



Development of an Email Automation Tool and HTML Source Code Generator

The main objective of this project was to simplify the process of creating and customizing email marketing campaigns. By automating the generation of HTML source code and providing customization options, the tool aims to enhance the efficiency and effectiveness of email marketing efforts.



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Requirements

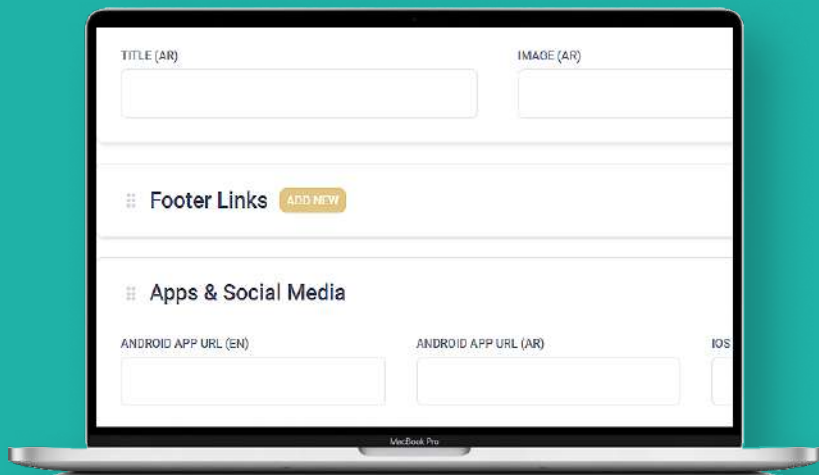
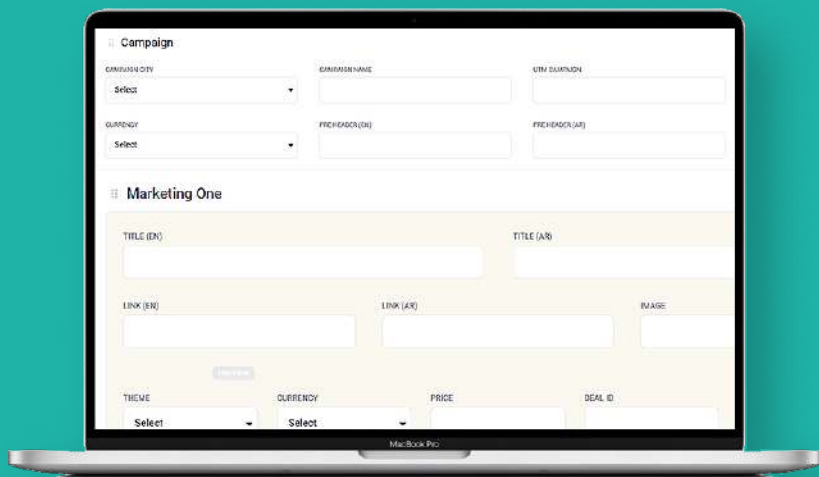
The following were the key requirements:

- A user-friendly interface was essential to allow users to input the deal Id and customize marketing placeholders easily.
- The tool needed to fetch deal information based on the provided deal ID
- Users should be able to customize marketing placeholders with chosen marketing themes and color schemes.

- The tool needed to generate email HTML source code in both English and Arabic
- Users should have the ability to copy the generated HTML source code with a single click for easy integration into email marketing campaigns.

User Interface Design

A user-friendly interface was designed to capture the deal ID and provide options for marketing placeholder customization. The design focused on simplicity and intuitiveness to ensure an effortless user experience.



Results and Impact

The automation of the email HTML source code generation process significantly reduced the time and effort required to create marketing campaigns. Users had the freedom to customize marketing placeholders with their chosen themes and color schemes

The development of the email automation tool and HTML source code generator proved to be a valuable asset for simplifying and streamlining email marketing campaigns. By automating the process of generating HTML source code, customizing marketing placeholders, and providing multilingual support.