

**Inxmail Guide**

# **HTML E-mails with Outlook 2007**

29th May 2007

# Abstract

Microsoft has made major changes in Outlook 2007: HTML e-mails are now displayed by a Word engine. This change has a negative impact as Word has limited capabilities for supporting HTML and CSS. As a result, many HTML e-mails are displayed incorrectly by Outlook 2007.

E-mail marketers must now make compromises in the design of their HTML e-mails to ensure the HTML layout is suitable for Outlook 2007. The most important limitations involve CSS properties for text wrapping, positioning and background graphics, which are no longer supported. Forms can also no longer be used, which limits interaction between e-mail marketer and customer considerably. In addition, Outlook 2007 generally no longer supports plug-ins, meaning that integrated Flash files are not displayed.

Since Outlook has a market share of approximately 75%, all e-mail marketers should immediately check whether their newsletter is compatible with Outlook 2007. Should this check reveal that your newsletter needs to be adapted, Inxmail and its partners can offer you rapid assistance. Learn more about our services in *Chapter 3: „Adapting your newsletter“*.

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# 1 Introduction

## 1.1 Outlook 2007

Microsoft has made a major change in the latest version of Outlook: Outlook 2007 no longer uses an Internet Explorer rendering engine to display HTML e-mails <sup>1</sup>, but now uses the Word 2007 engine. This change adversely affects the display of HTML e-mails, as Word 2007 has much less support for HTML and CSS specifications than Internet Explorer.

Outlook users will have no other choice than to make compromises on layout when designing HTML e-mails. This is the only way to ensure that HTML e-mails are displayed correctly on the recipient's system. As the Word 2007 HTML display does not, for example, support CSS positioning, tabular layouts will again have to be used for this purpose. Forms are also no longer supported, considerably limiting the interaction options available to the user. In addition to reduced HTML and CSS support, it will no longer be possible to view interactive Flash content in Outlook. This not only affects the Flash format; Outlook 2007 does not generally support plug-ins.

The following example is an attempt to illustrate how a professional newsletter is displayed by Outlook 2007. CSS has been used extensively for HTML layout, for example to integrate background graphics (*background-image:url()*) and to define block elements (*display:block*). It is displayed correctly by Outlook 2003 (see figure 1.1).

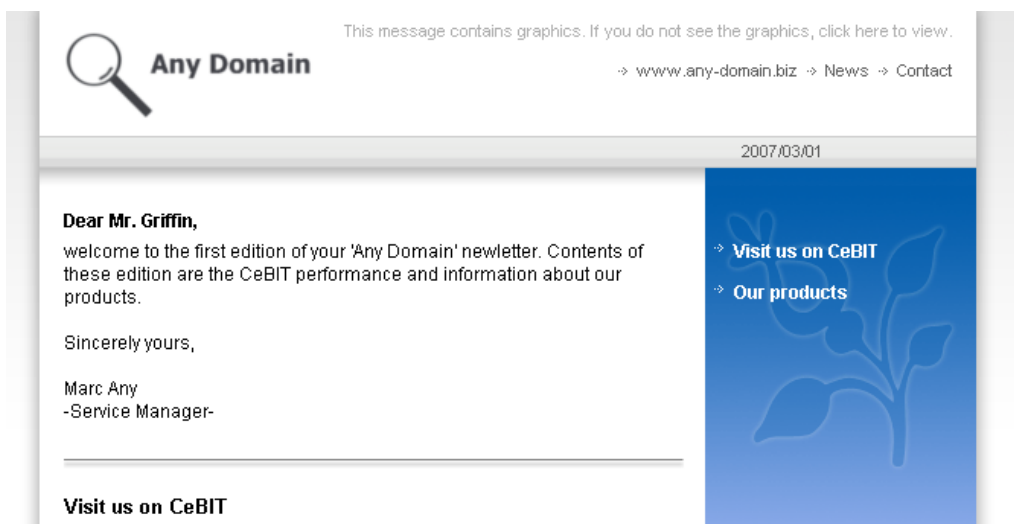


Figure 1.1: Correct display of e-mail using CSS (Outlook 2003)

<sup>1</sup> *Rendering* describes the process of interpreting HTML, for example to display an HTML e-mail in the e-mail client. For this purpose an e-mail client uses an Internet Explorer *rendering engine*

In Outlook 2007 the newsletter appears incorrectly in several places. The background graphic, with a blue side bar on the right side, integrated using CSS, is not displayed. Furthermore, the title is not displayed as a block element, so title and text merge into one another. The overall effect is that the newsletter's layout is no longer recognisable in Outlook 2007 (see figure 1.2).

