

TALKBOX BEST PRACTICE GUIDE

Our best advice for creating communications with impact



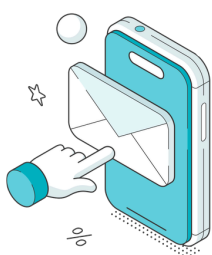
IMPACT DATA

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Our best advice for creating communications with impact

What we are covering



Email Best Practice



Nifty Design Guide



Creating Loyalty Messages with Impact

TalkBox by Impact Data partners with thousands of clients across the world to help deliver **more visits, more often**. By using the data that's already in their platforms like membership, loyalty, reservation and point of sale, we trigger communications that **drive customers back** to the business.

Creating successful communications that engage and create an outcome is a function of many elements. From subject line to sale, there is more to a great communications campaign than just a compelling image.

The team at TalkBox by Impact Data have combined all of our **best practice tips for email, design, and loyalty communications** in one guide to inform and inspire your engagement strategy.

Read on to learn how we can help your communications drive more impact for your business.

Guide to Email *Best Practice* with TalkBox



What Email Best Practice looks like

Email marketing remains one of the most effective ways to engage an audience, drive sales and customer retention. In 2026, we are seeing AI have a significant impact on how customer inboxes are managed, and emails are prioritised for reading. We know that Gmail accounts continue to have more Gemini features rolled out, and over 50% of all TalkBox emails are Gmail accounts. These AI assistants and readers are likely to evolve and change, but the core principles of good email marketing have always been consistent.

Open rates
increased to
45.6%

after AI summaries launched

— FOLDERLY



Guide to Email *Best Practice* with TalkBox

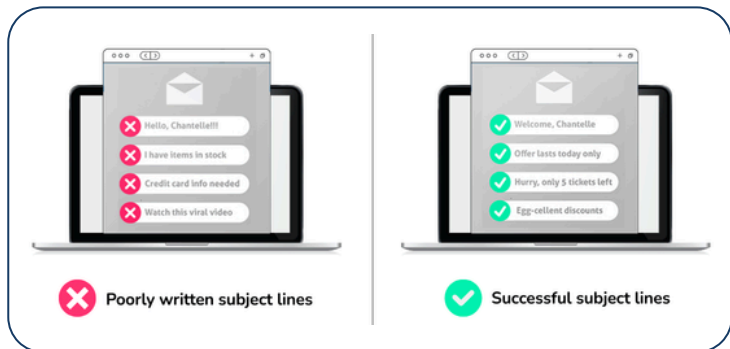
HERE ARE OUR TOP TIPS

1. Start with your objective

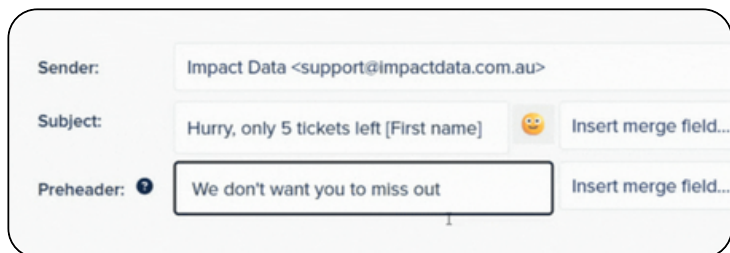
When you begin to design your communication, keep your core objective top of mind and easy for your audience to understand and act on. If your communication is just designed to inform *e.g. letting customers know about a new menu item or an update to parking arrangements*, still consider having a clear call to action. Things such as **offering Feedback** or **following social media pages** for updates are clear objectives that can help understand the effectiveness of your communication.

2. Get my attention with Subject Lines and Pre-Headers

A [well crafted Subject Line](#) is critical to getting your readers' attention, and in the world of AI-assisted inboxes, it's likely to be even more important.



TalkBox also allows you to add a **Pre-Header**, which is an additional insight into the objective of the communication. Always make sure you add a Pre-Header to help get your email campaign prioritised.

