EJS enables developers to embed JavaScript logic directly within HTML, allowing for dynamic content generation based on data passed from the server. By using EJS tags such as <%= %> for outputting values and <% %> for executing JavaScript code, developers can create rich, interactive web pages effortlessly. This functionality is particularly useful for applications that need to display user-specific content, such as dashboards or profiles.

One of the key benefits of using EJS is its lightweight nature. It requires minimal setup and integrates seamlessly with Express.js, making it a popular choice for Node.js applications. Developers can easily render EJS templates in response to client requests, providing a straightforward way to serve dynamic content.

EJS also supports partials, which allow developers to reuse components across different views, promoting code reusability and organization. This feature is especially beneficial for large applications where consistency in design is crucial.

Overall, EJS strikes a balance between simplicity and functionality, making it an excellent choice for developers looking to implement dynamic content in their web applications efficiently. Its versatility and ease of use contribute to its popularity in the Node.js ecosystem.