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Marketing Cloud Content Creation

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MARKETING CLOUD CONTENT CREATION

Manage, create, and publish targeted and relevant marketing content to customers across multiple Marketing Cloud channels.

CloudPages

Use CloudPages to publish targeted marketing content to customers across multiple channels.

Content Builder

Content Builder is our cross-channel content management tool that allows you to consolidate images, documents, and content in a single location for use in the Marketing Cloud. With an easy-to-use, drag and drop interface, Content Builder is more efficient than our previous create and edit tools. Content Builder also includes the content repository (CMS) and API, the content management application (formerly referred to as Content Canvas), and the new HTML content editor (formerly referred to as Content Builder).

CloudPages

Use CloudPages to publish targeted marketing content to customers across multiple channels.

CloudPages is a Marketing Cloud application used to create and publish targeted marketing content to customers across multiple channels.

Use the CloudPages editor to build a collection of content, then optimize your content for distinct mobile, social, and web experiences. Publish content immediately or schedule it to publish later. Then, monitor published content to gauge its performance across each channel.

CloudPages supports publishing to these channels:

- Landing Pages
- MobilePush Pages
- Microsites

CloudPages key features streamline content creation, editing, and publishing to make content management straightforward for marketers.

- A single application and a single process to create content for multiple channels
- Drag-and-drop interface
- HTML-capable
- Data captured from the Smart Capture block saves automatically to lists and data extensions
- Add default versions of content to unlimited destinations that automatically inherit it
- Design and preview content in the format your audience sees

CloudPages Permissions

Marketing Cloud administrators can use permissions to manage access to CloudPages. And they can manage app functions by user, including view, create, edit, delete, and publish/unpublish for landing pages, microsites, MobilePush pages, Interactive Email pages, and other types of web content. These permissions are also included in the appropriate Marketing Cloud roles.

Create a Collection

Create a CloudPages collection then build content tailored for destinations such as Landing Pages and Microsites, or MobilePush pages.

CloudPages Permissions

Marketing Cloud administrators can use permissions to manage access to CloudPages. And they can manage app functions by user, including view, create, edit, delete, and publish/unpublish for landing pages, microsites, MobilePush pages, Interactive Email pages, and other types of web content. These permissions are also included in the appropriate Marketing Cloud roles.

Access CloudPages roles and permissions from the Marketing Cloud toolbar by hovering over your username and selecting **Setup**, then searching for `Users`. Select a user, click**Manage Roles**, and select **Edit Roles** or **Edit Permissions**.

CloudPages Permissions

These user permissions are available for CloudPages.

Permission	Description
Access	Allows user to access CloudPages

View	Allows user to view content
Create	Allows user to create content based on the MC edition
Edit	Allows user to edit and save existing created content
Delete	Allows user to delete content and collections
Publish/Unpublish	Allows user to publish and unpublish content

Permissions considerations:

- Ensure that users with the Create permission have the Edit permission to save content.
- Ensure that the Content Builder/Assets permission set is enabled for users who want to use Content Builder to create and edit CloudPages content.
- Classic Editor: There is no difference between Edit and Publish permissions in the CloudPages Classic Editor once an object is published. To restrict publishing for users that require Edit permissions, use Content Builder Editor.
- Once content is published using the CloudPages classic editor, there is no difference between the edit and publish permissions. To restrict publishing for users that require edit permissions, use the Content Builder Editor.

CloudPages Roles

Roles combine permission sets to align with common Marketing Cloud functions. Administrators can assign these standard Marketing Cloud roles to users:

Role	Included CloudPages Permissions
MC Admin	Access, View, Create, Edit, Publish/Unpublish, Delete, setting permissions and roles for others in an account
MC Channel Manager	Access, View, Create, Edit, Publish/Unpublish, Delete
MC Content Editor	Access, View, Create, Edit
MC Viewer	Access, View

For more information on roles, see Marketing Cloud Roles. To assign a role to a Marketing Cloud user, see Assign a Role to a Marketing Cloud User.

Create a Collection

Create a CloudPages collection then build content tailored for destinations such as Landing Pages and Microsites, or MobilePush pages.

1. Click **Create Collection**.
2. Enter a name for the collection and an optional description.
3. Click **Save**.

   A tile card appears in the Collections view with the name of the collection. The picture for the collection is blank until the content page type is saved in that collection. A preview of the content type appears in the picture.

4. To edit the collection name, enter the collection, then click the pencil icon next to the name.

5. To delete the collection, click the trash can icon on the collection tile while on the collections page.

If there's content within the collection, a preview is filled with a thumbnail of the last content piece that was created in the collection.

Use Landing Pages

How to create a landing page in Marketing Cloud CloudPages.

A landing page is a web page that you can view from a browser, or link to in other websites and emails. You can also create custom forms with AMPscript in landing pages.

If you use private domains with Landing Pages, see Personalized URLs on page 6.

1. Create the Content Page on page 4 that contains your landing page.

2. Create Landing Pages with Content Builder on page 4.

3. **Save** your work or click **Schedule/Publish** to publish your page.

See our video: Create a Landing Page with CloudPages

Create the Content Page

Create a landing page content page in CloudPages.

Create a Landing Page with Content Builder

Create a landing page with Content Builder CloudPages.

Page Details and Advanced Settings

Reference page details and advanced settings for landing pages in CloudPages. From your collection, click **Page Properties** icon next to the delete icon, then click **Advanced Settings** under Page Details.

Friendly and Personalized URLs in CloudPages

Use Friendly and personalized URLs in Marketing Cloud CloudPages to help subscribers navigate to landing pages.

Create the Content Page

Create a landing page content page in CloudPages.

1. After you Create a Collection on page 3, click **Create.**

2. Select **Landing Page.**

Create a Landing Page with Content Builder

Create a landing page with Content Builder CloudPages.

1. In a collection, click **Create**, then click **Landing Page**.

2. Enter a name for the landing page. This field is required. You can change the name on the editor canvas by clicking the Name, entering the new name, and clicking **Submit**.

3. Optionally complete the Description field. You can change the description on the editor canvas by clicking the block under the title, entering the new description, and clicking **Submit**.

4. If using a private domain, select the domain from the URL dropdown.

5. **HTTPS connections only** - To make it accessible only by secure connection, select HTTPS connections. This prevents access over HTTP, reducing security vulnerability. Deselect this option if you want users to have access using an unsecured HTTP connection.

> 📝 **Note:** If your account includes private domains and you don't see this option, contact your Account Executive to have it configured.

6. Select **Content Builder** and click **Next**.

7. Select a layout and click **Create**. The editor appears with the Blocks tab selected.

8. Use Content Blocks to create your content.

   - – Button
     - – Free Form
     - – HTML
     - – Image
     - – Smart Capture
     - – Text
     - – Social Follow
     - – Social Share

   > 💡 **Tip:** To enable security headers, insert this code in the code view of your content page.

   ```
   <script runat=server>
   Platform.Response.SetResponseHeader("Strict-Transport-Security","max-age=200");
   Platform.Response.SetResponseHeader("X-XSS-Protection","1; mode=block");
   Platform.Response.SetResponseHeader("X-Frame-Options","Deny");
   Platform.Response.SetResponseHeader("X-Content-Type-Options","nosniff");
   Platform.Response.SetResponseHeader("Referrer-Policy","strict-origin-when-cross-origin");

   Platform.Response.SetResponseHeader("Content-Security-Policy","default-src 'self'");

   </script>
   ```

9. Optionally use the **Content** tab to drag saved content saved in a content area.

10. Optionally use the **Layouts** tab to drag a new layout configuration in a content area.

11. Optionally use the **Design** tab to set or change styles for the entire landing page.

    > 📝 **Note:** Use the Max Page Width field to specify how content expands when viewed on larger monitors. Use this setting to prevent image distortion and sets the margin for text.

    - Select px or % value
    - Default is 1280 px
    - Existing content defaults to none

12. Optional: Use the **Layout/Code View** toggle to change your editing experience.

13. Optional: Use the **Desktop/Mobile** toggle to see how your content looks in each view.

14. Click **Save** or **Schedule / Publish.**

> 📝 **Note:** The Content Builder editor inserts CSS and other code to render the preview, and reinserts this code if replaced and saved. We recommend not replacing the code for slots, blocks, or the CSS you see after creating and saving a page. To prevent redundant HTML, use HTML blocks, or in code view add your HTML next to the slot markup. To prevent redundant CSS, add extra CSS in another style tag.

Page Details and Advanced Settings

Reference page details and advanced settings for landing pages in CloudPages. From your collection, click **Page Properties** icon next to the delete icon, then click **Advanced Settings** under Page Details.

Page Details

Status	Whether the page has been published
Created	The date and time the page was created
Last Updated	The date and time the page was last updated
URL	The URL for the landing page
Page ID	The unique ID for the page used in tracking.
Advanced Settings	button to access Advanced Settings

Advanced Settings

Page Properties	Fields for Page Name, Page Description, and Link Name
SEO	Fields for Page Title, Keywords, and Description. You can also select whether to allow search engines to view the page or follow links on the page.

Friendly and Personalized URLs in CloudPages

Use Friendly and personalized URLs in Marketing Cloud CloudPages to help subscribers navigate to landing pages.

🛑 **Important:** When Marketing Cloud references Personalized URLs or PURLs, we refer to personalization of the page key (example.com/**PAGEKEY**), not personalized subdomains for your private domains (**SUBDOMAIN**.example.com).

Friendly URLs are URLs with easy-to-remember naming conventions to drive subscribers to websites. For example, a friendly URL can appear as www.example.com/summerbonusplan. Personalized URLs (PURLs) point subscribers to landing pages that can contain personalized and dynamic content. The PURL usually contains the subscriber's name to help drive conversion. PURLs provide greater campaign customization, making messages more directed and relevant.

📝 **Note:** Each PURL must be unique.

- PURLs allow sending of personalized links in an email.
- These links render on a landing page with the customer's information in the landing page.

All CloudPages packages except Standard can use a private domain or sub domain specifically for landing pages.

📝 **Note:** Your account requires private domains to use PURLs. Contact your account executive to configure private domains.

[Create a Personalized URL for a Landing Page](#)
Create a personalized URL in a CloudPages landing page in Marketing Cloud.

Create a Personalized URL for a Landing Page

Create a personalized URL in a CloudPages landing page in Marketing Cloud.

> 📝 **Note:** Your account requires private domains to use Personalized URLs. Contact your account executive to configure private domains.

> ⊘ **Important:** When Marketing Cloud references Personalized URLs or PURLs, we refer to personalization of the page key (example.com/**PAGEKEY**), and are not referring to personalized subdomains for your private domains (**SUBDOMAIN**.example.com).

1. Create a landing page. See Create a Landing Page with Content Builder on page 4

2. Enter a name for the landing page.

3. Select a domain from the URL dropdown and enter a friendly name in the field.

4. Continue creating the landing page.

Create an Interactive Email Page

Create and use a CloudPages landing page when selecting the CloudPages Destination field in a Content Builder Email Form block.

