

# What are content blocks?

Content blocks allow users to insert dynamic content in their email by creating a dynamic variable that displays information relative to the information retrieved for a specific record type in Datamart. These variables are user created and defined.

## What is the difference between a Content Rule and Content block?

- The immediate difference is the way these two types of variables are displayed on the HTML document.
  - **##Variable##** (content rule variable)
  - **###Variable###** (content block variable)
- A Content Rule applies to the whole email and allows for 1 conditional rule to affect multiple variables in the message. A Content Block is a single condition and a single variable affecting a single block or object in the message.

## How to use Content Blocks?

- Go to Compose > Email Message > Create new message > Standard > HTML.
- Since, this article primarily focuses on Content Blocks, we will deal with HTML, Preview and Test tab.
- In the HTML tab, select Insert **Dynamic Content button**.



- A window will display like one shown below:



This helps users in customizing how the content will be displayed by the content block variable.

**1. Name:** Provide a name to dynamic variable. This will be inserted into the HTML section (Image shown below - highlighted by yellow border).



**2. CONNECT** allows users to program the entire logic by switching to **HTML** mode from **Design** mode. (Example shown below)

**Design mode:**



**HTML mode:**



**3. Copy:** New content blocks can be created from previously created ones simply by selecting the drop down list next to the Copy option.



- **Important:** When copying previous variable logic, current logic will be discarded. Also, name the content block different than the parent block.

**Insert:** Click this button to insert the dynamic variable in the email message.

**Cancel:** Click this button to discard current dynamic variable creation.

Now, we have to add the logic for the insertion of content. This is done using if/else statements.

- If a record has the field Division equivalent to "Food Services" then "Gloves on Sale!" will be displayed in the email.



Result in preview tab



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- Else if Division is equal to "Cleaning" then "New Microfiber Mops" will be displayed.



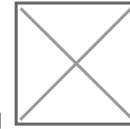
Result in preview tab:



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- Finally, an else statement which means if none of the above statement applies, then the following text is displayed: "15% Off Select Items".



Result in preview tab:



- Also, the else if, or else statement, could be removed by clicking

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### Dynamic content block variables also support image, text and blocks of code.

To insert an image:



To insert a block:



User could further edit the Block by selecting **Edit** button. The following window will be displayed:



- User has the option to test their block using Preview or by creating a test deployment.

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