

# PRODUCT GALLERY AD (NEWSLETTER)

Documentation and explanation of the schema.org code snippet for the use of the Product Gallery Ad (Newsletter) – in short: „PGA NL“.



## Important instructions (1/4)

### Preparatory measures before sending PGA NL e-mails:

- **Please confirm with your e-mail delivery provider if you are allowed to embed JavaScript code in the HTML header / body of your newsletters.**
  - If you have not yet received confirmation from your email service provider and obtained confirmation that it is possible to insert JavaScript (JSON-LD) code into your newsletters within the e-mail delivery tool you use for newsletter delivery, please consult with them as soon as possible. The prerequisite for using PGA NL is the ability to include JavaScript (JSON-LD) code in the HTML header / body of your e-mails.
- **Please add our test mailboxes to the newsletter distribution list of your sent PGA NL e-mails.**
  - The addresses of the test mailboxes are:
    - test.schema.org@web.de
    - test.schema.org@gmx.de
  - In addition, the receipt of your PGA NL e-mails allows us to detect a possible incorrect presentation of your sent PGA NL e-mails at an early stage and to inform you of this if it is detected.
  - By receiving your regular PGA NL e-mails, we can gain valuable knowledge about the e-mail performance of your e-mails and, thus, also important learnings for the best possible use of PGA NL.
  - Please refrain from forwarding any personal data to our test mailboxes.

## Important instructions (2/4)

### Preparatory measures before sending PGA NL e-mails:

- **Please conduct pre-tests on your own before a regular sendout.**

- Before you send your PGA NL e-mails with schema.org code to your recipients, we recommend that you first create your own mailbox at GMX or WEB.DE for test purposes, so that you can send yourself a test e-mail and check that it is displayed correctly in the mailbox.
- Due to the display logic that only PGA NL images are displayed in one e-mail per e-mail block (an e-mail block consists of 5 e-mails each), you may not see your test e-mail with PGA NL image(s) in your inbox as expected. In order to force the display of them and to be able to check the display, please make sure that:
  - (1) There are no other e-mails in your inbox other than the PGA NL e-mail you are checking.
  - (2) To refresh the view, completely quit the mobile app and restart it.
  - (3) If the schema.org code is configured correctly (according to our specification document), the PGA NL images of your e-mail will now be displayed in the inbox.

## Important instructions (3/4)

### Important notes on using your PGA NL images:

- Up to 3 images can be displayed with your e-mail; but at least 1 image is required for a successful display in a PGA NL e-mail.
- Only use images that match the content of your e-mail.
- We recommend using attractive product or lifestyle images and refraining from emphatically advertising images. Keep in mind that these images are a preview of your marketing message and should motivate the user to open your e-mail.
- To effectively target recipients, it is recommended that you use images that showcase the products they are interested in.
- Avoid reusing images and instead use different ones for each email. Repeated use of the same image can cause users to disregard the message as a duplicate. Images must be provided in PNG or JPG format (100% quality; no compression).
- **For an optimal display, it is essential to use the following image resolution:**
  - With 1 linked image: 1088 x 464 px each
  - With 2 linked images: 532 x 352 px each
  - With 3 linked images: 348 x 260 px each

#### Important notice:

- The URLs of the images linked in the schema.org code may not be linked to any personalized hashes, fingerprints or similar procedures that allow them to be assigned to individual e-mail recipients.

## Important instructions (4/4)

### Important notes on using the voucher code functionality

- Please make sure that every character entered in the "discountCode" field is interpreted as a voucher code, including spaces or hyphens. If you do not want to use a voucher code, please ensure that the area between the quotation marks remains unused (→ „discountCode“: „“) or use only the schema.org code for the image display in your mailing (Slide 7).
- Field “discountCode”:
  - The text inserted in the "discountCode" field may contain a minimum of 2 characters and a maximum of 50 characters.
  - All characters are allowed **except** Emojis.
- Field “description”:
  - The text inserted may contain a maximum of 50 characters.
  - All characters are allowed **including** Emojis.

#### Important notice:

- The text fields available as part of the voucher code functionality may not be filled with personalized hashes, fingerprints or similar procedures that allow them to be assigned to individual e-mail recipients.