1. In CloudPages, after you Create a Collection on page 3, click **Create**, then click **Interactive Email Page**.

2. Name your page.

3. Optional: complete Description field.

4. Complete the URL field if using a My Domain or custom domain.

5. Optional: To use secure HTTPS connections only, check the **SSL** box.

6. Click **Create**.

7. Hover over the page you created and click **Open Content**.

8. ⊘ **Important:** The Form block present in the middle content row when you create the Interactive Email Page is required for successful form submission. Don't delete this block.

   Click the Email Form layout section in the

9. From the Confirmation Message **Type of Content** dropdown, select the type of content to display to the submitter.

10. Click **Done Editing**.

11. Use Content Blocks to create your content.

12. Optional: Use the Content tab to drag saved content in a content area.

13. Optional: Use the Layouts tab to drag a new layout configuration in a content area.

14. Optional: Use the Design tab to set or change global styles for the landing page.

15. Optional: To change your editing experience, click **Layout/Code View**.

16. Optional: To see how your content displays in each view, click **Desktop/Mobile**.

17. To save your work but not publish, click **Save**. Submitters receive an error message and no data is captured.

18. To publish the page immediately or schedule the publish for later, click **Schedule / Publish**. Only published pages capture data and perform your selected confirmation message action.

> ⊘ Important: A warning appears if your Email Form block code is out of date. See Update an Interactive Email Page on page 8.

Update an Interactive Email Page

Update an Interactive Email page in Marketing Cloud CloudPages when the code is out of date.

Update an Interactive Email Page

Update an Interactive Email page in Marketing Cloud CloudPages when the code is out of date.

1. Navigate to the Interactive Email page you want to update.

2. Select the **Form Block** in the Email Form layout section of the editor.

3. Review and verify your confirmation message selection.

4. Click **Done Editing**.

5. Click **Save**.

6. Click **Schedule/Publish**.

Use Microsites

Use CloudPages microsites to create individual landing pages with a drag-and-drop interface and to tie those pages together with a site map.

Create a Microsite

Create a microsite in CloudPages.

Create a Microsite Site Map

Create a microsite site map in Marketing Cloud CloudPages.

Define a Site Map

Define a site map in Marketing Cloud CloudPages.

Publish a Microsite

Publish a microsite in CloudPages.

Create a Site Map Version

Learn how to create a version of a site map in Marketing Cloud CloudPages. You can't change the name of an existing site map.

Create a Microsite

Create a microsite in CloudPages.

1. To create a content type, click **Create**.

2. Click **Microsite**.

3. Complete the Name field.

4. Optionally complete the Description field.

5. If using a private domain, select the domain from the URL dropdown.

   - **HTTPS connections only** - Select this option to allow users to only have access using a secure connection. This option prevents access over HTTP, reducing security vulnerability. Deselect this option if you want users to have access using an unsecured HTTP connection.

     📝 Note: If your account includes private domains and you don't see this option, contact your Account Executive to have it configured.

6. Click **Create**.

Create a Microsite Site Map

Create a microsite site map in Marketing Cloud CloudPages.

📝 Note: To add or remove pages or edit the name of a live site, create a site version by clicking **Create new Site Map**.

1. In your Microsite's Site Map, click **Add Page**.

2. See Create a Landing Page with Content Builder on page 4.

Define a Site Map

Define a site map in Marketing Cloud CloudPages.

📝 Note: To add or remove pages, change the navigation, or edit the name of a live site, create a site version by clicking **Create new Site Map**.

1. In CloudPages, create a microsite.

2. To add pages to your microsite, click **Add Pages** under Site Navigation.

Publish a Microsite

Publish a microsite in CloudPages.

1. In CloudPages, create a microsite and define a site map.

2. In the site map view, click the **Schedule/Publish** button.

3. Select your site map version from the drop-down next to Schedule/Publish Summary.

4. Select the pages to publish.

   📝 Note: A page must have content to be published.

5. Click **Publish [x] items.** The microsite is now live.

Create a Site Map Version

Learn how to create a version of a site map in Marketing Cloud CloudPages. You can't change the name of an existing site map.

📝 **Note:** To add and remove pages or edit the name of a live site, create a site version by clicking **Create new Site Map**.

1. In CloudPages, go to the site map of the microsite for which to create a site map version.
2. Click **Create New Site Map.**
3. Enter your new site map name in the Name field.
4. On the Copy Pages From dropdown, choose the site map version to copy or choose None to start with no pages.
5. Click **Create.**

Code Resource

Code Resource allows you to create JavaScript, CSS, and other files in CloudPages and link to them from a landing page.

You can use these files across multiple pages or tabs. Access the Code Resource feature from the **Create** drop-down.

These code resources are supported:

- JavaScript
- CSS
- JSON
- Text Files
- RSS Feed
- XML

⛔ **Important:** You can't save PHP code resources.

Use a Code Resource

Use a code resource in CloudPages content created from Code View.

Create a Code Resource

Create a code resource to use in CloudPages content created from Code View.

Use a Code Resource

Use a code resource in CloudPages content created from Code View.

Before you use a code resource, Create a Code Resource. on page 11

📝 **Note:** Ensure that you publish the code resource before using. Unpublished code resources are not available for selection.

1. In your collection, click **Create** to create a content type.
2. Enter a Name and optional description, then click **Create**.
3. Select **Create New Content** then **Code View**. If you select Start from Existing Content, select content that was created using the code view.

   📝 **Note:** You can't use a code in content created from Design View.

4. Select your resource from the appropriate folder.

5. Click **Insert**.

Create a Code Resource

Create a code resource to use in CloudPages content created from Code View.

1. In your collection, click **Create** to create a content type.

2. Select **Code Resource**.

3. Complete the Name and URL fields.

4. Enter an optional description for the code resource in the Description field.

5. Click **Next**.

6. Select the Content Type and click **Create**.

7. Enter or paste your code in the editor. Use the arrows to undo or redo your actions.

8. Click **Save**.

9. To publish the code resource, click **Schedule/Publish**.

> **Note:** Ensure that you publish the code resource before using. Unpublished code resources are not available for selection.

Preview Content in CloudPages

Preview Marketing Cloud CloudPages content before you publish.

The Content Builder editor in CloudPages shows a live, persistent preview of your content on the right of the page as you make changes, whether in layout or code view.

During Publishing on page 11, when CloudPages tries to render saved content, sometimes the preview doesn't render to prevent executing inadvertent actions. These actions can include but aren't limited to:

- Incomplete or incorrect MC scripting (AMPscript, SSJS, or GTL)
- MC scripting calls that modify data
- MC scripting calls that require a sendable context

When the preview doesn't render, you can continue to publish and view the live content or cancel and review the code for errors.

Publish Content

Publish Content in CloudPages.

Once your content is created, you can publish it.

> **Note:** It can take up to five minutes for published content to be live online.

- Landing pages can be scheduled for a later publication date.
- MobilePush pages are published once they are sent to the MobilePush application.

Publish Landing Pages
Publish Landing Pages in CloudPages.

Publish MobilePush Pages

Publish MobilePush Pages in CloudPages.

Publish Microsites

How to publish a microsite in CloudPages.

Unpublish Pages

Unpublish microsite pages in CloudPages.

Published/Unpublished Status

Check to see whether CloudPages content is published.

Publish Landing Pages

Publish Landing Pages in CloudPages.

1. Click **Schedule/Publish**.

2. Content can also be published clicking Schedule/Publish from the Content Type View.

3. A Schedule/Publish window appears showing a preview of the Landing Page. Two options appear under Destinations:

    a. **Publish Immediately** - Publishes the content immediately or updates already published content that is already live.

    b. **Schedule Publish for Later** - Allows a date and time to be set for publishing the content.

4. Click **Schedule Publish for Later** to set the publication date.

5. Select the time zone .

6. To set the page to publish, click **Publish** .

7. To ensure the content is live, check its Published/Unpublished Status on page 13.

Publish MobilePush Pages

Publish MobilePush Pages in CloudPages.

1. To publish the page, click **Schedule/Publish**.

2. Content can also be published clicking **Schedule/Publish** from the Content Type View.

3. A Schedule/Publish window appears showing a preview of the MobilePush page. With MobilePush pages, there is no schedule option.

4. To send the MobilePush page and make it available to the MobilePush application, click **Publish**.

5. See Published/Unpublished Status on page 13 to ensure that the content is live.

Publish Microsites

How to publish a microsite in CloudPages.

1. In CloudPages, create a microsite and define a site map.

2. In the site map view, click **Schedule/Publish**.

3. Click **Schedule/Publish.**

4. Select your site map version from the drop-down next to Schedule/Publish Summary.

5. Select the pages to publish.

> **Note:** A page must have content to be published.

6. Click **Publish [x] items.**
   The microsite is now live.

7. Click **Save**.

Unpublish Pages

Unpublish microsite pages in CloudPages.

1. In CloudPages, click the **Page Properties** icon on the page to unpublish.

2. Click **Unpublish** under Page Details next to Status.

Published/Unpublished Status

Check to see whether CloudPages content is published.

The published or unpublished state of a content page is indicated in the Page Details section. Live with a green circle indicates published, and Offline with a red Circle indicates unpublished.

Hovering over the Live indicator shows the URL of the published destination for the content page. If the landing page content page has a mobile version, the mobile URL is also shown.

Copy Content

Copy a microsite, landing page, or other CloudPages content.

1. To copy CloudPages content, find the content you want to copy and click the copy icon on the content item tile.

2. In the Copy window:

   - Optionally change the content name. The system automatically adds the word Copy to the end of the name.

   - For a private domain, choose the URL and enter a site key. For a Marketing Cloud assigned domain, the domain and URL are automatically assigned

3. Click**Copy**. The copied content is saved in the same collection as the original.

CloudPages Glossary

Reference the CloudPages glossary.

Table 1: CloudPages Glossary

Term	Definition
Collection	The top-level organization structure in CloudPages to organize content. Collections are like folders that keep content type pages organized by user specified structure.
Friendly URLs	URLs that have easy to remember naming conventions to help drive subscribers to websites. An example of a friendly URL would be www.exacttarget.com/SummerBonusPlan

Term	Definition
Landing Page	A landing page is an individual web page. A landing page can contain static content, personalized content (if you link from an email), and AMPscript. Landing pages are available to link to from your website or email, or subscribers can type the URL into their browser bar to see the content.
Layout	A layout defines the alignment and types of slots within a page for a site.
Link Name	The link name identifies the link used to access the page.
Live Link	Click the live link to view the public-facing version of a site created within the CloudPages app.
Page	A page includes one or more slots (used to contain content or Gears) and can be published as a webpage within a site.
Personalized URLs (PURLs)	URLs that point subscribers to landing pages that contain personalized user information. The PURL is a friendly URL plus the subscriber's email address or ID and usually contains the subscriber's name to help drive conversion. PURLs provide greater campaign customization, making messages more directed and relevant.

