

AMP (Accelerated Mobile Pages) is an open-source web component framework that enables senders to send dynamic, interactive elements through email. Ascent360 supports Image Carousels through the AMP framework.

Prior to sending AMP-enabled content in emails, you **must** become an authorized sender for mail clients that support AMP.

If you send AMP-enabled content prior to registering as an authorized sender, your mail will still be received, but AMP-enabled content will not render in the email (it will appear as if that AMP section were not there at all). You may see deliverability impacts if you continue to send dynamic content as an unauthorized AMP sender.

In this article:

- [Register as an Authorized Sender](#)
- [Send AMP Content](#)

Register as an Authorized Sender

Prior to sending AMP-enabled content in emails, you **must** become an authorized sender for mail clients that support AMP.

Send a Production-Ready Email

Send an email to these email addresses.

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

To do this within Ascent360, prepare your email in the Email Editor and send a Test Email from to the email addresses listed above. Be sure to double-check that your email is coming from the exact address that you plan to register with.

Fill out the Registration Form

You must complete the [AMP for Email: Sender Registration form](#).

Important Notes:

- For the question: "Third-party ESP(s) used to send emails through, if any", enter **SendGrid**
- You may choose to skip the Yahoo and mail.ru sections if you do not wish to register with those clients.

Confirmation

Each email client will notify you of your allowlist status via email.

Additional Resources:

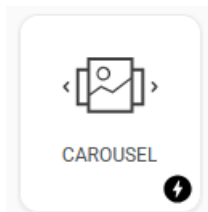
[AMP Dev Guide](#)

[Google AMP for Gmail](#)

Send AMP Content

When AMP is turned On in your Email Settings, you'll see a new **Image Carousel** content block in the email editor. Drag it into the email to use it.

When configuring the image carousel, you may choose the number of slides, upload images, and designate the delay between slide transitions.



After becoming an Authorized Sender, AMP content will display for supported email clients. For recipients not using supported email clients, the email will render normally without the Image Carousel.