

Giotto – Quick Start Guide

1 Introduction

MagNews offers the possibility to create newsletters starting from a template.

There are some default templates included in the platform but it is possible to create a custom template using the MNTL (MagNews template language).

E.G. Using the attribute `mn:editable` in an HTML tag the content can be modified.

The HTML file can be imported as a template or during the creation of the newsletter.

First of all let's see how to create a newsletter starting from an off-line template.

2 Quick Start

Let's start from a HTML file, ready to be sent and let's convert it in a template.

Note: the HTML file can be used directly during the newsletter creation or the import as a repeatable template.

2.1 Editable Zone

It's possible to make an editable zone just adding the attribute `mn:editable` in a HTML tag.

2.1.1 Text


E.g.:

```
<div mn:editable>Testo modificabile</div>
```

In the designer the content is surrounded by a visible dotted border.

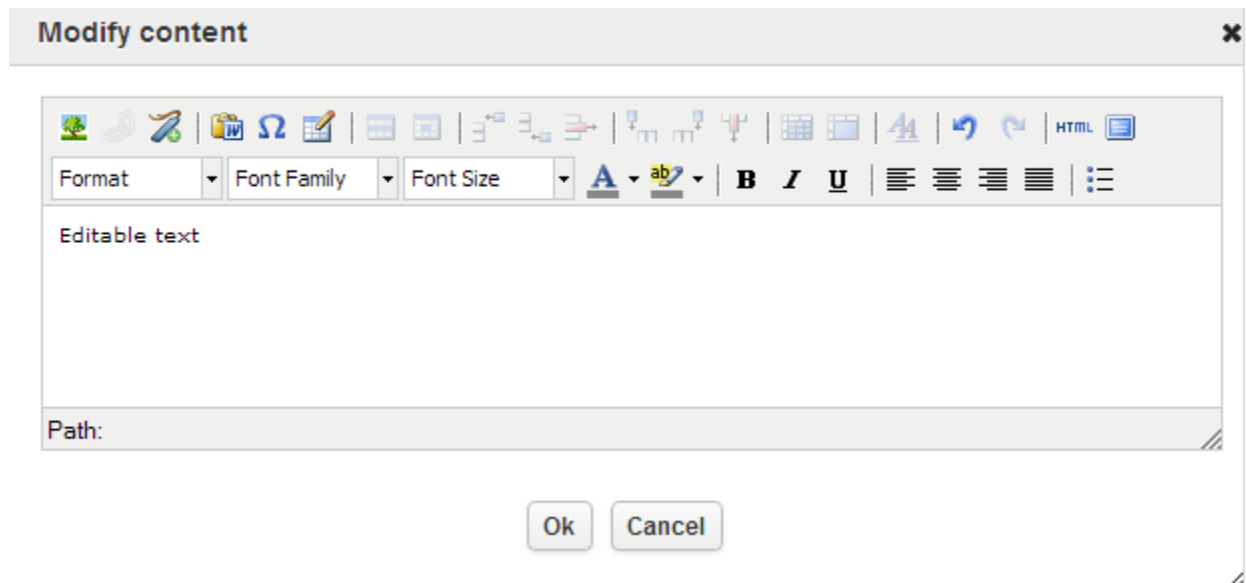
Editable text

The user can modify by clicking on it.

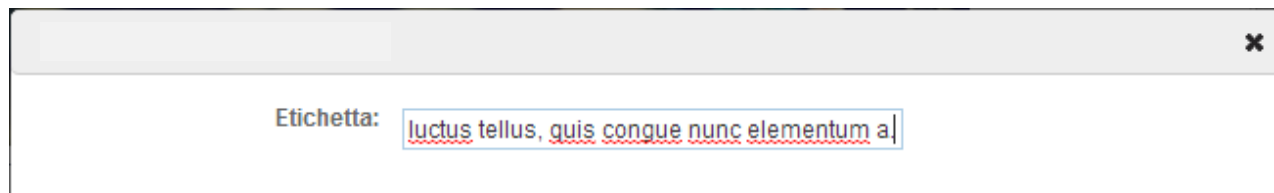
 Editable text

It's possible to specify a label using `mn:label="Etichetta"`

The default type of the content is HTML (`mn:type="html"`)



It's possible to define a text type `mn:type="text"`



When there is an editable zone in the template, it is suggested that the code `mn:id="nomeid"` is inserted, in order not to lose the personalised content when the template is being changed.

```
<div mn:editable mn:id="content1">Editable text</div>
```

2.1.2 Link

It's possible to personalize a link using `mn:editable`, to be precise you can set the url, text, title (used in the report) and define if it is a service link or if it is untraceable on the report.

```
<a mn:editable>This is a link</a>
```

2.1.3 Image

The editable images have some extra feature or limit, for example you can resize them or add a link; it's important to know that the images must always have a default width.

Example:

```
<img mn:editable width="100" />
```

To set the preview image you have to use the attribute `src=""` with an existing resource in the zip file. In case of empty `src=""`, MagNews shows a grey image with the size setting.

```

```



When the user selects the image, it will be automatically resized to fit into the requested size.

It's possible to define also the height; in this case the image will be first resized and then cropped.

Images properties
✕

Image:

Width: Max 564 px

Height: Any height

☐ Automatically resize the image for the box

Alignment:

Title:

Alternative text:

Uri:

Tags list:

You can disable the resize feature by inserting the attribute `mn:resize="false"`, and `mn:linkable="false"` to block the possibility of inserting a link.

```
<img mn:editable width="100" height="100" mn:resize="false" mn:label="Logo" alt="Testo alternativo" mn:linkable="false"/>
```

2.1.4 Image Hosting (mn:noimport)

When you import an HTML file the images are hosted on MagNews platform (for deliverability and policy reason connected to the sender domain reputation)

The dynamics image, that contains the character ? in the url, default are importing with the original link.

