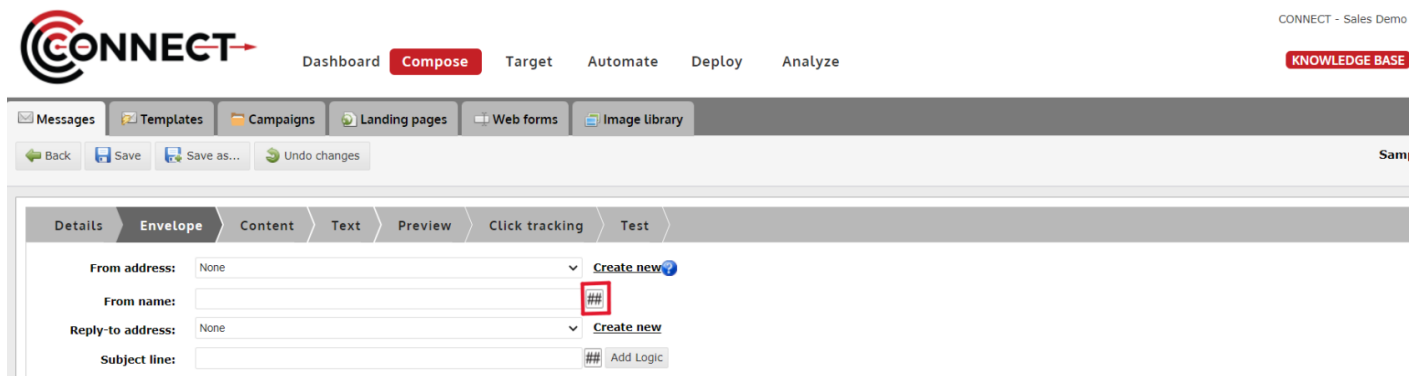


How to Create a Dynamic Subject Line

This feature offers the possibility to create Dynamic Subject Line based on the data that was collected from your customers or users, You can either use a dynamic variable or add a logic.

1. Click ## "Insert a Dynamic Variable" button

Go to Compose > Envelope



The screenshot shows the CONNECT interface. At the top, there's a navigation bar with 'Dashboard', 'Compose' (highlighted in red), 'Target', 'Automate', 'Deploy', and 'Analyze'. Below this is a sub-navigation bar with 'Messages', 'Templates', 'Campaigns', 'Landing pages', 'Web forms', and 'Image library'. The main content area is divided into tabs: 'Details', 'Envelope' (selected), 'Content', 'Text', 'Preview', 'Click tracking', and 'Test'. In the 'Envelope' tab, there are four fields: 'From address' (set to 'None'), 'From name' (empty), 'Reply-to address' (set to 'None'), and 'Subject line' (empty). Each field has a 'Create new' button. The '##' button next to the 'From name' field is highlighted with a red box.

- In the envelope tab:
 - Click on the ## button

2. Select your Fields

Messages
Templates
Campaigns
Landing pages
Web forms
Image library

Back
Save
Save as...
Undo changes

Details
Envelope
Content
Text
Preview
Click tracking
Test

From address: None [Create new?](#)
From name:
Reply-to address: None [Create new](#)
Subject line: [Add Logic](#)

In the popup window, different options are available

1. Select a field : You can choose which DataMart field you would like to pull and display dynamically.
2. Select a format : This allows you to reformat the data (eg. Switching All caps into lower case)
3. Default value : If the data field was not provided or collected, we can choose to display a default value eg. "Customer"
4. Click Insert

3. Click on Add Logic

Messages
Templates
Campaigns
Landing pages
Web forms
Image library

Back
Save
Save as...
Undo changes

Details
Envelope
Content
Text
Preview
Click tracking
Test

From address: None [Create new?](#)
From name:
Reply-to address: None [Create new](#)
Subject line: ##FirstName Format="Firstlettercapital" Default="Customer"## **Add Logic**

4. Add Logic Explained

The screenshot shows a logic editor window with a title bar containing 'Name' and 'SubjectLine'. The main area is divided into sections for 'If' and 'Else' conditions. The 'If' section has a dropdown menu set to 'Datamart', another dropdown set to 'Email (email)', and a third dropdown set to 'Equals'. To the right of these are buttons for '+ AND' and '+ OR'. Below the 'If' section is a 'Then' section with a radio button selected for 'Text' and a small icon. The text box below contains the code: `##FirstName Format="Firstlettercapital" Default="Customer"##`. Below this is an 'ELSE IF' button. The 'Else' section is currently collapsed, indicated by the 'Expand' button being active. The 'Else' section also has a 'Then' section with a radio button selected for 'Text' and a small icon, followed by an empty text box. At the bottom of the window are tabs for 'Design' and 'HTML', and buttons for 'Expand All' and 'Collapse All'.

In the popup window, different options are available

1. The IF statement is the first condition based on the DataMart fields.
2. The ELSE/IF statement is the following condition based on the DataMart fields.
3. The ELSE statement will display the value added in the text box if the above conditions are false
4. Click Insert

5. Logic Example

Name
Insert Cancel

If

+ AND + OR

Then ☒ Text

##FirstName Format="Firstlettercapital" Default="Customer"## gets 10% off

+ ELSE IF

Expand Collapse

Else

Then ☒ Text

##FirstName Format="Firstlettercapital" Default="Customer"## gets 20% off

Expand Collapse

Design HTML
Expand All Collapse All

- In this logic , we would like to display the recipient firstname in the subject line as well as giving 10% OFF to anyone from Toronto If they are not form Toronto, they would get 20% OFF.
- You are able to add an endless number of layers to your logic in order to create a highly personalized email.

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