

What's inside the newsletter from

Connox

Sender promotions@newsletter.connox.com

Sending platform [Brevo](#)

Sector Home & decor

Emails read 55 campaigns, 6 transactional

Period August – October 2026

Our address was subscribed in August 2026, after the CNIL recommendation was published (April 14, 2026).

 Overall score

A

B

C

D

E

51/100

F

The main finding

An open-tracking pixel is present on the last 3 campaigns.

It is the first of 16 points to fix. The highest score is deliverability (70/100), the lowest compliance (29/100), better than 7% of the 534 brands measured.

Marketing

55 campaigns

August – October 2026 · calculated on 31 October

Compliance

29 /100



better than 7% of the 534 brands measured

Deliverability

70 /100



better than 2% of the 534 brands measured

Technical

40 /100



better than 2% of the 534 brands measured

Experience

69 /100



better than 68% of the 534 brands measured

16 points to fix

Each line leads to the criterion in its family, with the excerpt that establishes it and how to fix it.

Priority	An open-tracking pixel is present Criterion "No open-tracking pixel" · Compliance · on the last 3 campaigns out of 30 in Compliance <pre><img width="1" height="1" alt="" src="https://eu3-cdn.eng.bloomreach.com/***/e/...</pre> Brevo: open tracking is turned off in the campaign's advanced settings.	-30 pts
Priority	The HTML exceeds Gmail's clipping threshold Criterion "HTML under Gmail's clipping threshold" · Technical · on 45 of the 54 campaigns out of 25 in Technical Weight comes down by removing unused CSS, deleting duplicated hidden blocks (mobile and desktop versions of the same content), removing comments and Outlook conditional code that is no longer needed, and embedding no base64 images.	-20.8 pts
To review	No separate path to refuse tracking Criterion "The recipient keeps control over tracking" · Compliance · measured on 54 campaigns out of 20 in Compliance A path separate from the unsubscribe link leads to a preference centre where the recipient can refuse tracking (opens, clicks) without unsubscribing.	-19.3 pts
To review	The template is nested beyond the threshold Criterion "A shallow template" · Technical · measured on 54 campaigns out of 20 in Technical	-16.7 pts
To review	Some links become invisible when images are blocked Criterion "All links stay visible with images blocked" · Experience · on 52 of the 54 campaigns out of 15 in Experience	-14.4 pts
To review	The published DMARC policy keeps out no impersonation Criterion "DMARC policy that helps keep out some impersonation" · Deliverability · on 52 of the 54 campaigns out of 15 in Deliverability	-14.4 pts
To review	Unsubscribing is not possible or not announced Criterion "Unsubscribing is possible and announced" · Compliance · measured on 54 campaigns out of 15 in Compliance	-12.2 pts
To review	One-click unsubscribe is not announced as RFC 8058 defines it Criterion "One-click unsubscribe, as defined by RFC 8058" · Deliverability · measured on 54 campaigns out of 15 in Deliverability	-10 pts
Secondary	No untracked path leads to the site Criterion "An untracked path leads to the site" · Compliance · on 52 of the 54 campaigns out of 10 in Compliance	-9.6 pts
Secondary	A remote stylesheet is called Criterion "No remote stylesheet" · Technical · on 52 of the 54 campaigns out of 10 in Technical	-9.6 pts
Secondary	Some tap targets are too small for a finger Criterion "Tap targets large enough" · Experience · on 52 of the 54 campaigns out of 10 in Experience	-9.6 pts

Secondary	The message puts obstacles in the way of assistive technology Criterion "The message stays readable with assistive technology" · Experience · measured on 54 campaigns	-6 pts out of 20 in Experience
Secondary	Some links lead nowhere Criterion "Every link leads somewhere" · Technical · on 20 of the 54 campaigns	-3.7 pts out of 10 in Technical
Secondary	The message reads poorly without its images or does not announce itself in the inbox Criterion "The message makes sense without its images, from the inbox on" · Experience · measured on 54 campaigns	-0.7 pts out of 25 in Experience
Secondary	The DKIM signature was not validated Criterion "DKIM signature validated" · Deliverability · on 2 of the 54 campaigns	-0.7 pts out of 20 in Deliverability
Secondary	The HTML shows formal deviations Criterion "Well-formed HTML" · Technical · measured on 54 campaigns	-0.2 pts out of 15 in Technical

