**Name of implementation/Feature:** Mautic implementation

**Client Name:** ESB

**Nature of work:**

Installation, configuration and implementation of Mautic, as well as support/development using the platform, creation of emails, campaigns, segments, etc.

The ESB email template was created by a third party, it is based on Twig, a template engine for PHP.

The data is sent through Magento using the Mautic API's, and decoded by the twig template plugin installed on Mautic.

Using the twig syntax found in its documentation "Documentation: https://twig.symfony.com/", we are able to control the front-end in the emails, following what is required by ESB.