

Use case {#use-case}

In this use case, we want to send to a set of specific profiles a personalized email newsletter. Before sending the newsletter, we want to preview it using some of the targeted profiles, and send proofs to internal email addresses that are defined in an external file.

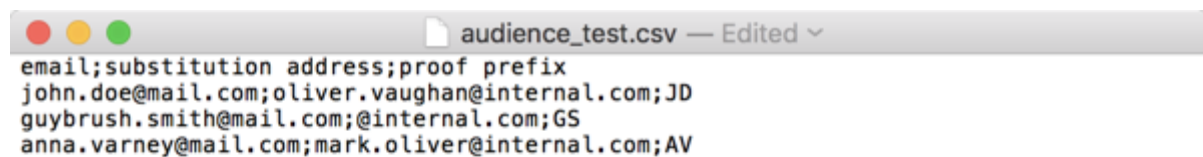
The main steps for this use case are as follows:

1. Create the audience to use for testing.
2. Build the workflow to target profiles and send the newsletter.
3. Configure the message's Profile substitutions tab.
4. Preview the message using targeted profiles.
5. Send proofs.

Step 1: Create the audience to use for testing

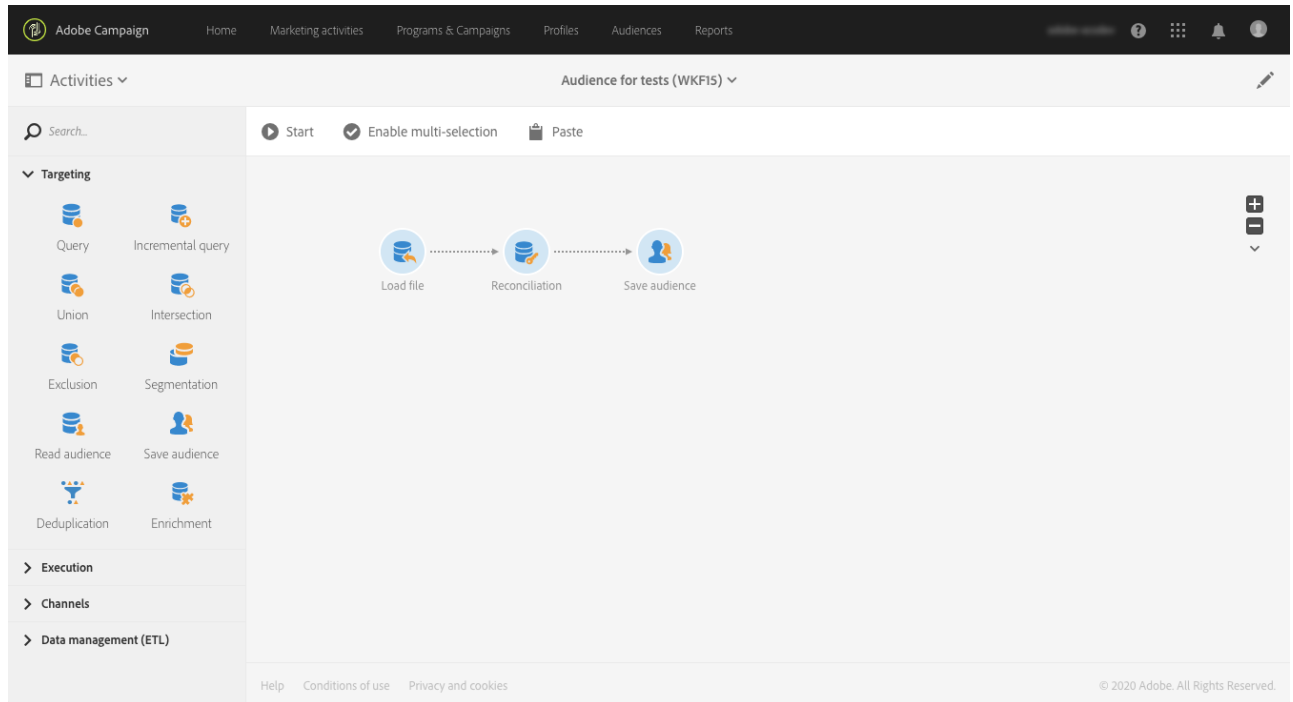
1. Prepare the file to import to create the audience. It should contain the substitution address to use for the proof, and eventually a prefix to add into the proof's subject line.

In this example, the email address "olivier.vaughan@internal.com" will receive a proof of the message targeting the profile with the "john.doe@mail.com" email address. The "JD" prefix will be added to the proof's the subject line.



