

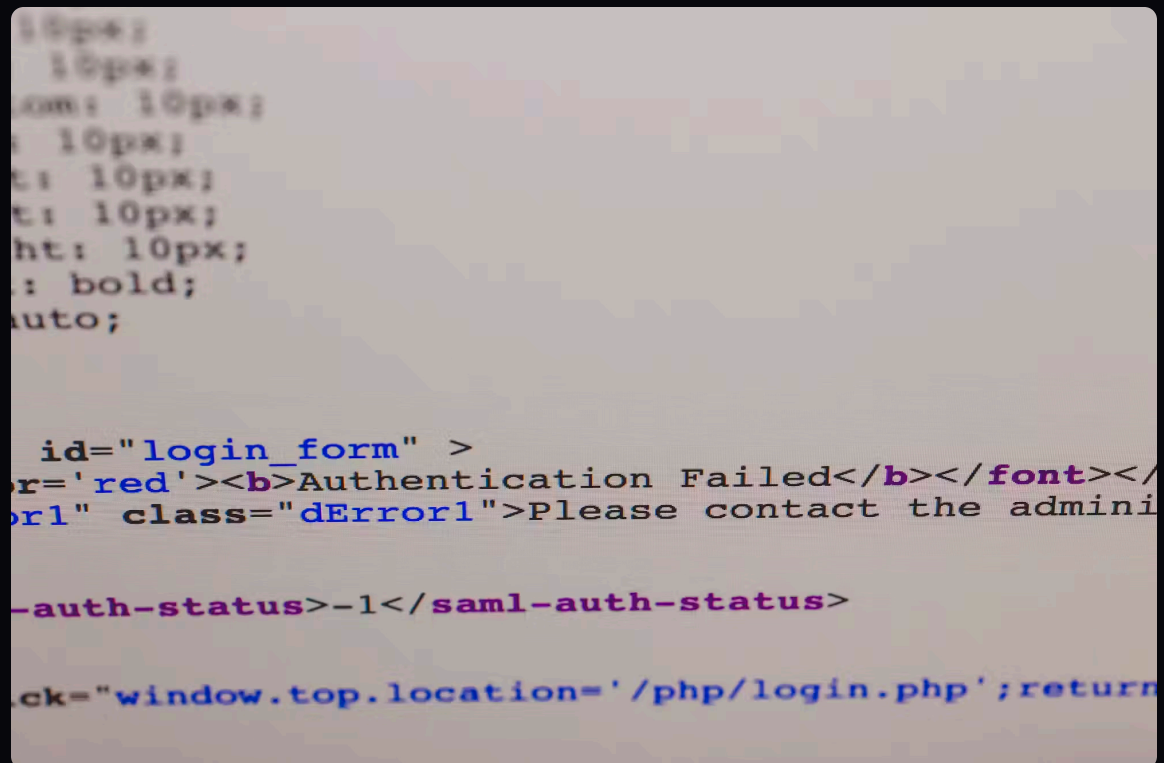
# Stripo & Deliverability: The Complete Technical Guide

In the evolving landscape of email marketing, the question isn't whether HTML emails hurt deliverability—it's how you implement them. This guide breaks down exactly how visual email builders like Stripo fit into a deliverability-safe architecture, particularly for teams using HubSpot and similar enterprise ESPs. We'll explore the technical reality behind multipart MIME emails, decode what inbox providers actually care about, and provide actionable frameworks for maintaining pristine sender reputation while leveraging modern email design tools.

# The Plain Text vs. HTML Debate: What Actually Matters

## The Technical Reality

Modern ESPs including HubSpot send marketing emails as multipart MIME messages containing both plain-text and HTML versions. The recipient's email client—not you—decides which version to render. This architectural approach has been the standard for over a decade, yet misconceptions persist about HTML being inherently problematic for deliverability.



Understanding what actually hurts deliverability requires distinguishing between the format itself and implementation quality. The presence of HTML code doesn't trigger spam filters. What does trigger problems is bloated markup with nested tables from multiple tools, ancient Microsoft Word artifacts, or image-heavy layouts with minimal text content. Spam detection algorithms look for patterns: excessive capitalization, suspicious link ratios, URL shorteners, and domain reputation issues combined with poor list hygiene reflected in bounce rates and complaint metrics.