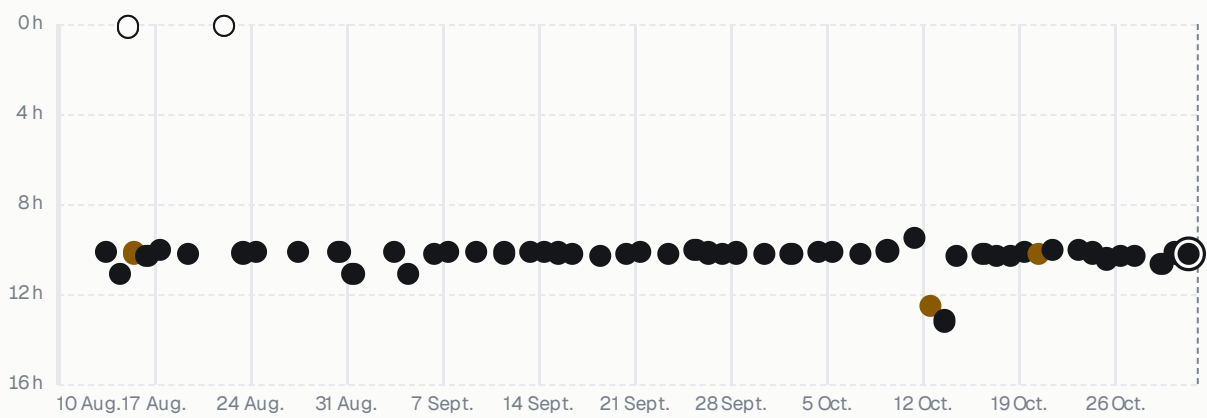
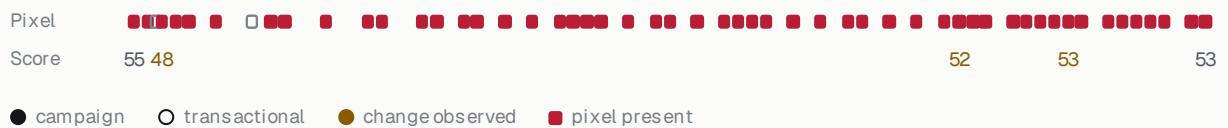
8 criteria met, including « The message says who is writing and under which rules » and « DMARC alignment validated ». They are listed in their family, below.

Every send, at the time it arrived

One dot per message received by our subscription since August. Tap a dot to open it; the arrows move from one send to the next.

Technical reading of the send of Oct. 30, 2026 →

55 campaigns in 11 weeks about 5 a week, from August to October	7 days a week every day of the week 4 to 11 campaigns depending on the day
10 h favourite sending hour 85% of campaigns arrive between 10:00 and 11:00	31 Oct. last send received « Neuheiten im Oktober 🍁 »



Campaign 55 of 55

Saturday 31 Oct., 10:14

Neuheiten im Oktober 🍁

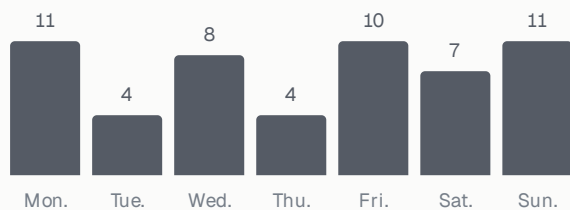
Type Marketing campaign

Score analysis in progress

Pixel —

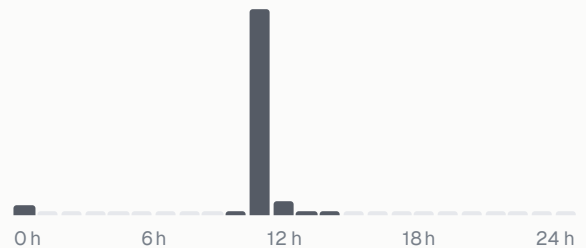
Sending day

Tap a bar to find its sends on the timeline.



Arrival time

Hour by hour, on the 55 campaigns.



3 changes observed since August

Each campaign is compared with the previous one, criterion by criterion.

15 Aug. The detail of this change, criterion by criterion, is reserved for the Pro version.
confirmed by the next campaign · the per-send score goes from 55 to 48

12 Oct. The detail of this change, criterion by criterion, is reserved for the Pro version.
confirmed by the next 5 campaigns · the per-send score goes from 48 to 52

20 Oct. The detail of this change, criterion by criterion, is reserved for the Pro version.
confirmed by the next 8 campaigns · the per-send score goes from 52 to 53

Criteria in detail

The 24 criteria + 1 bonus

8 met

15 partly met

1 not met

0 not observable



Compliance

These checks cover what the send imposes on the recipient and what it leaves them: measurement of their behaviour, ways to leave, tracking of their objection.

Tracking pixels: the CNIL rule Method, Compliance family

better than 7% of the 534 brands measured

The calculation · 29 pts out of 100

2 met · 3 partly met · 1 not met



Weight of each criterion in the score.

No open-tracking pixel Not met

0/30 pts

Open-tracking pixel detected on the last 3 campaigns

0 points out of 30 — met on 0 of the last 3 campaigns.

An invisible image tells the sending platform that the message was opened, when, and from which device: this is individual tracking of reading behavior, and the recipient sees none of it. The message does not say whether they consented or objected — that choice lives in the sending platform, not in the email.