CloudPages Security Best Practices

This information helps you implement security best practices for your Marketing Cloud CloudPages.

- Don't pass SubscriberID in plain text.
- Don't pass SubscriberKey in plain text if it's numeric or if SubscriberKey is the email address.
- Surround non-authenticated, non-application, public landing pages with a global IF/THEN clause. Check for empty required parameters. Use this clause for both front-end pages and for processing landing pages. This step prevents landing pages from processing if somebody accesses pages directly and deters parameter manipulation when accessing the base URL.
- Don't substitute encoding, such as Base64 or StringtoHex, to pass fields that should not pass in plain text. Encoding isn't encryption and it can be decoded.
- Don't perform any client-side validation or checking using client-side JavaScript or AJAX. Perform all processing and validation on the server side.
- Use two or more QS parameters to verify it's the same subscriber before doing any other processing on the landing page or presenting any data.
- When using public landing pages in Enterprise 2.0 accounts, use the AMPScript CloudPagesURL function to encrypt all QS parameters.

💡 **Tip:** To enable security headers, insert this code in the code view of your content page.

```
<script runat=server>
      Platform.Response.SetResponseHeader("Strict-Transport-Security","max-age=200");
      Platform.Response.SetResponseHeader("X-XSS-Protection","1; mode=block");
      Platform.Response.SetResponseHeader("X-Frame-Options","Deny");
      Platform.Response.SetResponseHeader("X-Content-Type-Options","nosniff");

Platform.Response.SetResponseHeader("Referrer-Policy","strict-origin-when-cross-origin");

    Platform.Response.SetResponseHeader("Content-Security-Policy","default-src 'self'");
```

```
        </script>
```

Use a Smart Capture Form as a Journey Builder Entry Event

You can use CloudPages smart capture forms as a Journey Builder Entry Event.

You can build these forms using the classic or Content Builder editor in:

- Landing pages
- Microsites
- MobilePush Page

Use this feature if you have Journey Builder and CloudPages. Contact your Relationship Manager if you do not have both apps.

To fire customers into a journey, Smart Capture data must be stored in a data extension. The data extension used to collect customers who click Smart Capture forms is known as the Event Source data extension. It is used as the source from which contacts are injected into a Journey Builder journey.

Event Source data extensions must be sendable.

Create a Smart Capture Form in CloudPages
In Marketing Cloud CloudPages, drag the Smart Capture gear to the content area of a landing page, microsite, or MobilePush page.

Create a Data Extension
Create a data extension for using smart capture as a Journey Builder event.

Smart Capture in Journey Builder FAQs
View FAQs for using a smart capture form as a Journey Builder Event in CloudPages.

Create a Smart Capture Form in CloudPages

In Marketing Cloud CloudPages, drag the Smart Capture gear to the content area of a landing page, microsite, or MobilePush page.

1. Create a Data Extension on page 15.
2. Complete the Form Name field. If you are using an existing form, it must have a Form Name.
3. Build your form by dragging attributes to the Form Builder content area. One attribute is required.
4. Click **Save**.
5. Go to Journey Builder.
6. In Journey Builder, create your journey and drag the CloudPages entry source on the canvas.
7. To define the entry source, click the CloudPages entry event and select CloudPagesForm Submit Event.
8. Choose the form you created in CloudPages.

Create a Data Extension

Create a data extension for using smart capture as a Journey Builder event.

These conditions are required for creating a data extension to use in a Journey Builder entry event.

- Choose **Create from New**.
- Enter a name and select **Is Sendable?** if you plan to use emails with your Smart Capture form or Journey Builder journey.

- On the Data Retention Policy step, keep the default setting and click **Next**.

- Add any fields you would like to capture. When adding an Email Address attribute, change the Data Type to EmailAddress as email address because email address is the primary key. Set Send Relationship to the Email Address attribute so it relates to Subscribers on Subscriber Key.

Smart Capture in Journey Builder FAQs

View FAQs for using a smart capture form as a Journey Builder Event in CloudPages.

My Smart Capture form used as the trigger event for my journey won't submit. What's happening?

Ensure that you configured the re-entry option and default channel address in the journey settings.

I can't get my journey to execute?

If your journey includes an email send there are 2 important steps to complete before the journey can be executed. Within Email Studio, open up your email and be sure to complete both the Content Detective and Validate steps. Complete these steps before a journey can send that email.

CloudPages Analytics

Marketing Cloud CloudPages Analytics allows you to see views for the items in your collections.

To view this data, open a CloudPages collection, then click the Page Properties icon in the item's thumbnail, then click the Activity tab.

📝 Note: Tablet views are counted as desktop views.

Migrate Legacy Microsites and Landing Pages from Email Studio to CloudPages

The legacy migration tool allows you to bulk copy the content of all legacy pages within a business unit created in Email Studio web tools into CloudPages. You can run a preview report to test your migration or actually migrate the content. After you begin a migration, you can't stop or undo changes. Content remains available in the legacy tools after the migration completes.

1. In CloudPages, click **Migrate Legacy Content**.

2. Review CloudPages Migration Important Considerations and acknowledge that you understand how to use the tool.

3. Click **Next**.

4. Choose your migration type: **Preview Migration** or **Migrate Content**.

5. Click **Next**.

6. To queue the migration, confirm your selection.

7. You receive an email after the migration is complete. If a migration is in progress or complete, click **Migrate Legacy Content** to show its status.

   Rerunning the Migration Tool

   To run the migration tool again, due to an error or changes to your legacy content, delete the data extension report generated by the migration process. The name of the data extension begins with `LMT-Migration` and is accessible like a normal data extension.

CloudPages Migration Important Considerations

Before migrating legacy microsites and landing pages from Email Studio to CloudPages, review these considerations.

CloudPages Migration Important Considerations

Before migrating legacy microsites and landing pages from Email Studio to CloudPages, review these considerations.

- After you migrate the existing folders, your new CloudPages collections are labeled with the legacy folder name with the "LegacyLP-" prefix.
- Content migrated to CloudPages isn't published. Before publishing:
  - If needed, refactor legacy content, including, but not limited to:
    - Link and URL references
    - MC Scripting functions
    - Content references
  - Refactor legacy smart capture to use either the Smart Capture block in Content Builder or a custom solution.
  - Rebuild microsites from individual pages.
  - Specify private domains and site keys. See Friendly and Personalized URLs in CloudPages on page 6.

Content Builder

Content Builder is our cross-channel content management tool that allows you to consolidate images, documents, and content in a single location for use in the Marketing Cloud. With an easy-to-use, drag and drop interface, Content Builder is more efficient than our previous create and edit tools. Content Builder also includes the content repository (CMS) and API, the content management application (formerly referred to as Content Canvas), and the new HTML content editor (formerly referred to as Content Builder).

Get Started with Content Builder

Get started with Content Builder.

Editor Best Practices and Tips

Learn best practices and tips for the Content Builder editor in Marketing Cloud.

Upload Files

Upload content to Content Builder by dragging and dropping existing content, by browsing your computer for the content, or by uploading content from an external URL. The maximum file size per file is 5 MB.

Create Emails

Use this task to create an email in Content Builder for Marketing Cloud. Email names must be unique within a folder.

Create Templates

Use Content Builder to create templates by pasting HTML or using a layout tool.

Create Mobile Messages

Create SMS, push notification, and LINE messages in Marketing Cloud Content Builder.

Create Content Blocks

Use content blocks to create reusable modular content for messages. Manage content blocks in Content Builder.

Create a Code Snippet

Use code snippets in Marketing Cloud Content Builder to save reusable bits of HTML, AMPscript, and Guide Template Language. Insert snippets when editing HTML via the Code Snippets toolbar selector, or by typing the Customer Key value for the snippet followed by the Tab key. You can also create a code snippet content block by clicking **Create > Content Blocks > Code Snippet**. You can reference Code Snippets with the AMPscript ContentBlockByKey and ContentBlockByID functions.

Share Content

The share content feature allows you to share content, templates, and emails with other business units in your account. Enterprise 2.0 accounts, you can share from any business unit to any other business unit. For Enterprise 1.0 and Agency accounts you can share down to child business units. Contact your relationship manager to enable this feature.

Duplicate Content

Use duplicate content in Content Builder to copy the style or format of a previously created content asset. We recommend copying the structure of a piece of content before adding actual content. When duplicating a content area in an email or template, the duplicate option is disabled if the content area block limit is reached.

Content Builder Approvals

Use the approvals feature in Content Builder to review and approve content.

Content Builder Tags

Create and manage nested tags and Einstein tags for use in Marketing Cloud Content Builder.

Sitecore Content

Sitecore content is available via Sitecore Connect for Marketing Cloud, which enables a real-time sync of images created and updated in Sitecore to Content Builder.

Get Started with Content Builder

Get started with Content Builder.

Content Builder is our cross-channel content management tool that allows you to consolidate images, documents, and content in a single location for use in the Marketing Cloud. With an easy-to-use, drag and drop interface, Content Builder is more efficient than our previous create and edit tools.

With the new editor, you can:

- Save time with the easy-to-use interface
- Create professional emails without knowing HTML
- View changes to email content in real time with always-present preview
- Utilize more intelligent HTML Paste tools such as color coding and line numbers
- Insert code snippets for inserting common links such as Forward to a Friend, Open Tracking, and more

With the content repository, you can:

- Leverage our global search and filtering tools with a new content properties framework
- Search and filter for the email of your choice
- Add tags and campaign associations to associate related content
- Make edits to all your content inside the application

Content Builder Adoption Resources and Classic Content Plan

Marketing Cloud Email Studio creation of classic emails, templates, and Simple Automated Emails retires in the Marketing Cloud June 30, 2020. The ability to edit, copy, and move classic emails and templates retires in the Marketing Cloud January 2021 release. Take advantage of Content Builder tools to create and edit emails and templates.

Content Builder Administration

Access Content Builder setup from the Marketing Cloud toolbar by hovering over your username and selecting **Setup**, then searching for `Content Builder Settings.`

Import Content from Classic Email to Content Builder

Import content from classic email to Content Builder in Marketing Cloud.

Migrate from Classic Known Issues

View content creation known issues in Content Builder when switching from classic email in Marketing Cloud.

Customer Key

Each Content Builder asset has a Customer Key, a unique 36 character identifier that can be referenced via AMPscript.

Search for Content

Content Builder provides several ways to locate specific content.

Folder Management

Store images, documents, templates, emails, and more in the same or different folders in Marketing Cloud Content Builder. Create, rename, move, or delete folders by right-clicking in the appropriate folder space.