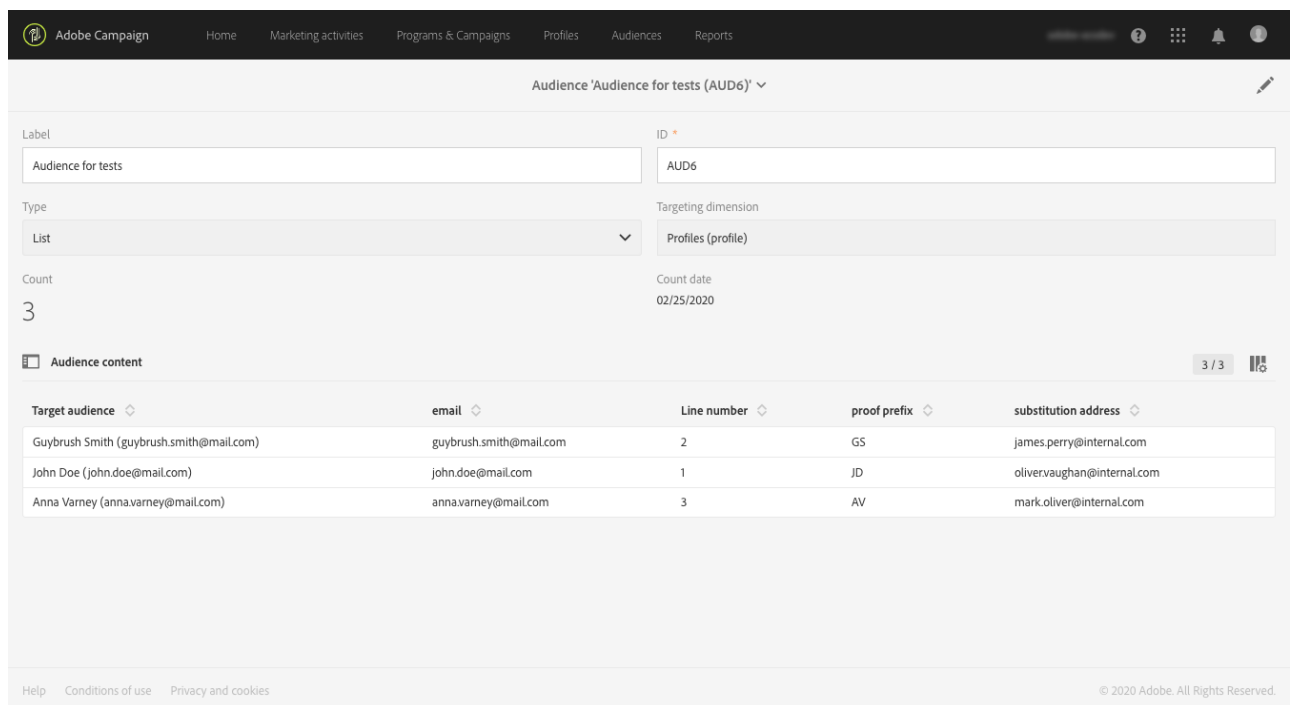
```
email;substitution address;proof prefix
john.doe@mail.com;olivier.vaughan@internal.com;JD
guybrush.smith@mail.com;@internal.com;GS
anna.varney@mail.com;mark.oliver@internal.com;AV
```

2. Build the workflow to create an audience from the file. To do this, add and configure the activities below:
 - **[!UICONTROL Load file]** activity: import the file.
 - **[!UICONTROL Reconciliation]** activity: links information from the file to information from the database. In this example, we will use the profile's email address as reconciliation field.
 - **[!UICONTROL Save audience]** activity: creates an audience based on the imported file.