Served from bloomreach.com.

The excerpt that establishes it

```

```

How to fix it

Brevo: open tracking is turned off in the campaign's **advanced settings**. For transactional emails, the setting is in the account's SMTP settings.

Specific to brevo — not yet re-opened in the tool

Met when no tracking pixel is present. A single pixel is enough for the criterion not to be met on an email.

CNIL 14/04/2026 · LIL art.82 · PM-PRIV-001 · The detection rule

Loi Informatique et Libertés, article 82 (https://www.legifrance.gouv.fr/loda/article_lc/LEGIARTI000037813978/)

CNIL, délibération n°2026-042 du 12 mars 2026, publiée au JO le 14 avril 2026 — champ d'application (https://www.cnil.fr/sites/default/files/2026-04/recom_mandation-pixels_de_suivi.pdf)

CNIL, foire aux questions du 22 juillet 2026 (https://www.cnil.fr/fr/faq-recom_mandation-pixels-courriers-electroniques)

CNIL, délibération n°2026-042 du 12 mars 2026, publiée au JO le 14 avril 2026 — retrait du consentement (https://www.cnil.fr/sites/default/files/2026-04/recom_mandation-pixels_de_suivi.pdf)

Unsubscribing is possible and announced

 Partly met

28/15 pts

Some of the ways to unsubscribe are missing — none of the 2 measures is met across all 54 campaigns

28 points out of 15 — share of observations met across 54 campaigns.

How to fix it

The unsubscribe link goes in the body of the message, visible without excessive scrolling, and the List-Unsubscribe header is set in the sending settings of your email platform (“unsubscribe header”, “List-Unsubscribe header”). Most platforms add it by default; when it is missing, a transactional template or a direct SMTP send has dropped it.

An unsubscribe link does not increase unsubscribes: it replaces spam complaints, which weigh far more on the sender's reputation.

Met when the message announces unsubscribing in its headers, through a page rather than an email to write, and in its body. The detail says which of the two is missing. Not applicable to a transactional email.

What was measured — 0 met out of 2

 No unsubscribe page announced in the header (36 of 54 campaigns concerned) Partly met

 No unsubscribe link in the body (52 of 54 campaigns concerned) Partly met

RFC 2369 · PM-PRIV-002

RFC 2369 — The Use of URLs as Meta-Syntax for Core Mail List Commands (<https://www.rfc-editor.org/rfc/rfc2369>)

The recipient keeps control over tracking

 Partly met

07/20 pts

No separate path to refuse tracking on the 52 campaigns concerned (1 of 2 measures met)

07 points out of 20 — share of observations met across 54 campaigns.

How to fix it

A path separate from the unsubscribe link leads to a preference centre where the recipient can refuse tracking (opens, clicks) without unsubscribing. Most email platforms offer this page; otherwise it goes in the template footer, with its own link, named for what it does (“manage my preferences”, “refuse tracking”).

The page takes an afternoon to set up and then serves every send. It is what the CNIL recommendation expects from an email that measures how its readers behave.

Two measures: does the unsubscribe link go through a tracker, and does a separate path lead to a preference center or to refusing tracking? Neither establishes that a refusal succeeds — checking would require following the link, which would record a click on the sending platform's side. They describe the control left to the recipient, not the result they would get.

What was measured — 1 met out of 2

 Untracked unsubscribe link on 2 campaigns Met

 No separate path to refuse tracking on the 52 campaigns concerned Not met

CNIL 14/04/2026-Postmetry · PM-PRIV-003

The message says who is writing and under which rules

 Met

15 pts

The message says who is writing and under which rules on 54 campaigns

15 points out of 15 — share of observations met across 54 campaigns.

A commercial email must make it possible to identify the advertiser (CPCE, article L. 34-5), and the recipient must be able to know who processes their data. This indicator groups what a message can show of it.

What was measured — 3 met out of 3

- The message names its sender on 54 campaigns Met
- A reply to the message is possible on 54 campaigns Met
- A link leads to the privacy policy on 54 campaigns Met

CPCE L.34-5 · directive 2000/31 art.6 · CAN-SPAM · PM-PRIV-004

An untracked path leads to the site Partly met

04/10 pts

Every link to the site goes through a tracker (52 of 54 campaigns concerned)

0.4 points out of 10 — met on 2 of 54 campaigns concerned.

A recipient who simply wants to visit the site has no option but to go through the click counter.

How to fix it

At least one link in the message points directly to the brand's domain, without going through the platform's redirect domain: the logo, the legal notice or the privacy policy will do. In the editor this is set link by link ("do not track this link", "disable click tracking") or through an exclusion list in the account settings.

An untracked link does not count in measured clicks; choosing the logo or the footer takes nothing away from the clicks that matter.

