

SFMC-DYNAMIC-LOYALTY-EMAIL-EXAMPLE

Purpose

Create a simple architecture for a dynamic, modular email template in Salesforce Marketing Cloud.

Steps to use

1. Review architecture/mapping image - [email-sample-mapping.png](#)
2. Create required Data Extensions

- **LoyaltySubscribers** - Your primary sending and preview audience

```
SubscriberKey, Text(254)
EmailAddress, EmailAddress
FirstName, Text(50)
DiscountPct, Decimal(4,2)
ReferralCode, Text(36)
ReferralLink, Text(300)
```

- **LoyaltySubscribersDemographic** - Demographic data related to each Loyalty Subscriber

```
SubscriberKey, Text(254)
Language, Text(15)
```

- **LoyaltyReferrals** - Subscribers referred by Loyalty Subscribers

```
SubscriberKey, Text(254)
ReferralSubscriberKey, Text(254)
ReferralName, Text(100)
ReferralDate, Date
```

3. Upload sample data into each Data Extension

- **LoyaltySubscribers** - `example-LoyaltySubscribers.csv`
- **LoyaltySubscribersDemographic** - `example-LoyaltySubscriberDemographics.csv`
- **LoyaltyReferrals** - `example-LoyaltyReferrals.csv`

4. Create Blocks in Content Builder using the following HTML files

- Template - `example-template.html`
 - Name: `Example-Template`
 - External Key: `Example-Template`
- Init - `example-init.html`
 - Block type: `Code`
 - Name: `Example-Init`
 - External Key: `Example-Init`

- Header - `example-header.html`
 - Block type: `HTML`
 - Name: `Example-Header`
 - External Key: `Example-Header`
 - Body - `example-body.html`
 - Block type: `HTML`
 - Name: `Example-Body`
 - External Key: `Example-Body`
 - Footer - `example-footer.html`
 - Block type: `HTML`
 - Name: `Example-Footer`
 - External Key: `Example-Footer`
5. Create a new email using the Example Template
 - Drag each saved element to email as indicated in mapping diagram
 6. Preview email against `LoyaltySubscribers` data extension
 7. If you're pleased with the results, set the `@debug` value to `0` in the init block.