SEE ALSO:

Content Builder Import Best Practices

Editor Best Practices and Tips

Message Creation Best Practices and Tips

Content Builder Adoption Resources and Classic Content Plan

Marketing Cloud Email Studio creation of classic emails, templates, and Simple Automated Emails retires in the Marketing Cloud June 30, 2020. The ability to edit, copy, and move classic emails and templates retires in the Marketing Cloud January 2021 release. Take advantage of Content Builder tools to create and edit emails and templates.

Marketing Cloud plans to retire classic content in Email Studio in several phases.

- January 2020 release - Marketing Cloud retires Approval Classic, Campaigns Approvals, and Classic Live Content.
- June 30, 2020 - Email Studio retires creation of classic emails, templates, and Simple Automated Emails.
- January 2021 release - Email Studio retires the ability to edit, copy, and move classic emails and templates.

Use these resources to learn about Content Builder features.

- Content Builder (help)
- Get Started With Content Builder (knowledge article)
- Content Builder Editor Best Practices and Tips (help)
- Email Studio and Content Builder Marketing Cloud Basics (video)
- Marketing Cloud New Email Studio for Admins (recorded webinar)
- Marketing Cloud New Email Studio for All User (recorded webinar)

Use these resources to migrate your content in Email Studio to Content Builder.

- Import Content from Classic Email to Content Builder on page 31 (help)
- Build an Email from an Existing Email Using Content Builder on page 50 (help)
- Email Studio & Content Builder - Add & Import Content (video)
- Organize Assets to Align with Your Content Strategy (Trailhead unit)

- Update Content from a Classic Email to Content Builder Content on page 51 (help)
- Migrate from Classic Known Issues on page 34 (help)

Now that you are using Content Builder, you'll notice a few changes.

- Simple Automated Emails

  All automated emails can easily be set up and maintained in Journey Builder or Automation Studio. Review Journey Builder and Journey Templates to learn about welcome journey templates. Learn more about Automation Studio and watch the Marketing Cloud Automation Studio Overview video.

- Subscriber Welcome Email

  A Welcome Email can easily be set up and maintained in Journey Builder or Automation Studio. Review Journey Builder and Journey Templates to learn about anniversary and birthday templates. Learn more about Automation Studio and watch the Marketing Cloud Automation Studio Overview video.

- Approvals

  Use Content Builder Approvals on page 109 for Content Builder emails.

- Headers and Footers

  Library Content in Delivery Profiles does not support Content Builder content. Instead of pulling in header and footer content from Delivery profiles, directly add your header and footer content to an email template in Content Builder. Now that all your content is inside Content Builder, there are several ways to make this work:

  - Build individual header and footer content blocks within Content Builder. Then drag those blocks into your templates and emails or use the Reference block in your emails that reference header or footer blocks.

    > 📝 Note: For header and footer content areas stored in classic content, import these content areas into Content Builder using the Import button.

  - Build individual, brand-specific templates with the respective header and footer content. You can create multiple emails using these templates.

- Past and Pending Sends

  Access Past and Pending sends from the Email Studio Overview page.

- A/B Test to Salesforce Reports

  Marketing Cloud Connect A/B Testing does not provide the option to pick Content Builder emails for A/B Testing Sends. To send A/B Tests, and use Salesforce CRM contacts/leads as the source, use Salesforce Data Extensions from A/B Testing in Marketing Cloud Email Studio. To bring CRM data into Salesforce Data Extensions, import reports into Salesforce Data Extensions or Synchronized Data Sources in Salesforce Data Extensions.

Content Builder Experience

As you switch from Marketing Cloud Email Studio classic content to Content Builder, explore the new features available.

Switch Between Content Tools

To switch from Content Builder to classic tools in Email Studio, click **Use Classic Content**. To switch from classic tools to Content Builder, click **Use Content Builder**. When you select content in Email Studio, Content Builder is the default view.

Move from Classic Content to Content Builder FAQs

Review frequently asked questions about importing classic content into Marketing Cloud Content Builder.

Content Builder Experience

As you switch from Marketing Cloud Email Studio classic content to Content Builder, explore the new features available.

Icon Descriptions

- - Feature Not Available

- - Feature Replaced

- - Feature Changed

Table 2: Administration

Feature	New Tools
Granular Permissions and Managing Roles for non-Enterprise 2.0 Account	
Provisioning for Child Accounts	
Product Support Environment	

Table 3: APIs and AMPscript

Feature	New Tools
SOAP APIs and Partner or Custom Solutions	

Table 4: Approvals

Feature	New Tools
Bypass Approval Rule	
Prevent Approval Withdraw when Email Jobs are Scheduled	

Table 5: Distributed Sending

Feature	New Tools
Emails and Sends - Content Builder Emails	

Table 6: Email Studio

Feature	New Tools
Content: Appending Headers and Footers	
Content: Copy and paste from a third-party text editor, such as Microsoft Word or Google Docs	
Content: Dynamic Content	
Content: Facebook Like	

Feature	New Tools
Content: Simple Automated Emails	
Content: Surveys	
Content: View Pending Sends to Cancel a Job	
Interactive Content: Live Offers	
Send: Guided Send Recurring Send Option	
Send: Guided Send Select Tracking Option	
Send: Send Preview	
Send: Guided Send to a Test Data Extension	
Send: Simple Send	

Feature	New Tools
Send: Test Send	
Send: Guided Send Test Options	
Subscribers: Welcome Emails from a List	
Subscribers: Send Option from Lists, Data Extensions, Groups	
Upload Images: Ability to Overwrite Images	
Upload Images: Predictable Image URLs	

Table 7: Playbooks

Feature	New Tools
Playbook Campaign - Content Builder Emails	

Table 8: Reports

Feature	New Tools
Custom reports - email-specific content	

Switch Between Content Tools

To switch from Content Builder to classic tools in Email Studio, click **Use Classic Content**. To switch from classic tools to Content Builder, click **Use Content Builder**. When you select content in Email Studio, Content Builder is the default view.

Switching between Content Builder tools and classic tools in Email Studio is a simple task of flipping a switch. When you select Content in Email Studio, Content Builder is the default view. You can toggle to classic tools, as needed, by clicking.**Use Classic Content**.
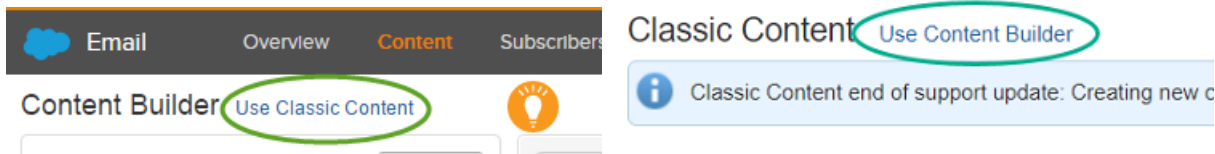
Move from Classic Content to Content Builder FAQs

Review frequently asked questions about importing classic content into Marketing Cloud Content Builder.

API and Code Classic Content FAQs
Review frequently asked questions about APIs and code when moving from classic content to Content Builder.

Content Builder FAQs
Review frequently asked questions about importing classic content into Marketing Cloud Content Builder.

Email Studio Classic Content FAQs
Review frequently asked questions about moving from classic content to Content Builder.

Import Content FAQs
Review frequently asked questions about importing Email Studio classic content into Marketing Cloud Content Builder.

API and Code Classic Content FAQs

Review frequently asked questions about APIs and code when moving from classic content to Content Builder.

Can I use SOAP API to create classic Simple Automated Emails, and edit, copy, and move classic emails?

Yes.

How can I preview content in Content Builder using an API?

The existing Preview API supports both classic and Content Builder emails.

I have a Server-Side JavaScript activity that references classic content. Do I have to update this activity?

No. The content remains accessible by the activity. Once the second phase of the retirement plan is completed, changes to that content can't be made. If changes to the content referenced by the script activity are desired after the second phase is completed, import the content into Content Builder, and modify the script to reference the Content Builder content block.

Where can I learn more about the Assets API used by Content Builder?

Developer documentation for the Asset REST API can be found here.

Can I be continue to create and edit emails in Email Studio using SOAP API after creation and editing of classic emails has been retired?

Yes. There are no plans to retire API functionality currently.

Content Builder FAQs

Review frequently asked questions about importing classic content into Marketing Cloud Content Builder.

Are there existing classic email features not available with Content Builder?

Review Content Builder Considerations on page 21 to understand which classic email features are not available with Content Builder.

Are these tools available in all Email Studio editions?

Content Builder is available in all Email Studio Editions. Distributed Sending and XpressMarketing accounts do not have access to Content Builder or Content Builder emails.

Can I use classic content images in Content Builder once Classic Content functionality is removed entirely?

File URLs for items stored in classic content remain at the specified URL after retirement of classic content. If the URL is referenced using HTML `<img>` tags, the URL continues to function as expected. When using Content Builder to create or modify content, only images stored in Content Builder are accessible to standard tools, such as the Image Block. You can't select images stored in My Images or Portfolio from Content Builder.

Can I edit emails created with the classic editor in Content Builder?

To build an email created with the classic tools, select **Create from existing email** when creating a Content Builder email, then choose the classic email. This action copies the content in your classic email to Content Builder so you can edit, test, and send the email with the new tools.

How do I send an email created in Content Builder?

Content Builder emails can be sent using Email Studio Send Flow, User-Initiated Sends, Triggered Sends, Transactional Messaging REST API, Distributed Marketing, Automation Studio, Journey Builder, and Marketing Cloud Connect.

When do I use a Code Snippet instead of an HTML block?

When you use AMPscript to pull in content blocks, the editor wraps the block in table. If you don't want this table wrapper, use Code Snippets. To avoid the wrapper with when importing content from Classic Content, select the **Import HTML content areas as code snippets** option.

What is the limit to number of assets in a folder in Content Builder?

Shared folders have a limit of 5,000 assets. There is no limit to the number of assets that can be stored in a local folder.

What is the maximum size of a file that can be uploaded to Content Builder?

The maximum file size for files uploaded to Content Builder is 5 MB for all file types.

Can I use Return Path with Content Builder emails?

Yes.

Can I use Litmus with Content Builder emails?

Yes.

Have AMPscript functions changed with Content Builder?

Content Builder supports all relevant content functions, using SSJS or AMPscript. When using these functions in Content Builder, update the relevant lookup functions to reference the Content Builder content.

When I create a custom template in the new editor, why don't my account headers and footers appear?

To get your account headers and footers to display in your template, add the `<custom type="header"/>` tag where you want the header to display and the `<custom type="footer"/>` tag where you want the footer to display in your custom HTML template.

How do I customize headers and footers for my emails created in Content Builder?

Content Builder uses the same HTML Headers and Footers created in the Setup app. See Headers and Footers.

What if I want to create content for classic landing pages and microsites?

Where possible, use CloudPages.

Is there a cost associated with Content Builder?

Customers can access Content Builder at no additional cost.

Do new accounts get the classic tools?

As of the October 2017 release, new accounts only have Content Builder tools, not the classic tools.