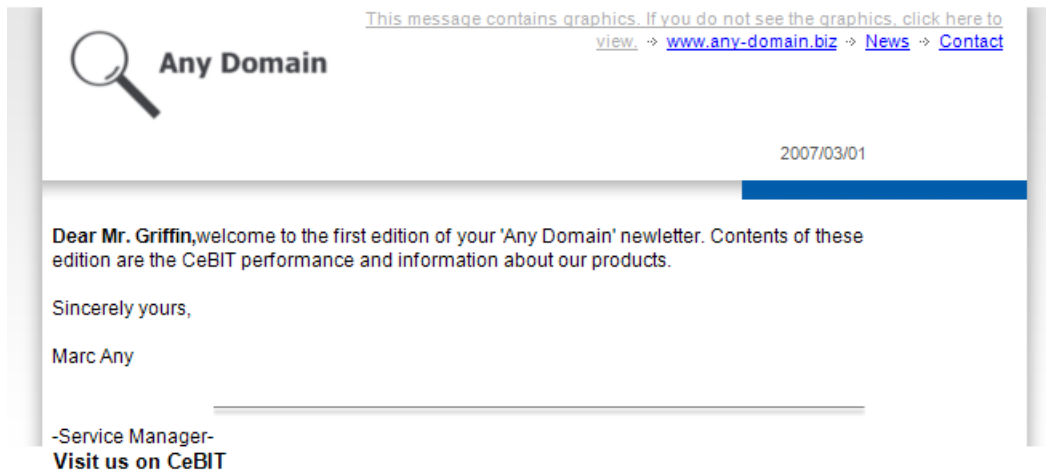


Figure 1.2: Incorrect display of e-mail using CSS (Outlook 2007)

## 1.2 Reasons for the change

Microsoft's decision to replace the rendering engine can be explained on the basis of two starting points as described below:

- **More security**

A more rigorous separation of Outlook 2007 and Internet Explorer facilitates a greater level of security. However, this is contradicted by Microsoft's promotion of the latest version of Internet Explorer, which calls it a „major step forward in security“. The improved security feature is actually an argument in favour of continuing to use Internet Explorer to display HTML e-mails. Furthermore, many of the CSS properties that are no longer available have no impact on security.

- **Standardised display**


Until now Outlook has used two rendering engines: Outlook has been using Word for many years to create HTML e-mails and Internet Explorer to view these. HTML e-mails in the inbox are first displayed using Internet Explorer, replies or forwards of an HTML e-mail use the Word HTML display. Outlook users are therefore constantly faced with inconsistencies between the HTML e-mails they create and receive. This makes it desirable for HTML e-mails to be created and viewed using the same rendering engine. Microsoft has therefore confined itself to using the new Word engine in Outlook 2007, which however suffers from a lack of capabilities.

This observation is intended to suffice as an explanation. The fact of the matter is, that Outlook 2007 has been on sale since the beginning of 2007 and will continue to occupy a dominant position in the market place; this is currently approximately 75%. For this reason all e-mail marketers would be well advised to deal with the consequences of the change and adapt their HTML layout accordingly.

### 1.3 Which properties will no longer be supported?

Doing without the Internet Explorer rendering engine means doing without many HTML elements and CSS properties used in the past. Microsoft has condensed everything you need to know about the HTML and CSS capabilities of Word 2007 into an article on the subject:

Summary of HTML and CSS Support in Outlook 2007

 <http://msdn2.microsoft.com/en-us/library/aa338201.aspx>

Outlook  
2007

The most important changes are described in *Chapter 2: „Important changes“* of this document described in more detail. Brief examples and screenshots comparing Outlook 2003 and 2007 are provided in order to illustrate the changes. The following list summarises the most important changes:

- No support for forms
- No support for background graphics (CSS)
- No support for positioning (CSS)
- No support for text wrapping (CSS)
- No support for animated GIFs
- No support for Flash or other plug-ins

### 1.4 CSS support for established e-mail clients

Irrespective of the current „Outlook 2007 problem“, implementing an HTML layout suitable for all established e-mail clients has always been difficult. Whilst some e-mail programmes, such as *Eudora* or *Lotus Notes* have for years had no, or only rudimentary, CSS support, other e-mail clients, such as *Yahoo! Mail* now support most CSS Level 2.1 properties and even some of Level 3.0.

The most important decision regarding HTML layout has always been: CSS or table layout? The answer is usually CSS, as *Lotus Notes* only has a small B2B market share of 9%, and *Eudora* and *Gmail* are also a long way from controlling a significant market share. Until now the readership lost by using CSS was fairly insignificant, as only the three e-mail clients named had difficulties displaying this format.