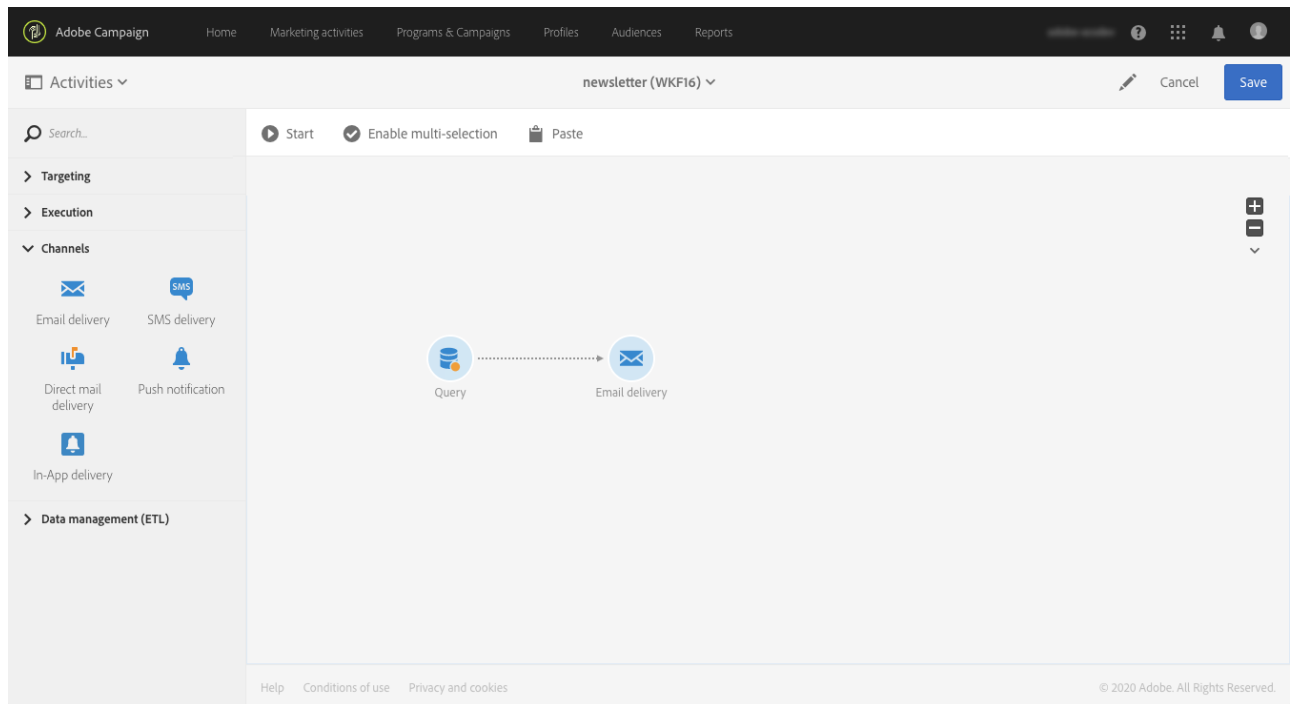
- Run the workflow, then go to the **!UICONTROL Audiences** tab to check that the audience has been created with the desired information.

In this example, the audience is made up of three profiles. Each of them is linked to a substitution email address that will receive the proof and a prefix to use in the proof's subject line.



Step 2: Build the workflow to target profiles and send the newsletter

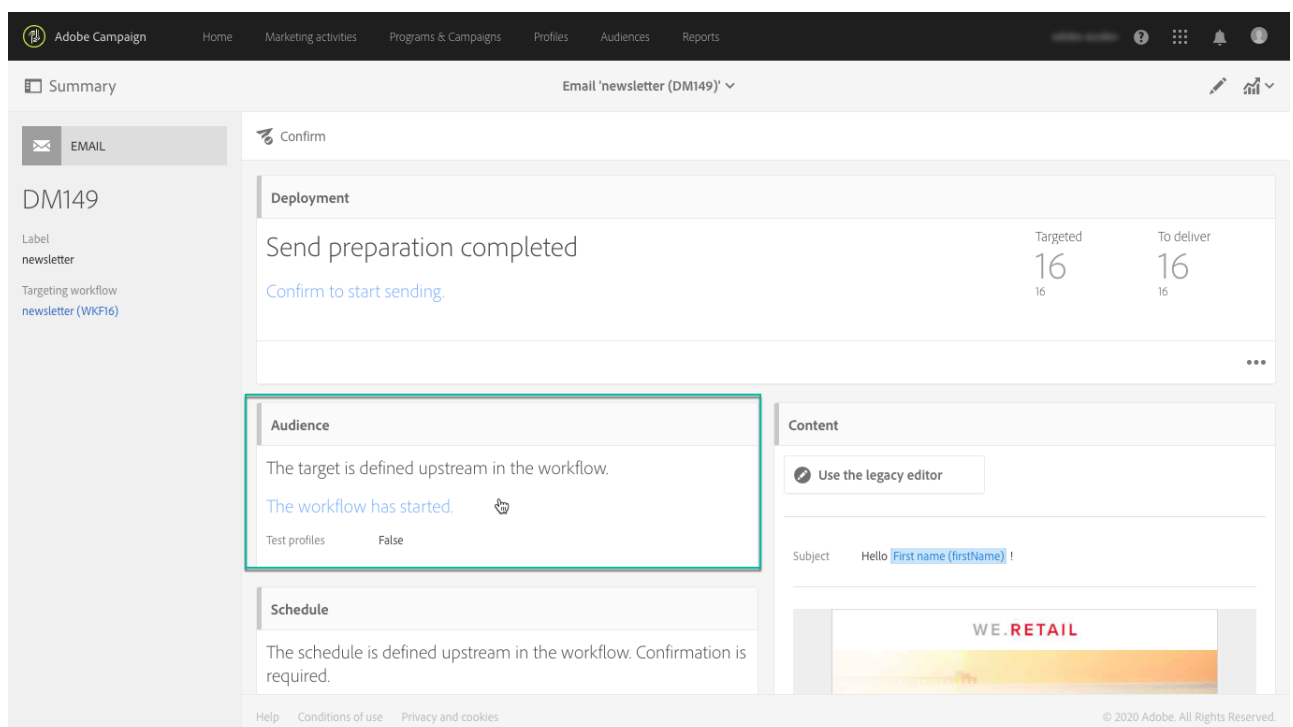
- Add **!UICONTROL Query** and **!UICONTROL Email delivery** activities, then configure them to target the desired profiles.