Email Studio Classic Content FAQs

Review frequently asked questions about moving from classic content to Content Builder.

🛑 **Important:** Classic creation is retired in all Marketing Cloud Email Studio accounts on June 30, 2020.

How do I import content from classic content to Content Builder?

To import content, use the Import from Classic on page 31 tool in Content Builder.

📝 **Note:** Importing content does not include emails. To use classic emails in content builder, see Build an Email from an Existing Email Using Content Builder on page 50.

See Import Content FAQs on page 28 for more information.

Are emails, templates, Simple Automated Emails, or other content deleted from classic content?

No. Once both phases of the retirement are completed, the items remain accessible in classic content.

Do I have to migrate emails in existing Journeys, Automation Studio automations, or Triggered Sends using classic emails?

No. The retirement is limited to creation of classic emails, templates, and Simple Automated Emails, and the ability to edit, copy, and move classic emails and templates.

Can I find, view, and send emails in My Emails?

Yes. The retirement is limited to creation of classic emails, templates, and Simple Automated Emails, and the ability to edit, copy, and move classic emails and templates.

Can I create, edit, copy, and move items in My Images and My Documents?

Yes. The retirement is limited to creation of classic emails, templates, and Simple Automated Emails, and the ability to edit, copy, and move classic emails and templates. We encourage you to import these items to Content Builder.

Can I create, edit, copy, and move items My Microsite Layouts and My Microsites?

Yes. The retirement is limited to creation of classic emails, templates, and Simple Automated Emails, and the ability to edit, copy, and move classic emails and templates.

What will happen to image and document URLs after importing into Content Builder?

File URLs for items imported from classic content to Content Builder don't change.

Can I create, edit, copy, and move items in the My Surveys folder?

Yes. The retirement is limited to creation of classic emails, templates, and Simple Automated Emails, and the ability to edit, copy, and move classic emails and templates. Classic content Surveys are not supported in Content Builder. For data capture, Create a Smart Capture Form in CloudPages on page 15.

Can I create, edit, copy, and move items in the My Landing Pages folder?

Yes. The retirement is limited to creation of classic emails, templates, and Simple Automated Emails, and the ability to edit, copy, and move classic emails and templates.

Can I create, edit, copy, and move items in Shared Items?

- Shared Emails and Shared Templates

  - Email Studio creation of classic emails, templates, and Simple Automated Emails retires on June 30, 2020. The retirement of creation also affects shared emails and shared templates.

  - Email Studio ability to edit classic emails and templates retires in the Marketing Cloud January 2021 release. The retirement of creation also affects shared emails and shared templates.

- Shared Portfolio and Shared Contents

  - Yes. The retirement is limited to creation of classic emails, templates, and Simple Automated Emails, and the ability to edit, copy, and move classic emails and templates. We encourage you to import these items into Content Builder.

Can I create, edit, copy, and move items in Subscribers, Interactions, Tracking, and Admin?

Yes. The retirement is limited to creation of classic emails, templates, and Simple Automated Emails, and the ability to edit, copy, and move classic emails and templates.

Can I continue to bulk replace images?

Yes. To bulk replace images, continue uploading ZIP files into Portfolio and use those image URLs from Portfolio.

Import Content FAQs

Review frequently asked questions about importing Email Studio classic content into Marketing Cloud Content Builder.

How do I import content from Classic Content to Content Builder?

To import content, use the Import from Classic on page 31 tool in Content Builder.

🛑 **Important:** Importing content does not include emails. To use classic emails in content builder, see Build an Email from an Existing Email Using Content Builder on page 50.

Why do I import content into Content Builder?

The new editor is built to retrieve its content from Content Builder. It reduces confusion by not searching for content in other locations, such as Email Studio. You can now clean out outdated content from your account and only import the content you plan to use.

What content can I import?

You can import content from Portfolio, Shared Portfolio, My Contents, My Images, My Documents, and My Templates folders. You can also import HTML areas as code snippets. You cannot import content from Emails and Shared Emails. You cannot import dynamic content areas or A/B testing content areas. The user who imports the content owns the shared content, and all business units that could previously access the content retain access.

Who can import content to Content Builder?

Any user with Create or Upload permissions in the Content section of your administration settings can import content. These permissions have been mapped from the Content permission section from Email Studio.

Is imported Content still available to use in Email Studio?

Yes. You can use all content imported to Content Builder with the new editor, and that content remains available in your legacy folders in Email Studio to use with the classic editor. Changes to images and documents in one application change those files in the other application. Images and documents are hosted at the same content delivery network URL. Changes to content areas in one application don't change in the other application.

What happens to image and document URLs after importing into Content Builder?

File URLs for items imported from classic content to Content Builder don't change.

Can a portfolio item and a Content Builder Item share a name?

To use an identical name as a Portfolio item, import the portfolio item into Content Builder and then update the name.

What if I import a folder twice?

If a user attempts to import the same content twice, it is ignored and not reimported into the system. However, if new content has been added to a folder in Email Studio, the new files are imported. In emergency situations, Global Support can retrieve deleted content and restore them in your account. If you are unsure if something has been imported before, you can see how many files are imported when using the Import Assistant.

Can I import content from a child folder without importing content from its parent?

Yes. When you click a parent folder, it expands to show all child content, and they are selected by default. You can deselect all undesired folders and import the desired child folders. If you are importing both folders and content in this scenario, the parent folder is imported to maintain the file path, but none of its contents are imported with it.

Do I leave the import assistant open while the import processes?

No, you can exit out of the Import Assistant and leave Marketing Cloud. Your import finishes while you are working on other tasks. The files appear in your Content Builder grid as they are imported into the application.

Content Builder Administration

Access Content Builder setup from the Marketing Cloud toolbar by hovering over your username and selecting **Setup**, then searching for `Content Builder Settings`.

Email Autosave

Users who want to be more intentional about when edits are saved can disable Email Autosave. Disabling Email Autosave prevents Content Builder from saving accidental edits. We also disabled the timestamp and modified by fields from being updated when you made no changes, whether you have Email Autosave enabled or disabled.

When enabled, Content Builder automatically saves all changes in the editor. When disabled, Content Builder does not autosave when you edit and exit an email before clicking **Save**, or when you open and close an email without editing. Content Builder still autosaves when you navigate to a different step of the wizard.

Email Autosave is enabled by default to minimize disruption. Autosave is only available for editing emails.

Click **Edit**, check or uncheck **EnableEmail Autosave**, then click **Save**.

Across Enterprise Sharing

This setting allows all users to share content with existing and future business units. Click **Edit** to enable or disable, then click **Save**.

Predictable File URLs

Enable this setting to generate a friendlier and more informative name as part of the URL path for published content by using the file name. By default, Content Builder generates a random number at the end of the URL. After uploading, you can edit the file name on the properties page, but you can't edit the URL. You can disable this setting after enabling. The URL uses the structure of the setting at the time of upload.

If Predictive URL is enabled and you want to update an image but use the same name, use **Replace** rather than **Delete**. Deleting a file removes it from the Content Builder library but the file remains published by our third party.

Editor Configuration

Administrators can select the editor options they want available for their business unit. You can configure these editor and block tabs:

Tab	Where
Blocks	Editor
Content	Editor
Layout	Editor
Design	Editor
Code View (for Templates)	Editor
Code View (for Template Based Emails)	Editor
Block Settings	Block
HTML Editor	Block

- Editor Tabs - Click **Edit** to configure the tabs that are available in the editor, then click **Save**.
- Block Tabs - Click **Edit** to configure the tabs that are available in the editor, then click **Save**.

> Note: Before the January 2020 release, you could create layouts from the **Create** menu and edit them in emails even when the permission was disabled. After the release, ensure that the permission is enabled to continue creating and editing layouts.

Block Group Configuration

Admins can select the blocks they want available for their business unit. Click **Edit** in any section to configure block visibility in the editor, then click **Save**.

You can configure these blocks:

Block Name	Block Group	Editor Availability
Button	Basic	Email and CloudPages
Free Form	Basic	Email and CloudPages
HTML	Basic	Email and CloudPages
Image	Basic	Email and CloudPages
Text	Basic	Email and CloudPages
Code Snippet	Basic	Email and CloudPages
Smart Capture	Basic	CloudPages
A/B Test	Advanced	Email
Dynamic Content	Advanced	Email
Enhanced Dynamic Content	Advanced	Email
External Content	Advanced	Email
Einstein Content	Advanced	Email

Live Image	Advanced	Email
Reference Content	Advanced	Email and CloudPages
Image Carousel	Interactive Content	Email
Email Form	Interactive Content	Email
Social Follow	Social Media	Email and CloudPages

Content Builder Permissions

As you get started with Marketing Cloud Content Builder, it is important to review permissions for the users in your account.

Content Builder Permissions

As you get started with Marketing Cloud Content Builder, it is important to review permissions for the users in your account.

If your users have the standard Marketing Cloud roles, those permissions in Content Builder match their permissions in the classic Emails tools. Assign these permissions under Setup > Users > Mange Roles > Permissions.

📝 **Note:** Denying permissions for a user doesn't remove their access to Content Builder.

For users with custom roles, you can assign new Content Builder permissions as follows:

- Content Builder > Assets: These permissions are for managing uploaded files and content blocks. You can specify which users can create, edit, and delete these assets in Content Builder. The permissions in this section apply to assets within Content Builder, not the classic Email tools.
- Content Builder > Folders: These permissions are for managing folders within Content Builder. You can control who can create, view, move, rename, and delete Content Builder folders. There are no permissions for individual folders.

These permissions for Content Builder reference the Email application permissions. If you use the classic Email tools, these permissions aren't added.

- Email > Content > Template: The permission to manage Content Builder templates reside under the Email application permissions. If a user has permission to create, modify, or delete templates within the classic Email tools, they have permission to perform the same actions within Content Builder.
- Email > Content > Email: The permission to manage Content Builder emails reside under the Email application permissions. If a user has permission to create, modify, delete, and send emails within the classic Email tools, they have permission to perform the same actions within Content Builder.

Content imported from Sitecore is saved in the Sitecore subfolder. You can't edit this content, but you can delete it with this permission: Content Builder > Third-Party Content Administrator Access.

Import Content from Classic Email to Content Builder

Import content from classic email to Content Builder in Marketing Cloud.

🚫 **Important:** Importing content does not include emails. To use classic emails in content builder, see Build an Email from an Existing Email Using Content Builder on page 50.

1. Click **Content Builder**.
2. Click **Import from Classic**.
3. Click **Next**.

4. Select how you would like to import content:

- Folders and Content - Your Content Builder folder structure is identical to the structure you have in Classic Email.

- Content Only - Import only the content within selected folders into a single Content Builder folder that you choose. When choosing this option, create your destination folder before starting Import Content.

5. Click **Next**.

6. Follow the steps for the option chosen:

- Folders and Content - Select the folders to move into the All Content folder in Content Builder. The folders and their contents are imported.