Met when at least one link in the message leads to the brand's site without going through a click counter.

Postmetry · PM-PRIV-005

No recipient identifier in the message Met

10 pts

No recipient identifier in the message on 54 campaigns

10 points out of 10 — met on 54 of 54 campaigns concerned.

Met when the recipient's address appears — neither in clear, nor encoded, nor hashed — in no URL and no proprietary header. Addressing headers do not count: they carry it by design.

Postmetry · RGPD art.4 en repère · PM-PRIV-020

Deliverability



These checks read the authentication verdict set by our server when the message arrived. This verdict is dated by construction: we never recalculate it, which would query today's DNS rather than the DNS of the day the email was sent.

Gmail sender requirements ↗ (<https://support.google.com/a/answer/81126>)

Yahoo requirements ↗ (<https://senders.yahooinc.com/best-practices/>) Method, Deliverability family
better than 2% of the 534 brands measured

The calculation · 60 pts out of 85, scaled to 100

3 met · 3 partly met



Weight of each criterion in the score.

DKIM signature validated Partly met

19.3/20 pts

DKIM signature failed (2 of 54 campaigns concerned)

19.3 points out of 20 — met on 52 of 54 campaigns concerned.

How to fix it

DKIM signing is set up in the email platform (“domain authentication”): it provides a CNAME or TXT DNS record to publish on the sending domain, then checks the publication. A failure on a signed message most often comes from content changed after signing (a footer added by a gateway, rewritten links) or from a key removed from DNS.

Without a valid signature, Gmail and Yahoo have treated bulk mail as unauthenticated since 2024, and reject it or file it as spam.

Met when our receiving server validated the DKIM signature of the email.

RFC 6376 · RFC 8601 · PM-DELIV-001

[RFC 6376 — DomainKeys Identified Mail \(DKIM\) Signatures](https://www.rfc-editor.org/rfc/rfc6376) (https://www.rfc-editor.org/rfc/rfc6376)

[RFC 8601 — Message Header Field for Indicating Message Authentication Status](https://www.rfc-editor.org/rfc/rfc8601) (https://www.rfc-editor.org/rfc/rfc8601)

DMARC alignment validated Met

20 pts

DMARC alignment verified on 54 campaigns

20 points out of 20 — met on 54 of 54 campaigns concerned.

Met when the domain shown in the sender matches the one that authenticated the message.

RFC 9989 · PM-DELIV-002

[RFC 9989 — Domain-Based Message Authentication, Reporting, and Conformance \(DMARC\)](https://www.rfc-editor.org/rfc/rfc9989) (https://www.rfc-editor.org/rfc/rfc9989)

DMARC policy that helps keep out some impersonation Partly met

0.6/15 pts

DMARC policy in observation only (52 of 54 campaigns concerned)

0.6 points out of 15 — met on 2 of 54 campaigns concerned.

How to fix it

A `_dmarc.<domain>` TXT record declares the policy: `v=DMARC1; p=quarantine; rua=mailto:...` at the very least, `p=reject` once the sending sources are aligned. The move happens in stages (`p=none` with reports, then `quarantine`, then `reject`) over a few weeks, reading the reports to find the tools that send on behalf of the domain.

A `none` policy prevents `nospoofing` of the domain; `quarantine` or `reject` closes the door and meets the Gmail and Yahoo requirements for bulk senders.

Met when the published policy is “reject” or “quarantine”. A “none” policy asks nothing of mail providers: it is published with no effect on messages that impersonate the domain.

RFC 9989 §4.7 · PM-DELIV-003 · [RFC 9989 — section 4.7, “p” tag](https://www.rfc-editor.org/rfc/rfc9989#section-4.7) (https://www.rfc-editor.org/rfc/rfc9989#section-4.7)

No SPF failure Met

10 pts

No SPF failure on 54 campaigns

10 points out of 10 — met on 54 of 54 campaigns concerned.

Met when SPF does not fail. An SPF “none” alongside a valid DKIM and DMARC is a common and legitimate configuration: it is not penalized.

One-click unsubscribe, as defined by RFC 8058 Partly met

5/15 pts

One-click unsubscribe missing or incomplete — none of the 2 measures is met across all 54 campaigns

5 points out of 15 — share of observations met across 54 campaigns.

How to fix it

Two headers are added to every marketing send: List-Unsubscribe with an https URL, and List-Unsubscribe-Post: List-Unsubscribe=One-Click. Platforms that support them turn them on in the sending settings; the URL must accept a POST request and unsubscribe without an intermediate page.

Gmail and Yahoo have required it from bulk senders since 2024; it does not apply to transactional messages.

Met when the “List-Unsubscribe” header carries an https address and “List-Unsubscribe-Post” is exactly “List-Unsubscribe=One-Click”. This is what Gmail and Yahoo require of bulk senders: the mailbox’s button then acts without opening a page. Not applicable to a transactional email.