### Deliverability-Safe HTML

Clean semantic markup with substantial text content, proper text fallback, reasonable image-to-text ratio, and standard formatting practices

### Deliverability-Risk HTML

Bloated code from multiple editors, image-only layouts, minimal readable text, excessive tracking scripts, and spammy formatting patterns

Almost every newsletter from established B2B brands uses HTML. The format itself is neutral—implementation quality determines outcomes. Plain-text emails can appear more personal and sometimes boost engagement in specific contexts, but they don't receive preferential filtering treatment. The key is understanding that simple, clean HTML with meaningful text content and proper fallbacks represents the modern standard, not a deliverability risk.

# How Stripo Integrates with HubSpot's Sending Infrastructure

Stripo functions as a specialized design tool, not a sending engine—a critical architectural distinction that addresses many deliverability concerns. The workflow separates visual design from email transmission, allowing teams to leverage sophisticated design capabilities while maintaining control over sending infrastructure and deliverability settings. Understanding this separation is essential for evaluating how visual email builders fit into your technical stack.

01	02
<b>Design Phase</b>	<b>Export &amp; Sync</b>
Create email layouts visually in Stripo using drag-and-drop components, pre-built templates, or custom HTML blocks	Export clean HTML or sync directly with HubSpot through native integration, preserving responsive design and cross-client compatibility
03	04
<b>HubSpot Processing</b>	<b>Transmission</b>
HubSpot receives the HTML body, generates or accepts plain-text version, and applies tracking pixels, unsubscribe links, and deliverability headers	HubSpot's sending infrastructure handles actual email transmission using established sender reputation, authentication protocols, and list management

This architecture maintains deliverability compatibility because Stripo's output consists of clean, responsive HTML—typically cleaner than markup generated by hacking together content in Word or combining elements from multiple editing tools. The quality of the exported HTML matters significantly. Stripo generates semantic markup with proper structure, avoiding the nested table nightmares and proprietary formatting artifacts that plague emails created through conventional office software. HubSpot continues managing all deliverability-critical functions: sender authentication, list hygiene, bounce handling, complaint processing, and reputation management. The visual design tool contributes clean markup; the ESP handles everything that affects inbox placement.

## What Stripo Controls

- Visual layout and responsive design
- HTML code quality and structure
- Image hosting and optimization
- Template consistency and branding

## What HubSpot Controls

- Sender authentication (SPF, DKIM, DMARC)
- IP reputation and warming
- List management and segmentation
- Tracking, compliance, and unsubscribes

# When HTML Actually Hurts Deliverability: Patterns to Avoid

While HTML format itself doesn't inherently damage deliverability, specific implementation patterns do trigger spam filters and reduce inbox placement rates. Recognizing these anti-patterns helps teams leverage visual design tools effectively while maintaining strong sender reputation. The distinction between format and implementation becomes critical when evaluating whether tools like Stripo introduce deliverability risks or simply enable poor practices that users must consciously avoid.

## Image-Heavy Layouts

Giant image headers with minimal text, 90%+ of content as images, or critical copy baked into images rather than HTML text

## Bloated Code

Nested tables from multiple editors, Microsoft Word formatting artifacts, proprietary CSS, or excessive inline styles

## Tracking Overload

Multiple third-party tracking pixels, excessive UTM parameters, or heavy JavaScript that email clients strip out

## Poor Text Ratio

Minimal readable text content making it impossible for spam filters to assess message relevance and legitimacy

The key insight is that these problematic patterns can emerge from any email creation tool—including Stripo, HubSpot's native editor, or hand-coded HTML. If you design an email consisting primarily of one large image with a million tracking parameters and negligible text, deliverability suffers regardless of which tool generated the markup. Conversely, using Stripo to create lightweight layouts with readable text, proper hierarchy, a few strategically placed images, and clean structure produces emails indistinguishable from the modern default used by every serious B2B marketing team.