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<i>E-mail client</i>	<i>Technical implementation</i>
Yahoo! Mail	CSS
Hotmail	CSS
Gmail	Tables and inline CSS
Outlook 2003 and Outlook Express	CSS
Outlook 2007	Tables and inline CSS
Lotus Notes	Tables and inline CSS
AOL 9	CSS
Thunderbird	CSS
Mac Mail	CSS
Entourage	CSS
Eudora (Mac)	Tables and <u>no</u> CSS

---

Outlook has a B2B market share of approximately 75%. The new Outlook 2007 version will no doubt retain a similar size market share. Outlook optimisation is therefore a high priority when creating an HTML layout. However, this will mean moving away from HTML e-mails using CSS: table layouts and inline CSS will have to be used again to ensure the best possible display in Outlook. Outlook 2007 supports CSS at approximately the same level as Internet Explorer 5.

## 2 Important changes

### 2.1 HTML support

HTML 4.01 specification is only partially supported by Outlook 2007; many elements and attributes cannot be displayed. A list of all missing HTML elements and attributes can be found in the appendix. The focus of the following sections is on the most important changes. Incorrect claims made by Microsoft regarding support are also put right.

#### 2.1.1 Forms

Forms allow users to explore interactive options. Forms can be used to gather structured information about users, for example through a survey. Forms also offer options for individual interaction, for example by allowing the selection of a particular product from a product range.

Example: A mail-shot can contain a section in which the customer can enter his or her delivery address.

```
<form action="delivery_address.php"> Name<br/><input name="Name" type="text" size="30" maxlength="60"><br/> Street, House no.<br/><input name="Street" type="text" size="30" maxlength="60"><br/> Postcode, City<br/><input name="City" type="text" size="30" maxlength="60"><br/> <input type="submit" value="Send"> </form>
```

Forms are correctly displayed in Outlook 2003 (see figure 2.1).

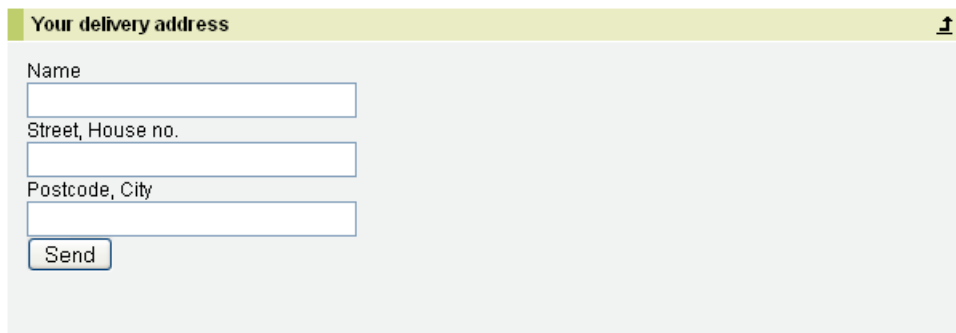


Figure 2.1: Correct form display (Outlook 2003)

Figure 2.2 shows the form in Outlook 2007. The display is incorrect; the user cannot fill out the form.

Figure 2.2: Form output not supported (Outlook 2007)

The HTML element *form* is not supported by Outlook 2007. Integrated forms in HTML e-mails are generally inadvisable, as the most important webmail clients in German-speaking regions do not display forms or these cannot be used. As a general principle these interactive tools should be located on the landing page.

Outlook  
2007

## 2.1.2 Background graphics

Background graphics are integrated using the HTML attribute *background*. Outlook 2007 only provides rudimentary support for this attribute. Background graphics are used for the entire content to be displayed (`<body>`) and in tables (`<table>`, `<tr>` and `<td>`).

### Web-based background graphics

Graphics are usually integrated via a complete Web address, e.g. `http://www.inxmail.com/background.gif`. This referencing option requires an existing Internet connection in order to display the graphic.

Example: The following code is used to integrate a background graphic for the entire *body*. The graphic is displayed repeatedly, both vertically and horizontally, to create a wallpaper effect.

```
<body background="http://www.inxmail.com/background.gif"> </body>
```

Thunderbird v1.5 immediately displays the background graphic (see figure 2.3).



Figure 2.3: Background graphic as wallpaper pattern (Thunderbird v1.5)

Outlook 2007 prevents the background graphic from being displayed. As figure 2.4 shows, blocking the background graphic can cause a problem, as there are then no visible markings left in the newsletter to inform the recipient of what has occurred. This can only be gleaned through a notification line appearing above the newsletter, informing the recipient that the newsletter contains graphics and that these have been suppressed. However, this notification line is inconspicuous and is easily overlooked.

