

Introduction to the Message Builder

The CONNECT Message Builder allows you to craft and test the email content you plan to send to your recipients. It takes you through a 6 step process with a wide variety of options, editors and testing tools to make your email campaign successful.

Details - This is the overall settings for your message. You can adjust the name, campaign, content editor, template and additional dynamic settings on this step.

Envelope - Create and set your From/Reply-To addresses as well as your subject line from this step.

Content - Using your editor of choice, craft the HTML version of your email message.

Text - Generate and edit the alternate text version of your email message.

Preview - Preview your content to ensure it meets your requirements.

Click Tracking - Review the links being tracked and update the friendly names being used for reporting/segmentation.

Test - Send test versions of your email message to yourself and other recipients.

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