## High-Risk Pattern

- Image ratio >70%
- Text in images only
- 10+ tracking pixels
- Complex nested tables

## Moderate-Risk Pattern

- Image ratio 50-70%
- Some text in images
- 3-5 tracking elements
- Multi-column layouts

## Low-Risk Pattern

- Image ratio <40%
- Text as HTML
- Standard ESP tracking
- Simple semantic markup

Spam filters have evolved beyond simple keyword matching to analyze email structure, text-to-image ratios, code quality, and sender behavior patterns. Modern filtering algorithms can distinguish between legitimate marketing emails with professional design and spam attempting to disguise its nature through image-heavy layouts or obfuscated text. The solution isn't avoiding HTML—it's implementing HTML thoughtfully with attention to the structural and content patterns that signal legitimate, valuable messages to both filters and recipients.

# Deliverability-Safe Stripo Implementation Framework

Implementing visual email builders like Stripo within a deliverability-safe architecture requires following specific technical and content guidelines. These practices ensure that design sophistication doesn't compromise inbox placement rates. The framework below represents best practices from high-volume B2B email programs that maintain strong sender reputations while leveraging modern design tools.

1

## Maintain Text-Forward Design

Ensure substantial HTML text content including intro paragraphs, body copy, and clear CTAs. Avoid relying on images to convey critical information. Aim for text-to-image ratios above 60:40, and ensure all key messages are readable even with images disabled.

2

## Use Lightweight Sections

Keep layouts simple with standard components: hero section, body content, call-to-action, and footer. Avoid complex multi-column layouts that create rendering issues across email clients or generate excessive markup that inflates message size.

3

## Verify Text-Only Versions

Always review the plain-text fallback HubSpot generates to ensure it provides a coherent, readable experience. Manually edit text versions when auto-generation produces poor results. This practice improves both deliverability and accessibility.

4

## Minimize Tracking Layers

Rely on HubSpot's built-in tracking infrastructure rather than adding third-party tracking pixels or excessive UTM parameters. Each additional tracking element increases technical complexity and potentially raises filter suspicion.

5

## Test Across Environments

Send test messages to seed accounts across Gmail, Outlook, Apple Mail, and mobile clients. Monitor spam folder placement when switching from basic templates to richer Stripo designs, and adjust implementation based on results.

Beyond these core practices, establish a quality control process that reviews each template for deliverability risks before deployment. This includes automated checks for image-to-text ratios, link density, and code quality, supplemented by manual review of visual rendering and text versions. Document approved templates and design patterns that have proven successful in your specific sending environment, creating a library of validated components that designers can confidently reuse.

The goal isn't eliminating HTML or visual design—it's implementing both with technical discipline that respects how modern email infrastructure and filtering systems actually work.



# Strategic Email Styling for Different Use Cases

Email marketing programs typically encompass multiple use cases with different deliverability considerations and engagement patterns. Understanding when to use plain-styled HTML versus richer visual designs allows teams to optimize for both inbox placement and recipient experience. The strategic framework below maps email types to appropriate styling approaches, recognizing that context determines optimal implementation.



## 1:1 Outbound & Sequences

SDR emails, AE follow-ups, and personalized outreach should use plain-styled HTML with minimal formatting, no headers or footers, simple layout resembling actual person-to-person communication, and standard fonts without branding elements.



## Newsletters & Nurture

Regular communications, content digests, and nurture sequences benefit from branded templates with headers, section dividers, brand colors and fonts, strategic imagery, and clear visual hierarchy that aids scannability.



## Product Updates & Announcements

Feature releases, company news, and major announcements warrant richer HTML with hero images, multiple sections, emphasized CTAs, and polished branding that signals importance and official communication status.

Stripo accommodates all these use cases through template variety. Create stripped-down "personal" templates that generate minimal markup for outbound sequences, and develop polished "newsletter" templates with full visual treatment for marketing communications. The platform's flexibility allows teams to maintain multiple design languages within a single tool, ensuring appropriate styling for each context while benefiting from consistent HTML quality across all templates.

