[Logo](https://www.retentionscience.com/)

[New To ReSci? Click Here To Schedule A Demo](http://go.retentionscience.com/demo) [Submit a request](https://retentionscience.zendesk.com/hc/en-us/requests/new) [Sign in](https://retentionscience.zendesk.com/hc/en-us/signin?return_to=https%3A%2F%2Fretentionscience.zendesk.com%2Fhc%2Fen-us%2Farticles%2F115003025814-How-To-Build-HTML-for-Conditional-Statements&locale=en-us)

1. [Welcome to the ReSci Help Center](https://retentionscience.zendesk.com/hc/en-us)
2. [Building Emails & Email Settings](https://retentionscience.zendesk.com/hc/en-us/categories/200188738-Building-Emails-Email-Settings)
3. [Dynamic Content in Emails](https://retentionscience.zendesk.com/hc/en-us/sections/205384968-Dynamic-Content-in-Emails)

Top of Form

Bottom of Form

**Articles in this section**

* [Display Conditions in Drag & Drop Template Builder](https://retentionscience.zendesk.com/hc/en-us/articles/115003153273-Display-Conditions-in-Drag-Drop-Template-Builder)
* [Display Conditions for the Shopify Checkout URL](https://retentionscience.zendesk.com/hc/en-us/articles/360013206593-Display-Conditions-for-the-Shopify-Checkout-URL)
* [Merge Tag Overview: All Tags & How To Use Them](https://retentionscience.zendesk.com/hc/en-us/articles/215162088-Merge-Tag-Overview-All-Tags-How-To-Use-Them)
* [Understanding Merge Tags for Dynamic Product Recommendations in HTML](https://retentionscience.zendesk.com/hc/en-us/articles/222634968-Understanding-Merge-Tags-for-Dynamic-Product-Recommendations-in-HTML)
* [Advanced Merge Tags and Conditional Statements](https://retentionscience.zendesk.com/hc/en-us/articles/115003287847-Advanced-Merge-Tags-and-Conditional-Statements)
* [How To Add the Unsubscribe Link](https://retentionscience.zendesk.com/hc/en-us/articles/115002124473-How-To-Add-the-Unsubscribe-Link)
* [Using Conditional Statements with Product Merge Tags](https://retentionscience.zendesk.com/hc/en-us/articles/115003207974-Using-Conditional-Statements-with-Product-Merge-Tags)
* [How To Build HTML for Conditional Statements](https://retentionscience.zendesk.com/hc/en-us/articles/115003025814-How-To-Build-HTML-for-Conditional-Statements)
* [How To Add a Countdown Timer to Email](https://retentionscience.zendesk.com/hc/en-us/articles/115003152894-How-To-Add-a-Countdown-Timer-to-Email)
* [Shopify Cart Abandon URL](https://retentionscience.zendesk.com/hc/en-us/articles/227622048-Shopify-Cart-Abandon-URL)

How To Build HTML for Conditional Statements

Avatar

[RS Team](https://retentionscience.zendesk.com/hc/en-us/profiles/784966178-RS-Team)

* 11 months ago

* Updated

[Follow](https://retentionscience.zendesk.com/hc/en-us/articles/115003025814-How-To-Build-HTML-for-Conditional-Statements/subscription)

This article will cover the use of conditional statements inside html blocks to control dynamic content in your emails.

Want to use complex conditional statements in the drag-and-drop builder?  See: [**Display Conditions in Template Builder**](https://retentionscience.zendesk.com/hc/en-us/articles/115003153273).

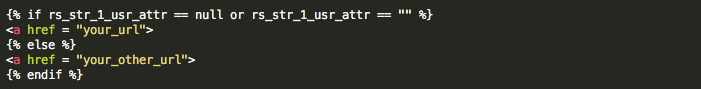
What is a conditional statement?

A conditional statement begins with an "if" statement do determine if an action should be taken.  Conditional statements can be summarized as "if this then that."  To review the basics of conditional statements see [**Advanced Merge Tags and Conditional Statements**](https://retentionscience.zendesk.com/hc/en-us/articles/115003287847).