What was measured — 0 met out of 2

-  The unsubscribe header carries no https address (36 of 54 campaigns concerned) Partly met
-  One-click unsubscribe not announced (36 of 54 campaigns concerned) Partly met

RFC8058·Gmail et Yahoo · PM-DELIV-005

A DKIM signature that covers what matters Met

5 pts

The DKIM signature covers what matters in the message on 52 campaigns

5 points out of 5 — share of observations met across 52 campaigns.

What the signature covers, not only that it passes: an algorithm accepted by RFC 8301, the whole body signed, the From, Subject, Date and List-Unsubscribe headers signed, a signature not expired on receipt. Not applicable without a DKIM signature.

What was measured — 3 met out of 3

-  Accepted signing algorithm on 52 campaigns Met
-  Whole body signed on 52 campaigns Met
-  Essential headers signed on 52 campaigns Met
-  Signature valid on receipt Not applicable

RFC6376·RFC8301 · PM-DELIV-006



Technical

These checks cover what email clients actually do with the message: truncation, style blocks removed, resources never loaded. Each threshold states where it comes from: the documented behaviour of an email client, a specification, or our own method.

Support by email client (caniemail) ↗ (<https://www.canimail.com/>) Method, Technical family
better than 2% of the 534 brands measured

The calculation · 34 pts out of 85, scaled to 100

1 met · 5 partly met



Weight of each criterion in the score.

HTML under Gmail's clipping threshold Partly met

42/25 pts

HTML over Gmail's clipping threshold (45 of 54 campaigns concerned)

4.2 points out of 25 — met on 9 of 54 campaigns concerned.

How to fix it

Weight comes down by removing unused CSS, deleting duplicated hidden blocks (mobile and desktop versions of the same content), removing comments and Outlook conditional code that is no longer needed, and embedding no base64 images. Most editors show the HTML weight before sending.

Above 102 KB, Gmail clips the message and shows "View entire message": the footer, the legal notices and the unsubscribe link drop out of the first read.

Met when the HTML part stays under 102 KB. Beyond that, Gmail cuts off the end of the message — and the end is where the unsubscribe link and the notices are.

Gmail · PM-TECH-001

A shallow template Partly met

33/20 pts

Layout tables nested beyond the threshold (45 of 54 campaigns concerned) (0 of 1 measures met)

3.3 points out of 20 — share of observations met across 54 campaigns.

How to fix it

Flatten the template: one content block per table, placed directly in the main column, with no wrapper table around each section.

In a block-based editor, nesting usually comes from a section placed inside another, or a column inside a column. It is fixed once, in the template, not campaign by campaign.

The technical reading of the email gives the measured nesting and its threshold: it tells you when the fix has taken effect.

Met when layout tables are nested no more than 6 levels deep. Beyond that, the Word engine shared by desktop Outlook and the diverging clients each render the template their own way.

What was measured — 0 met out of 1

Layout tables nested beyond the threshold (45 of 54 campaigns concerned) Partly met

Postmetry · PM-TECH-002

Well-formed HTML Partly met

14.8/15 pts

The HTML shows formal deviations — 2 of 4 measures met

14.8 points out of 15 — share of observations met across 54 campaigns.

How to fix it

Form errors (unclosed tags, duplicated attributes, invalid table/div nesting) come from blocks pasted between editors or from hand edits in the code. Run the HTML through a validator before sending, and fix it at the source in the template rather than in each campaign.

Malformed HTML renders differently from one email client to another, and it is the most common cause of a broken display in Outlook or on mobile.

A doctype, a character set declared in the document, balanced tags and unique identifiers. Each client repairs incomplete markup its own way, which is what makes rendering unpredictable. End tags that HTML makes optional do not count.

What was measured — 2 met out of 4

- Partly met No doctype declared (2 of 54 campaigns concerned)
- Met Character set declared in the HTML on 54 campaigns
- Met Balanced tags on 54 campaigns
- Partly met Repeated identifiers (1 of 54 campaigns concerned)

WHATWG · PM-TECH-030

Every link leads somewhere Partly met

6.3/10 pts

Some links lead nowhere (20 of 54 campaigns concerned)

6.3 points out of 10 — met on 34 of 54 campaigns concerned.

How to fix it

Every link has an absolute https target; no href="#", no href="", no relative link and no mailto: without an address. Empty links most often come from a block copied from an earlier template, or from a button whose URL was never filled in in the editor.

An empty link loses the click and signals a message put together in a hurry; the fix is a review of the link list before sending, which most editors offer.

Met when no link is empty, reduced to "#" or written as "javascript:". Such a link leads nowhere, and most clients neutralise it. Not applicable if the message contains no link.

Postmetry · PM-TECH-031

No remote stylesheet Partly met

0.4/10 pts

Remote stylesheet declared (52 of 54 campaigns concerned)

0.4 points out of 10 — met on 2 of 54 campaigns concerned.