## Plain-Styled HTML Templates

- Personal outbound sequences
- SDR/AE 1:1 communication
- Executive outreach
- Internal stakeholder updates
- Customer success check-ins

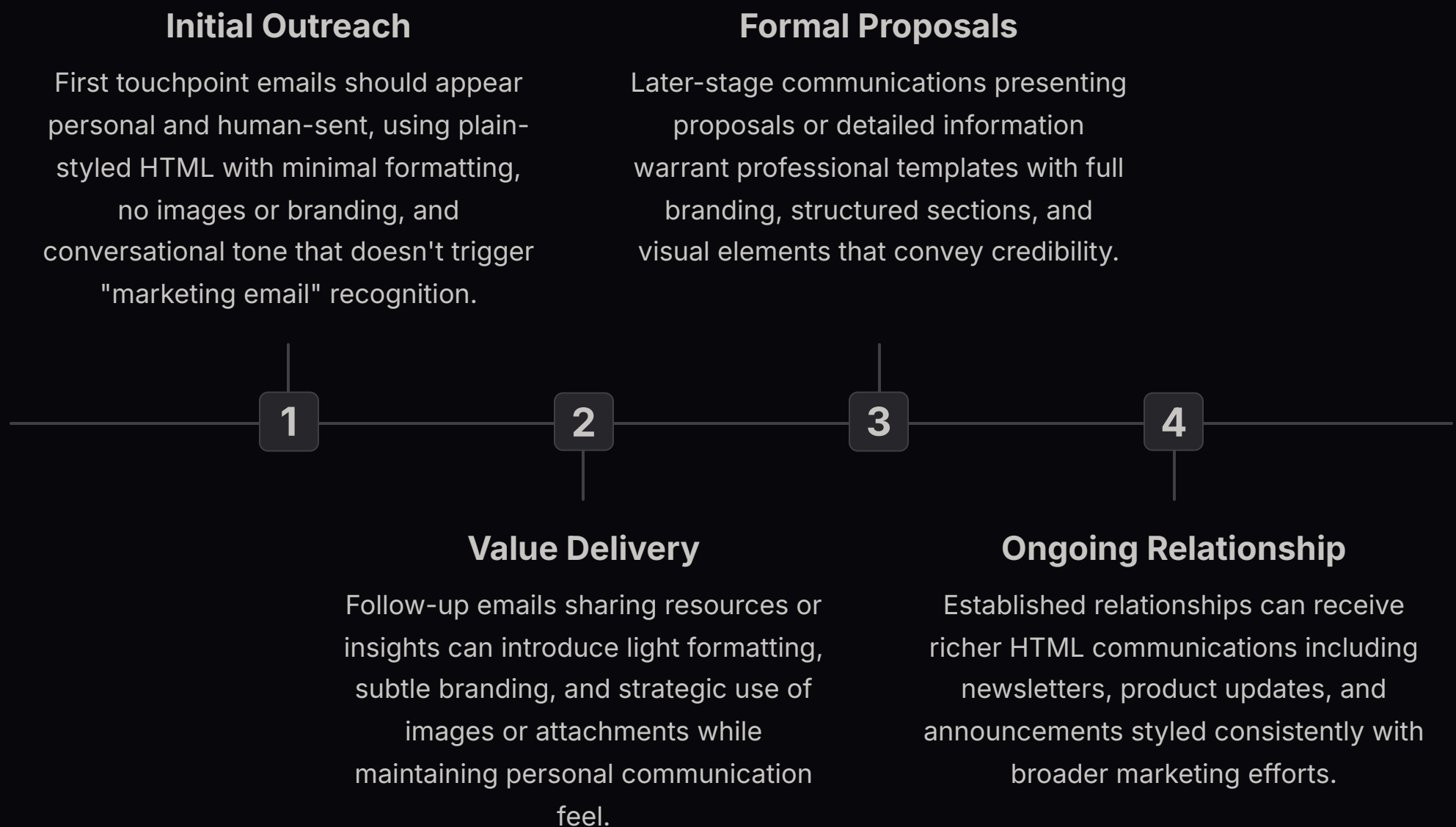
## Rich Visual HTML Templates

- Weekly/monthly newsletters
- Product launch announcements
- Event invitations and recaps
- Educational content series
- Promotional campaigns

The critical mistake is applying a single styling approach uniformly across all email types. Cold outreach styled like marketing newsletters looks impersonal and triggers both filter scrutiny and recipient skepticism. Conversely, major product announcements sent as plain text lack the visual emphasis and information hierarchy that help recipients quickly assess importance and relevance. Strategic styling matches format to function, optimizing both deliverability and engagement for each specific communication goal.

