

Using Dynamic Content in an Email

Prerequisites

- [Create a Segmentation](#)

Use Dynamic Content in Emails to send your leads targeted information.

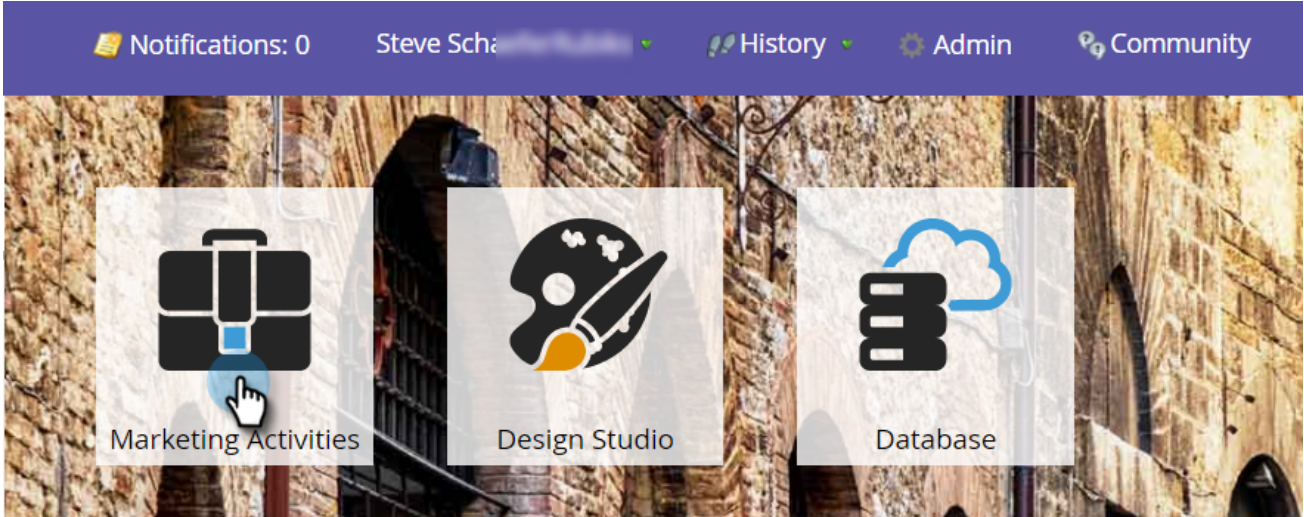
What's in this article?

[Add Segmentation](#)