- Content Only - Select the folders on the left to move into the folder selected on the right. Only the contents within the folders are imported.

7. To ensure that no extra code is added to your content, select **Import HTML content areas as code snippets**.

8. Click **Import**.

View our video on importing content from classic email.

Import Content Overview

Learn what to expect when importing content from classic content into Marketing Cloud Content Builder.

Import Content Overview

Learn what to expect when importing content from classic content into Marketing Cloud Content Builder.

- Edit content in the editor used to create it: Content created in classic is edited in classic, and content created in the new editor is edited in the new editor.

- Edit content created with the classic editor with the classic editor. Edit content created with the new editor with the new editor.

- You can import content into Content Builder over time. For example, move the content you are using for messaging and import more content later as needed.

- After importing a folder from classic content to Content Builder, that content is available in both places. New content created in the folder must be imported into Content Builder for it to be available in both applications.

- Images imported from classic are renamed in Content Builder using a random number for the end of the URL.

- Changes to images and documents in classic content or Content Builder are affected in the other.

- Changes to content areas or content blocks in classic content or Content Builder are not affected in the other.

- You can place content in any folder in Content Builder. For example, you can place all content like images, text, HTML, and more for a campaign into a single folder.

- The import process cannot be stopped or undone once started.

- The import takes time to complete. You can close the import assistance once the import begins. We notify you when the import completes.

- Text + Image content areas are converted to Freeform content blocks in Content Builder.

- Content imported from Sitecore is saved in the Sitecore subfolder. You can't edit this content, but you can delete it with the Third-Party Content Administrator Access user permission in Setup > Users > Roles Permissions > Content Builder.

View the Add and Import Content video.

Content Builder Import Best Practices

Review these tips to help guide you through importing classic content into Content Builder.

Content Builder Import Best Practices

Review these tips to help guide you through importing classic content into Content Builder.

As you get started, any emails you created with the new editor automatically appear in Content Builder. Select which classic content you would like to import over to the new tools. You can import content from your Portfolio, My Contents, My Templates, My Documents, and My Images folders, and their Shared counterparts, using our import process. Here are tips to help guide you through the import process.

1. Each piece of content can only be imported once.

   To prevent importing duplicate copies of content, Content Builder only imports content items from the classic Email Studio tools one at a time. However, if a content item is deleted, it can be reimported from the classic tools later.

2. Consider how you want to create your folder structure before starting the import process.

   Content Builder allows any content to be stored in any folder. That means you can place all your images, content blocks, templates, and emails in a single folder. Shared content can also be integrated into the same folders as non-shared content. You have the flexibility to structure your folders the way you want them, rather than being forced to use separate folder hierarchies.

3. Think Cross-Channel.

   Integrated into Journey Builder, CloudPages, and mobile applications, Content Builder allows for a single piece of content to be used across channels, breaking down organizational silos and enabling you to speak to your customers with one voice across all channels. As you strategize how to best structure your folders, consider where content designed for individual channels is located.

4. Import shared content into Content Builder.

   You can import shared folders into Content Builder. Any business unit the content has been shared with can perform the import. Once imported, the person or business unit who imported the content within a particular shared folder is the owner of all content in the folder. All business units who could access the file retain access. The shared content's permissions remain the same as they were in the classic Email Studio tools. They can now be accessed in the Shared field on the content's Properties pane. Folder sharing settings are combined with the content sharing settings. You no longer verify whether both the folder and the content have the proper sharing settings.

5. Optimize your content for search.

   Content Builder provides a robust search tool to cut down on time locating your content. As you create your folder structure and import and create your content, use a naming convention that maps to how others search for content. This naming helps as team members join your team after the content was created and are not familiar with the folder structure.

6. Only import content as you need it.

   While it is possible to import all content at once, we recommend that you import few folders at a time. Import only the content you plan to reuse in the new editor. Take this opportunity to get rid of content that isn't valuable to your customers. You can complete as many imports as you would like over time, so it is not a one-time function. We do not have a timetable for how long this import option is available.

   📝 **Note:** If you want to import your folder structure from the classic Email Studio tools, choose to import with the Folders and Content option. Folders are created beneath the Content Builder root folder to match your folder structure in the classic Email Studio tools. However, any content can now be stored in any folder. If you import over your classic Shared Portfolio folder, users can add templates and emails to this folder. You don't have to share them. We strongly recommend creating a folder structure that is campaign-based, rather than one based on file type.

7. Choose the right import option.

   When importing content into Content Builder, you have two options: Import Folders and Content, and Import Content Only. In either option, you are able to complete multiple imports, so you can bring over content as needed in the account.

   a. Importing folders and content lets you to maintain your Email Studio folder structure. However, content inside your Portfolio, My Contents, My Images, and My Documents are merged into the All Content folder in Content Builder. Any identically named child folder underneath those four legacy folders is merged into a single folder of that name. For example, if you have folders called Portfolio > Summer and My Contents > Summer, your content in Portfolio and My Contents appears in All Content, while your content in both Summer folders appears in a single Summer folder beneath All Content.

   b. If you want to have more control over which content is sent to which destination folder, Importing Content Only is the best option. Users can choose one or more folders from their Email Studio folder structure to be placed in an individual folder created in Content Builder. No folder structure is imported with this option. The content from the selected Email Studio folders is placed in a single Content Builder folder. Users with permission to Create, Rename, and Move Content Builder destination folders from the Import Assistant.

8. You can create Content Builder emails using classic emails as a starting point.

   While you can't import classic emails into Content Builder, you can use a classic email as a starting point for an email in the Content Builder editor. To edit a classic email in the new editor, click **Create, Email Message**, then select **Existing Email** from the Create Email dropdown and select the email from the Classic Emails tab. This process saves the email in Content Builder. You can use the new email send flow to schedule the message for delivery. Your original emails in the classic tools are unaffected and remain available for use.

Migrate from Classic Known Issues

View content creation known issues in Content Builder when switching from classic email in Marketing Cloud.

When switching from creating content in classic email to creating content in Content Builder, you may notice some differences in available functionality.

- When you include HTML comments in a code snippet which is dragged/dropped into an email, the code snippet renders multiple times when previewing and sending. The recommended solution is to either remove the HTML comments from the code snippet, or add any valid HTML tags, such as `<div></div>`, to the code snippet.

- Content Builder does not support the script tag with the "application/ld+json" type. The tag is removed when you save a new email with the tag or import a classic email that contains the tag.

SEE ALSO:

Update Content from a Classic Email to Content Builder

Content Builder Adoption Resources and Classic Content Plan

Customer Key

Each Content Builder asset has a Customer Key, a unique 36 character identifier that can be referenced via AMPscript.

You can optionally assign your own Customer Key when creating content using any combination of letters, numbers, spaces, or special characters. If you leave the field blank, the system issues a random key.

Customer Keys must be unique across all business units in the enterprise. If you plan to reference an asset by Customer Key, use a naming convention to avoid duplicates, especially for large enterprises. For example, if you create a key of 'logo,' no other asset in any business unit in the enterprise can have a customer key of logo. However, if your parent business unit names an asset bu1-logo, other business units could use bu2-logo.

You can view an asset's customer key in the list view of Content Builder, or by accessing the asset's Properties page. Click Copy to copy it to your clipboard and include in your AMPscript references.

Use customer keys to specify a predictable identifier to your content in case the content is unintentionally moved or renamed. Referencing content by Name instead of Customer Key can result in errors. We recommend using the customer key for these references with Content Builder.

Search for Content

Content Builder provides several ways to locate specific content.

1. To find files within the folder structure, click **Content** and navigate through the folders.

2. To display content via the Filters tab, select **Filters** and filter based on existing criteria in the following categories.

   - Types (such as images or text)
   - Tags
   - Owners

   The grid displays available content that matches the filter criteria you select.

3. To find files by searching, type in keywords or filenames in the search field. The search displays information based on the following categories:

   - Content
   - Name
   - Content within files

   Important: To use the search, include at least three numbers or letters in succession, excluding symbols. Search returns all content that contains all or part of the keyword. For example, "Saturday' returns all content that contains "Saturday", "sat", "day", and so on.

   Note: It may take up to 30 seconds for edited or new content to display in this search.

4. To sort your content by field, select a field name.

5. To view a different balance between content and textual information, select list or thumbnail.

Watch a 2-minute video on Organizing Your Content.

Folder Management

Store images, documents, templates, emails, and more in the same or different folders in Marketing Cloud Content Builder. Create, rename, move, or delete folders by right-clicking in the appropriate folder space.

Table 9: Folder Options

Folder Option	Description
Create Folders	Create your own folder structure by right-clicking on Content Builder or a parent folder to create a subfolder.
Rename a Folder	Rename any of the folders you've created. You cannot rename the default root folder, Content Builder.
Move a Folder	Adjust your folder structure by making the top-level folders you've created into subfolders of other folders, or by promoting subfolders.

Folder Option	Description
	You cannot move the default root folders, Content Builder. Also, the order in which the folders appear in your folder structure is alphabetical. To display folders in a different order, rename them.
Delete a Folder	You can only delete empty folders. You cannot delete the default root folders, Content Builder. To delete a folder that contains content, move the content into a different folder before deleting the folder. If the content in the folder is no longer needed, delete the content before deleting the folder.

Editor Best Practices and Tips

Learn best practices and tips for the Content Builder editor in Marketing Cloud.

How-To Videos

See Email Studio and Content Builder How-To Videos

Editor Basics

📝 **Note:** Do not include personally identifiable information, such as email address, in email links.

- A live, persistent preview on the right side of the page updates as changes are made, whether in Layout view or Code View.
- User-friendly features like auto-complete of HTML, tag matching, color coding, line numbers, and automatic formatting help you edit HTML source.
- In Layout view, drag content, content blocks, or content layouts onto the preview canvas where you want. Once blocks are on the page, you can drag them to another location in the email or template.
- Drag multiple blocks to any content area unless the content area is restricted. There is no longer a one-to-one relationship between content areas and blocks.
- Drag images directly from your computer to an email or template. The image automatically uploads to Content Builder.
- A content block or content layout created while editing an email or template can be saved to Content Builder for reuse.
- The HTML that is output by the editor is high quality. For example, the classic editor would sometimes wrap images with <p> tags, causing formatting issues. The Content Builder editor does not add <p> tags.
- If you intend to use the Scale to Fit option on images in email, resize your image to the maximum width and height desired. Using a larger width and height avoids image distortion when viewing emails in Outlook.

  ⊘ **Important:** Scale to Fit is not supported in Outlook.