# ABM & Outbound Considerations for Email Design Tools

Account-based marketing and outbound sales programs present unique deliverability challenges that require careful consideration when implementing visual email design tools. These programs typically involve higher-volume personalized outreach to carefully selected prospects, making sender reputation and inbox placement even more critical than in traditional marketing campaigns. The approach must balance design capabilities with the authenticity signals that drive engagement in sales contexts.



For teams running ABM plays, the strategic question isn't whether to use tools like Stripo, but when and how. Early-stage outreach benefits from templates that generate minimal HTML markup, appearing as close to native email client composition as possible. These templates should exclude tracking pixels beyond basic opens, avoid image-based signatures, and use standard fonts. As relationships progress and communication context shifts from cold outreach to established dialogue, introducing more sophisticated designs becomes appropriate and expected.

## High-Touch ABM Sequences

Target accounts receiving personalized multi-touch sequences require the most conservative approach. Use Stripo to maintain template consistency and code quality while keeping design minimal. Focus on text content quality, personalization depth, and timing rather than visual sophistication.

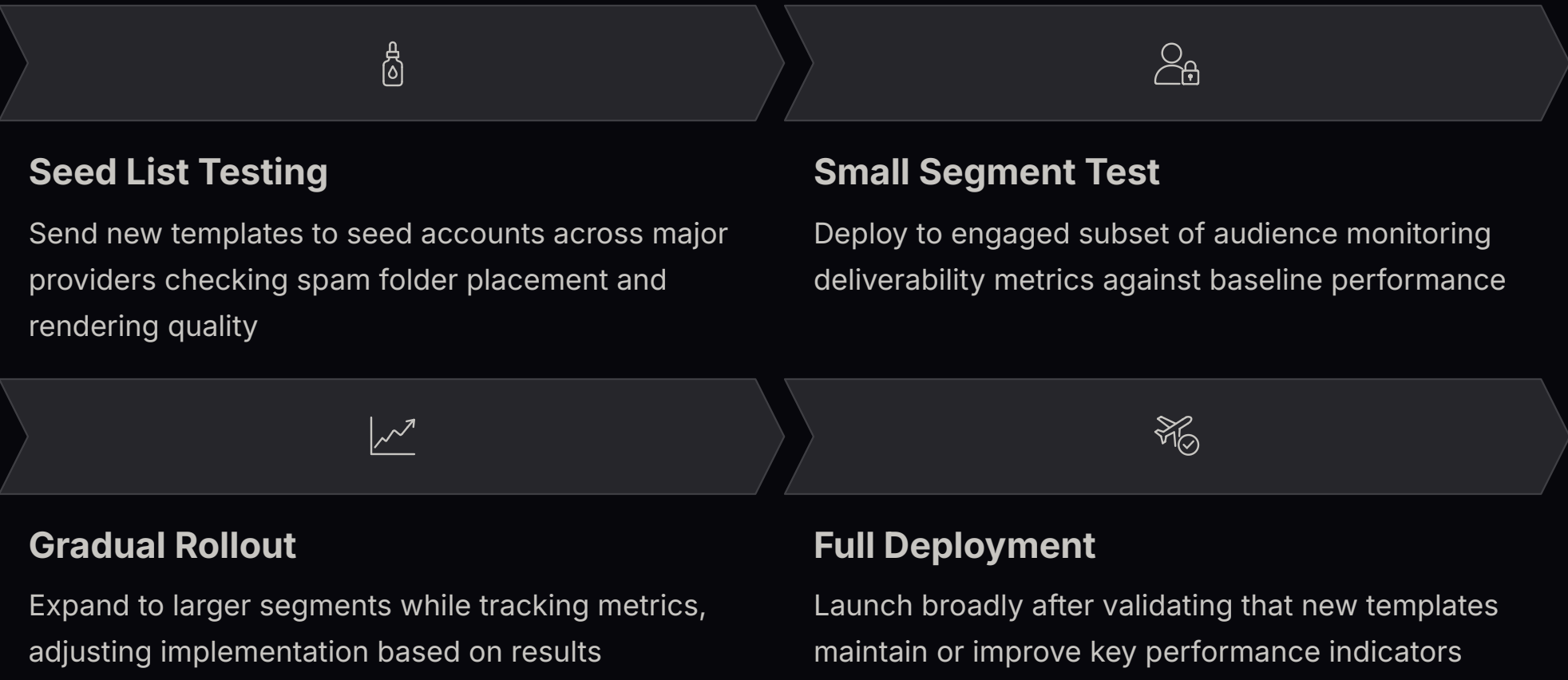
## Broader Outbound Programs

Wider outbound efforts targeting defined ICPs but with less per-account customization can leverage slightly richer templates. Introduce light branding, simple layouts, and occasional strategic images while maintaining authenticity signals.

The key technical consideration is that sending infrastructure matters more than email design in these contexts. Proper domain authentication, IP warming protocols, gradual volume increases, and meticulous list hygiene determine whether your carefully crafted emails reach inboxes regardless of markup complexity. Visual design tools like Stripo support these programs by ensuring HTML quality remains consistent as you scale, but they don't substitute for fundamental deliverability infrastructure.

# Testing & Monitoring Framework for Template Changes

Introducing new email design tools or template approaches requires systematic testing to validate deliverability impact before full deployment. Even when following best practices, sender reputation and inbox placement can vary based on specific domain history, recipient engagement patterns, and ESP-specific filtering algorithms. A structured testing framework provides data-driven confidence that design changes won't negatively impact program performance.



Comprehensive monitoring should track multiple metrics beyond basic open and click rates. Inbox placement rates across major providers indicate whether messages reach primary inboxes or get filtered to promotions tabs or spam folders. Spam complaint rates reveal whether recipients perceive messages as unwanted or inappropriate. Engagement metrics including opens, clicks, and time-to-engage show whether design changes improve or hinder recipient interaction. Bounce rates and unsubscribe rates provide additional signals about list quality and message relevance.