How to fix it

CSS rules go inside the message, in a <style> block or inline on the elements; no <link rel="stylesheet"> and no @import pointing to a server. Remote fonts are not counted here: most clients ignore them, but they break nothing.

Gmail, Outlook and most clients do not load a remote stylesheet: the message shows without its styles for most readers.

Met when the message calls no external stylesheet, through “link” or “@import”. Several clients never load them. A font stylesheet does not count: without it, the text falls back to another font.

caniemail · PM-TECH-020 · [<link> in an email — support by client \(https://www.caniemail.com/features/html-link/\)](https://www.caniemail.com/features/html-link/)

The message follows the shape of an email Met

5 pts

The message follows the shape of an email on 54 campaigns

5 points out of 5 — share of observations met across 54 campaigns.

Lines of 998 bytes at most, readable Message-ID and Date, a character set announced on every text part, a transfer encoding consistent with the content (RFC 5322, RFC 2045). Most servers tolerate these deviations, each in its own way.

What was measured — 5 met out of 5

- Lines of 998 bytes at most on 54 campaigns Met
- Well-formed Message-ID on 54 campaigns Met
- Readable date on 54 campaigns Met
- Character set announced on every text part on 54 campaigns Met
- Consistent transfer encoding on 54 campaigns Met

RFC5322 · RFC2045 · PM-TECH-010

Experience



Four questions about what becomes of the message once received: does it stay understandable, can the recipient still act, can a client render it, can a screen display it. Automatic detection only covers what is declared in the message.

[WCAG 2.2](https://www.w3.org/TR/WCAG22/) ↗ (<https://www.w3.org/TR/WCAG22/>) [Method, Experience family](#)

better than 68% of the 534 brands measured

The calculation · 69 pts out of 100

2 met · 4 partly met · 1 bonus



Weight of each criterion in the score.

The message makes sense without its images, from the inbox on Partly met

24.3/25 pts

Preheader missing, too short or too long (3 of 54 campaigns concerned) (1 of 2 measures met)

24.3 points out of 25 — share of observations met across 54 campaigns.

How to fix it

A preheader of 40 to 130 characters, in real text, follows the subject in the inbox; every meaningful image has an alt attribute that says what it shows; the main message is in text, not inside an image. In the editor, the preheader is a dedicated field, and the alt is filled in image by image.

Half of readers see the message without images when it first opens. An alt and a preheader take a minute per campaign.

Met when the message keeps at least 200 readable characters with images blocked, and a preheader of 40 to 130 characters announces it in the message list. Without a preheader, the inbox shows the first text of the body instead — often “View in browser”.

What was measured — 1 met out of 2

- At least 200 characters remain readable with images blocked on 54 campaigns Met
- Preheader missing, too short or too long (3 of 54 campaigns concerned) Partly met

Postmetry · PM-EXP-001

The message can be rendered outside HTML ■ Met

15 pts

A text version renders the message on 54 campaigns

15 points out of 15 — share of observations met across 54 campaigns.

Met when a text version comes with the email and carries the essentials: at least 60% of its text and 80% of its links. A client that does not display HTML falls back on it; reduced to “view the web version”, it renders nothing.

What was measured — 3 met out of 3

- A plain-text version accompanies the message on 54 campaigns Met
- The text version carries at least 60% of the text on 54 campaigns Met
- The text version carries at least 80% of the links on 54 campaigns Met

Postmetry · PM-EXP-002

All links stay visible with images blocked □ Partly met

06/15 pts

Some links become invisible with images blocked (52 of 54 campaigns concerned)

0.6 points out of 15 — met on 2 of 54 campaigns concerned.

How to fix it

Every important action (main button, unsubscribe) exists as text or as an HTML button, not only as a clickable image. For an image button, an alt that names the action and a background colour on the cell keep the area visible even without the image.

With images blocked, an image button becomes an empty rectangle: the reader does not know where to click.

Met when no link is carried by a single image without alternative text: such a link leaves nothing on screen. Not applicable if the message contains no links.

Postmetry · PM-EXP-003

Tap targets large enough □ Partly met

04/10 pts

Tap targets under the retained size (52 of 54 campaigns concerned)

0.4 points out of 10 — met on 2 of 54 campaigns concerned.

How to fix it

Links and buttons are at least 24 px tall, with space between two neighbouring links; an HTML button (a table cell with background and padding) reaches that size without an image. Small footer links are separated by a line break rather than by a |.

On a phone, a target smaller than a finger gets missed or the tap lands next to it; 24 px is the WCAG 2.2 level AA minimum.

Met when no sized tap target falls below 24 px a side (WCAG 2.2, criterion 2.5.8). Only targets with a declared dimension are measured; the criterion's exceptions — a target within a line of text, sufficient spacing — are not. Not applicable if the message declares no dimensions.

