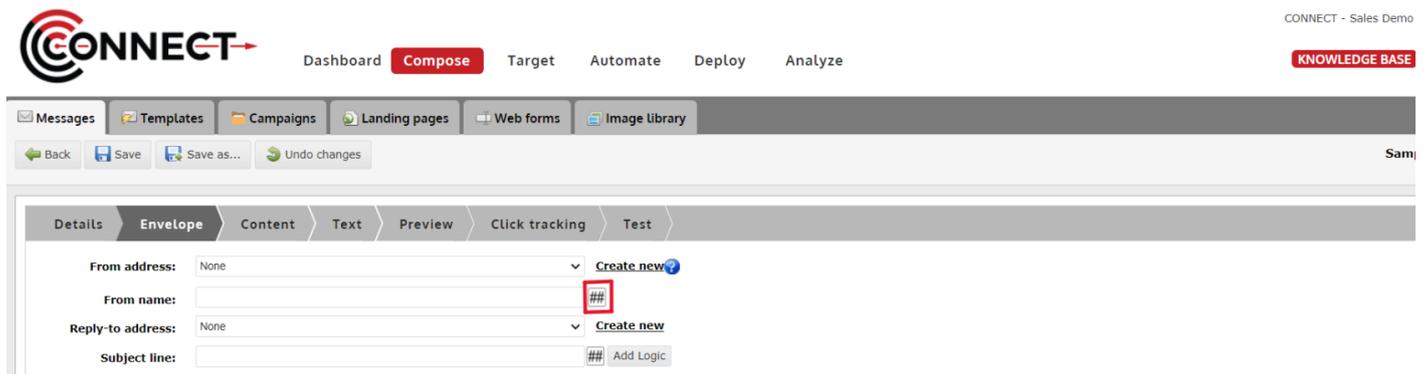


How to Create a Dynamic Subject Line

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. The top navigation bar includes 'Dashboard', 'Compose', 'Target', 'Automate', 'Deploy', and 'Analyze'. The 'Compose' tab is active. Below the navigation bar, there are tabs for 'Messages', 'Templates', 'Campaigns', 'Landing pages', 'Web forms', and 'Image library'. The 'Envelope' tab is selected, and the 'From name' field is highlighted with a red box around the ## button. The 'Subject line' field also has a ## button next to it.

- 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 ?

From name:

Reply-to address: None

Subject line:

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 ?

From name:

Reply-to address: None

Subject line: ##FirstName Format="Firstlettercapital" Default="Customer"##

4. Add Logic Explained

The screenshot shows a logic editor window with the following elements:

- Name:** SubjectLine
- Buttons:** Insert, Cancel
- Condition:** If **Datamart** **Email (email)** **Equals**
- Logic:** **AND** **OR**
- Then:** Text **##**
- Text Box:** ##FirstName Format="Firstlettercapital" Default="Customer"##
- Buttons:** **ELSE IF**, **Expand**, **Collapse**
- Else:** **Then** Text **##**
- Text Box:** (Empty)
- Buttons:** **Expand**, **Collapse**
- Footer:** **Design** **HTML**, **Expand All**, **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

+ ELSE IF

Expand Collapse

Else

Then Text

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.

Revision #3

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