95%+	<0.1%	3-5%
Target Inbox Rate	Complaint Threshold	Expected Open Rate Impact
Minimum acceptable inbox placement rate for primary communications	Maximum spam complaint rate before investigating template or content issues	Typical improvement from better-designed templates with clear hierarchy

When testing reveals deliverability degradation after introducing new templates, systematic troubleshooting identifies root causes. Compare HTML markup complexity between old and new templates, checking for increased message size, excessive image ratios, or problematic code patterns. Review text-only versions ensuring they remain readable and coherent. Analyze sending patterns for volume spikes or timing changes that coincide with template updates. This methodical approach distinguishes template-related issues from unrelated deliverability problems, enabling targeted fixes rather than abandoning design improvements unnecessarily.



# Long-Term Sender Reputation Management

While email design tools like Stripo affect deliverability through HTML quality and implementation patterns, sustainable inbox placement depends primarily on sender reputation—the cumulative result of authentication, engagement, complaints, and sending practices over time. Understanding this broader context prevents overemphasizing template choices while neglecting fundamental infrastructure that determines long-term success. The most beautifully designed emails fail when sender reputation is compromised.

## Authentication Foundation

Proper SPF, DKIM, and DMARC configuration establishes technical credibility with receiving servers. These authentication protocols verify that your organization legitimately controls the sending domain and messages haven't been tampered with in transit. HubSpot and similar ESPs handle much of this automatically, but custom domain configuration requires careful setup and ongoing monitoring.



### Technical Authentication

SPF, DKIM, and DMARC records properly configured and aligned, custom sending domain authenticated, consistent from-address usage, and BIMl implementation for brand indicators



### Engagement Signals

High open rates from interested recipients, positive click-through behavior, minimal time in spam folders, replies and positive interactions, consistent engagement over time



### List Hygiene

Regular removal of unengaged contacts, bounce handling and suppression lists, double opt-in for new subscribers, clear unsubscribe processes, segmentation based on engagement



### Sending Patterns

Gradual volume increases, consistent sending schedules, appropriate frequency for audience, IP warming protocols, avoiding sudden pattern changes

Design tool selection represents one component within this comprehensive framework. Stripo's contribution to sender reputation is primarily through HTML code quality—clean markup that renders reliably across clients, appropriate text-to-image ratios, and semantic structure that helps filters understand message content. These technical factors matter, but they operate within the context of broader reputation signals. An email program with poor list hygiene, inadequate authentication, or low engagement will struggle regardless of HTML quality, while a program with strong fundamentals can accommodate various design approaches successfully.

