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Dynamic Content in Marketing Cloud [1]

October 20, 2023 by Melanie Jones [2]

Use Marketing Cloud Content Builder to create dynamic content to deliver a targeted message to an audience while remaining efficient. Dynamic content lets you connect attributes of your audience to content, making the information your constituents receive more relevant.

What is dynamic content?

Dynamic content works with blocks (text, images, buttons) or full layouts that display within an email according to the rules that you define based on the recipient's attributes to achieve more-tailored messaging. Subject lines and preheaders can also be set to render dynamically. Some examples include:

- a message to all alumni containing a *dynamic image block* reflecting the campus the recipient attended
- a general newsletter to UCCS students with a *dynamic text block* of detail specific to the school they are enrolled at
- a *dynamic subject line*, with one containing an emoji for younger recipients and no emoji for older recipients

Some eComm users may have already taken the extra work of sending the same email with slight variations to different populations to ensure relevant messaging. Dynamic content is likely the answer and should provide a far more efficient method of achieving the same end result.

Two Examples at CU

UCCS, Monthly Alumni Birthday Message

At UCCS, alumni who have a birthday that month receive a celebratory message, including a calendar to download. Each month, the available calendar is updated to start on the month that just began (matching the recipients' birthday month). Instead of making this small update to the email each month when sending, UCCS set up a single email with 12 dynamic buttons at the beginning of the year.

The emails sent throughout the year all appear the same, but the link behind the *'Download Birthday Calendar'* button always reflects the recipients' birthday month. The example below was sent at the

beginning of March to UCCS alumni with birthdays in March.

University of Colorado Colorado Springs



Happy Birthday to You!

On behalf of the UCCS Alumni & Friends Association, we are wishing you a very happy birthday today. Celebrate with a special downloadable UCCS Calendar and other birthday goodies!

Download Birthday Calendar

Get your alumni membership card

Get access to alumni discounts

Have you moved recently? Update your contact information today.

UCCS Alumni & Friends Association
University of Colorado Colorado Springs
1420 Austin Bluffs Parkway, Colorado Springs, CO, 80918
www.uccs.edu/alumni | 719.255.3180 | alumni@uccs.edu

University of Colorado
Boulder | Colorado Springs | Denver | Anschutz Medical Campus

This email was sent to: claire.hamilton@cu.edu
This email was sent by the University of Colorado
Manage your email preferences | Update your contact information
Your CU ID:003f400001NE0XUAA1



!TIP! Combine Journey Builder with Dynamic Content to skip scheduling the email every month for a truly automated annual communication.

System Office, eComm New User Credentials

The eComm team onboards new users across the campuses on a monthly cadence and

needs to customize emails according to:

1. the applications they are getting access to
2. next steps based on a quiz being completed or not
3. who their support is

Thirteen different dynamic content blocks and two different preheaders were used to accommodate possible scenarios based on the attributes listed above. Two examples of the final email are below:

Preheader: *"Credentials, training & a short quiz to complete by the end of the month."*

Body: The user got access to Marketing Cloud, Cvent & Salesforce and is instructed to complete training and a quiz. They are supported by Sravanth and Erin.

Preheader: *"Find your credentials below and login for the first time."*

Body: The user got access to Cvent and is presented with continued resources (due to already completing the quiz). They are supported by Lauren.

Your eComm license is now active.

LOGIN DETAILS

full instructions | login page

Marketing Cloud

- Username:
- Temporary Password: '

Cvent

- Account Name:
- Username:

Select *'Forgot your login information?'* under the green login button to set your password and log in for the first time.

Salesforce

Choose your campus and log in using your campus credentials (the same you use to log into your account on the employee portal)

TRAINING & QUIZ

Required

- Understanding CAN-SPAM (8 minutes)
- Marketing Cloud New User Training (45 minutes)
- Cvent New User User Training (45 minutes)
- Knowledge Verification Quiz

Optional

- Salesforce New User Training (15 minutes)

Complete Quiz

Complete new user training and the associated quiz by the end of the month for access to send emails and/or have your Cvent events approved.

Your eComm Support



Sravanth Gampa
eCommunications Professional



Erin Frazier
Assistant Vice Chancellor of

Your eComm license is

LOGIN DETA

full instructions | logi

Cvent

- Account Name:
- Username:

Select *'Forgot your login information?'* unde set your password and log in for the first tim

CONTINUED RES

Remember to send requests to your eCom have items added to your account. Please in mind when submitting your request.

RESOURCES

Ask for Help | Submit a ticket and it will ge
Communications | eComm users get a m other timely notices (like an upgrade).
Wiki Library | Review a plethora of articles specific topics, broken down by application recommendations:

Cvent Intermediate Training

- Cvent Help & Support
- CU Branded Templates
- Weblinks (share with invitees)
- Image Dimensions
- Approval & Launch

We're excited to continue working with you experience is valuable in helping you reach

Your eComm Su



Lauren Galen
Senior eComm An

University of

How-To Start

Watch Example | 8 min.

The following video depicts an example of using Salesforce data to drive a dynamic image and preheader, hopefully giving users a better idea of what data to ask for in your Data Extension and can start creating the dynamic content.

Resources Referenced in the Video

- Creating Marketing Cloud Data Extensions (for eComm specialists) [3]
- Marketing Cloud Data Extensions (for users) [4]

Submit a Request

You'll need to have a plan in place before jumping into Marketing Cloud to create dynamic content. While the customized content that will display tends to be more fun, it's important to consider what data will be used to drive the dynamic content.

After watching the example above, open this sheet [5] and populate the next row if you have a good case for dynamic content. Once complete, submit a help ticket [6] and a follow-up meeting will be arranged. Users are ultimately responsible for creating the dynamic content (photo, text, layout, button, subject or preheader), so coming to the meeting with these completed items will result in less back-and-forth and a faster launch.

Dynamic Content Planning Worksheet [7]

eComm Specialist Support

An eComm specialist will need to assist users with getting an audience created for their specific dynamic content use-case, but users have access take it across the finish line. The use-cases for dynamic content are limitless, even some where the data does not exist in Salesforce. While a tad more complicated, it can still be achieved by an eComm specialsit importing the data to a Data Extension [8] for one-time use.

Related Content

- Journey Builder [9]
- Datorama Overview [10]
- Einstein [11]
- Salesforce Reporting [12]
- Import CSV File to Data Extension [8]

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Send email when Published:
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