

A young woman with a large afro hairstyle, wearing a red beanie, glasses, and a denim jacket, is smiling and looking up while holding a smartphone. She is sitting at a wooden table with a coffee cup. The background is a blurred indoor setting with warm lighting and a mural.

# TRUSTED DIALOG PREVIEW

Documentation and explanation of the schema.org code snippets for the use of the trustedDialog Preview

# IMPORTANT INSTRUCTIONS (1/4)

## Preparatory measures before sending trustedDialog Preview emails:

- **Please confirm with your email 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 email delivery tool you use for newsletter delivery, please consult with them as soon as possible. The prerequisite for using trustedDialog Preview is the ability to include JavaScript (JSON-LD) code in the HTML header / body of your emails.
- **Please add our test mailboxes to the newsletter distribution list of your sent trustedDialog Preview emails.**
  - The addresses of the test mailboxes are:
    - test.schema.org@web.de
    - test.schema.org@gmx.de
  - The receipt of your trustedDialog Preview emails allows us to detect a possible incorrect display of your sent trustedDialog Preview emails at an early stage and to inform you if this is the case.
  - In addition, by receiving your regular trustedDialog Preview emails, we can gather valuable knowledge about the email performance of your emails and thus also important learnings for the best possible use of trustedDialog Preview.
  - Please refrain from forwarding any personal data to our test mailboxes.

# IMPORTANT INSTRUCTIONS (2/4)

## Preparatory measures before sending trustedDialog Preview emails:

- **Please conduct pre-tests on your own before a regular sendout.**
  - Before you send your trustedDialog Preview emails 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 email and check that it is displayed correctly in the mailbox.
  - Due to the display logic that only trustedDialog Preview images are displayed in one email per email block (an email block consists of 5 emails each), you may not see your test email with trustedDialog Preview 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:
    - (Step 1) There are no other emails in your inbox other than the trustedDialog Preview email you are checking.
    - (Step 2) To refresh the display, completely quit the mobile app and restart it.
    - (Step 3) If the schema.org code is configured correctly (according to our specification document), the trustedDialog Preview images of your email will now be displayed in the inbox.

# IMPORTANT INSTRUCTIONS (3/4)

## Important notes on using your trustedDialog Preview images:

- Up to 3 images can be displayed with your email; but at least 1 image or voucher code is required for a successful display in a trustedDialog Preview email.
- Only use images that match the content of your email.
- We recommend varying the image selection for the trustedDialog Preview to find out what appeals most to the respective target group. Remember that these images are a preview of your marketing message and should motivate the user to open your email.
- 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 email 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 email 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 (mandatory)
  {
    "@context": "http://schema.org/",
    "@type": "DiscountOffer",
    "description": "IhreCodebeschreibung",
    "discountCode": "IhrCode",
    "availabilityStarts": "2024-02-01T00:00:00+02:00",
    "availabilityEnds": "2024-02-29T23:59:59+02:00"
  }
]
</script>
</head>
<body>
<p>Email Body</p>
<!-- Hier steht Ihr E-Mail Inhalt -->
<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 blank as follows: `„image“: ""`)
- **„discountCode“ (DiscountOffer): mandatory**; the code must contain a minimum of 2 characters
- **„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“: ""` and `„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 trustedDialog Preview 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>
<!-- Hier steht Ihr E-Mail Inhalt -->
<p>Line 2</p>
</body>
</html>
```

Your code snippet must contain the following information:

- **„image“ (image 1): mandatory**
- **„image“ (Bild 2 + 3): optional** (if not used, do not delete the line, but leave it blank 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 trustedDialog Preview 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": "IhreCodebeschreibung",
"discountCode": "IhrCode",
"availabilityStarts": "2024-02-01T00:00:00+02:00",
"availabilityEnds": "2024-02-29T23:59:59+02:00"
}
]
</script>
</head>

<body>
<p>Email Body</p>
<!-- Hier steht Ihr E-Mail Inhalt -->
<p>Line 2</p>
</body>
</html>
```

Your code snippet must contain the following information:

- **„discountCode“ (DiscountOffer): mandatory**; the code must contain a minimum of 2 characters
- **„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“: ""` and `„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 trustedDialog Preview 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 at any time via **email** at:

[trusteddialog-pm@uim.de](mailto:trusteddialog-pm@uim.de)



**GMX**



**mail.com**

**united  
internet**  
media