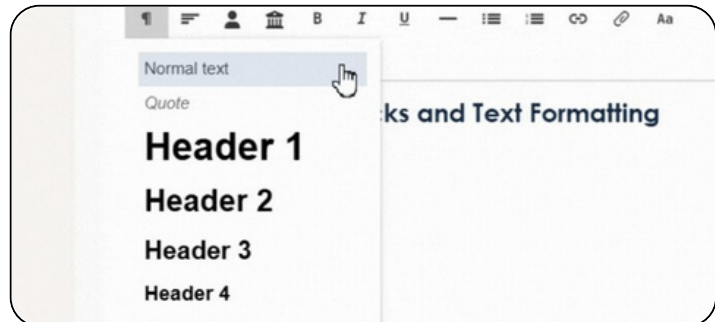


3. Size is Important

Emails are designed to be short, sharp and to the point. Sending lengthy communications and newsletters can mean the message and key call to action is lost. If you want to send a client newsletter that has numerous sections and detailed content, this is better hosted in a blog or on a website and the email is used to summarise the content and get customers to click the link. If your email needs to be longer, consider adding an **executive summary or highlights** section to ensure your reader and the AI assistant don't miss important information.

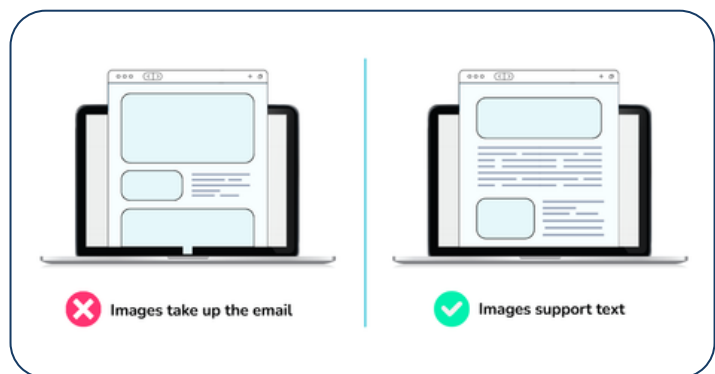
4. Use Header Blocks and Text Formatting

Similar to H1 tags on your website, TalkBox has the functionality for you to mark text as a **Header**, **Sub-Header** or **normal Text** within a header or text block. This is important to help AI Readers understand the key messages you are trying to convey.



5. Words REALLY matter

At this stage, **most AI engines that are reviewing your email content** will struggle to understand images. In fact best practice for emails is that **at least 60% of your email should be words** rather than images. So if you use image-only or image-heavy emails, you will struggle to get your emails to hit the mark and get noticed.



6. Use TalkBox Tools to help AI understand your images

When you add an image to your canvas by dragging an image block you can also add a link or Alt text. Readers often click images, so it's always a good idea to add an appropriate link to the image. This can be a link to your website, a particular page on your site or even your reservation link.

Adding **Alt Text to your image is actually best practice**. It helps customers who are vision impaired understand your image, can assist your audience if the image doesn't load and is rarely added by spam email creators.

With AI, your Alt Text will become even more important, as this will help the AI bot to add more context and understanding to your email.

7. Don't hide the headline – have a clear call to action

When you design your communication, think about the action you want your customers to take and make it **easy, obvious and near the top** of the communication.

Consider creating a [TalkBox Section](#) for your Order Now or Book Now links to ensure it's clear to the reader and the AI assistant the action you want them to take. Don't bury your links in the body of the text, and consider being specific, e.g. *BOOK NOW for Saturday*.

8. If you have an offer, be clear about how to redeem it.

Many TalkBox customers take advantage of our **powerful voucher integrations** and vouchers are usually sent as a QR or Barcode. That means it's important to be clear about how customers need to redeem their vouchers, what the offer is and the expiry date or conditions.

A good idea is to ensure every voucher you send has:

- A Header Block to highlight the name of the offer
 - A description text block that explains how to redeem the offer and details of it's value
 - A terms and conditions block that clearly outlines the key rules about redeeming the voucher
 - If you are setting up [Reminder Messages](#), remember to repeat the tips above.
-

9. Create Urgency with Dates

If your email contains a limited-time offer or a call to action for a particular event, ensure that the **date is clearly stated**. This is one of the early changes we have noticed with Promotion Tabs on Gmail. Emails with a clear date of the end of the sale or offer will have that date highlighted in the inbox.

10. Send all of your Test Emails to a Gmail address

When you send to a Gmail address, you can review **how Gemini AI has read your email**. Has your call to action been prioritised? Did the AI reader understand what you were trying to get the reader to do?

11. Add UTM Codes for tracking and reporting

TalkBox allows you to **track and understand performance** with the addition of **UTM parameters** to your communication. Learn the number of bookings your Valentines Day campaign created or the sales of your new item from a communication targeting a particular segment.

