Choose the next useful action

Business / product

Who receives the email? What have they already done?

What result do they want?

First useful action

Destination that lets them complete it

Example brief

Help a new Weekwell customer who wants quick dinners choose three meals for their first weekly menu. Destination: meal selection.

Draft the message and fallback

Subject and preview text

Body copy

Main button and destination

Image purpose and alternative text

Personalized image fields

first_name | Sample: Maya | Saved fallback: you

meal_goal | Sample: Quick dinners | Saved fallback: Your first menu

Piksio image fallbacks do not rewrite the email body, subject, or alt text. Configure those separately in the sending platform.

Review, then plan a useful test

- [ ] Subject, body, button, and destination support one action.
- [ ] Destination honors any preference promised in the message.
- [ ] Main task and button remain in email HTML outside the image.
- [ ] Complete, long-name, and empty-field previews reviewed.
- [ ] Images-hidden behavior checked in relevant clients.
- [ ] Required account and sender links are retained.

Hypothesis, control, and treatment

Eligible audience, primary outcome, and observation window

Sample / stopping plan based on your baseline

Weekwell example: fixed card vs recipient-specific card; first three dinners chosen within seven days. The example has no measured result.