- **Paste as Plain Text** and **Paste from Word** toolbar buttons are not supported by all browsers. To paste with formatting, use Cmd+V on Mac, or Ctrl+V on Windows.
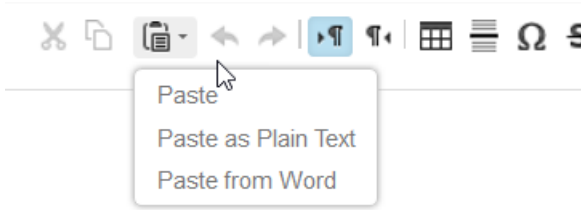
- HTML content blocks can add extra code wrappers to your message. To preserve your code, use code snippets instead.

Templates

- Whether creating a template via paste HTML or starting with an existing template, the editing experience is the same. You can start a template with paste HTML, then change to Layout mode for drag and drop editing.

- Content areas and content blocks do not have a one-to-one relationship. By default, you can add as many blocks to a content area as you want. As a result, you can reduce the number of content areas in their templates.

- Content areas can have restrictions. You can limit the number and type of blocks that can be dropped in a content area. For example, you can limit a banner-type content area to only one block and limit it to image blocks only.

- After content has been placed in a content area, you can lock that content area so it cannot be changed in emails created using that template.

- To allow the template creator to include instructions in each content area, change the default "drop blocks or content here" message in each content area. Change the default either in the HTML or via the UI on the Content Area Properties tab.

- In HTML paste templates, add the header, footer, and open tracking tags if you want them added to emails.

- Content areas are identified with the `<div data-type="slot" data-key="(unique key)">` syntax. The editor still recognizes @@contentarea and <custom> syntax from the classic editor. The div definition allows the max number of blocks, the blocks allowed, and the text message displayed in empty content to be defined in the HTML. Defining properties directly in the HTML is useful when creating Paste HTML templates.

  Example:

  ```
  <div data-type="slot" data-key="Hero1" data-max-blocks="1"
  data-allowed-blocks="imageblock; textblock; freeformblock; abtestblock; dynamicblock"
  data-label="Place Hero Image Here"></div>
  ```

  In this example, the content area allows for a maximum of one block. The block must be an image, text, freeform, a/b test or dynamic content block. The message shown inside the empty content area is "Place Hero Image Here".

- A few reserved keywords cannot be used as the data-key value on a content area. Using them can render the template unusable after it is saved.

  - Content
  - Subcontent
  - Supercontent
  - Design
  - Tags
  - Filename
  - Createdbyname
  - Modifiedbyname
  - Ownername

- Name
- legacyID
- legacycategoryID
- Legacytype
- enterpriseID

- To take advantage of all the editor's features, use the library of templates to create an email or as the starting point for a template. Existing Layouts are known simply as "Empty" templates. These templates conform to best practices for mobile responsiveness.

- The Global Styles component allows you to easily change styles in one location and cascade those styles throughout the template or email. Global styles are only present on emails and templates based on one of the provided templates.

- To make columns in Content Layouts stack when viewed on mobile devices, add the following CSS to the mobile media query in your template:

```
body .responsive-td {width:100% !important; float:left !important; padding:0 !important;
 }
```

Emails

Wizards walk you through changing the template the email uses or to update the current template.

Code in the Code View editor of a template based Content Builder email is locked, and you can't copy the code. To copy code, select the code, right-click, then select **Create Code Snippet**. You can also select **Save as Template** from the **Save** button menu which allows you to copy the code or edit the code directly in the Code View editor.

AMPscript Functions and Other Scripting

- The following AMPscript functions reference content blocks and images in Content Builder:

  - ContentBlockbyID, ContentBlockbyKey
  - ContentImagebyID, ContentImagebyKey

  Content Builder AMPscript functions also work with Code Snippets.

- When AMPscript is used to pull in content blocks, the table the editor adds that wraps the blocks is pulled in as well. If you do not want this wrapping table, use Code Snippets instead.

- When adding AMPscript Content Builder functions, search for and select images and blocks to reference without leaving the editor. Activate the search in the editor by clicking Browse... when you type the

function.
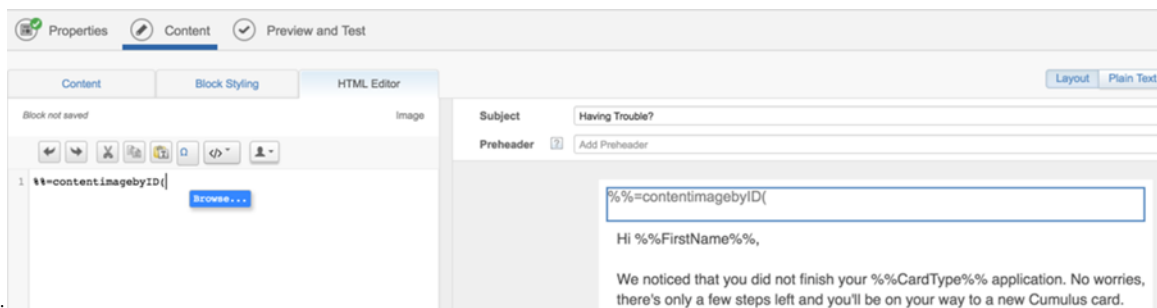
- See AMPscript Syntax Guide for more information.

Upload Files

Upload content to Content Builder by dragging and dropping existing content, by browsing your computer for the content, or by uploading content from an external URL. The maximum file size per file is 5 MB.

> **Note:** Most content* uploaded to Content Builder is stored and published by a third-party content delivery network to ensure optimized delivery to your audiences worldwide. The content delivery network has complete access to the content and creates a public URL containing the content that is not protected by login credentials.
>
> Deleting a file removes it from the Content Builder library but the file remains published by our third party. If Predictive URL is enabled and you want to update an image but use the same name, use **Replace** rather than **Delete**.
>
> *Code files are not published to this third party. These files include the following extensions: htm, html, xhtml, xht, css, less, sass, js, json, atom, rss, xml, sxl, sxlt, md, markdown, as, fla, eml.

1. Click **Create** and mouse over **Upload** > **Content**.
2. Click **Upload**.
3. There are two ways to upload content.

    -   Drag Files - Drag files from your computer to the upload window to add one or more files, then click **Upload and Publish**.
    -   Browse for Files - Click **Create**, **Upload**, select the file, and click **OK**.

    Replace Content
    Replace content in Marketing Cloud Content Builder. You can only replace content added using the upload process.

    Copy File URL
    Copy the URL of a Marketing Cloud Content Builder file for use in another email, landing page, or another location

    Supported File Types
    You can upload to Content Builder these file types up to 5 MB per file.

Replace Content

Replace content in Marketing Cloud Content Builder. You can only replace content added using the upload process.

> **Note:** If Predictive URL is enabled, replacing a file retains the published URL. Replacing the file is useful if you're using AMPscript in an email to populate an image URL whose name matches a data extension value. Deleting a file removes it from the Content Builder library but the file remains published by our third party.

1. Click the actions dropdown.
2. Click **Replace**.
3. Drag or browse for the file to replace the existing file.
4. Click **Upload and Publish**.

Copy File URL

Copy the URL of a Marketing Cloud Content Builder file for use in another email, landing page, or another location

> **Note:** For accounts with a Sender Authentication Package that don't use an SSL certificate, images added to an email show your custom domain. Copy on image properties copies the custom domain for use in emails, landing pages, and browsers.

1. In the Content Builder library, click the actions dropdown for a file.

2. Select **Copy Published URL**.

3. Paste the URL in an email, landing page, or wherever you need the URL.

Supported File Types

You can upload to Content Builder these file types up to 5 MB per file.

Document	Image	Audio	Video	Archive	Code
.csv	.bmp	.mp3	.vi	.gpg	.css
.doc	.gif	.ogg	.mov	.zip	.htm
.docx	.jpeg	.wav	.mpeg		.html
.dot	.jpg		.mpg		.js
.ics	.png		.swf		.xml
.js	.tif				.xsl
.mdb	.tiff				.xslt
.pdf	.vsd				
.pps					
.ppsx					
.ppt					
.pptx					
.rtf					
.sxc					
.sxi					
.sxw					
.txt					
.xls					
.xlsx					

Note: Custom font files are not supported.

Create Emails

Use this task to create an email in Content Builder for Marketing Cloud. Email names must be unique within a folder.

1. Click **Create** within Content Builder.

2. Click **Email Message**.

3. In Define Properties, choose a creation method, and complete the fields.

    a. Template - Choose one of many standard templates.

    b. HTML - Paste your custom HTML code.

    c. Text Only -Create from text only. You can also use a code snippet on page 100.

    d. Existing Email - Use one of your Classic or Content Builder saved emails.

4. Define Email properties. Enter text in the required (*) fields then hit save or Next

5. Select **Next**.

6. In Add Content, build your email, and click **Next**.

7. Preview and test your email, then **Save**. To send your email, use Email Studio Send Flow.
To send an email, use Journey Builder or Email Studio.

AMP for Email

AMP for Email is a new open-source email standard that allows customers to interact with messages directly in their inbox and offers real-time content and data at open. Use Marketing Cloud Content Builder to build AMP emails. Common use cases include carousels, confirmations and opt-ins, real-time data, browsing and research, and appointment booking.

Message Creation Best Practices and Tips

Learn best practices and tips for creating emails in Content Builder.

Create an Email in Email Studio or Content Builder

The process of creating an email in Email Studio starts with choosing the type of email you would like to create. After you've created an email, you can send it immediately or schedule the email to be sent later.

AMP for Email

AMP for Email is a new open-source email standard that allows customers to interact with messages directly in their inbox and offers real-time content and data at open. Use Marketing Cloud Content Builder to build AMP emails. Common use cases include carousels, confirmations and opt-ins, real-time data, browsing and research, and appointment booking.

Get Started with AMP for Email

To build an AMP email in Marketing Cloud Content Builder, first create the email by choosing an AMP email template or accessing the AMP editor view in an email.

AMP for Email Best Practices

Use these tips and best practices when building AMP emails in Marketing Cloud Content Builder.

