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What is AMP?

AMP (Accelerated Mobile Pages) is an open-source web component framework that enables senders to include dynamic, interactive elements in email. In Ascent360, AMP currently powers the Image Carousel – an animated, multi-slide image block that recipients can interact with directly in their inbox.

AMP content is supported by Gmail, Yahoo Mail (webmail only), and Mail.ru. Recipients using other email clients will see a standard version of the email without the carousel – it simply won't appear, and the rest of the email renders normally.

Enable AMP in Email Settings

Before you can use AMP content in the Email Editor, you'll need to turn it on in your account settings.

1. Navigate to Settings > Email Settings.
2. Toggle AMP to On.
3. Once enabled, you'll see the Image Carousel block available in the Email Editor's Content tab.

AMP Support Show AMP content blocks in the email editor

*Note: Enabling AMP in your settings does **not automatically** make your emails AMP-ready for recipients. You must also complete the Authorized Sender registration (Step 2) before AMP content will render in recipients' inboxes.*

Register as an Authorized Sender

Email clients that support AMP require senders to be on an approved *allowlist* before AMP content will render for recipients. You must complete this registration before sending AMP-enabled campaigns.

Important: If you send AMP content before completing registration, your emails will still be delivered – but the

AMP carousel will not appear. Continued sending as an unregistered AMP sender may also impact your deliverability.

What you'll need before you start

- Domain authentication in place for your sending domain (SPF, DKIM, and DMARC)
- A production-quality email built with your actual AMP content (the Image Carousel)
- Confirmation of the exact email address you'll use to send AMP campaigns — each sending address must be registered individually

Registration steps

Complete the steps below in order — you'll need to send the verification email before filling out the registration form, as Google's form requires the Message-ID from your sent email as proof of a working AMP setup.

Step 1. Send a test email to verification addresses

Prepare your email in the Ascent360 Email Editor (with the Image Carousel included) and send a Test Email to each of the following addresses. Make sure the email is sent from the exact address you plan to register with.

- ampverification@yahoo.com
- postmaster_amp@corp.mail.ru
- ampforemail.whitelisting@gmail.com

Step 2. Complete the sender registration form

Fill out the AMP for Email: Sender Registration form. Keep the following in mind when completing it:

- For the field "Third-party ESP(s) used to send emails through, if any" — enter SendGrid
- You may skip the Yahoo and Mail.ru sections if you only want Gmail support

Step 3. Wait for confirmation

Each email client will notify you of your allowlist status via email. Approval timelines vary by provider.

Send AMP Content (Image Carousel)

Once AMP is enabled in your settings and you're an authorized sender, you can start using the Image Carousel in your emails.

Adding the carousel to your email

1. Open the Email Editor and locate the Image Carousel block in the Content tab.
2. Drag and drop it into your email layout.

3. Click Browse or drop image files directly into the block to add slides.

Configuring the carousel

For each slide, you can:

- Upload an image or replace an existing one
- Set alt text for accessibility and image-blocking fallback
- Add a link so clicking the slide takes recipients to a destination URL
- Reorder slides by dragging the slide card in the properties panel
- Delete a slide using the controls on the slide card

Carousel-level settings include:

- Autoplay – automatically advances slides at a set interval (in seconds). Autoplay pauses if the recipient interacts with the carousel.
- Dot navigation – adds clickable dots so recipients can jump between slides. You can customize the dot color.

Image specs & best practices

Dimensions

- The recommended maximum width for an AMP email is 600px–800px.
- For sharp display on high-resolution (retina) screens, use images that are 2x the container size – ideally 1200px–1600px wide. The carousel will scale them down automatically.
- Use images with the same dimensions or aspect ratio across all slides to prevent stretching or jarring transitions.
- The first slide sets the carousel's aspect ratio – subsequent slides will be adapted to match it.
- Image height is variable; vertical scrolling is supported, but keep images optimized for fast loading.

Supported file types

- Supported formats: JPEG, PNG, and GIF (including animated GIFs).
- Keep individual image file sizes under 1MB where possible – the smaller the better, as the total AMP email size limit is 200KB before Gmail begins clipping it.

Number of slides

- There is no hard technical limit on the number of slides in a carousel.
- Best practice is to limit slides to 5–7 images. Too many slides can overwhelm recipients and reduce engagement.

Previewing your carousel

You can preview the carousel directly in the editing stage using the left and right arrows on the block. For a full preview using real AMP rendering, click Preview and toggle between the AMP and HTML versions on both mobile and desktop.

What recipients without AMP support will see

Recipients using email clients that don't support AMP (such as Outlook or Apple Mail) will see a standard HTML version of your email. Ascent360 automatically generates an HTML fallback for AMP-enabled emails, so you don't need to create or configure anything extra – it's handled for you behind the scenes.

Video Walkthrough

VIDEO COMING SOON – We'll embed a full end-to-end walkthrough video here once created. We'll cover: enabling AMP in settings, sending verification emails, completing the registration form, building a carousel, and previewing/sending.