

# Creative Content Management System Content Guidelines

Our new content guidelines help standardize your email creative requests so that our testing team can provide quicker turnaround and work more efficiently to ensure that campaigns are achieving your goals.

## Test & Seed List

We will continue to use the current approach of receiving test and seed list. The only change is that lists must be submitted at the same as the creative in a CSV file, with email addresses in the first column.

### What is a test list?

A test list is a list of email addresses that we will send an email to before a campaign goes live. A test list allows you to test the email across different email clients and devices.

### What is a seed list?

A seed list is a list of email addresses that we will included in an email campaign when deployed to the full audience upon approval.

### How do I submit a test and seed list?

For email only and/or personalization, the lists must be entered into a CSV file with headers. Please see an example below:

	A	B	C	D	E	F	G	H	I	J
1	Email	Firstname	Lastname	Address	City	State	zip	customX	PHONE	EXTERNALID
2	<a href="mailto:john.smith@company.com">john.smith@company.com</a>	JOHN	SMITH	123 main street	lost woods	Nevada	12345	where	where	why

Note: Dynamic content will appear exactly as provide. So first name JOHN (all caps) and last name SMITH (all caps), on the creative will appear as JOHN (all caps) and SMITH (all caps).

## Email Creatives

An email creative can be submitted in two ways: HTML or TXT file with images hosted. If you'd like us to host the images, a zip folder with HTML and associated images is also acceptable.

For multiple creatives, please submit each as an individual zip file.

### How do I create a zip file? NOTE: Zip files cannot have zips within a file.

#### Windows

1. Locate the file or folder that you want to compress.
2. Right-click the file or folder, select (or point to) Send to, and then select Compressed (zipped) folder.
3. A new zipped file or folder with the same name is created in the same location. To rename it, right-click the file or folder, select Rename, and then type the new name.

#### Mac OS X

1. Locate the files or folder in the Mac Finder (file system).
2. Right-click on a file, folder, or files you want to zip.
3. Select Compress Items.
4. Find the newly created zip archive in the same directory.

## What is a Content Macro?

A content macro is code that is inserted into an HTML creative that is replaced with information specific to each email recipient, such as first name, last name, address, etc.. Macros can be used within the subject line, body and/or click-through links of an email.

We have several predefined content macros that map directly to the field naming conventions within our database. Additionally, we support client-defined content macros that fit the standard format.

We recognize that our client HTML coding varies and we are working to support automated conversion of content macros.

## List of Macros

Name	Macro	Name	Macro
Email	{{EMAIL}}	Custom6	{{Custom6}}
FirstName	{{FIRSTNAME}}	Custom7	{{Custom7}}
LastName	{{LASTNAME}}	Custom8	{{Custom8}}
Address	{{ADDRESS}}	Custom9	{{Custom9}}
City	{{CITY}}	Custom10	{{Custom10}}
State	{{STATE}}	Custom11	{{Custom11}}
Zip	{{ZIP}}	Custom12	{{Custom12}}
MD5Email	{{MD5EMAIL}}	Custom13	{{Custom13}}
Sha1email	{{SHA1EMAIL}}	Custom14	{{Custom14}}
Phone	{{PHONE}}	Custom15	{{Custom15}}
Segment	{{SEGMENT}}	Custom16	{{Custom16}}
URL	{{URL}}	Custom17	{{Custom17}}
ExternalID	{{EXTERNALID}}	Custom18	{{Custom18}}
Unsub	{{UNSUBLINK}}	Custom19	{{Custom19}}
Browserview	{{BROWSERVERVIEWLINK}}	Custom20	{{Custom20}}
Custom1	{{Custom1}}	Custom21	{{Custom21}}
Custom2	{{Custom2}}	Custom22	{{Custom22}}
Custom3	{{Custom3}}	Custom23	{{Custom23}}
Custom4	{{Custom4}}	Custom24	{{Custom24}}
Custom5	{{Custom5}}	Custom25	{{Custom25}}