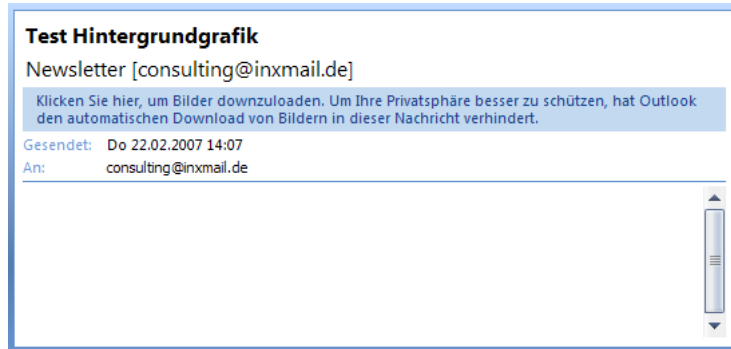


Figure 2.4: The background graphic is blocked (Outlook 2007)

Once the recipient has manually approved downloading of the graphic, the background graphic is displayed (see figure 2.5).

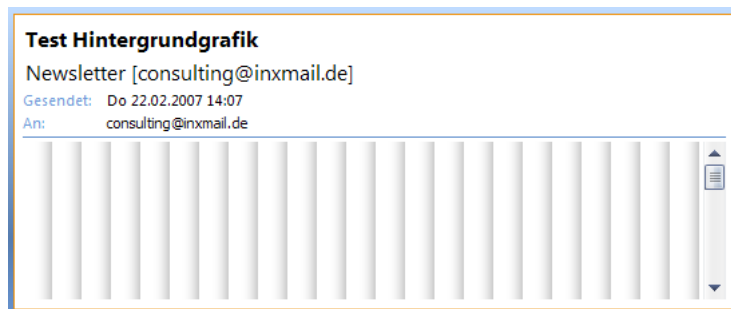


Figure 2.5: Background graphic displayed following manual confirmation (Outlook 2007)

In addition to integration into the *body*, background graphics can also be used in tables. Outlook 2007 does not display background graphics in tables `<table>`, table rows `<tr>` or table cells `<td>`. Thunderbird v1.5 permanently supports background graphics.

Web-based background graphic	<code>&lt;body&gt;</code>	<code>&lt;table&gt;</code>	<code>&lt;tr&gt;</code>	<code>&lt;td&gt;</code>
Outlook 2007	✓ (initially blocked)	✗	✗	✗
Thunderbird v1.5	✓	✓	✓	✓

## Embedded background graphic

To ensure that the images in a newsletter can also be viewed without an Internet connection, these must be embedded into the e-mail. Professional e-mail marketing software usually supports embedded graphics.

In *Inxmail Professional*<sup>1</sup> images are embedded using the system command `%embedded-image`. This special Inxmail command is used in the following example.

Example: The same background graphic as used in the previous example is integrated; the difference being that this time the graphic is embedded

```
<body background=["%embedded-image(1);background.gif"]> </body>
```

In Outlook 2007 embedded background images are immediately displayed in the *body*. The embedded version is preferable in this particular case (*background graphic in body*) of web-based referencing.

However, this is not the case for tables: The embedded background graphic is not displayed for the entire table `<table>`, nor is it included as an attachment. The background graphic for a table row `<tr>` or a table cell `<td>` is also not displayed, but is included as an e-mail attachment (see figure 2.6).

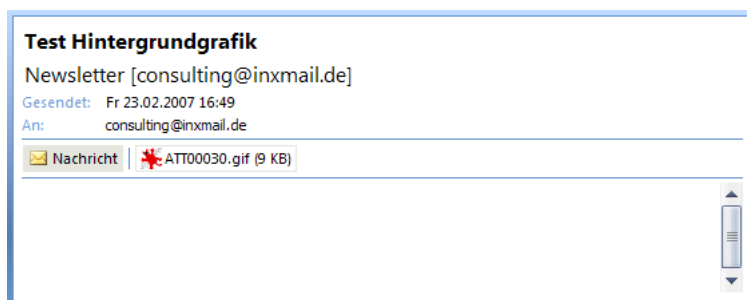


Figure 2.6: Background graphic in the e-mail attachment (Outlook 2007)

Once again, Thunderbird v1.5 provides permanent support. The results in the following table are based on embedding using the Inxmail command `%embedded-image`.

Embedded background graphic	<code>&lt;body&gt;</code>	<code>&lt;table&gt;</code>	<code>&lt;tr&gt;</code>	<code>&lt;td&gt;</code>
Outlook 2007	✓	✗	Image in attachment	Image in attachment
Thunderbird v1.5	✓	✓	✓	✓

<sup>1</sup>*Inxmail Professional* is a professional solution for e-mail marketing from Inxmail GmbH

The HTML attribute *background* is only offered rudimentary support by Outlook 2007. The background graphic is initially blocked as an attribute in `<body>`, but can generally be displayed. For tables, *background* is not supported. Embedding the background graphic into the *body* using the Inxmail *%embedded-image* command has the advantage of immediately displaying the graphic without preventative blocking.