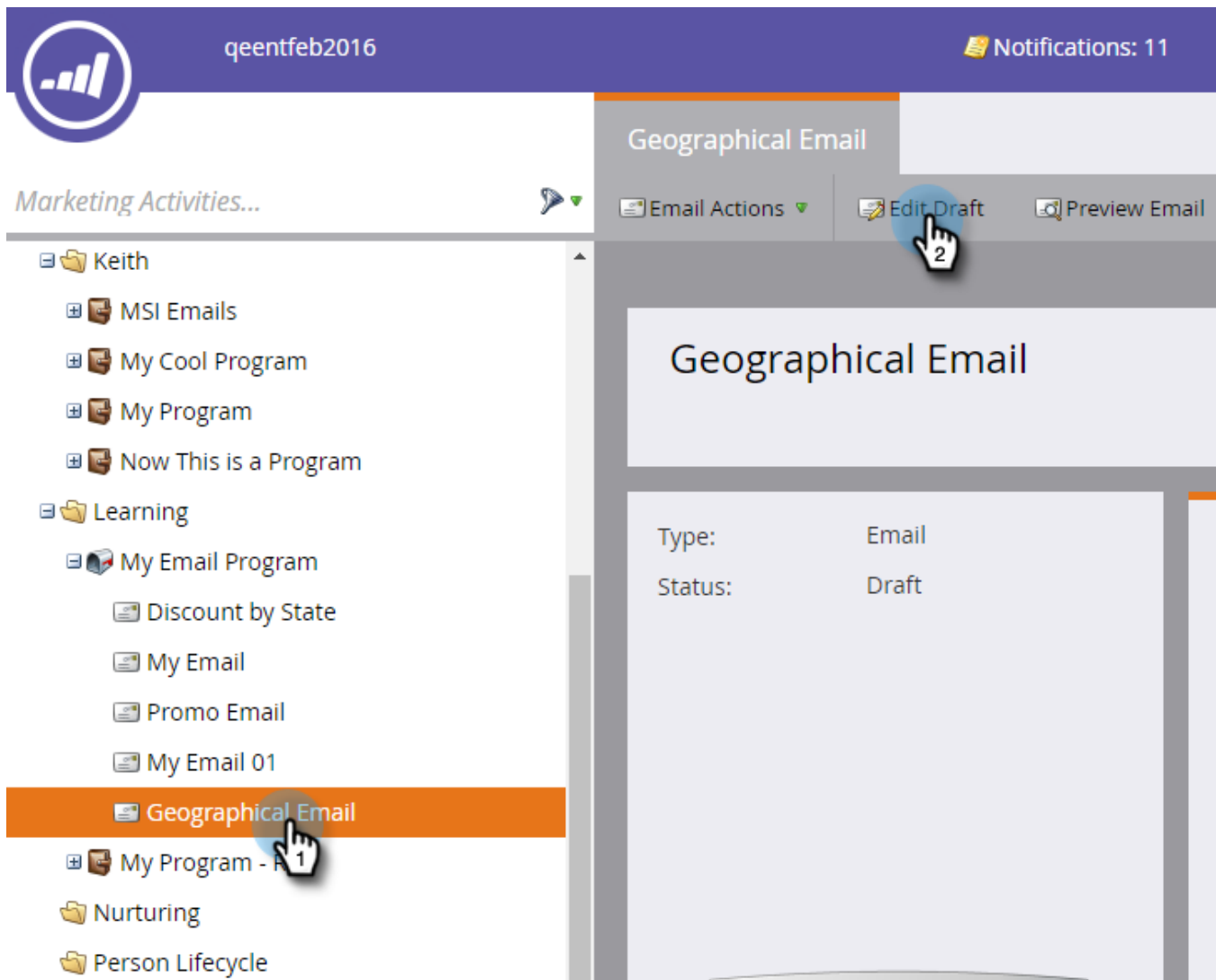
[Apply Dynamic Content](#)

Add Segmentation

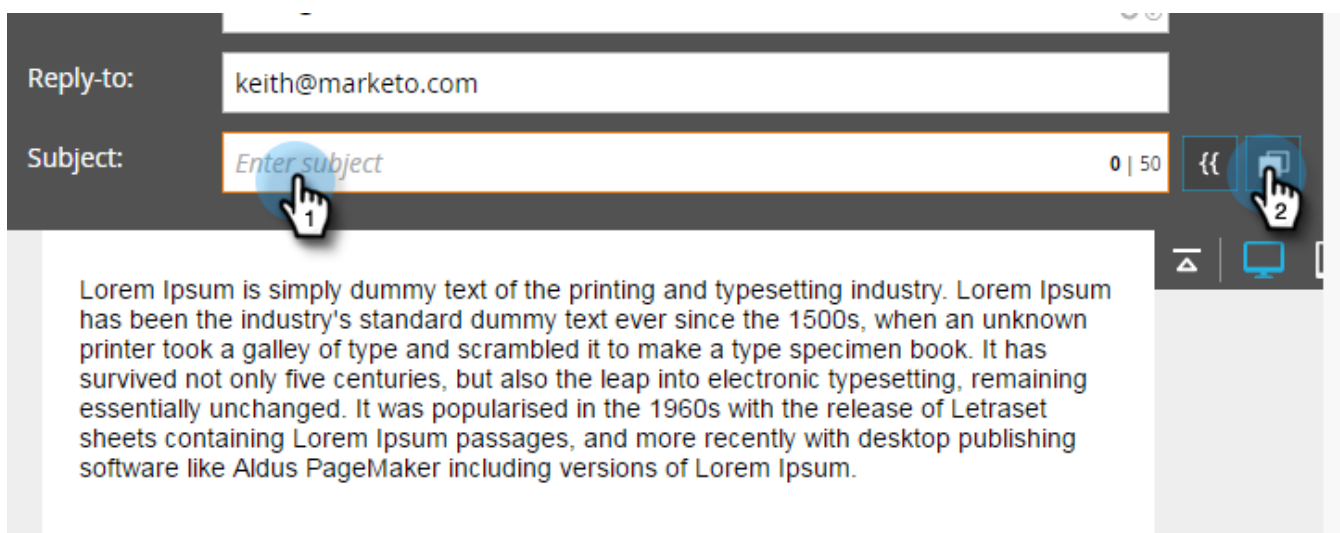
1. Go to **Marketing Activities**.



