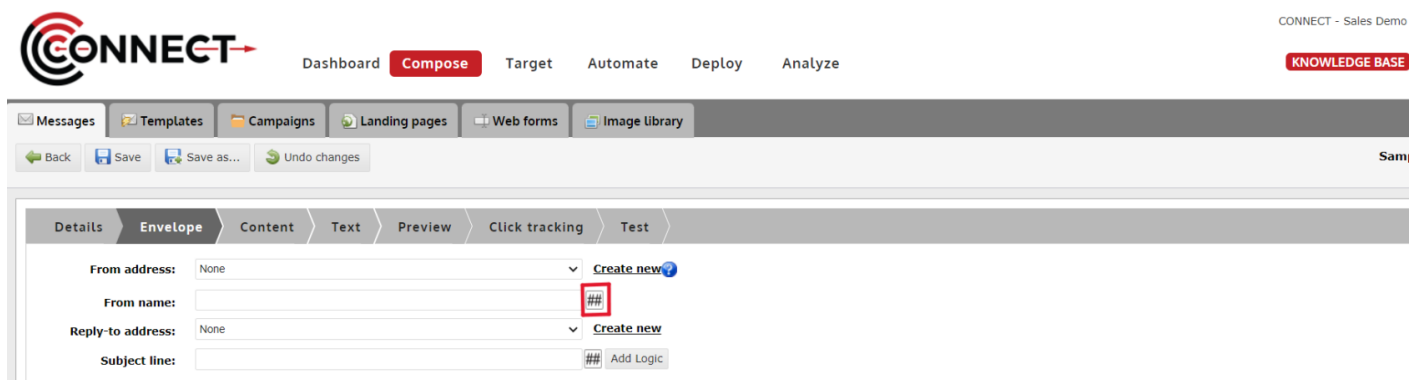


# How to Create a Dynamic Subject Line

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 - Sales Demo interface. The top navigation bar includes 'Dashboard', 'Compose' (highlighted in red), 'Target', 'Automate', 'Deploy', and 'Analyze'. A 'KNOWLEDGE BASE' button is also visible. Below the navigation bar, there are tabs for 'Messages', 'Templates', 'Campaigns', 'Landing pages', 'Web forms', and 'Image Library'. The 'Compose' tab is active, and the 'Envelope' sub-tab is selected. The 'Envelope' sub-tab has a red box around the '##' button, which is used to insert a dynamic variable. The 'Subject line' field is highlighted with a red box, and a red square highlights the '##' button next to it, which is used to insert a dynamic variable.

- 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:

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"##

## 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 two buttons: '+ 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 contains the code: `##FirstName Format="Firstlettercapital" Default="Customer"##`. Below this is an 'ELSE IF' button. The 'Else' section is currently collapsed and has a 'Then' section with a radio button selected for 'Text' and a small icon. The text box is empty. At the bottom of the window are two tabs: 'Design' and 'HTML'. On the right side, there are links for 'Expand' and 'Collapse' for both the 'If' and 'Else' sections, and 'Expand All' and 'Collapse All' at the bottom right.

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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