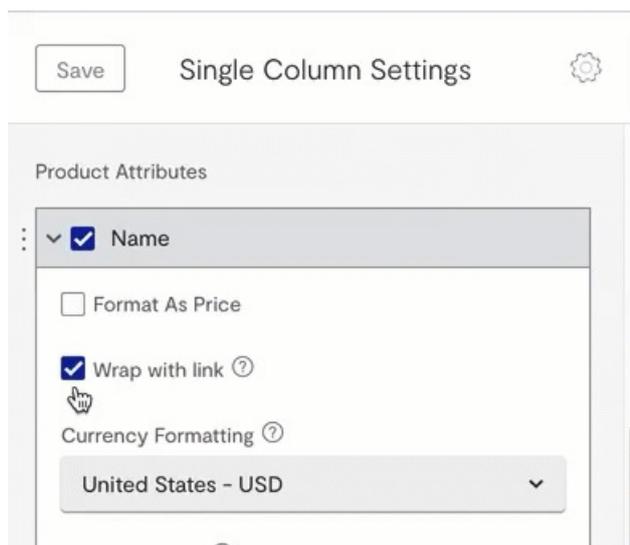
**i** There is a active time window for shortened URLs used in email and mobile/SMS messages. Shoppers will only be able to access links sent via short URLs within the expiration timeframes stated below.

Category	Expiry
Promotional email	60 days
Transactional email	60 days
Mobile/SMS messages	60 days
Mobile Tap-to-Join	lifetime (no expiry)

## Link wrapping

Use the link wrapping feature when using the single column and hero product with content widgets in

VTE. This feature removes links from any product attributes that *don't need to link to the website* within a VTE dynamic product block. Bluecore recommends only linking the product image link to the website, since it's the largest clickable area. Simply uncheck the box to disable this feature per attribute.



## Use images instead of text

Text may render more clear in email inboxes, however, you can convert text to images to reduce the size of the email. Bluecore recommends this approach if the font style that's being used in the email template is not very sharp or thin.

**i** Changing the dimensions of an image or converting the image to a different file format (png, jpg) does not reduce the size of the message.

## Text and hyperlinks

It may be possible that the email template contains a lot of text and hyperlinks. Bluecore recommends removing any content that may be unnecessary in the email template. For example, reducing the number of product blocks that are in the email or reducing the number of products that are in each of the product blocks in the email.

## Placement of Bluecore Open Pixel

By default, Bluecore places the open pixel at the top of the email to provide a more accurate open rate and CTOR in Bluecore.

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