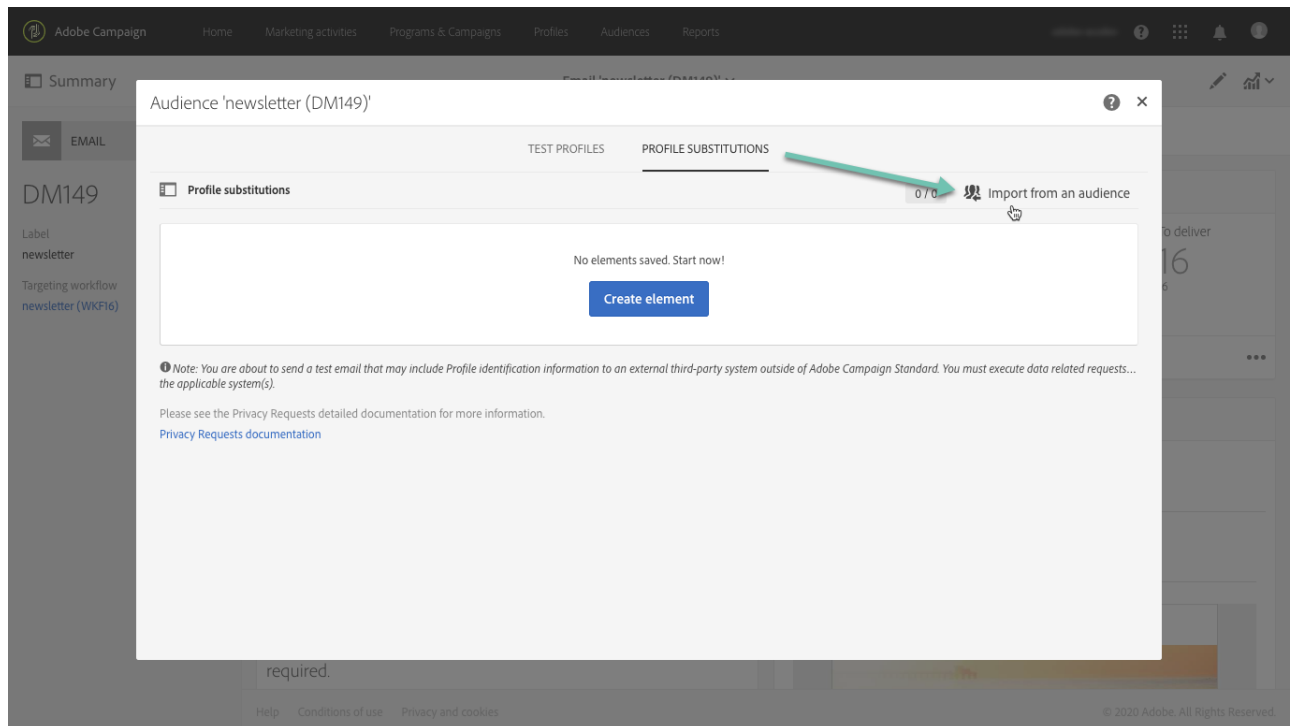
2. Run the workflow and make sure that the message preparation is successful.

