



### ExactTarget's Four-Step Process for Creating Emails

1. Populate your ExactTarget Libraries by uploading images and documents, developing and storing surveys, and creating content area boxes.
2. Create the shell of your email by creating a Template. Use the easy template editor or paste your own HTML code to format templates that will serve as the building block of your emails.
3. Create your email. Populate Content Area Boxes with copy and the stored data in your libraries, or directly paste in your own HTML code.
4. Create your mailing lists, send your email, and then track the results of your marketing campaigns.

### Document Types Supported in Document Library

- Word Files, Excel Spreadsheets, PowerPoint Presentations, Adobe PDFs, HTML Files, Flash Files, QuickTime Files, and Text Files
- Total Capacity for Library is 100 MB
- Limit for each document is 1 MB

### Tips for Formatting Files for Imports

- Save your file as a CSV (.csv) or Tab-Delimited file (.txt).
- A Header Row is recommended for mapping purposes.
- When importing subscriber attributes, the data in the import file must be of the same data type (text, date, or numeric) as the attribute field in the application.
- When importing subscriber data into attribute fields that restrict the possible values, the import data must identically match one of the possible values.
- When naming your files, do not use any of the following characters: \ / : \* . < > | ? “.

### Image Recommendations

- Only JPEG and GIF Images (including animated GIFs)
- Images should never be wider than 600 pixels
- Images should follow the standard web resolution of 72 dpi
- Images should have a file size less than 200 Kb

### Header Recommendations

- Exactly 600 Pixels wide
- No deeper than 150 Pixels
- Standard web resolution of 72 dpi

### Questions?

Check out Online Help or contact us at [help@exacttarget.com](mailto:help@exacttarget.com)

### Tracking Subscriber Status

You can tell a subscriber's status by the color of their icon's shirt in the Subscriber Management area of the application.

- **Green:** The subscriber has an active and valid email address. ExactTarget is successfully sending email to them.
- **Red:** The subscriber has unsubscribed from the list or group. If an icon is red in the All Subscriber section, they have unsubscribed from all publications.
- **Yellow:** The emails that we are sending to this subscriber are being returned or bounced back.
- **Gray:** The emails that we are sending to this subscriber are being returned as undeliverable.