### 2.1.3 Alternative text for graphics

When integrating a graphic using *img*, alternative text can be inserted over the attribute *alt*, which appears if the graphic is not displayed. This means that alternative texts appear if graphics are deactivated in the browser or if the user has stopped the website from loading before the graphics were received.

HTML element	Attribute	Description
<a href="#">img</a>	<a href="#">alt</a>	Alternative text, in case the graphic cannot be displayed

Example: The following code is used to integrate a graphic and define the alternative text „*[Image: Banner]*“. The CSS property *color* is used to set the colour of the alternative text to red.

```

```

Outlook 2003 supports the *alt* attribute and the colour of the alternative text can be defined using CSS (see figure 2.7).

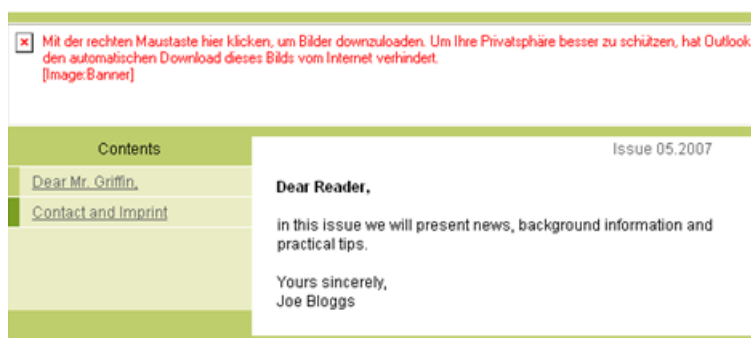


Figure 2.7: The coloured alternative text replacing a graphic is displayed (Outlook 2003)

According to Microsoft, the *alt* attribute is not supported by Outlook 2007. However, we can see clearly in figure 2.8 that the alternative text “*[Image:Banner]*“ replacing the graphic is displayed in Outlook 2007.

However, the alternative text can no longer be formatted using CSS in Outlook 2007. Whilst Outlook 2003 supports the CSS property *color*, Outlook 2007 cannot make any adjustment to the colour of the alternative text. Furthermore it should be noted that in both Outlook



Figure 2.8: The alternative text replacing a graphic is displayed (Outlook 2007)

2003 and 2007 a lengthy explanatory text precedes the alternative text: „Click here with right mouse button to download images. For data protection reasons, Outlook has prevented this image from automatically downloading from the Internet.“. In the case of small images only part of the explanatory text is visible, the alternative text remains hidden (see figure 2.9).

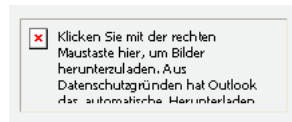


Figure 2.9: Alternative text not in visible area (Outlook 2007)

Thunderbird v1.5 offers full CSS support for the display of alternative texts. In addition to defining the colour using *color*, as in Outlook 2003, Thunderbird also allows the font size to be defined using *font-size* (see figure 2.10).

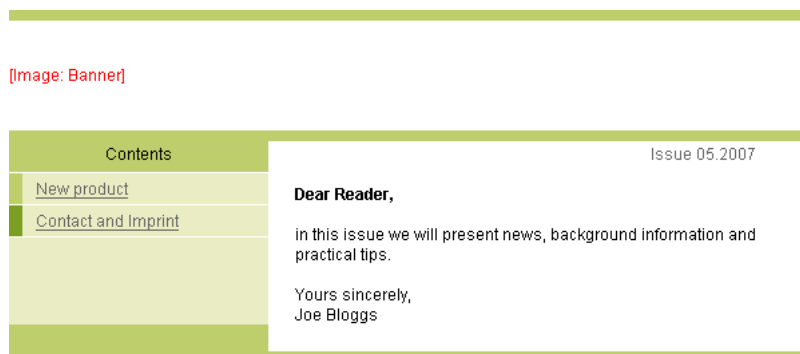


Figure 2.10: The coloured alternative text replacing a graphic is displayed (Thunderbird v1.5)

The HTML attribute *alt* for defining alternative texts for graphics is, contrary to claims made by Microsoft, also supported in Outlook 2007. However the alternative text cannot be given a colour using the CSS property *color*. Furthermore, it should be noted that the lengthy security advice means that the actual alternative text is easily overlooked, making it virtually useless.

Outlook  
2007

## 2.2 CSS support

CSS-based layouts in particular, which have become standard among Web designers in recent years can, for the most part, no longer be used with Outlook 2007. This is due to the fact that some of the most important CSS properties, such as *float*, *position* and *display* are not supported by Outlook 2007. Web designers will have to rely on out-dated table layouts and inline CSS to design HTML layouts that are compatible with Outlook 2007.

