# Tables

1. Use OOTB attributes if needed.

# Content Blocks

1. Add Tags for easy search of content blocks.
2. If you don’t want to edit the content blocks, then enable the protected toggle otherwise you can disable.
3. Use proper naming convention for content blocks.
4. Set them ready to use to use them in emails or email templates.

# Email Templates

1. Use Content blocks.
2. If you are initially using content blocks without setting any element before you may not find the content blocks available even if they are in ready to use state. If this situation occurs add any element and then add the content blocks and delete the element.
3. Use outer spacing so that all elements will be properly aligned for mobile view as well.
4. Add media code for mobile and create classes if required and use them at the element level for mobile view.
5. Set appropriate compliance profile.

# Emails

1. Use Content blocks.
2. If you are initially using content blocks without setting any element before you may not find the content blocks available even if they are in ready to use state. If this situation occurs add any element and then add the content blocks and delete the element.
3. Use outer spacing so that all elements will be properly aligned for mobile view as well.
4. Add media code for mobile and create classes if required and use them at the element level for mobile view.
5. Set appropriate compliance profile.
6. Set appropriate brand profile and sender.
7. Use customer profile personalization for the emails which are used in segment-based journeys where the segments come from Customer Insights – Data.
8. Use {{CompanyAddress}} – to show Address from compliance profile.
9. Use {{PreferenceCenter}}-to show preference Center from compliance profile.
10. To use conditions, create them Inline conditions and copy the code and use it in HTML.

# Compliance Profile

1. Use OOTB Purpose first and then create required purpose if needed.
2. While creating purpose make sure to use appropriate model for them.
3. Once created compliance profile, purpose and topic can’t be deleted.
4. Add required purpose and topics in preference center page.
5. While using purpose or topics in preference center, make sure you are using it for opting in or opting out. Mention it in as text form for user to understand.
6. In form setting after making the preference center live you can choose what text to be displayed from available options in form setting like thanks for submission etc.
7. If you change company address in email while using any compliance profile, then that address will be automatically changed in respective compliance profile.
8. Never delete default compliance profile.

# Domains

1. Never delete default Domains.
2. Make sure you copy all the keys while creating domains.
3. All domains can be used only they are authenticated.

# Brand Profiles

1. Never delete default Brand Profiles.
2. Create senders in each Brand Profiles.

# Segment Based Journeys

1. Choose appropriate segments.
2. Set appropriate audience.
3. Set Start date but don’t set end date until it is created if you have mistakenly set end date then change the audience then again keep the appropriate set of audience.
4. To get the segments created in CI-Data. Go to settings tab in left pane and scroll down. In Data management section we have Customer Insights Connector click on connect.