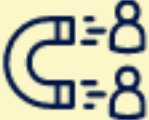


Factors	HTML email	Plain text email
 Analytics	✓	—
 Accessibility	—	✓
 Spamming	✗	✗
 Attraction	✓	—
 Design	✓	✓
 Readability	✓	—
 Performance	✓	—
 Email display	—	✓