



INCREASE READER ENGAGEMENT WITH DYNAMIC CONTENT

Date: 2/17/2010

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Agenda

- Why Use Dynamic Content?
- Personalizing Emails
- Inserting Dynamic Text/Images
- Advanced Dynamic Content



Why Use Dynamic Content?

Why Use Dynamic Content?



- Customization
 - Personalize emails with subscribers' personal information
 - Create emails based on subscriber interests
- Time-saver
 - Streamline email creation process



Personalizing Emails

Personalizing Emails



- Static personalization
 - ▣ Account Name
 - ▣ Subscriber's Email Address
 - ▣ Current Date

Personalizing Emails



- Personalization from list data
 - ▣ Any field in the list
 - [~FieldNameHere~]
 - ▣ Personalization button
 - ▣ Use Insert Code Snippet to insert
- Example
 - ▣ Field Data (Firstname)
 - Melanie
 - ▣ In Creative
 - [~Firstname~]
 - ▣ Received in Email
 - Melanie



Dynamic Text/Images

Dynamic Text/Images



- Any content in a field can be dynamically inserted into an email
 - ▣ Text
 - ▣ Images
 - ▣ Even whole blocks of HTML

Dynamic Text/Images



- Text Example
 - ▣ Field Data (BodyContent)
 - Elena's Subscribers
 - ▣ Body Content A
 - Jessica's Subscribers
 - ▣ Body Content B
 - ▣ In Creative
 - [~BodyContent~]
 - ▣ Received in Email
 - Elena's Subscribers
 - ▣ Body Content A
 - Jessica's Subscribers
 - ▣ Body Content B

Dynamic Text/Images

□ Image Example

▣ Field Data (ReplImage)

■ Elena's Subscribers

- ``

■ Jessica's Subscribers

- ``

▣ In Creative

■ [~ReplImage~]

▣ Received in Email

■ Elena's Subscribers:



■ Jessica's Subscribers:





Advanced Dynamic Content

Advanced Dynamic Content



- Personalizing with Computed Fields
 - ▣ Standardizes display for field data in a list
 - ▣ Can be used for any field personalization
 - [~=Expression~]
- Example
 - ▣ Field Data (Firstname)
 - meLAnie
 - ▣ In Creative
 - Dear [~=TCase([firstname])~]
 - ▣ Received in Email
 - Dear Melanie

Advanced Dynamic Content



□ Comparison Operators

- Takes 2 expressions and returns either true or false based on how they relate to each other

■ Example

■ Creative

- `[~?If([favoritecolor] = "blue")~]Your favorite color is blue.[~?EndIf~]`
- `[~?If([favoritecolor] != "purple")~]Purple is not your favorite color.[~?EndIf~]`

■ Received in Email

- Your favorite color is blue.
- Purple is not your favorite color.

Advanced Dynamic Content



- Boolean Operators
 - Takes one or more expressions with a value of true or false and returns true or false based on how the values relate
 - Example
 - Creative
 - `[~?If(([favoritecolor] = "blue") .or. ([favoritecolor] = "purple"))~]` Your favorite color is either blue or purple.
`[~?EndIf~]`
 - `[~?If(([favoritecolor] = "purple") .and. ([favoritefood] = "pizza"))~]` You might be interested in our new purple pizza.
`[~?EndIf~]`
 - Received in Email
 - Your favorite color is either blue or purple.
 - You might be interested in our new purple pizza.

Advanced Dynamic Content

□ Trim Function

- Left Trim function (LTrim) removes any leading spaces at the start of the stringexpr value
- Right Trim function (RTrim) removes any trailing spaces at the end of the stringexpr value
- Full Trim function (Trim) removes both leading and trailing spaces from the stringexpr value

■ Example

■ Creative

- Area Code from subscriber record:
[~="(" + [areacode] + ")"~]
- Area Code trimmed from the left:
[~="(" + LTrim([areacode]) + ")"~]
- Area Code trimmed from the right:
[~="(" + RTrim([areacode]) + ")"~]
- Area Code completely trimmed:
[~="(" + Trim([areacode]) + ")"~]

■ Received in Email

- Area Code from subscriber record: (888)
- Area Code trimmed from the left: (888)
- Area Code trimmed from the right: (888)
- Area Code completely trimmed: (888)

Advanced Dynamic Content



- Date Addition/Subtraction
 - Perform simple calculations on date/time values
 - Example
 - Creative
 - Today is: [~=Date(NOW)~]
 - 5 Weeks from now: [~=AddWeeks(NOW,5)~]
 - 5 days from now: [~=AddDays(NOW,5)~]
 - 5 months from now: [~= AddMonths(NOW,5)~]
 - 5 years before now: [~=AddYears(NOW,-5)~]
 - 5 hours from now: [~= AddHours(NOW,5)~]
 - 5 minutes from now: [~= AddMinutes(NOW,5)~]
 - 5 seconds from now: [~=AddSeconds(NOW,5)~]
 - Received in Email
 - Today is: 2/15/2010 2:56:36 PM
 - 5 Weeks from now: 3/22/2010 2:56:36 PM
 - 5 days from now: 2/20/2010 2:56:36 PM
 - 5 months from now: 7/15/2010 2:56:36 PM
 - 5 years before now: 2/15/2005 2:56:36 PM
 - 5 hours from now: 2/15/2010 7:56:36 PM
 - 5 minutes from now: 2/15/2010 3:01:36 PM
 - 5 seconds from now: 2/15/2010 2:56:41 PM

Thank You!

Please email questions to:

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Next Presentation:

Get More out of Your Campaign Reporting

March 17, 2010 @ 2 PM ET