Rich Text
(RTF) vs HTML Emails: What’s the Difference and

https://coreel.ai/help/rich-text-rtf-vs-html-emails-whats-the-difference-and-when-should-you-use-each/

Choosing the right format affects deliverability, appearance, and how reliably your message renders in differe

What Is Rich Text (RTF-style) Email?

Rich text emails are simpler formatted emails
(basic styling like bold, line breaks, links) without full custom HTML layout control.

Best for

- Fast, plain-looking outreach
- One-to-one sales messages
- Maximum compatibility across inboxes
- “Personal” feel that looks less like a marketing blast

What Is HTML Email?

HTML emails support structured layout, advanced styling, buttons, spacing control, branded sections, and ric

Best for

- Branded communication
- Consistent visual design
- Structured templates and reusable blocks
- Campaign-style formatting needs

Key Differences

- **Control**: HTML gives more layout/design control
- **Simplicity**: Rich text is quicker and cleaner
- **Rendering Risk**: Complex HTML can render differently by client
- **Personal Feel**: Rich text often feels more human/direct
- **Branding**: HTML is stronger for brand presentation

Which Should I Use in coReel?

Use **RTF** when:

- You're using a rich-text email editor (Gmail, Outlook, etc)
- Keep message short and human
- Let the video snippet/link do the heavy lifting

Use **HTML** when:

- You're using a drag & drop email builder that requires HTML snippets
- You need stricter brand formatting
- You want reusable designed templates
- You need structured content sections

Practical Recommendation

If you are testing response rates:

1. Start with simple rich-text style copy
2. Test against a clean HTML template
3. Keep subject line and CTA consistent
4. Compare clicks, views, and replies