

DATA SHEET

VISUAL CONTENT EDITOR

Quickly and intuitively create truly tailored campaign content.



The Visual Content Editor is an intuitive, drag-and-drop, block-based editor that makes personalization effortless. Transform the content creation process and define what content should be displayed, to which recipient, all from the one campaign. The Visual Content Editor uses the available Emarsys data to determine who gets what content, automatically strengthening engagement and boosting conversion rates.

YOUR CHALLENGE

Creating sophisticated and dynamic email campaign content involves significant investment of both time and finances, with short timescales forcing a compromise between meeting the deadline, or implementing the personalization. Having to balance what is possible within a template with the available personalization variables and design resources, the final campaign content is often the result of compromise.

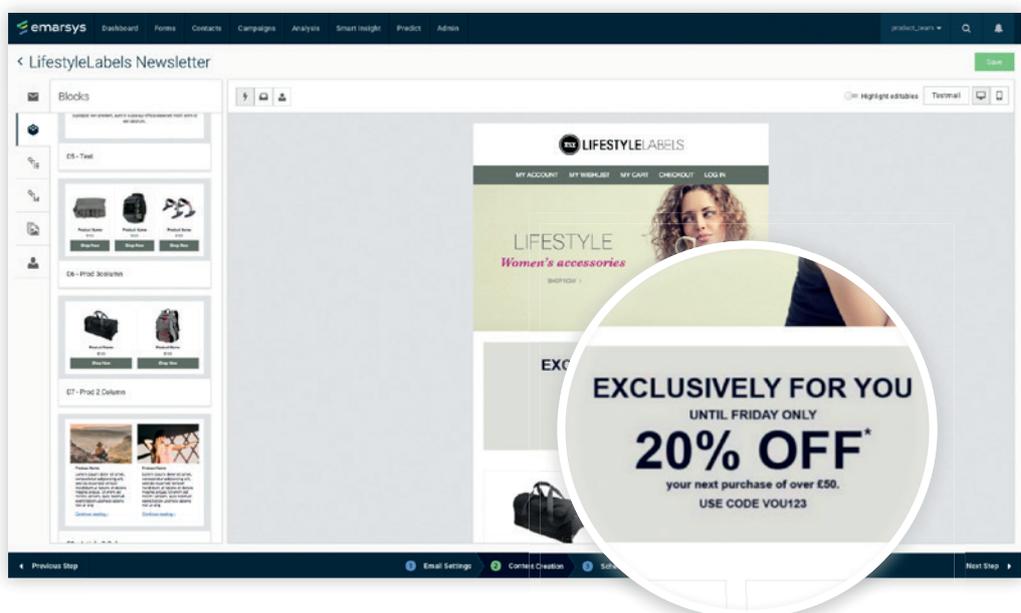
“The Visual Content Editor provides a superior experience and great usability. Small changes can be made really quickly.”

- Roland Juhász, Marketing Manager at Extreme Digital

OUR SOLUTION

The Visual Content Editor makes personalization easy, with a completely intuitive and flexible interface that simplifies working with content. With extensive support for external content without leaving the editor, and drag-and-drop support for images, the emphasis is on usability. Its advanced HTML capabilities even let you drop your code straight in, making brand alignment a breeze. Personalization is simplified, with easily configured section behavior that then takes care of deep 1-to-1 personalization. The instant previews dramatically reduce the testing and quality assurance time, resulting in a faster and better way of working.

Captivate customers with individually tailored messages.

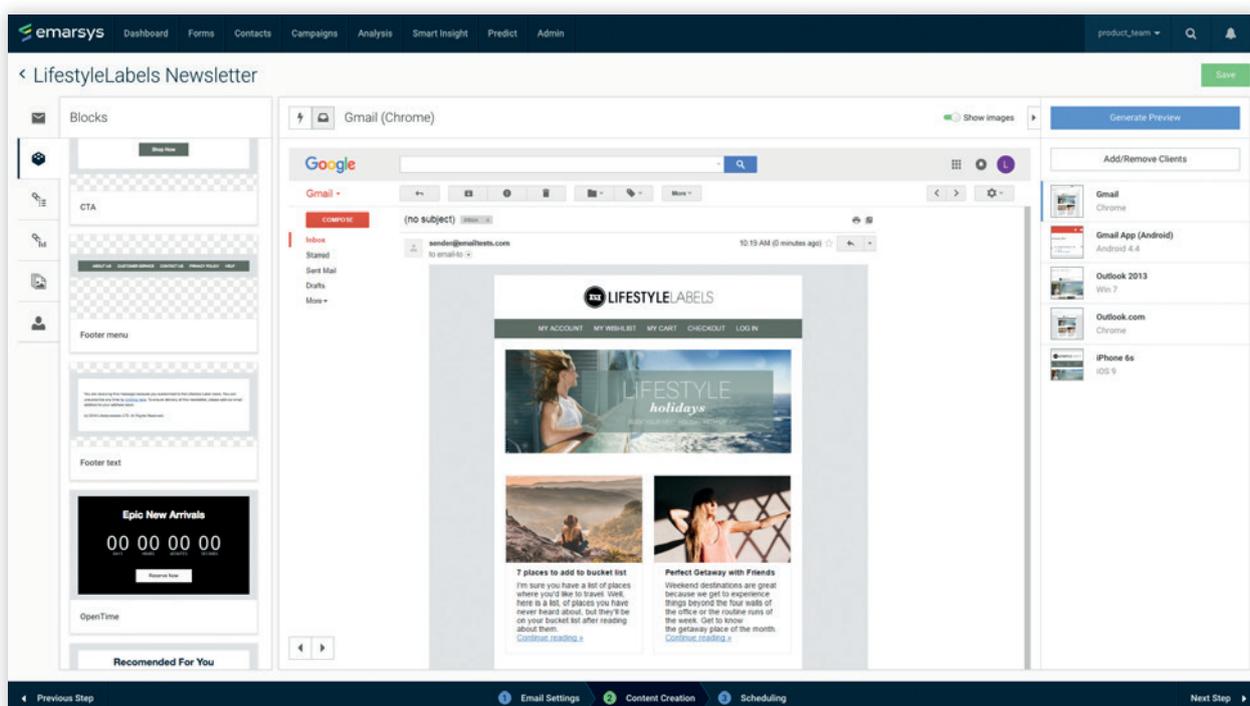


OUR FEATURES

- ▶ Powerful drag-and-drop functionality.
- ▶ Intuitive personalization and preview by persona.
- ▶ Automatic content display, according to target group membership.
- ▶ Inline editor with extended formatting support.
- ▶ Hide or change content on mobile.
- ▶ Built in Retina image handling.
- ▶ Supports on-the-fly image resizing.
- ▶ Comprehensive link tracking and overview.
- ▶ Mobile and desktop preview and editing.
- ▶ Import custom HTML templates.
- ▶ Fully open and editable template codes.
- ▶ Accessible A/B testing.

YOUR BENEFITS

- ▶ Effortlessly create rich content with the powerful drag-and-drop editor.
- ▶ Improve engagement with individually tailored sections, automatically shown to the right individual.
- ▶ Reduce production time with the Persona Preview, Live Preview, and Inbox Preview features.
- ▶ Fully responsive design ensures a great user experience on any device.
- ▶ No HTML expertise is required to edit the content.



▲ | Instant previews cut down testing and quality assurance time.