Within each communication, you can select to track:

- Utm_source – the specific platform driving the traffic (TalkBox)
- Utm_medium – categorises traffic within the 'email' default channel group
- Utm_campaign – groups all traffic associated with a specific marketing communication
- Utm_content – used for testing different CTAs or link placements within the same email
- Utm_term – used to track specific offer codes or segment-specific keywords

In addition, TalkBox has available parameters that are unique to TalkBox and are a persistent ID that links a web session back to a specific contact in your database. These are **Encrypted IDs** ensuring security whilst maintaining data integrity across platforms.

The TalkBox relevant IDs are:

- The TalkBox contact ID
- The TalkBox recipient ID
- The TalkBox promotion ID

Guide to Design *Best Practice* with TalkBox



Email Design Hacks You Can't Ignore

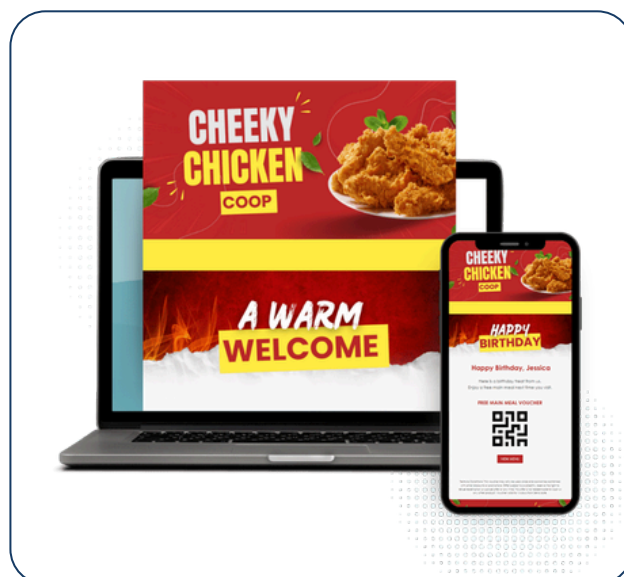
At TalkBox, “good design” = emails that land, load, and get clicked. We’re all about clean call-to-action and layouts that render consistently across Gmail, Outlook, and Apple Mail to protect deliverability and engagement. Read our top 5 email design tips for inbox performance (and not just aesthetics)

HERE ARE OUR TOP TIPS

1. Brand Front and Centre

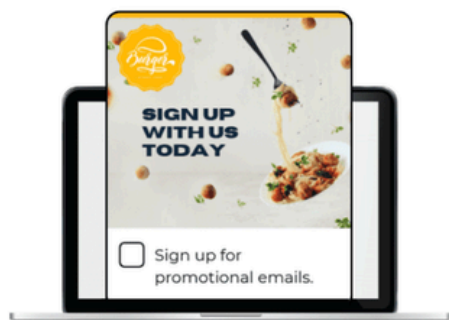
Brand recognition is key. In TalkBox, use the Sections block to place your logo **above the fold** so subscribers instantly know who the email is from. It builds trust fast and sets the tone before they even start scrolling.

[Master Sections Like a Pro >](#)

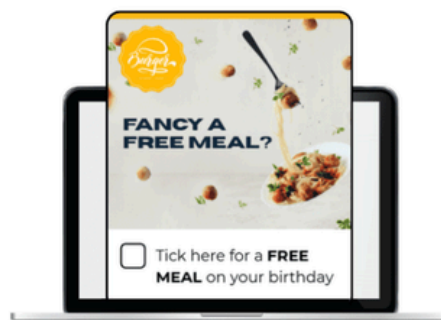


2. Turn Snoozes into Sign Ups

Think like your customer – would you rather click “Sign up for emails” or “Receive a FREE birthday meal”? The first is boring and might hit spam, the second is all about them. Make your banners pop with the [right offer for the best opt-in](#).



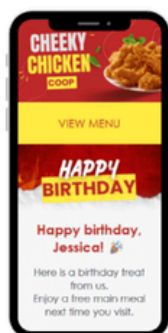
✗ Not compelling enough



✓ Creates anticipation

3. Mobile-first (not just mobile-friendly) View In Mind

Most emails are opened on mobile, and inboxes now penalise clunky layout. Solution? **Design for thumbs first**. Buttons set to medium or large in TalkBox editor (easy to press for fat fingers), short paragraphs, text size (ideally 14px-16px) and use single column layout.



✓ Mobile-first design with big buttons and legible text



✓ Secondly... it looks great on desktop view

4. Don't Let Your Emails Load Like a Sloth

Design emails with a healthy mix of images and text. Image-only emails can fall flat when images don't load. Keep things lightweight by optimising images – **sitting at least 650px wide** is a handy rule of thumb.