The message stays readable with assistive technology☐ Partly met

14/20 pts

The message puts obstacles in the way of assistive technology — none of the 4 measures is met across all 54 campaigns

14 points out of 20 — share of observations met across 54 campaigns.

How to fix it

Four fixes, all in the template: declare the message language on the `<html>` tag (`lang="en"` for an email in English), describe each content image in its `alt` attribute, mark layout tables with `role="presentation"`, and write links that say where they lead rather than “click here”.

The criterion detail shows which ones are missing from your emails; the others are already met.

A decorative image — divider, spacer — keeps an empty `alt=""`: that is what keeps it silent, not an oversight.

Declared language, described content images, layout tables marked as such, link texts that say where they lead: what a screen reader needs to render the message. The detail says which of these measures is missing.

What was measured — 0 met out of 4

- ☐ Message language not declared (2 of 54 campaigns concerned) Partly met
- ☐ Some content images are not described (52 of 54 campaigns concerned) Partly met
- ☐ Layout tables announced as data tables (2 of 54 campaigns concerned) Partly met
- ☐ Some links do not say where they lead (9 of 54 campaigns concerned) Partly met

WCAG 2.2 · RGAA · PM-EXP-005

HTML Standard — The `lang` and `xml:lang` attributes (<https://html.spec.whatwg.org/multipage/dom.html#the-lang-and-xml:lang-attributes>)

HTML Standard — Requirements for providing text to act as an alternative for images (<https://html.spec.whatwg.org/multipage/images.html#alt>)

The message declares its adaptation to screens☒ Met

15 pts

The message declares its adaptation to screens on 54 campaigns

15 points out of 15 — share of observations met across 54 campaigns.

Met when the message declares its viewport and its adaptation to screen width. Without them, it displays on a phone at its original width, and is read by zooming and scrolling sideways.

What was measured — 2 met out of 2

- ☒ Viewport declared on 54 campaigns Met
- ☒ Adaptation to screen width declared on 54 campaigns Met

W3C · PM-EXP-026 · CSS Device Adaptation — the viewport tag (<https://www.w3.org/TR/css-device-adapt-1/>)

Media Queries Level 4 (<https://www.w3.org/TR/mediaqueries-4/>)

Dark mode declared☐ Bonus point not earned

+0 pts

The message does not declare its support for dark mode on the 54 campaigns concerned

0 points out of 5 — met on 0 of 54 campaigns concerned.

Earned when the message declares `color-scheme` or a `prefers-color-scheme` rule. No standard requires it — clients that force dark mode invert the colors themselves — but declaring it leaves control to the template rather than to the mail client.

FINDINGS OUTSIDE SCORING

Observed, not scored

These findings are not part of any score: their threshold has no citable source. They are still shown in full.

Every link in the message goes through a tracker

detected by the form of its address

Each click is recorded and tied to the recipient before being redirected. No link leads directly to the site: there is no way to visit the brand from this message without being measured.

▼ The evidence — excerpt from your email

```
https://eu3-cdn.eng.bloomreach.com/****/e/****.tYBf9hMm1aQWwg/click
```

```
https://eu3-cdn.eng.bloomreach.com/****/e/****/click
```

```
https://eu3-cdn.eng.bloomreach.com/****/e/****/click
```

Does this address really send Connox's emails?

DKIM d=newsletter.connox.com · SPF pass · DKIM pass 52 of 54, not evaluated 2 of 54 · DMARC pass · 55 campaigns

Across 55 campaigns from Connox received at our addresses since August 2026:

From field	promotions@newsletter.connox.com · 53 of 55 shop@connox.de · 2 of 55
------------	---

DKIM signing domain (d=)	newsletter.connox.com · 52 of 54
--------------------------	----------------------------------

Verdict on receipt	SPF pass · 54 of 54 DKIM pass · 52 of 54, not evaluated · 2 of 54 DMARC pass · 54 of 54
--------------------	---

