Personalize your Emails the Right Way

Personalization is a great way to engage your subscribers.

Do it right and your subscribers will feel that you know and care about them. We can help you do it the right way.

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1. Create a New Segment with the definition "First Name is empty" and Save

- This segment will target all contacts in your database that do not have a value entered in for the "First Name" field.
- This step will also help determine if it will be worth creating a secondary "Non-Personalized" version of your email.
- If the count for this segment is very low or 0 then you might not want to proceed with this tutorial.

Create a Personalized Email using Dynamic Variables

- In this example, we have used our own variable for "First Name".
- The variable you use must match the field name currently in your datamart.
- You can view your field names by navigating to the "Target" tab and then clicking on "DataMart fields",

Create a Duplicate of your Message by clicking "Save as..."

Edit the New Version to be "Non-Personalized" and Save

For the first deployment, select the "Non-Personalized" message and the segment that was built in the first step

For the second deployment, select the "Personalized" message and as an additional step, add the segment as a suppression

- By adding the segment as a suppression, you will remove anyone who doesn't have a value for the "First Name" field, from the deployment.

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