

Branded Newsletter

Technical specs

Branded newsletter

Your story to our loyal customers:

- Branded newsletter is a unique opportunity to present your story to our loyal audience, that account more than 70% of Stockmann's turnover in department stores and online

1 Branded Newsletter

- Reach: 50 000 – 300 000
(Depending on the target audience)

Material deadline is 7 days before campaign start-date: marketingproduction@stockmann.com

Required Materials:

Ready-made Finnish text: If Finnish text is not available, a Stockmann newsletter specialist will translate the English text.

Ready-made images in the correct size as jpg files

Email subject line

Call to action (CTA) text

Links to product pages or landing pages on the Stockmann website

Note: If the product is not yet available on the Stockmann website, please provide the product supplier ID so that we can easily track the product and ensure its arrival.

Blocks:

Newsletters can use different blocks and image sizes. Choose from the following options:

1 main content block (always required)

Vertical: 600 x 770

Horizontal: 600 x 340

1-4 other content blocks (600x600 or 300x400)

1 product image block (optional) 150 x 200

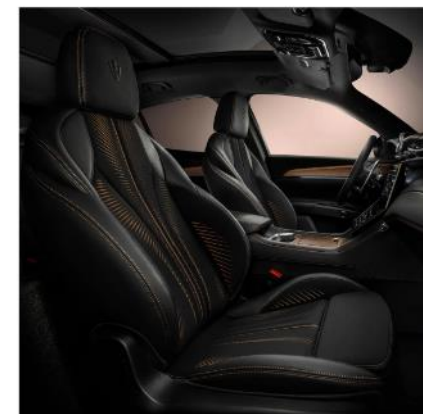
You can find examples of blocks and links to example newsletters on the following pages:

Additional Notes:

Please use a clear and concise writing style that is easy for readers to understand. Use relevant keywords throughout the text to help improve the newsletter's search engine ranking.

Proofread your work carefully before submitting it.





Please also
add a preferred
headline to the
text!