

An Introduction to...

Dynamic Content

As far as email is concerned, Dynamic Content is a veteran. It's been around for years.

Today, its functionality is still integral to fulfilling some of the more sophisticated email requirements we get today.

What is Dynamic Content?

Dynamic Content gives marketers the ability to automatically tailor content for each recipient within an email campaign. It's achieved by linking sections of content to a recipient's data profile.

That means you can create multiple placeholders, each containing different variations of content, then choosing which recipients get to view each of the variations.

A (simple) example of Dynamic Content

To help you visualise what Dynamic Content does, here's a simplified example:

1a Student discount content
1b Fast shipping membership content
1c Pensioner discount content

Filter Criteria	Column	Operator	Value
1	Age	Less than	25
2	Age	Greater than or equal to	25
3	Age	Less than or equal to	65
4	Age	Greater than or equal to	65

In the example above, anyone aged 65 and over would only see information about pensioner discounts and neither of the other variants, but anyone aged under 65 would never see this information.

There's much more to Dynamic Content than just the example above, which is why we have a separate factsheet: **Dynamic Content: How does it work?**

Who is Dynamic Content for?

Dynamic Content is most relevant for brands at the higher end of our Sophistication Scale, particularly when creating advanced automated campaigns.

It's available in the Email Designer.

How could Dynamic Content benefit me?

In its essence, Dynamic Content lets you personalise email content at scale. In reality, it's like traditional personalisation at its finest.

That's great news for you, for a number of reasons:

It's time saving

Adopting Dynamic Content means you don't have to build and send multiple emails when looking to vary content for recipients.

It makes life easier

Our Dynamic Content is built with automation in mind, meaning you can team it up with our automation tools from the Content Manager, letting Communicator do the hard work for you.

It works the way you want it to

As you're tailoring entire placeholders, there are no restrictions for your content; you can tailor layout, imagery, text, colours or any form of HTML code.

It gives better email performance

We know that personalised emails are more likely to perform better than non-personalised emails; as Dynamic Content is personalisation at its finest, you're more likely to improve your email performance using it.

How do I use Dynamic Content?

It's available in our Email Designer building interface. For more ideas about when to use Dynamic Content, read our separate factsheet: **Dynamic Content: How does it work?**

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.



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