## Code snippet to include: Images + voucher code

```
<!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01//EN">
<html>
<head>
<script type="application/ld+json">
[
  // Image 1 (mandatory)
  {
    "@context": "http://schema.org/",
    "@type": "PromotionCard",
    "image": "https://www.united-internet-media.de/fileadmin/uim/media/pictures/PGA-NL-Bild-1.jpg"
  },
  // Image 2 (optional)
  {
    "@context": "http://schema.org/",
    "@type": "PromotionCard",
    "image": "https://www.united-internet-media.de/fileadmin/uim/media/pictures/PGA-NL-Bild-2.jpg"
  },
  // Image 3 (optional)
  {
    "@context": "http://schema.org/",
    "@type": "PromotionCard",
    "image": "https://www.united-internet-media.de/fileadmin/uim/media/pictures/PGA-NL-Bild-3.jpg"
  },
  // DiscountOffer (optional)
  {
    "@context": "http://schema.org/",
    "@type": "DiscountOffer",
    "description": "YourCodeDescription",
    "discountCode": "YourCode",
    "availabilityStarts": "2024-02-01T00:00:00+02:00",
    "availabilityEnds": "2024-02-29T23:59:59+02:00"
  }
]
</script>
</head>
<body>
<p>Email Body</p>
<!-- Here is your email content -->
<p>Line 2</p>
</body>
</html>
```

Your code snippet must contain the following information:

- **„image“ (image 1): mandatory**
- **„image“ (image 2 + 3): optional** (if not used, do not delete the line, but leave it empty as follows: `„image“: ""`)
- **„discountCode“ (DiscountOffer): mandatory**; please refer to Slide 5 for min./max. and type of chars allowed
- **„description“ (DiscountOffer): optional** (if not used, do not delete the line, but leave it blank as follows: `„description“: ""`)
- **„availabilityStarts“ / „availabilityEnds“ (DiscountOffer): optional** (if not used, do not delete the line, but leave it blank as follows: `„availabilityStarts“: ""` bzw. `„availabilityEnds“: ""`)

Important: Please only make changes to the contents marked in **yellow**.

Important notice:

- The schema.org code specified in this document has been tested for use in the context of PGA NL on WEB.DE and GMX. If you also use the code on other email portals that also interpret schema.org code (e.g., Gmail), check the display of your emails there too.

## Code snippet to include: Only images

```
<!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01//EN">
<html>
<head>
<script type="application/ld+json">
[
// Image 1 (mandatory)
{
"@context": "http://schema.org/",
"@type": "PromotionCard",
"image": "https://www.united-internet-media.de/fileadmin/uim/media/pictures/PGA-NL-Bild-1.jpg"
},
// Image 2 (optional)
{
"@context": "http://schema.org/",
"@type": "PromotionCard",
"image": "https://www.united-internet-media.de/fileadmin/uim/media/pictures/PGA-NL-Bild-2.jpg"
},
// Image 3 (optional)
{
"@context": "http://schema.org/",
"@type": "PromotionCard",
"image": "https://www.united-internet-media.de/fileadmin/uim/media/pictures/PGA-NL-Bild-3.jpg"
}
]
</script>
</head>
<body>
<p>Email Body</p>
<!-- Here is your email content -->
<p>Line 2</p>
</body>
</html>
```

Your code snippet must contain the following information:

- „image“ (image 1): mandatory
- „image“ (image 2 + 3): optional (if not used, do not delete the line, but leave it empty as follows: „image“: ““““)

Important: Please only make changes to the contents marked in yellow.

Important notice:

- The schema.org code specified in this document has been tested for use in the context of PGA NL on WEB.DE and GMX. If you also use the code on other email portals that also interpret schema.org code (e.g., Gmail), check the display of your emails there too.



## Code snippet to include: Only voucher code

```
<!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01//EN">
<html>
<head>
<script type="application/ld+json">
[
// DiscountOffer (mandatory)
{
"@context": "http://schema.org/",
"@type": "DiscountOffer",
"description": "YourCodeDescription",
"discountCode": "YourCode",
"availabilityStarts": "2024-02-01T00:00:00+02:00",
"availabilityEnds": "2024-02-29T23:59:59+02:00"
}
]
</script>
</head>

<body>
<p>Email Body</p>
<!-- Here is your email content -->
<p>Line 2</p>
</body>
</html>
```

Your code snippet must contain the following information:

- „discountCode“ (**DiscountOffer**): **mandatory**; please refer to Slide 5 for min./max. and type of chars allowed
- „description“ (**DiscountOffer**): **optional** (if not used, do not delete the line, but leave it blank as follows: „description“: “”)
- „availabilityStarts“ / „availabilityEnds“ (**DiscountOffer**): **optional** (if not used, do not delete the line, but leave it blank as follows: „availabilityStarts“: “” bzw. „availabilityEnds“: “”)

Important: Please only make changes to the contents marked in yellow.

### Wichtiger Hinweis:

- The schema.org code specified in this document has been tested for use in the context of PGA NL on WEB.DE and GMX. If you also use the code on other email portals that also interpret schema.org code (e.g., Gmail), check the display of your emails there too.



## Contact us

Do you still have questions? Contact us anytime.

- You can reach us via **e-mail** at: [trusteddialog-pm@uim.de](mailto:trusteddialog-pm@uim.de)