

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.