

Dynamic Content Syntax

PREREQUISITE : [Dynamic Content](#)

Allows the user to create dynamic content statements without needing to know the syntax.

A new syntax has been created in the system which allows developers to keep all content and logic within one document.

Syntax

- ##FirstName##
 - ##FirstName Format="Firstlettercapital"##
 - ##FirstName Default="Customer"##
 - ##FirstName Format="Firstlettercapital" Default="Customer"##
-

Data Types for Format

- Email : No formatting options
 - Text : ALLCAPS, lowercase, Firstlettercapital, EachWordFirstLetterCapital
 - Number : WholeNumber, OneDecimal, TwoDecimal
 - Date : MM/dd/yyyy, MM-dd-yyyy, MMMM dd, yyyy, MMM dd, yyyy
-

Dynamic Content Syntax.

HTML

```
###variablename###  
  
if (field[FieldName] operator "value" ) { "Content" }  
  
else if (field[FieldName] operator "value" ) { "Content" }
```

```
else { "Content" }  
###/variablename###
```

Logic Breakdown (Part 1)

HTML

```
if (field[FieldName] operator "value" )
```

- FieldName has to match the one in CONNECT, Operators are different depending on the Field type (i.e. Email, Text, Date, Number)
- You can have as many else if's as needed

Logic Breakdown (Part 2)

Email/Text Operators:

```
equals, is_not, begins_with, contains, not_contain, is_empty, not_empty
```

Number/Date Operators:

HTML

```
==, !=, greater, greater_or_equal, less, less_or_equal, is_empty, not_empty
```

AND/OR Statements:

HTML

```
if ((field[ ] ) && (field[ ] ))
```

HTML

```
if ((field[ ] ) || (field[ ] ))
```

HTML

```
if (((field[ ] ) && (field[ ] )) || (field[ ] ))
```

For Each Statements:

Use the for.each statement by itself:

HTML

```
for.each({"test data"})  
for.each({block "<table><tr><td>Some text</td></tr></table>"})  
for.each({image: "<img src='http://imagefile.jpg'>"})
```

Or combined with an IF statement:

HTML

```
if(condition) {block "for.each({"test data"})"}  
if(condition) {block "for.each({block "<table><tr><td>Some text</td></tr></table>"})"}  
if(condition) {block "for.each({image: "<img src='http://imagefile.jpg'>"})"}
```

Content Types

Text: Should only contain text, no HTML.

Example:

HTML

```
{ "Here is some text" }
```

Image: Should only contain an image tag.

Example:

HTML

```
{ image"" }
```

Block: Can contain anything including code.

Example :

HTML

```
{ block"<table><tr><td>Some text</td></tr></table>" }
```

Web and Text Versions

Web versions

- Continue to use the `##webversionurl##` tag and Connect will handle the rest.
- If the client would like different content on their web version vs email message, you can use the following:

HTML

```
if (content[type] == "email" ) or if (content[type] == "webversion")
```

Text Versions

- Use the "Auto Generate Text Version" option in CONNECT or leave it to the AM.
- No separate text version logic required.

System Variables

These variables provide data from the system for various use cases. They all begin with "system" and are preceded by the variable name.

Eg. ##system:deploymentid##

Variable	Description
deploymentid	Provides the ID of the deployment at the time of send and is great for adding context to other tracking code.

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