Step 3: Configure the message's Profile substitution tab

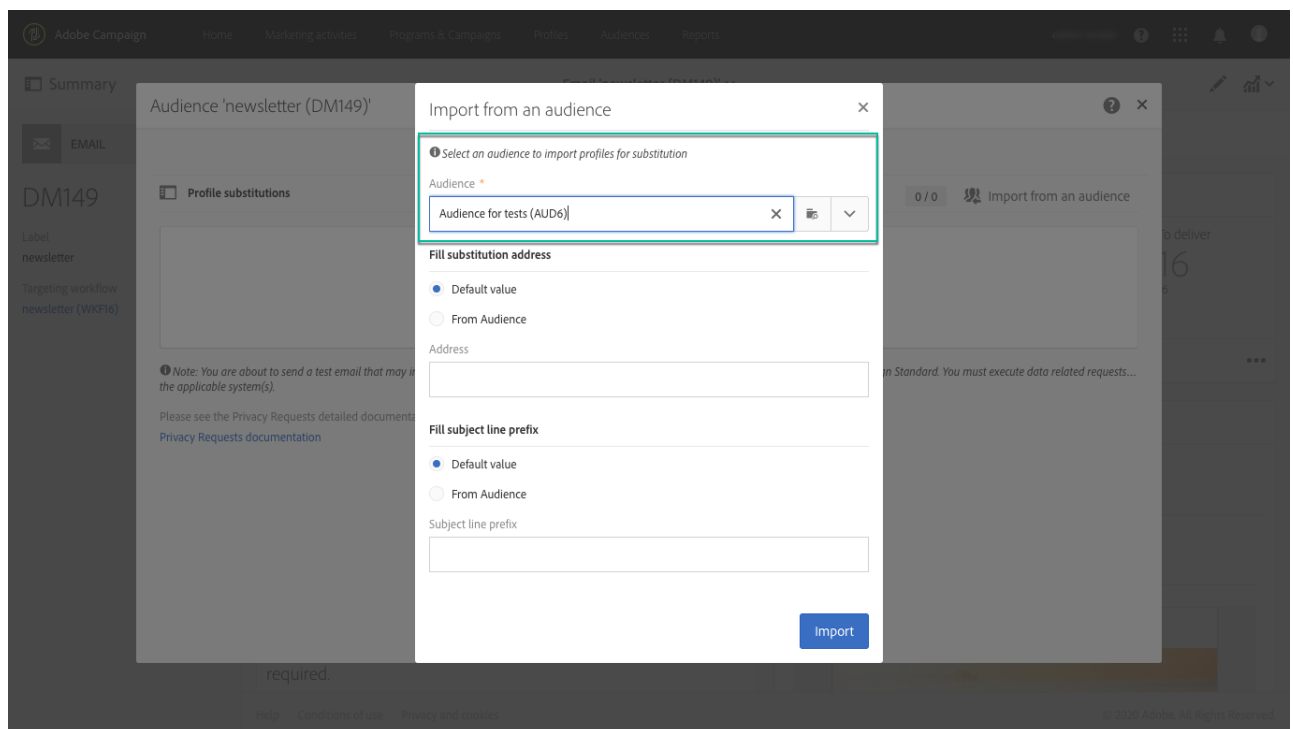
1. Open the **[UICONTROL Email delivery]** activity. In the message dashboard, click the **[UICONTROL Audience]** block.