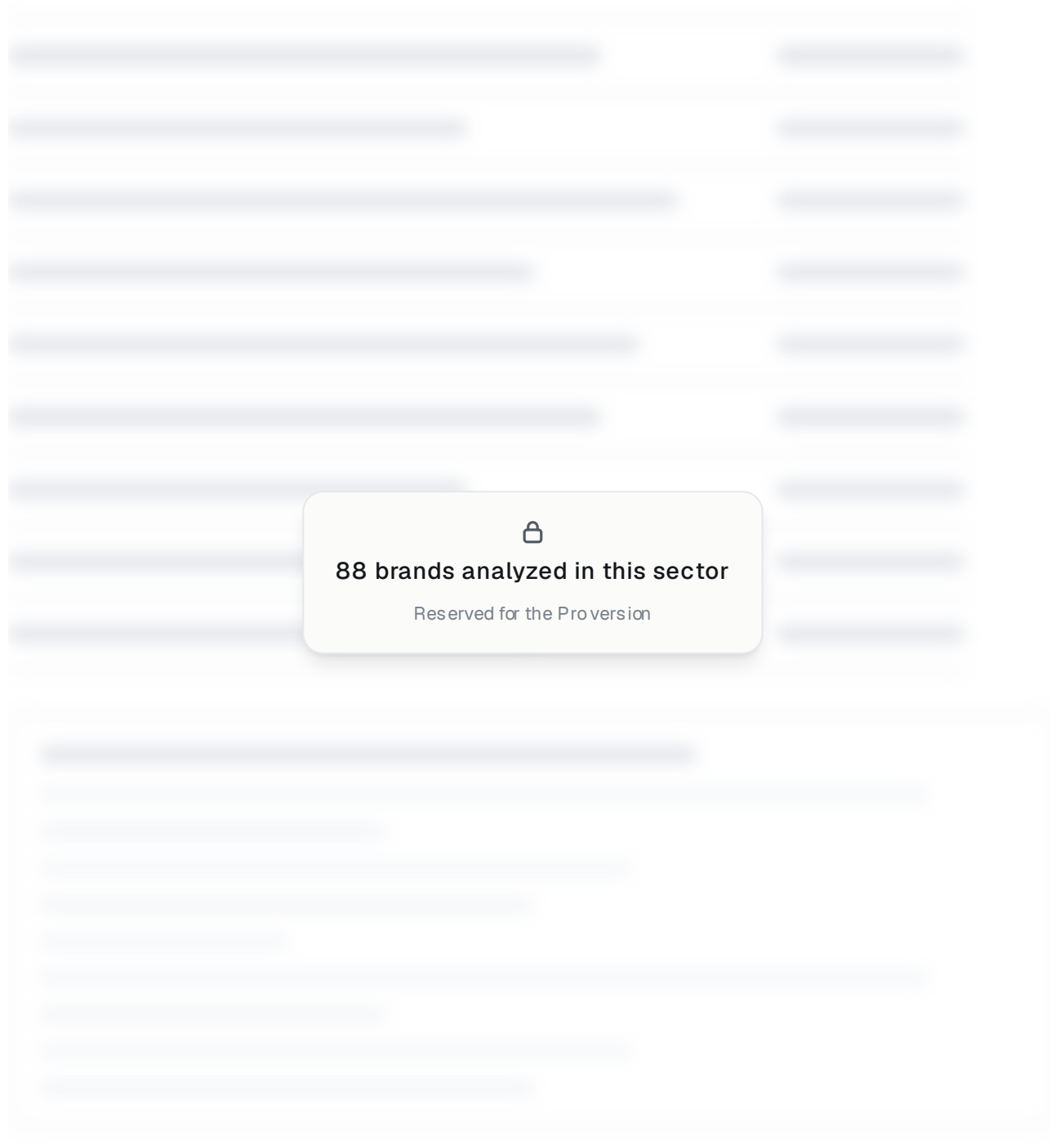
The verdict is the one the receiving server wrote in the Authentication-Results header when the message arrived: it is read, never recomputed.

Verdict read on 54 of 55 emails: the others carry none we recognize, or their analysis is still to come.

These findings describe the emails received at our addresses. They say nothing about a message received elsewhere: the From field can be written freely, and only the headers of the message you received show the path it took.

Sector comparison

Home & decor — 88 brands with at least one campaign analyzed. The shares below are counted on them, never on the catalog.



Reading notes

How to read this page

- 01 **A criterion that is not observable or not applicable leaves the calculation.** It stays listed, never counted as zero: its weight leaves the denominator rather than weighing as a failure.
 - 02 Each line describes an **observable finding**, with the excerpt that establishes it. No legal qualification is ever attached to it.
 - 03 The measurements come from **deterministic analyzers**: the same message always gives the same result, and a disputed finding can be redone identically from the archive.
 - 04 Every share is published **on an observed basis**, and names it: "26 of 30 brands analyzed." A brand with no email received enters no denominator.
 - 05 The **deliverability score is borrowed**: its verdict comes from the server that received the message. All the other families come from our own analyzers.
-

Does this analysis speak to you?

Let's go through it together, in 20 minutes.

We go over the 16 points with you, the evidence for each and the order in which to fix them. By video call, no commitment.

Pick a time slot : <https://cal.com/noam-ouaknine-ecibnn/20min> (<https://cal.com/noam-ouaknine-ecibnn/20min>)

Get Connox's changes

One email when a criterion changes state, nothing else.

Do you work at Connox?

Claim the brand: transactional emails, alerts, dated evidence.

The Pro version

Full history, before and after, alerts.

This report can also be read online, with a preview of each email:

<https://postmetry.com/en/marque/connox/>