# Title: Email Placeholder replacement Strategy

  As of now, when email bulk email is initiated,  we happen to store all the **email\_conversation\_contents** for all recipients sent through this flow. But it happens that the contents sent for all the recipients through this flow are almost same except the dynamic stuffs like **Placeholders , Email signatures.** So we decided to store the content in this email\_bulks table and dynamic content in **email\_conversations**  as JSON in text column **metadata.**

|  |  |
| --- | --- |
| table\_name | column\_name |
| email\_conversations | metadata(text) |
|  |  |

**Sample Placeholder hash**:

  {   
   "placeholders\_values\_map":{   
      "lead":{   
         "full\_name":"rest"  
      }  
   }  
}

**Phase 1(Ready for test):**

1.  **Bulk email**:  Since for all bulk emails we will have placeholder hash in each email conversations  and store in metadata columns. **Liquid**gem is used to replace placeholders from **email\_bulks(content)** in email conversation content list and detail view

**Phase 2(Yet to start dev):**

  1. Sales sequence

   2. Workflow automation