

# SFMC-DYNAMIC-LOYALTY-EMAIL-EXAMPLE

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## Purpose

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

## Steps to use

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1. Review architecture/mapping image - [email-sample-mapping.png](#)
2. Create required Data Extensions
  - **Example-LoyaltySubscriberReferrals** - Subscribers referred by Loyalty Subscribers
    - SubscriberKey, Text(254)
    - ReferralSubscriberKey, Text(254)
    - ReferralName, Text(100)
    - ReferralDate, Date
  - **Example-LoyaltySubscribers** - Your primary sending and preview audience
    - SubscriberKey, Text(254), Primary Key, sendable field
    - EmailAddress, EmailAddress
    - FirstName, Text(50)
    - DiscountPct, Decimal(4,2)
    - ReferralCode, Text(36)
    - ReferralLink, Text(300)
  - **Example-LoyaltySubscribersDemographic** - Demographic data related to each Loyalty Subscriber
    - SubscriberKey, Text(254)
    - Language, Text(15)
3. Upload sample data into each Data Extension
  - **LoyaltySubscribers** - `example-LoyaltySubscribers.csv`
  - **LoyaltySubscribersDemographic** - `example-LoyaltySubscriberDemographics.csv`
  - **LoyaltyReferrals** - `Example-LoyaltySubscriberReferrals.csv`
4. Create Blocks in Content Builder using the following HTML files
  - Template - `example-template.html`
    - Type: HTML Paste
    - Name: Example-Template
    - Customer Key: Example-Template
  - Init - `example-init.html`
    - Type: Code Snippet
    - Name: Example-Init
    - Customer Key: Example-Init
  - Header - `example-header.html`
    - Type: HTML

- Name: Example-Header
- Customer Key: Example-Header
- Body - example-body.html
  - Type: HTML
  - Name: Example-Body
  - Customer Key: Example-Body
- Footer - example-footer.html
  - Type: HTML
  - Name: Example-Footer
  - Customer Key: Example-Footer
- LoyaltyReferrals - example-loyaltysubscriberreferrals.html
  - Type: HTML
  - Name: Example-LoyaltySubscriberReferrals
  - Customer Key: Example-LoyaltySubscriberReferrals

5. Create a new email definition

- Type: Template
- Template: Example-Template
- Drag each saved element to email as indicated in mapping diagram

6. Preview email against Example-LoyaltySubscribers data extension

7. If you're satisfied with the results, set the @debug value to 0 in the init block.