2. Select the **[UICONTROL Profile substitutions]** tab, then click **[UICONTROL Import from an audience]**.

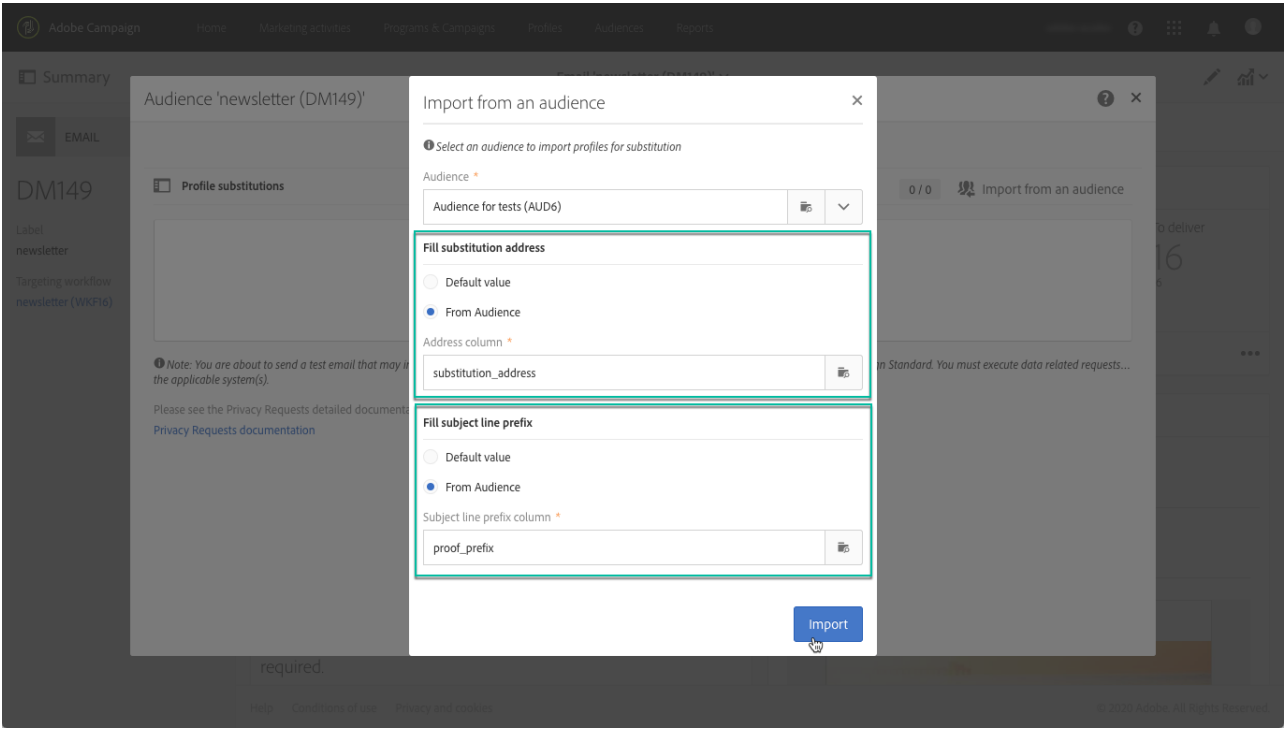


3. In the **[!UICONTROL Audience]** field, select the audience created in step 1.

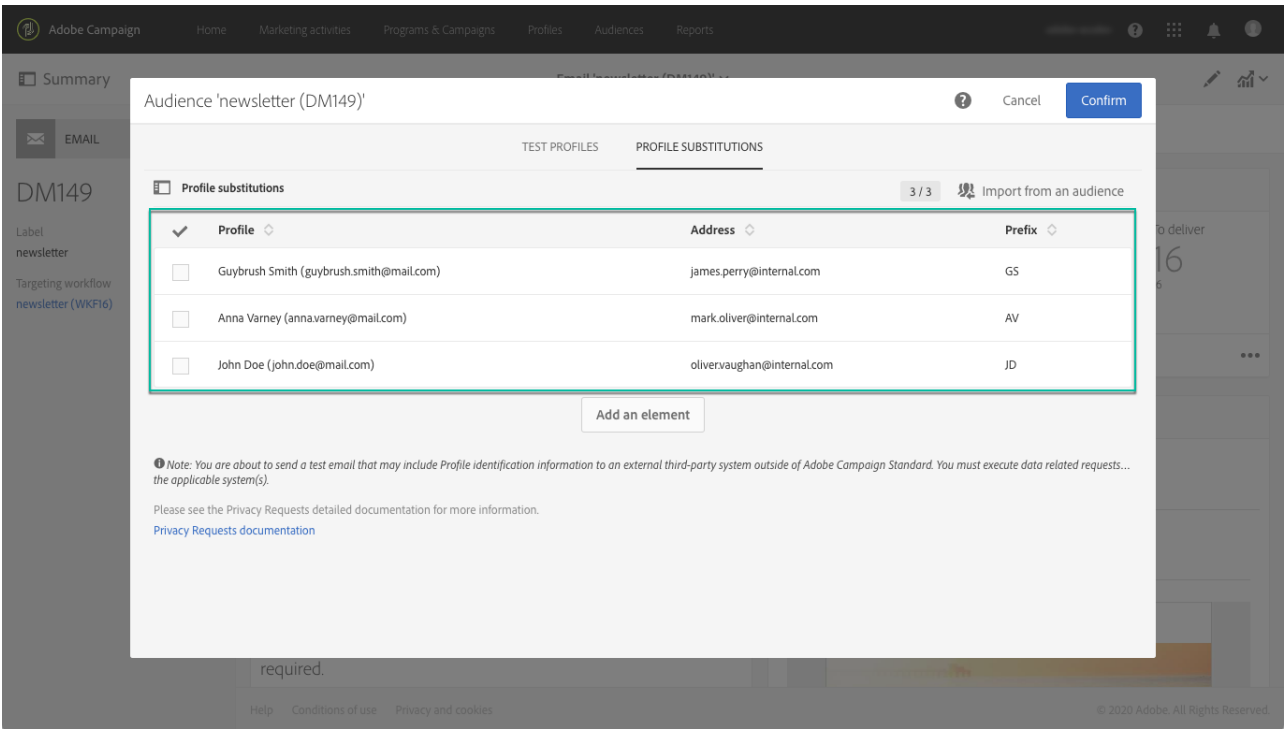


4. Define the substitution address and subject line prefix to use when sending the proofs.

To do this, select the **[!UICONTROL From audience]** option, then select the column from the audience that contains the information.