A list of all the CSS properties that are missing when compared with CSS Level 2.1 specifications can be found in the appendix. The following sections will discuss the most important CSS properties, which are no longer supported. These include:

- *background-image* (see figure 2.2.4)
- *background-position* (see figure 2.2.4)
- *background-repeat* (see figure 2.2.4)
- *display* (see figure 2.2.1)
- *float* (see figure 2.2.2)
- *position* (see figure 2.2.3)

### 2.2.1 Display type

The display type for an element is determined using the CSS property *display*. The property can be used to determine *whether* an element is displayed. Furthermore, this property can be used to define *how* an element is displayed. For example, this can determine that an element should form an individual block (creating a paragraph break) or be displayed in the middle of the text (inline). The *display* property makes over a dozen types of display available.

<i>CSS property</i>	<i>Description</i>
<a href="#">display</a>	Determining the type of display for an element, e.g. - <i>display:none</i> element is not displayed - <i>display:block</i> element is treated as a block element

**Example:** A small gap should be inserted between the title and text body. For this purpose the title is defined as a block element using the CSS property *display:block*. A block element always begins on a new line, as does the element that follows it. The gap before the next element is set to 5 pixels using *margin-bottom:5px*.

```
<b style="color:#666666; margin-bottom:5px; display:block;"> Dear Sir or Madam,</b>
  The new telemedia legislation will take effect from 1 March 2007. The changes will once again
  affect e-mail marketers and are designed to confine the amount of spam in circulation.
```

Outlook 2003 displays the title correctly as a block element (see figure 2.11).

**Dear Sir or Madam,**

The new telemedia legislation will take effect from 1 March 2007. The changes will once again affect e-mail marketers and are designed to confine the amount of spam in circulation.

Figure 2.11: Title and displaced text body (Outlook 2003)

Outlook 2007 does not support the CSS property *display*, meaning there is no paragraph break after the title, which merges into the body text (see figure 2.12).

**Dear Sir or Madam, The new telemedia legislation will take effect from 1 March 2007. The changes will once again affect e-mail marketers and are designed to confine the amount of spam in circulation.**

Figure 2.12: Title and merging text body (Outlook 2007)

In addition to block element displays, the CSS property *display* offers other powerful display types, such as *display:list-item* for displaying as a list element or *display:table* for displaying in table form. For Outlook 2007, these types of display will have to once again be rendered using the corresponding HTML tags.

The CSS property *display* is no longer supported by Outlook 2007. To implement the various display types, it is necessary to use table layouts or the corresponding HTML tags.

Outlook  
2007

## 2.2.2 Text wrapping

The CSS property *float* determines that subsequent elements should wrap around the current element. In practice *float* is often used to wrap text around graphics. This makes *float* an important CSS property, when table layouts are replaced by CSS.

<i>CSS property</i>	<i>Description</i>
<code>float</code>	Determining the wrapping behaviour of an element, e.g. <ul style="list-style-type: none"> <li>- <code>float:left</code> Element is on the left and is wrapped on the right</li> <li>- <code>float:right</code> Element is on the right and is wrapped on the left</li> <li>- <code>float:none</code> No wrapping</li> </ul>

Example: A graphic is to be positioned on the left and wrapped by text on the right hand side. The code for this reads:

```
 <p> Microsoft has introduced far-reaching changes
in Outlook 2007: HTML and CSS are only supported to a very limited extent. As a result, many
HTML emails are misconfigured in Outlook 2007. ...</p>
```

In Outlook 2003 the text wrapping is correctly displayed (see figure 2.13).

## Misconfiguration of HTML emails in Outlook 2007



Microsoft has introduced far-reaching changes in Outlook 2007: HTML and CSS are only supported to a very limited extent. As a result, many HTML emails are misconfigured in Outlook 2007.

Given that Outlook has a market share in the business world of around 75 percent, all email marketers should check their newsletters carefully for compatibility with Outlook 2007 and rectify any problems.

Inxmail GmbH has developed a guide for this purpose, which shows the changes required and how to make them. It includes a summary of the overall situation, a manual for HTML programmers and a comprehensive appendix containing all the elements and attributes whose behaviour has changed.

Figure 2.13: Correct text wrapping around right side of the graphic (Outlook 2003)

Outlook 2007 does not recognise the CSS property *float* and therefore places the text underneath the graphic (see figure 2.14).

## Misconfiguration of HTML emails in Outlook 2007



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Figure 2.14: Text wrapping is not displayed (Outlook 2007)

An alternative to *float* is to position the graphic using the corresponding attribute of the *img* tag. Alignment is created using the *align* attribute; the attributes *textitvspace* and *hspace* are used for the margins around the wrapped text.

The HTML code for this is as follows:

```
 <p> Microsoft has introduced far-reaching changes in Outlook 2007: HTML and CSS are only supported to a very limited extent. As a result, many HTML emails are misconfigured in Outlook 2007. ...</p>
```

However, all the attributes used here - that is *align*, *vspace* and *hspace* - are considered outdated and are set to be phased out of the HTML specifications. The reason for this is that the same effect can be achieved using the CSS property *float*, which is, however, not supported by Outlook 2007. An alternative is to use a workaround in the form of a table layout.

