

An Introduction to...

Smart Templates

Smart Templates will change the way you manage email.

We're making some changes to the template building process to make it easier for our customers to manage large portfolios. Here's everything you need to know about Smart Templates.

What are Smart Templates?

Smart Templates allows users to create email templates based on other email templates, making them multi-layered.

The concept sounds so simple, yet we believe it'll become incredibly useful for high-volume email marketers.

How does it work?

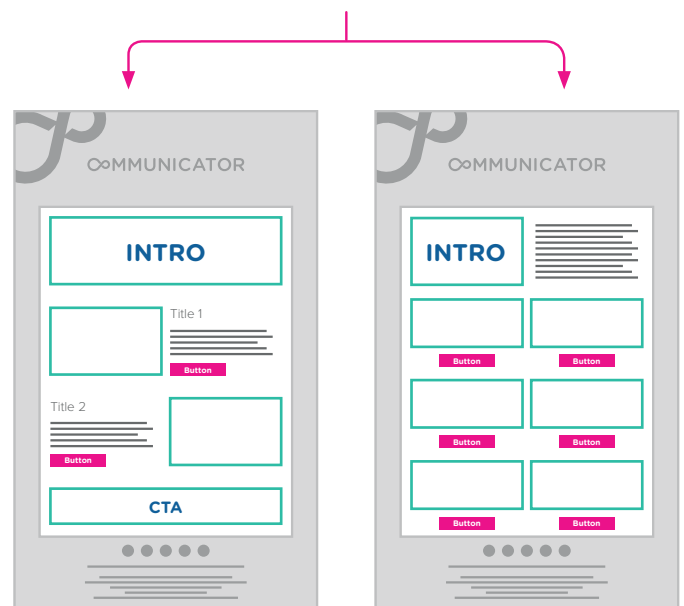
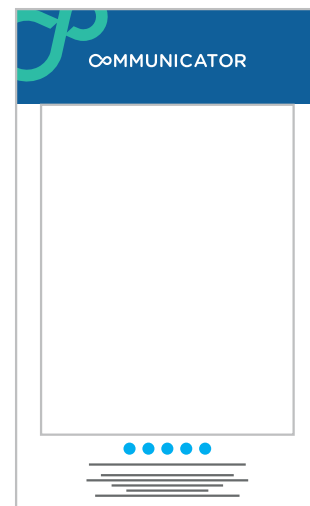
The multi-layering process allows users to create a master template which standardises the areas of an email that remain consistent. You then add a suite of associated templates for the elements that do change, like the layout, which will contain the placeholders and content.

For example, the header and footer or terms and conditions of the email may stay the same for every email a brand sends; but the layout of the placeholders and the creative will change each time.

It makes sense, then, to lock in these fixed areas, so that when it comes to updating them, you can make the change just once and let Smart Templates update all templates associated with the master one.

Who is it for?

Smart Templates are most useful for users with multiple templates, or brands at stages 3-5 on our Sophistication Scale.



SOPHISTICATION SCALE

0 1 2 3 4 5

A pink bracket is drawn under the numbers 3, 4, and 5.

How will it benefit me?

The ability to lock in creative will do four things to the lives of an email marketer.

Reduce time building

Cut out valuable time spent sifting through code that ultimately won't change, campaign upon campaign. Focus on the elements that do change and eliminate the potential for error by locking in creative that won't change.

Assign different elements to different users

If you have a large team working on email, you can use Communicator's Security Groups to limit the editing of master templates and associated templates as you please.

For example, you could then allow a designer to modify the master, a marketer to only modify associated templates and a department head to edit them all.

Consistent brand representation across all emails

Smart Templates will always update every template whenever you make one simple change to the master (with the exception of those already sent). That means that when you tweak or reintroduce your brand, you'll only ever have to do it once.

It also means you have 100% confidence when using an old layout or if you forget about any automated campaigns.

Confidence all emails are legally compliant

As Smart Templates update every template when you change the master, you'll also have 100% confidence that the legal terms in your footer are consistent and always legally compliant.

Not to mention carrying the correct copyright year!

Further information

Smart Templates will be integrated directly within our two new building environments, Design and HTML workflows. You'll have the option to create a Standard template or a Smart one, where it'll be based upon another.

There will also be a new hierarchy view that allows users to easily view and manage Smart Template structures, clearly identifying master and child templates. There's also an unlimited hierarchy, meaning you can have unlimited smart levels.

Committed to you

We've been building our own best in class email marketing technology for more than 10 years. Aside from its development, we're committed to helping our customers make the most of this advanced software.

Each customer has a dedicated Account Manager who can assist you with any area of our technology.