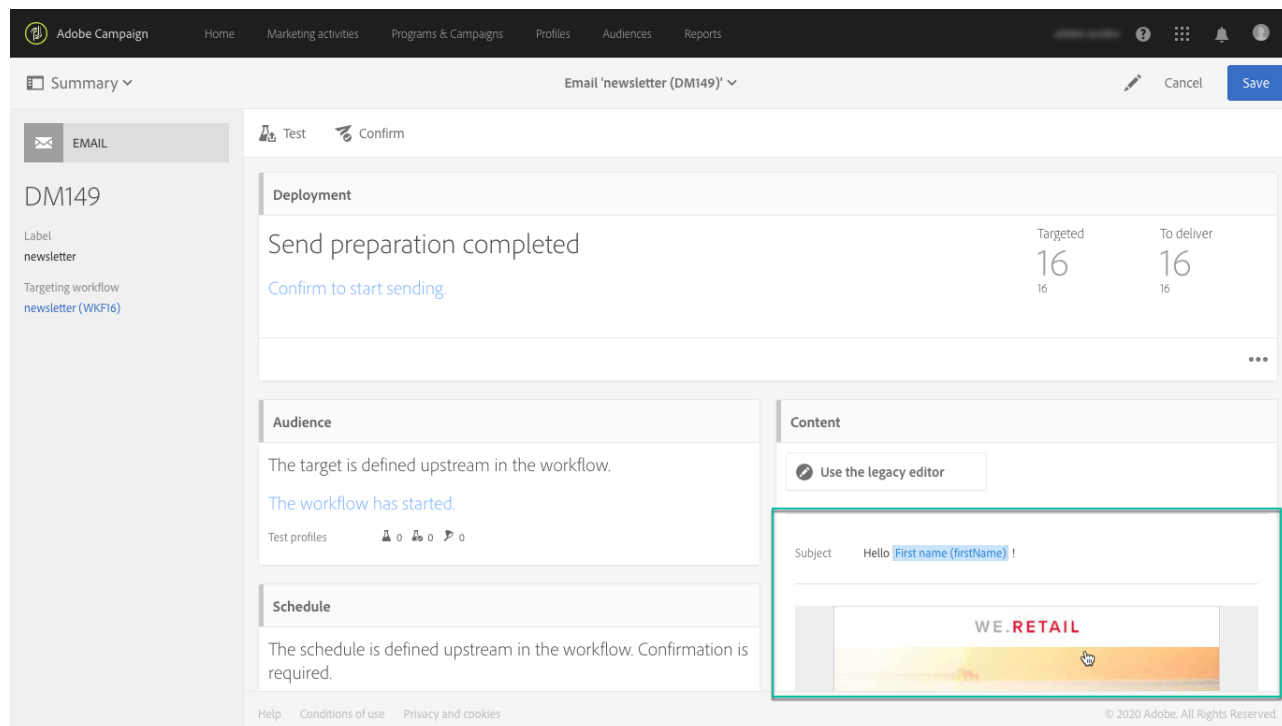


5. Click the **[!UICONTROL Import]** button. Profiles from the audience are added to the list, with their associated substitution addresses and subject line prefixes.

