

Dynamic Content

How does it work?

If you've read our introduction factsheet, you'll know that Dynamic Content gives marketers the ability to tailor content automatically for each recipient within a campaign.

Now we're going to explore how you go about achieving this.

The basics

As we're headquartered in the North East, a football interest example comes to mind:

If you're a local publisher brand and want to send football news emails, you (presumably) wouldn't want to send Sunderland AFC news to a Newcastle United fan. And vice versa.

In this example, Dynamic Content can help you.

Within an email, when creating a section for football news, you can create one placeholder and fill it with Newcastle news (we'll call this P1). Then, using Dynamic Content, you can add an additional placeholder and fill this with Sunderland news (P2).

All you'd have to do then is create two rules:

1. Show P1 to recipients who have a preference 'equal to' Newcastle (in a Contact or Data Table)

The screenshot shows a 'Filter Criteria' dialog box with a teal header and a close button (X) in the top right. Below the header is a table with three columns: 'Column', 'Operator', and 'Value'. To the left of the table are two buttons: 'AND' and 'OR'. The table contains one row: 'Team' (with a dropdown arrow), 'Equal to' (with a dropdown arrow), and 'Newcastle' (with a dropdown arrow). A green button with a plus sign and the text '+ Add criteria' is located at the bottom right of the dialog.

Column	Operator	Value
Team	Equal to	Newcastle

2. Show P2 to recipients who have a preference 'equal to' Sunderland (in a Contact or Data Table)

The screenshot shows a 'Filter Criteria' dialog box with a teal header and a close button (X) in the top right. Below the header is a table with three columns: 'Column', 'Operator', and 'Value'. To the left of the table are two buttons: 'AND' and 'OR'. The table contains one row: 'Team' (with a dropdown arrow), 'Equal to' (with a dropdown arrow), and 'Sunderland' (with a dropdown arrow). A green button with a plus sign and the text '+ Add criteria' is located at the bottom right of the dialog.

Column	Operator	Value
Team	Equal to	Sunderland

But what if not all my recipients have preference data?

The above example works brilliantly if 100% of your Mailing List supports either Sunderland or Newcastle **and** if you have all of this information stored in your database.

So what do you do if you have any data gaps, or you know that someone doesn't fall into any of your criteria?

With Communicator's Dynamic Content, you have options. For instances where you have no data, you can either:

1. Show both Newcastle and Sunderland content in the same email
2. Show a separate content option instead of either of the Sunderland and Newcastle pieces of content

To accomplish the first point, you'd add additional criteria to both P1 and P2, making sure the placeholders also show if preference is blank (e.g. IF preference=Newcastle OR preference=blank, THEN show P1 and the same for P2 and Sunderland)

The screenshot shows a 'Filter Criteria' dialog box with a teal header and a close button (X) in the top right. Below the header is a table with columns 'Column', 'Operator', and 'Value'. The first row has a menu icon, 'AND' and 'OR' buttons, 'Team' with a dropdown arrow, 'Equal to' with a dropdown arrow, and 'Newcastle' with a dropdown arrow and a close button (X). The second row has a menu icon, a teal 'OR' button, 'Team' with a dropdown arrow, 'Is Empty' with a dropdown arrow, and 'Value not required'. At the bottom right is a teal button with a plus sign and the text '+ Add criteria'.

Or, to accomplish point two, you could make use of the Default Content placeholder variation (referred to as PD below). You could either fill this placeholder with alternative content or leave it empty, meaning the email would not show the football section.

Capabilities of Dynamic Content

The example used above is a simple solution using Dynamic Content. It can also be used to tailor content to much more advanced requirements.

When creating different content variations, you have:

- **Unlimited variations** – add as many placeholder variations to any or all existing email placeholders, meaning a single email could have infinite content variations
- **Multiple variations per recipient** – placeholder variations can be stacked within the same placeholder area, meaning recipients can receive as many content variations from a single placeholder area as you like
 - **Content ordering** – when you know recipients will receive multiple content variations, you can choose which ones they see first
 - **Content limiting** – when you know recipients will receive multiple content variations, you can limit the amount of variations that they'll receive to stop an email becoming too long (e.g. show only a maximum of 4 variations at any one time)

When creating matching rules for each placeholder variant, in Communicator, you have:

- **Unlimited criteria** – show content variations to recipients using as many rules as you need (e.g. is under 25 AND female AND Sunderland)
- **Any/all criteria options** – show content variations to recipients if they match at least one criterion (e.g. is under 25 OR 25-39)
- **12 different matching rules** – match content to recipient data profiles based on the following options:

Equal to...	Not equal to...
Starts with...	Does not start with...
Contains...	Does not contain...
Ends with...	Does not end with...
Is null...	Is not null...
Is empty...	Is not empty...

Further information

If you'd like to learn more about Dynamic Content, your Account Manager is on hand to talk it through with you and the Customer Success team can go in to further detail if necessary. You can get more hands-on through training; Dynamic Content is part of the one of the advanced training modules: Segmentation & Targeting.

If you see use in the functionality but don't have the time for fulfilment, our experienced services teams can assist you.

About Communicator

Communicator is a trusted partner in sophisticated email marketing, with a focus on helping ambitious brands achieve breakthrough results.

Powered by our unique SmartSend technology, our modular Suite offers the flexibility of both scale and sophistication through our three packages. It takes our customers on an email marketing journey, helping them to realise their ambitions.

We take privacy and compliance extremely seriously, leading the industry with our ISO 27001 accreditation.



Certification No.210728