The CSS property *float* is no longer supported by Outlook 2007. A further difficulty is that the corresponding HTML attributes of a graphic for text wrapping are now considered out-dated. For this reason a table layout may be considered as an alternative to circumvent these problems.

### 2.2.3 Positioning

One of the core CSS properties is *position*, which determines the type of positioning. By default, all elements are displayed one after another in HTML, as they appear in the HTML code. These standard settings correspond to static positioning in CSS *position:static*. Another type of positioning is relative positioning using *position:relative*. When this is used the following element is positioned in relation to its predecessor.

CSS property	Description
<code>position</code>	Determining the type of positioning for an element, e.g. <ul style="list-style-type: none"> <li>- <i>position:static</i> element is displayed in the order in which it is defined in the document</li> <li>- <i>position:absolute</i> element is displayed where it was positioned</li> <li>- <i>position:relative</i> element is aligned relative to its predecessor</li> </ul>

Example: A block element is defined inside another block element, the former is positioned relative to the first element. Both block elements have a fixed width and height; different background colours are used for differentiation. The following code is used for relative positioning:

```
<div style="position:relative; height:100px; width:200px; background-color:#fc9;
  top:10px; left:20px;">
  Area 1
  <div style="position:relative; height:50px; width:100px; background-color:#e45;
    top:30px; left:20px;">
    Area 2
  </div>
</div>
```

Outlook 2003 correctly displays the two block elements nesting inside each other (see figure 2.15).



Figure 2.15: Block elements with relative positioning (Outlook 2003)

Outlook 2007, however, positions the block elements one below the other. As the CSS property *position:relative* is not supported, the block elements are displayed according to the order in which they appear in the HTML code (see figure 2.16).



Figure 2.16: Static display of block elements with relative positioning (Outlook 2007)

The CSS property *position* is no longer supported by Outlook 2007. An alternative method of table layouts nested inside each other must be used for positioning.

Outlook  
2007

## 2.2.4 Background graphic

There are three important properties for integrating and placing background graphics in CSS: A background graphic is defined using *background-image*, either for the entire *body* or for a block element (*div*). The background graphic is repeated horizontally and vertically by default. Using the CSS property *background-repeat*, this repetition can be confined to one axis or completely suppressed. Furthermore the place at which the background graphic is to begin can be set using *background-position*.

<i>CSS property</i>	<i>Description</i>
<code>background-image:url(example.gif)</code>	Defining a background graphic for a particular element
<code>background-repeat</code>	Background graphic repetition characteristics, e.g. <ul style="list-style-type: none"> <li>- <code>background-repeat:repeat</code> Graphic is repeated horizontally and vertically</li> <li>- <code>background-repeat:repeat-x</code> Graphic is only repeated horizontally</li> <li>- <code>background-repeat:repeat-y</code> Graphic is only repeated vertically</li> <li>- <code>background-repeat:no-repeat</code> Graphic is not repeated</li> </ul>
<code>background-position</code>	Background graphic positioning, e.g. <ul style="list-style-type: none"> <li>- <code>background-position:top</code> Distance from upper edge</li> <li>- <code>background-position:left</code> Distance from left edge</li> </ul>

**Example:** A graphic with grey-scaling should be displayed repeatedly along the vertical axis with a margin of 15 pixels from the left edge. The code for this reads as follows:

```
<body style="background-image:url(http://www.inxmail.com/background.gif);background-repeat:repeat-y;background-position:15px">
</body>
```

Thunderbird v1.5 correctly displays the progressive graphic repeated along the vertical axis (see figure 2.17).



Figure 2.17: CSS positioned background graphic (Thunderbird v1.5)

All three CSS properties used for the background graphic are no longer supported by Outlook 2007. A screenshot for Outlook 2007 is therefore unnecessary here.

Alternatively, a background graphic can be integrated using the HTML attribute *background*. Here the image is repeated across the entire display window creating a wallpaper effect. However, the full range of CSS property functions for defining repetition and positioning are not available. Furthermore, the *background* attribute is considered out-dated and is set to be phased out.

The CSS properties *background-image*, *background-repeat* and *background-position* are no longer supported by Outlook 2007. The alternative HTML attribute *background* has only rudimentary support (see figure 2.1.2) and therefore only represents a limited option. Only a table layout is capable of at least partially recreating this range of functions.

Outlook  
2007

## **2.3 Other unsupported web elements**

### **2.3.1 Animated GIF graphics**

Outlook 2007 does not support animated GIF graphics. These are only displayed as a static image.