2. Select your **Email** and then click **Edit Draft**.



3. In this example we're making the Subject Line dynamic. Click in the Subject field, then click the **Make Dynamic** button.



Note



You can also make an element inside the email dynamic. To do this, select the area, click the gear icon, and select **Make Dynamic** (or **Replace with Snippet**, depending on what you're doing).

4. Enter the **Segmentation** name, select it, and click **Save**.

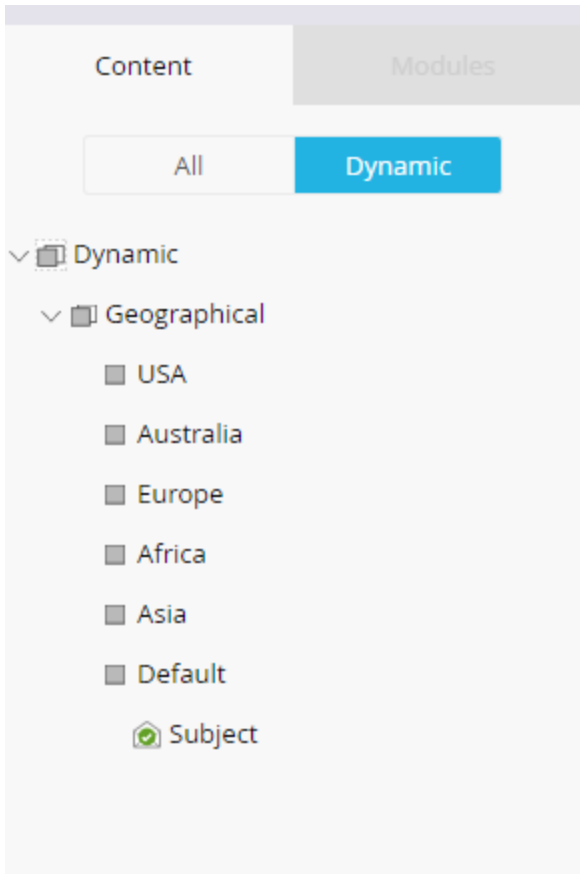
Segment By

Segmentation: Geo

Geographical

CANCEL SAVE

5. Your segmentation and its segments appear under the **Dynamic** tab on the right.



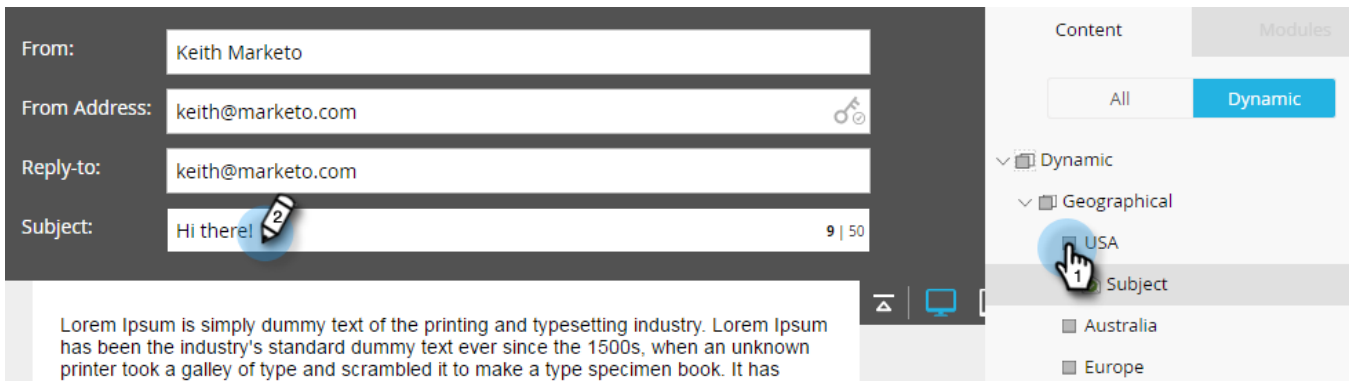
Apply Dynamic Content



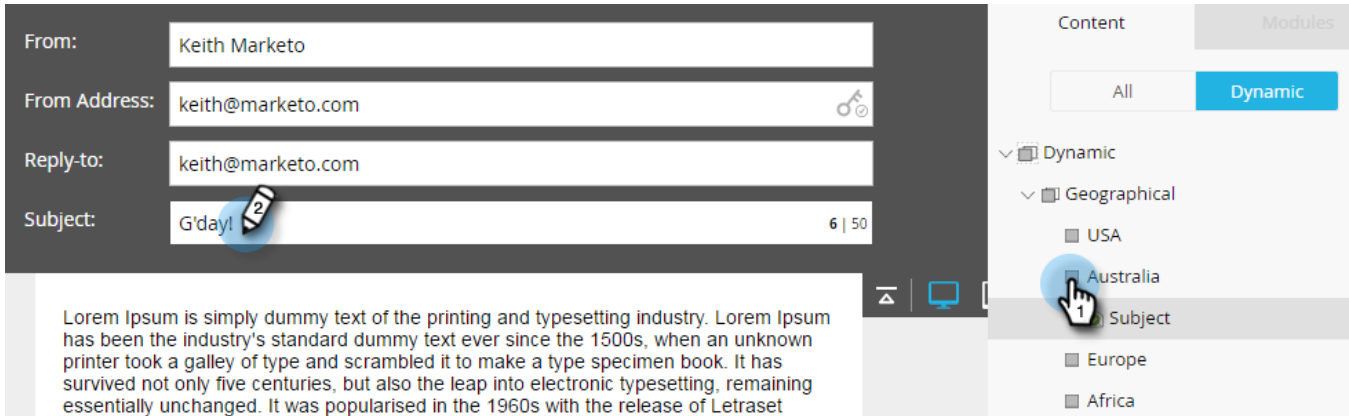
Caution

The number of dynamic content elements allowed is not unlimited. While there is no specific number limit (it can vary based on the combination of content), overusing dynamic content can negatively affect the email's performance. We recommend keeping the amount of dynamic content elements used to under 20 per email.

1. Click your segments and add your subject line.



2. Repeat for each segment.



The screenshot shows an email editor interface. On the left, the email header fields are: From: Keith Marketo, From Address: keith@marketo.com, Reply-to: keith@marketo.com, and Subject: G'day! (with a character count of 6 | 50). The main body contains Lorem Ipsum text. On the right, a 'Content' sidebar is open, showing a list of segments: All, Dynamic, Geographical, USA, Australia, Subject, Europe, and Africa. A mouse cursor is hovering over the 'Subject' segment, which is highlighted with a blue circle and the number '1'. A red pushpin icon is visible in the top right corner of the sidebar area.

Tip

Create a default email before applying content to the various segments.

Caution

Changes to Default segment content block gets applied to all segments.

Sweet! Now you can send flexible emails to your target audience.

Related Articles

- [Preview an Email with Dynamic Content](#)
- [Use Dynamic Content in a Landing Page](#)

