

Unlock the full potential of the Email Builder

Your questions answered.

How to...



EMAIL TEMPLATES

Where can I access templates for campaigns and automations?

To access templates for your Campaigns, click "New Campaign" in the Campaigns tab. Then, choose your campaign settings, and you'll be taken to the Templates library.

If you want to use email templates head to the Automations tab, select "New workflow" and choose workflow type to then customize. Change the email content and template by clicking "Edit content" on the email block and selecting the template in the top right corner (arrow sign).

Can I customize pre-built templates and can they match my brand colors?

We offer pre-customized templates that can be easily tailored to your brand style. You can also incorporate your brand assets, such as logos, colors, social links, and fonts, to ensure brand consistency. Once added, these assets will be applied to emails automatically.

Our platform allows easy customization and integration of your brand assets to reflect your unique identity in every email.



FONTS

Will it be possible to have more Google fonts or custom fonts in the future?

We are currently exploring the potential of introducing custom fonts for emails. However, since email clients may display emails differently, Gmail, Yahoo, and others may replace your custom font with their default font. As a result, we are working to address this issue and cannot recommend using the custom font option now, as it may not be displayed consistently across different email clients.

Can we use custom brand fonts in emails and forms?

Apart from what's said above, we offer the Brand Assets feature that allows you to set default fonts for headings, paragraphs, and footnote text fields.

These fonts will be automatically applied to all Items with text fields, ensuring your emails and forms look professional and on-brand. If a selected font is not supported by a customer's device, an email-safe fallback option will be used instead.

→ Read more in our [dedicated guide](#)

Are we able to change a word to a different color?

Certainly! To change the color of a text item, you have a couple of options. You can either highlight the text item or just a single word within it and then select the desired color from the Text Color option in the menu on the right-hand side of the screen. This will update the text to the color you've selected.

Can I change the font size for desktop and mobile at same time?

You can customize your layout by making certain items visible on specific devices. For example, adjust the font size for mobile devices, so that it displays correctly on smaller screens. To do this, you can create a new layout with the appropriate font size and then use the Display Settings to select which devices should show the item.

You have the option to select which devices to display the item on: all devices, mobile devices only, or desktop devices only. This will ensure that your content is optimized for different devices and provides a better user experience.



DELIVERABILITY

How important is it to have a separate email domain for email marketing?

Using a separate email domain for your email marketing can have great benefits. It can improve your email deliverability rates by keeping your marketing emails separate from other types of emails. This reduces the chances of your marketing emails being marked as spam. It also helps protect your main domain's reputation from being blacklisted due to poor email marketing practices.

By having a separate domain, you can also get better insights into your email campaigns, which can help you track their success more accurately. In short, using a separate email domain for email marketing can help you improve your deliverability, protect your domain's reputation, and track your email marketing performance.



LAYOUTS

How can I show 2/3/4 images side-by-side?

First, drag and drop a layout with 2/3/4 columns to your email content. Then, simply add your desired images to each column. With just a few clicks, you can create a polished layout that features multiple images in a row.

How should we use padding for layouts or item blocks?

To edit the padding or any other aspect of an Item in your layout, select that item first then head over to the first tab on the right side of the screen, which is named after the selected Item (such as Text, Button, etc.).

The Layout tab on the right side of the screen is for making changes to the overall look and feel, which includes all the items within it.

→ You can find [examples here](#)

Will there be pre-built lines between spaces e.g single, double, 1.5 between each line of text?

While the feature is not currently available, our team is already working on developing it. We are committed to constantly improving our product to meet the needs of our valued customers.



DISCOUNT CODES

Does it generate a code unique to that customer and is sent via separate email to customer?

By adding the Discount feature to your campaign, a single, unique discount code will be generated for that specific campaign. This ensures that all recipients of the campaign will receive the same discount code.

If you add the Discount to your automation, every single message will have a custom, unique discount code for each time the email is sent. In other words, all recipients will get a unique discount code.

Are there other ways to add discount codes?

In order to add a discount code to your automation, you can first create it within your store admin and then include it in the text item. Alternatively, use our suggested discount item by dragging and dropping it into your automation, which will generate a unique code for each email recipient.

You can also create a "Shop Now" button in Omnisend by integrating a discount link from your store admin. This allows customers to easily click the button, browse your products, and add items to their cart, with the discount code automatically applied when they view their cart.



CAMPAIGN SETTINGS

Do you have auto-resend to subscribers who haven't opened the first campaign?

When you start creating an email campaign, you'll see an option to enable Campaign Booster under the Settings menu. This feature gives you an extra chance to catch your customers' attention if they missed your first campaign. After 48 hours, a boosted campaign will be resent to those customers who didn't open the initial campaign and are most likely to make a purchase. By enabling Campaign Booster, you can increase your open and click rates and ultimately boost your sales.

For subject lines—will you consider offering words in French or other European languages?

We are looking into possibly providing subject lines in various languages in the near future. We will keep you informed of any developments.



Resources:

- [Academy](#)
- [Help Centre](#)
- [Blog](#)
- [Workshop recordings](#)



Contact us:
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