### **2.3.2 Adobe Flash and other plug-ins**

Flash and other plug-ins are not supported by Outlook 2007. The typical red X is displayed in place of the Flash file. A solution to the Flash problem might be to integrate a screenshot from the Flash animation into the e-mail and link this with the Flash film.

## 3 Adapting your newsletter

E-mail marketers should check the compatibility of their newsletter with *Outlook 2007* without delay, as the new Outlook version will quickly achieve its expected high market share and newsletters that have not been adapted will have a negative impact on corporate image.

Inxmail GmbH and Inxmail partners are offering a service for adapting your newsletter in accordance with Outlook 2007 requirements. The time and effort required for this process is different for each newsletter and can take several days.

For more information, contact us at [consulting@inxmail.com](mailto:consulting@inxmail.com).

# 4 Appendix

## 4.1 Missing HTML elements

- applet
- bdo
- button
- form (see section 2.1.1)
- iframe
- input
- isindex
- menu
- noframes
- noscript
- object
- optgroup
- option
- param
- q
- script
- select

## 4.2 Missing HTML attributes

- accept-charset
- accept
- accesskey
- archive
- background (only when there is a URL) (see section 2.1.2)
- checked
- classid
- code
- codecore
- codetype

- compact
- data
- declare
- defer
- disabled
- enctype
- longdesc
- marginheight
- marginwidth
- media ( screen | print | projection | braille | speech | all )
- method
- multiple
- noresize
- object
- onblur
- onchange
- onclick
- ondbclick
- onfocus
- onkeydown
- onkeypress
- onkeyup
- onload
- onmousedown
- onmousemove
- onmouseout
- onmouseover
- onmouseup
- onreset
- onselect
- onsubmit
- onunload
- readonly
- scrolling
- selected
- standby
- tabindex
- title
- valuetype

### 4.3 Missing HTML attributes with specific values

<i>HTML element</i>	<i>HTML attribute</i>
img	alt (see section 2.1.3)
textarea	cols
td	colspan=0
th	colspan=0
frame	frameborder=0
td	rowspan=0
th	rowspan=0

### 4.4 Missing CSS properties

- azimuth
- background-attachment
- background-image (see section 2.2.4)
- background-position (see section 2.2.4)
- background-repeat (see section 2.2.4)
- border-spacing
- bottom
- border-spacing
- caption-side
- clear
- clip
- content
- counter-increment
- counter-reset
- cue-before, cue-after, cue
- cursor
- display (see section 2.2.1)
- elevation
- empty-cells
- float (see section 2.2.2)
- font-size-adjust
- font-stretch
- left
- line-break
- list-style-image

- list-style-position
- marker-offset
- max-height
- max-width
- orphans
- outline
- outline-color
- outline-style
- outline-width
- overflow
- overflow-x
- overflow-y
- pause-before, pause-after, pause
- pitch
- pitch-range
- play-during
- position (see section 2.2.3)
- quotes
- richness
- right
- speak
- speak-header
- speak-numeral
- speak-punctuation
- speech-rate
- stress
- table-layout
- text-shadow
- text-transform
- top
- unicode-bidi
- visibility
- voice-family
- volume
- widows
- word-spacing
- z-index

## 4.5 Test conditions

The insights and figures in this study were based on the following e-mail clients:

- Microsoft Outlook 2003 (11.5608.5606)
- Microsoft Outlook 2007 (12.0.4518.1014)
- Mozilla Thunderbird 1.5.0.9 (20061207)

*Outlook* is a registered trademark of the *Microsoft Corporation*, *Thunderbird* is a registered trademark of the *Mozilla Foundation*.

# About Inxmail

Inxmail GmbH is among the leading software and service providers in the e-mail marketing segment. Our main product, “Inxmail Professional“, can be purchased, and it is also available as an ASP service. Partners handle our international support and sales.

Unlike most related products, our solutions use a “Java Smart Client“ instead of a browser desktop. This provides superior usability. Due to its open interfaces, Inxmail Professional can be connected seamlessly to existing systems such as CMS, CRM, ERP, and e-commerce solutions.

Since entering the market in 2001, Inxmail GmbH has built a base of more than 800 customers that includes companies such as 1&1 Internet, Coca-Cola Beverages, Deutsche Telekom, GlaxoSmithKline, Greenpeace Switzerland, IKEA Germany, Honda Motor Europe, Motorola, and many more.

We have received numerous awards and prizes for our innovative products and great success. Awards include the “Company Founder’s Award 2000“ presented by the Volksbank Offenburg. In addition, we were recognized in the “Innovation Award 2002“ handed out by the Chamber of Industry and Commerce of the Upper Rhine. In 2005, Inxmail was named a “Member of Top 100 of the German Mittelstand“ in the comparative TOP 100 study.

Our headquarter is in Freiburg, Germany. Together with our partners worldwide we service our clients internationally.

# Imprint

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