

# Accessibility Conformance Report (ACR)

## Based on VPAT® Version 2.4

**Product Name:** Robly Email Marketing Platform

**Report Date:** April 2026

**Product Description:** Robly is an email marketing platform that allows users to create, manage, and send email campaigns, manage subscriber lists, and analyze campaign performance.

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## Evaluation Methods Used

- Internal review of platform UI and workflows
  - Manual testing of key user flows (campaign creation, list management, reporting)
  - Review against WCAG 2.1 Level AA guidelines
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## Applicable Standards/Guidelines

This report covers the degree of conformance for the following accessibility standard:

- WCAG 2.1 Level A and AA
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## Terms

- **Supports:** Fully meets the requirement
  - **Partially Supports:** Some functionality does not meet the requirement
  - **Does Not Support:** Does not meet the requirement
  - **Not Applicable:** The criterion does not apply
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## WCAG 2.1 Report

### 1. Perceivable

Criteria	Conformance Level	Remarks
1.1.1 Non-text Content	Partially Supports	Images within the platform can include alternative text; however,

<b>Criteria</b>	<b>Conformance Level</b>	<b>Remarks</b>
		enforcement is not required
1.3.1 Info and Relationships	Partially Supports	across all workflows. Some UI elements follow semantic structure, though improvements can be made for consistency.
1.4.3 Contrast (Minimum)	Partially Supports	Most UI meets contrast requirements, but some areas may fall below recommended ratios.

## 2. Operable

<b>Criteria</b>	<b>Conformance Level</b>	<b>Remarks</b>
2.1.1 Keyboard	Partially Supports	Core functionality is accessible via keyboard, though some interactions may require a mouse.
2.4.1 Bypass Blocks	Partially Supports	Limited mechanisms for bypassing repetitive navigation.
2.4.4 Link Purpose	Supports	Links are generally descriptive

Criteria	Conformance Level	Remarks
		within the interface.

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### 3. Understandable

Criteria	Conformance Level	Remarks
3.1.1 Language of Page	Supports	Default language is programmatically defined.
3.2.3 Consistent Navigation	Supports	Navigation is generally consistent across the platform.

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### 4. Robust

Criteria	Conformance Level	Remarks
4.1.2 Name, Role, Value	Partially Supports	Some components expose proper attributes, but improvements are needed for full assistive technology compatibility.

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## Notes on Email Accessibility

While this VPAT evaluates the accessibility of the Robly platform itself, emails created within Robly can meet WCAG accessibility standards when best practices are followed. These include:

- Use of semantic HTML

- Inclusion of alternative text for images
  - Sufficient color contrast
  - Descriptive links and clear structure
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## Summary

Robly partially supports WCAG 2.1 Level AA requirements. The platform enables the creation of accessible email content when best practices are followed, and ongoing improvements are being made to enhance accessibility within the user interface and workflows.

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## Contact Information

For questions regarding accessibility, please contact:

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