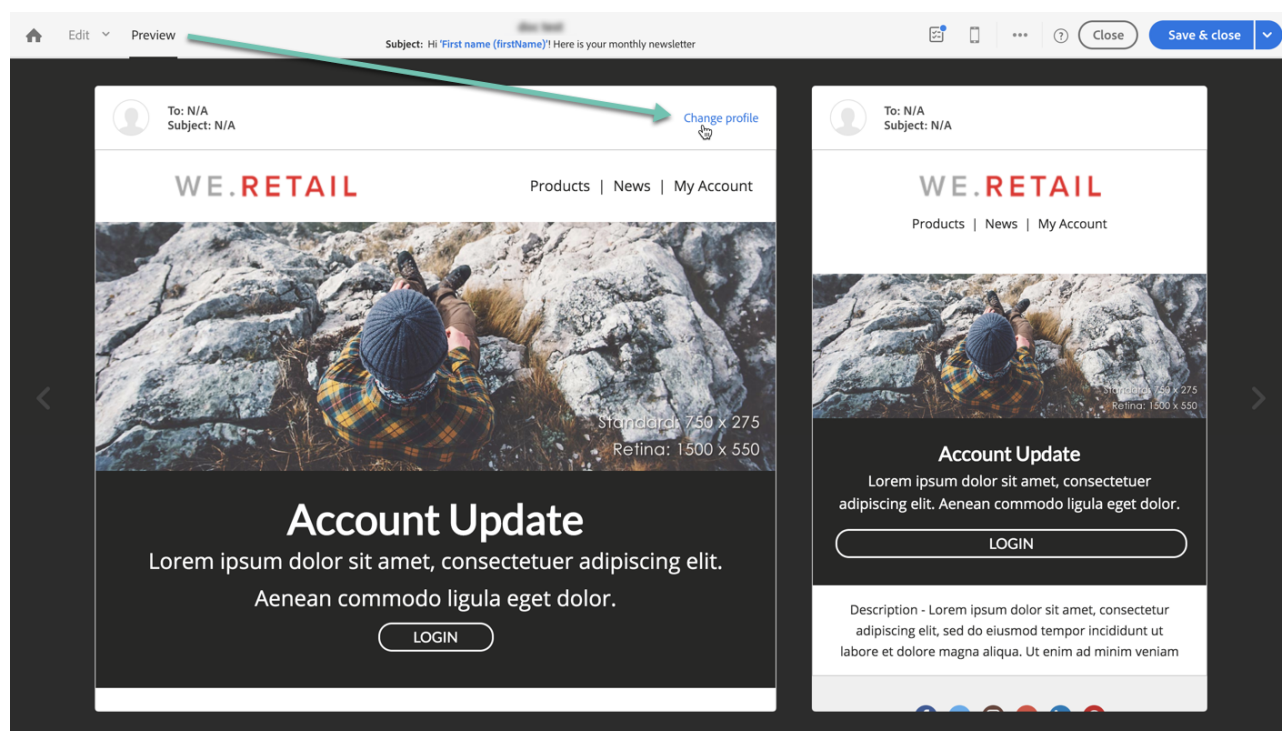


Step 4: Preview the message using targeted profiles

1. In the message dashboard, click the content snapshot to open the message in the Email Designer.



2. Select the **[!UICONTROL Preview]** tab, then click **[!UICONTROL Change profile]**.



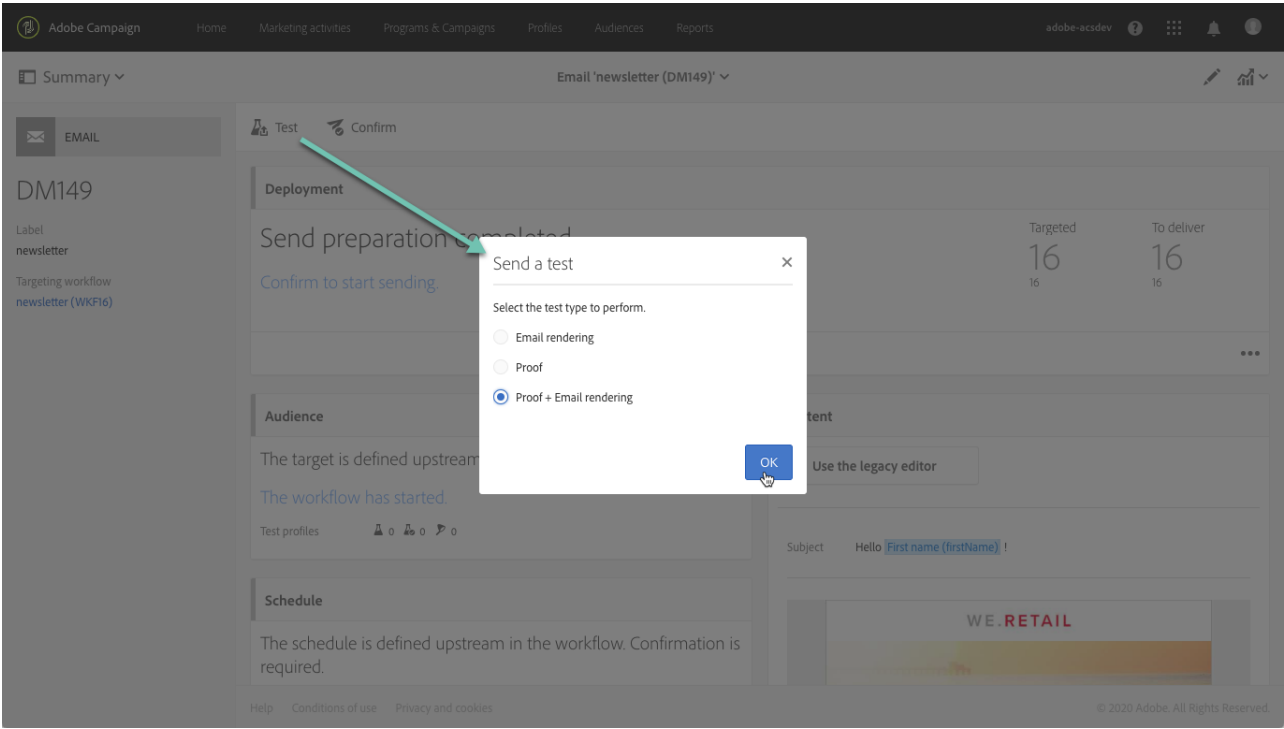
3. Click the **[!UICONTROL Profile Substitution]** tab to display the profiles that have been selected for testing.

Select the profiles that you want to use for preview, then click **[!UICONTROL Select]**.

4. A preview of the message displays. Use the arrows to navigate between the profiles selected in the previous step.

Step 5: Send proofs

1. In the message dashboard, click the **[!UICONTROL Test]** button, then confirm.



2. The proofs are sent according to what has been configured in the **!UICONTROL [Profile substitutions]** tab.