It's possible to force the no import options using the attribute **mn:noimport**

```
<img mn:editable width="100" height="100" alt="No hosted image on the platform"
mn:noimport />
```

2.2 Repeatable Zone

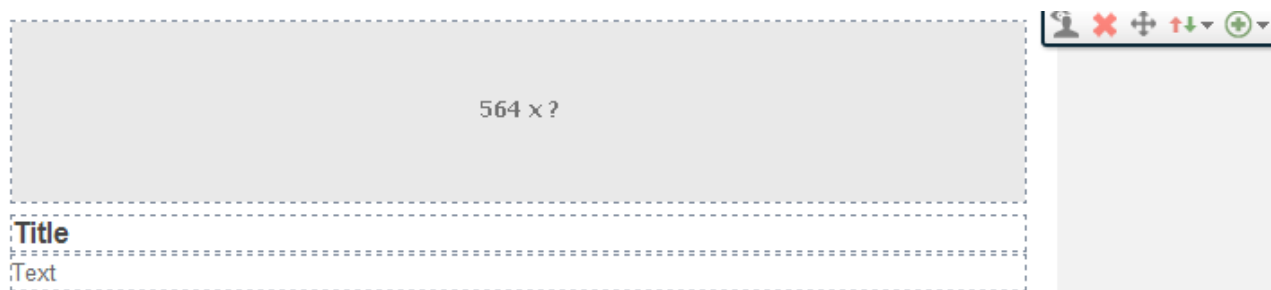
It's possible to identify a repeatable zone that could be inserted as much as you want by inserting **mn:repeatable** in the container.

Example:

```
<div mn:container mn:repeatable>
    <h1 mn:editable>Titolo</h1>
    <div mn:editable>Testo</div>
</div>
```

On MagNews designer a new button appears to insert the article originated from the code above mentioned.

Each container could be deleted or moved.



2.3 Placeholder

In MagNews it's possible to use a placeholder to personalize the newsletter.

`[contact:name]` to insert the name of the contact,

`[message:fromemail]` to identify the sender of the email

`[message:subject]` Newsletter subject

2.4 Visibility

To show a text depending on the user's parameters it is necessary to insert a condition in the code of the template (the final editor does not interact with it).

The logical operators are: `eq`, `neq`, `contains`, `not`

It's possible to insert the condition in each HTML tag.

Example:

```
<div mn:if="contact.values.GENDER eq 'M' " style="background-color:#CCFFFF;">
Special offer for man</div>
<div mn:if="contact.values.GENDER eq 'F' " style="background-color:#FFCCFF;">
Special offer for woman</div>
```

It's possible to use the `if else` statement in this way:

```
<span mn:if="contact.values.GENDER eq 'M' ">Car</span>
<span mn:elseif="contact.values.GENDER eq 'F' ">Bag</span>
<span mn:else>Travel</span>
```

To combine more parameters you can use the logical operator `and` `or` and the bracket.

```
<div mn:if="contact.values.GENDER eq 'M' and contact.values.HOBBIES eq 'Car' " >
Special sport car</div>
<div mn:if="contact.values.GENDER eq 'F' or contact.values.HOBBIES eq
'Fashion' ">Milano Fashion week</div>
```

2.5 Special link

To manage the special links, for example unsubscribe, you have to use the following placeholder

Example:

```
<a href="[link:unsubscribe]">Unsubscribe</a>
```

The placeholder will be replaced during the sending process with a link towards the unsubscribe flow.

For security reasons these links will be different on the web version and on the forward version.

The main special links:

```
<a href="[link:subscribe]">Subscribe</a><br />
<a href="[link:editprofile]">Edit profile</a><br />
<a href="[link:webversion]">Web version</a><br />
```

The share links:

```
<a href="[link:forwardnewsletter]">Forward to a friend</a> (link towards the
forward to a friend flow)
<a href="[link:sharenewsletter social='facebook']">Share on Facebook</a>
<a href="[link:sharenewsletter social='twitter']"> Share on Twitter</a>
<a href="[link:sharenewsletter social='linkedin']"> Share on LinkedIn</a>
```

NOTE:

1) It's suggested to use `target="_blank"` in the link's tag to be sure to open a new windows.

2) To hide the link on the web version, insert `mn:if="not webversion and param.showwebversion"` in the `<a>` tag.

Example:

```
<a href="[link:webversion]" mn:if="not webversion and param.showwebversion"
target="_blank">[param:textwebversion]</a>
```

2.6 Import

During the newsletter creation process you can choose between

- Import an HTML file (zip file with all the resources)
- Using a template

In the first option the creativity could be:

- Import without adding any code (the services links are included in the HTML file)
- Inserted in a special template (the service link are in the template instead in the HTML file) in this case you can quickly send a DEM having a default header and footer. (non capisco, quale azione devi fare?)

The import's template have a container use the code `mn:importtarget=""`

```
<div mn:editable="" mn:importtarget="">
```

3 Import template

- 1) Create a HTML file
- 2) Insert the MagNews placeholder and MNTL code
- 3) Create a zip file with all the resources (images; we suggest to save all the images in a directory called img)
- 4) Log in MagNews >> go to Design >> Management >> Newsletter Template >> create a new template importing the new zip file just made
- 5) Create a new draft from the new template.