In the examples below colors are used to show html formatting.

This first example shows the conditional statements outside the link element.  You can see how the colors show distinct separation between the conditional statement and the html elements.  The link destinations are shown in yellow text.

**Correct:**



This second example shows the conditional statement inside a link element.  You can see how the format breaks down quickly and the link URLs are not recognized correctly.

**Incorrect:**



How Do I Build My HTML for Conditional Links?

Like we learned in the above example, conditional statements are best used outside your actual html elements.  You'll notice the proper format is nearly identical to the one used in our first name example:

|  |
| --- |
| {% if fname == null or fname == '' %}NO NAME CONTENT{% else %}WITH NAME CONTENT{% endif %}STATIC CONTENT |

You will want to define your primary condition, then build the content to display after.  Use {% else %} for your fallback content, and end with {% endif %}.  You can learn more about if, else, and other conditional controls [**here.**](https://help.shopify.com/themes/liquid/tags/control-flow-tags)

Can I See an Example?

Sure!  Example code is attached at the bottom of this page.  You will find examples for dynamically linked images and dynamically linked buttons.  The code is formatted and commented for simple editing, but still requires manual setup.

For assistance with basic HTML editing we recommend the resources on W3schools.

* [HTML/CSS](https://www.w3schools.com/html/html_css.asp)
* [CSS Text](https://www.w3schools.com/css/css_text.asp)
* [HTML Styles](https://www.w3schools.com/html/html_styles.asp)
* [HTML Style Tag](https://www.w3schools.com/tags/tag_style.asp)
* [HTML Text Formatting](https://www.w3schools.com/html/html_formatting.asp)
* [HTML Images](https://www.w3schools.com/html/html_images.asp)
* [example\_image.html](https://retentionscience.zendesk.com/hc/en-us/article_attachments/115003707593/example_image.html)

984 Bytes [Download](https://retentionscience.zendesk.com/hc/en-us/article_attachments/115003707593/example_image.html)

* [example\_buttons.html](https://retentionscience.zendesk.com/hc/en-us/article_attachments/115003707613/example_buttons.html)

3 KB [Download](https://retentionscience.zendesk.com/hc/en-us/article_attachments/115003707613/example_buttons.html)

* [Facebook](https://www.facebook.com/share.php?title=How+To+Build+HTML+for+Conditional+Statements&u=https%3A%2F%2Fretentionscience.zendesk.com%2Fhc%2Fen-us%2Farticles%2F115003025814-How-To-Build-HTML-for-Conditional-Statements)

* [Twitter](https://twitter.com/share?lang=en&text=How+To+Build+HTML+for+Conditional+Statements&url=https%3A%2F%2Fretentionscience.zendesk.com%2Fhc%2Fen-us%2Farticles%2F115003025814-How-To-Build-HTML-for-Conditional-Statements)

* [LinkedIn](https://www.linkedin.com/shareArticle?mini=true&source=Retention+Science&title=How+To+Build+HTML+for+Conditional+Statements&url=https%3A%2F%2Fretentionscience.zendesk.com%2Fhc%2Fen-us%2Farticles%2F115003025814-How-To-Build-HTML-for-Conditional-Statements)

Was this article helpful?

0 out of 0 found this helpful

Have more questions? [Submit a request](https://retentionscience.zendesk.com/hc/en-us/requests/new)

**Recently viewed articles**

* [Advanced Merge Tags and Conditional Statements](https://retentionscience.zendesk.com/hc/en-us/articles/115003287847-Advanced-Merge-Tags-and-Conditional-Statements)