Adding clear alt text helps your message still land, even if visuals are blocked. Faster-loading emails get more love, so [read more on keeping emails fuss-free.](#)



Images take up the email



Images support text

5. Hook Them Before The Scroll

Users decide whether to read in seconds. So what shows up before they even scroll down determines if they want to stay for the rest. Prioritise content hierarchy and place the most important message, CTA, or offer **at the top**.



Creating *Loyalty Messages* with Impact



Crafting Impactful Loyalty Messages

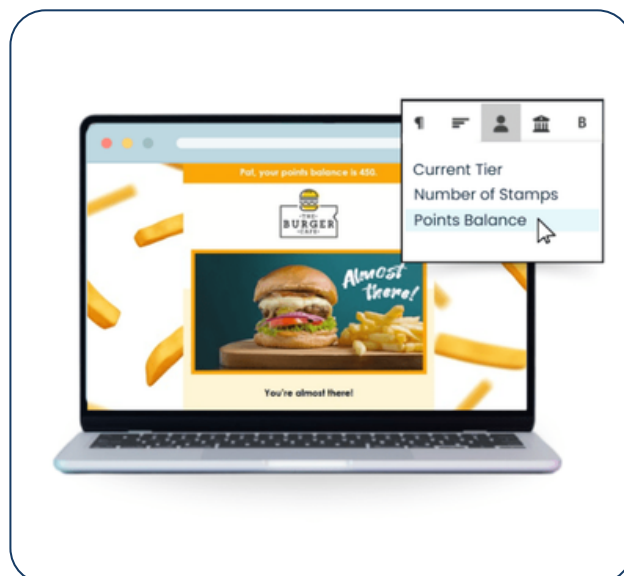
When your TalkBox account is connected to your loyalty program, this powerful combination can help you drive more visits, more often and increase the return on your loyalty investment. Bringing your loyalty program to life in your communications is a great way to make all of your marketing about your customer. Remember the key to great communication is ‘talking with your customers’ rather than ‘talking at your customers’.

HERE ARE OUR TOP TIPS

1. Loyalty statement

Personalise your communications by adding details of your customers’ loyalty status and rewards. From Points Balance, Number of Stamps or Current Tier, keep customers informed of their progress and make every email about them.

Top Tip: If you have a fixed reward point on your program, create a [Formula Field](#) to show how close your customer is to the next reward or tier.



Creating *Loyalty Messages* with Impact

2. Merge Fields

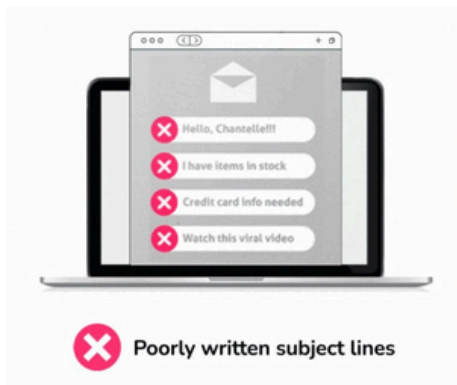
Every field stored on a contact can be added as a **merge field** in communications. A number of the loyalty fields are valuable in creating a more personalised experience for your customers. This may vary slightly based on your connection.

Fields such as:

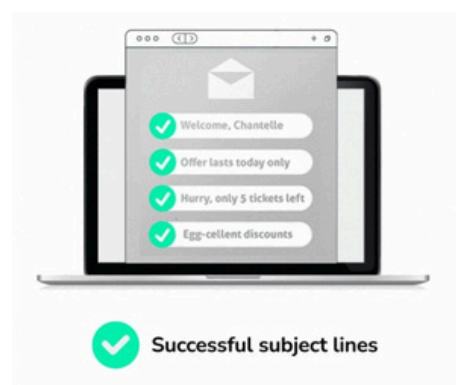
- Member Number
 - Last Visit Location
 - Last Visit Date
 - Points Balance
 - Member Tier
- Formula Field – Points/Stamps to Next Reward or Tier can all create a more engaging and personalised experience for members.

3. Subject Lines and Pre-Headers

The subject line in any communication is **critical to its impact**, and that's true of your loyalty communications. These will often contain offers or a call to action about a short-term promotion, but don't be tempted to be 'spammy' in your communication.



 Poorly written subject lines



 Successful subject lines

Remember: This customer opted into your loyalty program, signed up for communications and wants to hear from you, so make sure the Subject Line and Pre Header are engaging and aligned to the value of the program.

