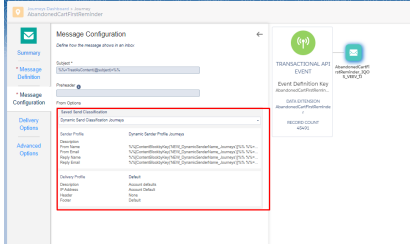


Dynamic send classification

Created by Kmac, Zdenko (contracted), last modified on Jun 11, 2024

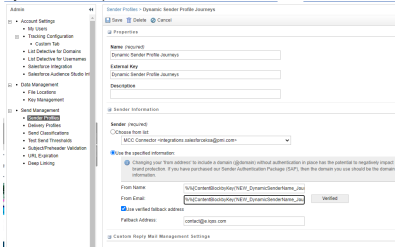
This page describes how is the dynamic send classification (and subject) configured for global transactional emails in SFMC parent BU (for organic markets).

- 1. Email
  - Email (Example): AbandonedCartFirstReminder\_IQOS\_VEEV\_TJ
  - Email activity settings in journey (AbandonedCartFirstReminder):
    - "Dynamic Send Classification" is used
    - Subject: "%%=TreatAsContent(@subject)=%%"
  - Subject definition in the parent BU template (loaded from DE EmailSubjectLineMapping\_Prod):
    - Set @subject = Lookup('EmailSubjectLineMapping\_Prod', 'Subject', 'Country', @CONFIG\_country, 'Language', @CONFIG\_language, 'PlatformBrand', @platformBrand, 'TriggeredSendKey', @CONFIG\_triggeredSendKey)
    - Set @subject = if(not Empty(@subject), @subject, 'AbandonedCartFirstReminder')



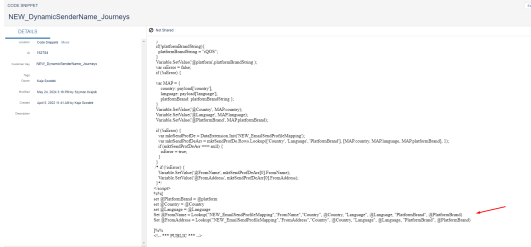
2. Dynamic Send Classification

- Using variables defined in specific content block (NEW\_DynamicSenderName\_Journeys)
- FromName: %%(ContentBlockByKey('NEW\_DynamicSenderName\_Journeys'))%% %%=v(@FromName)=%%
- FromEmail: %%(ContentBlockByKey('NEW\_DynamicSenderName\_Journeys'))%% %%=v(@FromAddress)=%%
- ReplyName: %%(ContentBlockByKey('NEW\_DynamicSenderName\_Journeys'))%% %%=v(@FromName)=%%
- ReplyEmail: %%(ContentBlockByKey('NEW\_DynamicSenderName\_Journeys'))%% %%=v(@FromAddress)=%%
- Using "Dynamic sender profile"



3. Content block: NEW\_DynamicSenderName\_Journeys

- Used for variables definition
- Location: Content Builder > Code Snippets
- LookUp to DE NEW\_EmailSendProfileMapping



4. DE NEW\_EmailSendProfileMapping

- Used for storing values per market/language/email type
- Location: Data Extensions > Transactional\_Msgs > New\_veev
  - <https://mc.s50.marketingcloudapps.com/contactsmeta/admin.html#/admin/data-extension/ea324e79-3b5f-eb11-b84e-b883035bd8d1/properties/>
- Values defined: FromName, FromAddress

NEW_EmailSendProfileMapping				
Sender Profiles for Triggered Sends				
<div>Country sk <input type="text"/> <input type="button" value="Import"/> <input type="button" value="Export"/> <input type="button" value="Edit Record"/> <input type="button" value="Clear Record"/></div>				
<input type="checkbox"/>	Country	Language	FromName	FromAddress
<input type="checkbox"/>	SK	en	IQOS Team	contact.sk@e.iqos.com
<input type="checkbox"/>	SK	sk	IQOS Tim	contact.sk@e.iqos.com
<input type="checkbox"/>	SK	en	IQOS Team	contact.sk@e.iqos.com
<input type="checkbox"/>	SK	sk	IQOS Tim	contact.sk@e.iqos.com

No labels