**Related articles**

* [Advanced Merge Tags and Conditional Statements](https://retentionscience.zendesk.com/hc/en-us/related/click?data=BAh7CjobZGVzdGluYXRpb25fYXJ0aWNsZV9pZGwrCCfpusYaADoYcmVmZXJyZXJfYXJ0aWNsZV9pZGwrCJbptsYaADoLbG9jYWxlSSIKZW4tdXMGOgZFVDoIdXJsSSJTL2hjL2VuLXVzL2FydGljbGVzLzExNTAwMzI4Nzg0Ny1BZHZhbmNlZC1NZXJnZS1UYWdzLWFuZC1Db25kaXRpb25hbC1TdGF0ZW1lbnRzBjsIVDoJcmFua2kG--02ae364d7e30b398984d62941a8bbe6853add553)
* [Display Conditions in Drag & Drop Template Builder](https://retentionscience.zendesk.com/hc/en-us/related/click?data=BAh7CjobZGVzdGluYXRpb25fYXJ0aWNsZV9pZGwrCHnbuMYaADoYcmVmZXJyZXJfYXJ0aWNsZV9pZGwrCJbptsYaADoLbG9jYWxlSSIKZW4tdXMGOgZFVDoIdXJsSSJVL2hjL2VuLXVzL2FydGljbGVzLzExNTAwMzE1MzI3My1EaXNwbGF5LUNvbmRpdGlvbnMtaW4tRHJhZy1Ecm9wLVRlbXBsYXRlLUJ1aWxkZXIGOwhUOglyYW5raQc%3D--b7ce6510ad64c2d66045f198e581f099c99fa224)
* [Using Conditional Statements with Product Merge Tags](https://retentionscience.zendesk.com/hc/en-us/related/click?data=BAh7CjobZGVzdGluYXRpb25fYXJ0aWNsZV9pZGwrCCaxucYaADoYcmVmZXJyZXJfYXJ0aWNsZV9pZGwrCJbptsYaADoLbG9jYWxlSSIKZW4tdXMGOgZFVDoIdXJsSSJZL2hjL2VuLXVzL2FydGljbGVzLzExNTAwMzIwNzk3NC1Vc2luZy1Db25kaXRpb25hbC1TdGF0ZW1lbnRzLXdpdGgtUHJvZHVjdC1NZXJnZS1UYWdzBjsIVDoJcmFua2kI--f17130648816a223ff758268673883111b10d701)
* [How To Add a Countdown Timer to Email](https://retentionscience.zendesk.com/hc/en-us/related/click?data=BAh7CjobZGVzdGluYXRpb25fYXJ0aWNsZV9pZGwrCP7ZuMYaADoYcmVmZXJyZXJfYXJ0aWNsZV9pZGwrCJbptsYaADoLbG9jYWxlSSIKZW4tdXMGOgZFVDoIdXJsSSJKL2hjL2VuLXVzL2FydGljbGVzLzExNTAwMzE1Mjg5NC1Ib3ctVG8tQWRkLWEtQ291bnRkb3duLVRpbWVyLXRvLUVtYWlsBjsIVDoJcmFua2kJ--35e5445877341ad384da7dfa6aa625d452f69c2e)
* [Shopify Cart Abandon URL](https://retentionscience.zendesk.com/hc/en-us/related/click?data=BAh7CjobZGVzdGluYXRpb25fYXJ0aWNsZV9pZGkEoDyRDToYcmVmZXJyZXJfYXJ0aWNsZV9pZGwrCJbptsYaADoLbG9jYWxlSSIKZW4tdXMGOgZFVDoIdXJsSSI6L2hjL2VuLXVzL2FydGljbGVzLzIyNzYyMjA0OC1TaG9waWZ5LUNhcnQtQWJhbmRvbi1VUkwGOwhUOglyYW5raQo%3D--7645cf85cd6442674bd461319e16a701bbff7f24)

**Comments**

0 comments

Please [sign in](https://retentionscience.zendesk.com/hc/en-us/signin?return_to=https%3A%2F%2Fretentionscience.zendesk.com%2Fhc%2Fen-us%2Farticles%2F115003025814-How-To-Build-HTML-for-Conditional-Statements) to leave a comment.

[Help Desk - Return To Home](https://retentionscience.zendesk.com/hc/en-us)