4. Strong Call to Action

Don't be shy! Tell your customer what you want them to do, from **ORDER NOW** to **GIVE FEEDBACK**, make it clear. Buttons are a clear signal to act and a good, visual clue if a reader skims the message. Consider more than one location for your call to action and be clear about the benefit, e.g. *ORDER OUR NEW PIZZA NOW*. The placement is also important; don't assume a customer will scroll to the bottom of the email. Most communications are opened on a mobile device, so ensure your main call to action is visible on the opening screen.

Creating *Loyalty Messages* with Impact

5. Vouchers or Offers

Be clear about how customers can redeem rewards when sending vouchers. From scanning at a kiosk to checking their member profile in an app, **help customers understand how to redeem** their vouchers easily.

TalkBox has a series of voucher messages that can be configured if you are using TalkBox vouchers. Adding a [Reminder, Redemption or Expiry Message](#) can significantly improve redemptions and customer sentiment.



Top Tip: If you have online ordering, consider adding an animated GIF showing how to redeem their reward.

6. Terms and Conditions

If your communication contains an offer, ensure you have an explicit set of **terms and conditions**. Include any restrictions for the offer or timing. TalkBox vouchers are single-use and must be redeemed in one transaction, but it's good practice to make that clear.

Top Tip: Setting up a [Section](#) for your Terms & Conditions is a helpful way to make sure they are consistent.

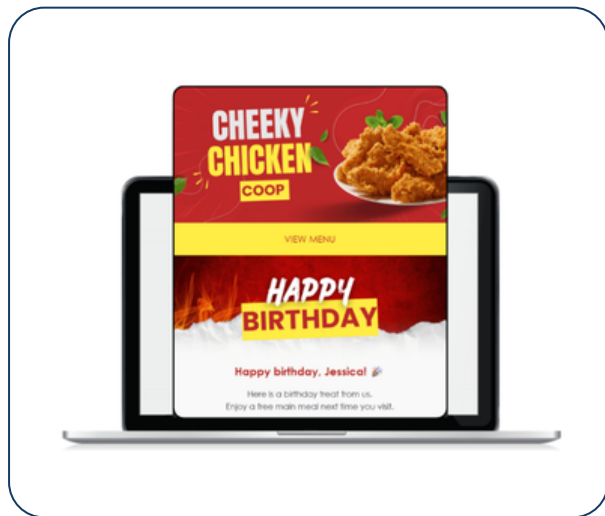
7. Loyalty Rules

Particularly in the early stages of your relationship with a new member, it's a good idea to include a **Section about how your program works**. Informing customers about how to earn & redeem their rewards is an important part of building trust and excitement early.

Creating *Loyalty Messages* with Impact

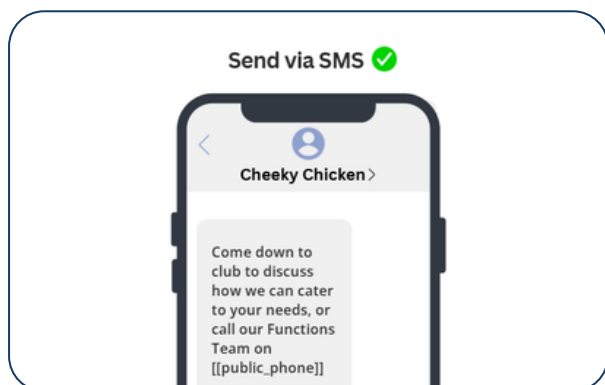
8. Add your Personality

From images to tone of voice, bring the personality of your loyalty program to your communications. TalkBox can support animated GIFs to create movement and interest, and stop the scroll! Whether it's a quirky catchphrase or a heartfelt thank you, make sure your communications resonate with your audience and **leave a lasting impression**.



9. Maximise your Reach

Sending your messages by **email, SMS and Push** where available allows you to not only maximise the reach of your communications, it honours the choices the customer has made about what channel they want to connect in.



10. UTM Codes

Our latest TalkBox feature, **UTM codes**, is a great way to help you **measure the success** of your loyalty communications. Adding trackable codes to different parts of your email will help to understand the impact of your links, images and call to action buttons. Learn more about TalkBox UTM Codes [here](#).

11. Review your Success – TalkBox Analytics

Whilst TalkBox can definitely be **'set and forget'** that doesn't mean you shouldn't review performance, engagement and success metrics.

Coming Soon: Our TalkBox Analytics feature is a critical tool to help you ensure that your messages are hitting the right mark and impacting your business and bottom line.



For more information:

If you would like assistance using the visits fields and activating automated communications please contact our support team.

Get in touch >

Support Centre >



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