Think of email design tools as enablers of good practices rather than determinants of deliverability outcomes. They provide the technical foundation for professional communication, but strategy, content quality, and audience relevance ultimately drive inbox placement and program success.

The practical implication is that evaluating Stripo or similar tools should focus on whether they support your deliverability strategy rather than whether they inherently help or hurt placement rates. Can you easily create both plain-styled and rich templates? Does the exported HTML meet quality standards? Can you maintain appropriate text-to-image ratios? Does integration with HubSpot preserve authentication and tracking infrastructure? If the tool supports these requirements, it fits within a deliverability-safe architecture.

# Making the Decision: Integration Checklist

Deciding whether to integrate Stripo into your HubSpot email program requires evaluating both technical compatibility and strategic fit. The following checklist summarizes key considerations from deliverability infrastructure through team workflow and design requirements. Use this framework to assess whether visual email builders align with your program goals and technical constraints.

1	<div><b>Deliverability Infrastructure Readiness</b><ul style="list-style-type: none"><li>• SPF, DKIM, and DMARC properly configured and monitored</li><li>• Sender reputation strong with high inbox placement rates</li><li>• List hygiene practices established and consistently applied</li><li>• Engagement metrics tracked and showing healthy patterns</li><li>• Testing framework in place for validating template changes</li></ul></div>
2	<div><b>Template &amp; Design Requirements</b><ul style="list-style-type: none"><li>• Need for both plain-styled and visually rich templates</li><li>• Multiple email types requiring different design approaches</li><li>• Brand consistency requirements across communications</li><li>• Responsive design needs for mobile optimization</li><li>• Template library management and version control</li></ul></div>
3	<div><b>Technical Integration Considerations</b><ul style="list-style-type: none"><li>• Native HubSpot integration availability and reliability</li><li>• HTML export quality and code cleanliness</li><li>• Plain-text version generation and editing capabilities</li><li>• Preservation of HubSpot tracking and personalization</li><li>• Image hosting and optimization infrastructure</li></ul></div>
4	<div><b>Team &amp; Workflow Factors</b><ul style="list-style-type: none"><li>• Designer access to email creation without technical barriers</li><li>• Approval workflows and quality control processes</li><li>• Training requirements and learning curve assessment</li><li>• Cost-benefit analysis including subscription pricing</li><li>• Alternative tools evaluation and comparison</li></ul></div>

The decision ultimately depends on your specific context: program maturity, team structure, design requirements, and existing deliverability performance. Teams with strong fundamentals—proper authentication, engaged lists, and established sender reputation—can confidently integrate visual design tools, knowing that HTML quality represents an incremental improvement to already-solid infrastructure. Teams still building deliverability foundations should prioritize core infrastructure before investing in design sophistication, as no template tool can compensate for poor authentication, list hygiene, or engagement.

## Strong Fit Indicators

- Multiple stakeholders creating emails
- Need for brand consistency at scale
- Various email types requiring different designs
- Strong existing deliverability metrics
- Design resources available but HTML skills limited

## Consider Alternatives If

- Small team with basic email needs
- HubSpot native editor meets requirements
- Deliverability fundamentals need attention first
- Budget constraints limit tool investments
- Technical team can hand-code templates efficiently

Remember that email design tools are exactly that—tools. They amplify good strategy and enable efficient execution, but they don't create strategy or guarantee results. The value of Stripo lies in empowering teams to maintain HTML quality and design consistency as they scale email programs across multiple use cases, audiences, and communication goals. When that capability aligns with your needs and you've established the deliverability foundation to support it, integration makes strategic sense. When fundamentals need attention or simpler approaches suffice, investing in infrastructure and content strategy delivers better returns than design tooling.