### Appendix: Use GTL with AMP for Email Mustache Syntax

Guide Template Language and AMP Mustache templates use the same delimiters (double curly braces {{ and }}). Therefore, when sending AMP containing Mustache templates through Marketing Cloud, ensure that you add a snippet of code at the top to change the GTL delimiters.
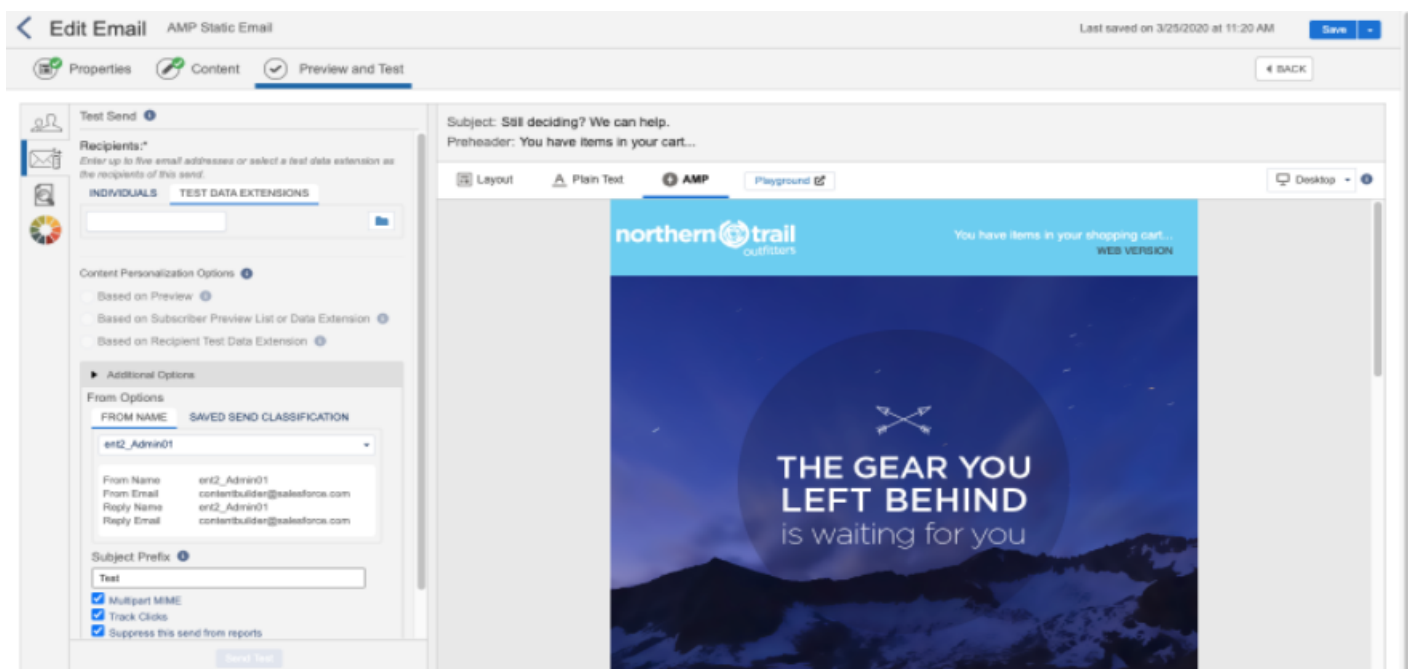
Get Started with AMP for Email

To build an AMP email in Marketing Cloud Content Builder, first create the email by choosing an AMP email template or accessing the AMP editor view in an email.

📝 **Note:** You can enable or disable AMP Email from Setup > Content Builder Settings.
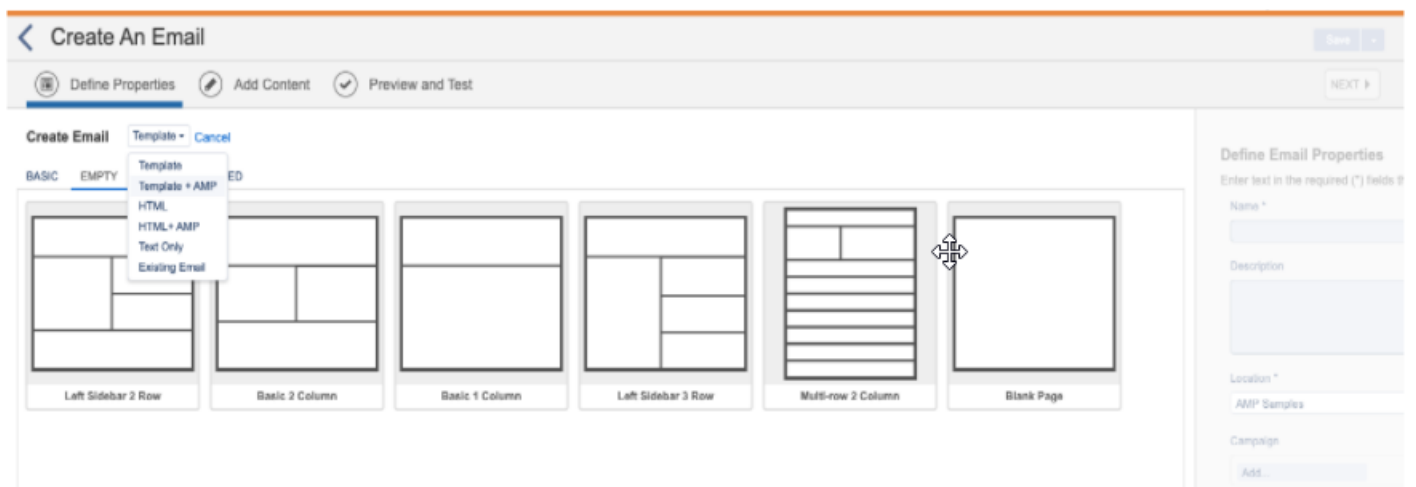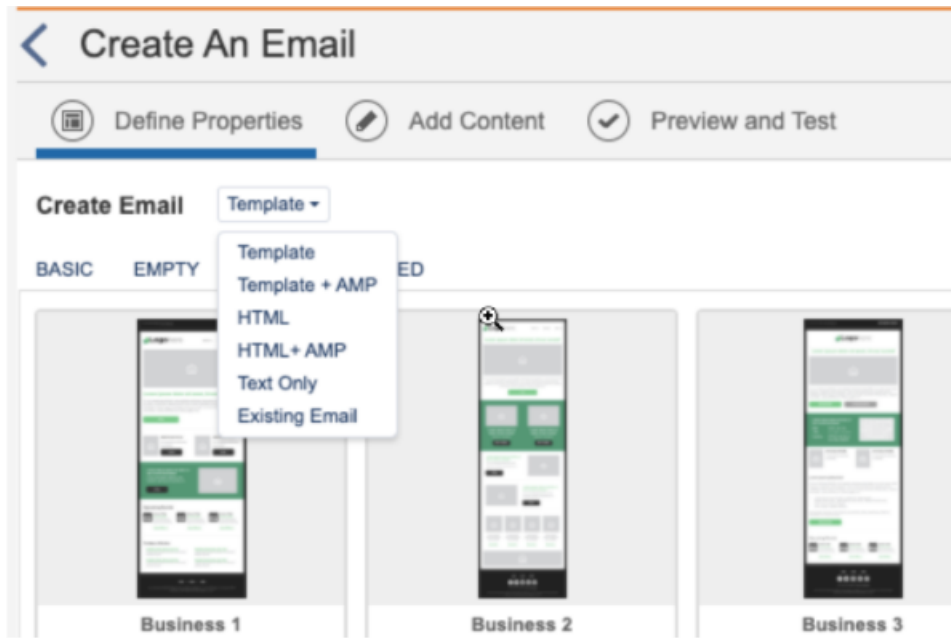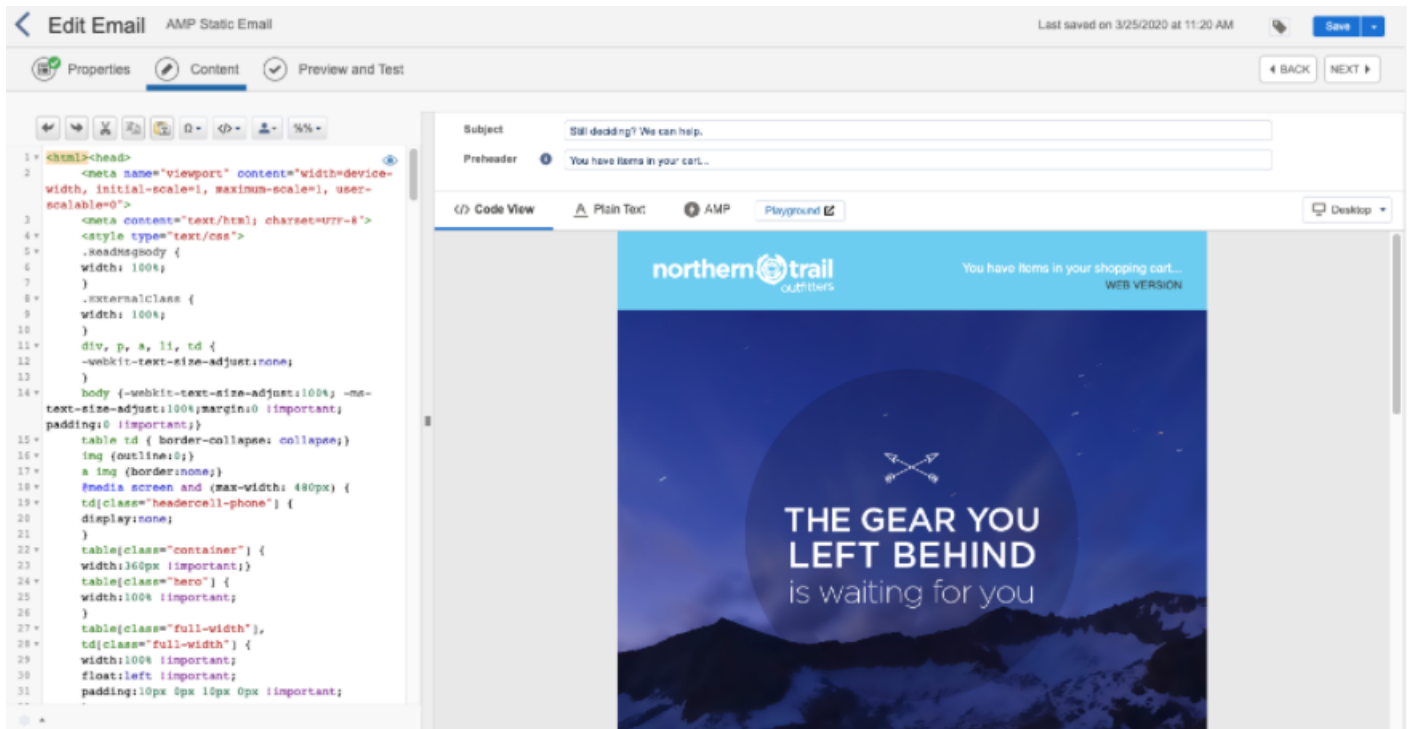
Register with Email Clients That Support AMP

Before you build the email, complete the AMP for Email: Sender Registration form. This is the only form required to allowlist your supported email client to send AMP emails.

Resources

After registering, consult the AMP documentation to learn how to build and validate emails:

- AMP documentation
- AMP Component Catalogue
- Gmail AMP for Email Playground
- Test your AMP emails in Gmail
- AMP Send Guidelines

AMP for Email Best Practices

Use these tips and best practices when building AMP emails in Marketing Cloud Content Builder.

General

- Ensure that your AMP email has an HTML fallback for email clients that can't display AMP content.
- Ensure that you create content for all three MIME types.
- There's one subject line and one preheader for all three MIME types.
- Design using familiar UI conventions.
- Use the built-in state options provided by AMP.
  - AMP-list: placeholder, fallback. In this case, fallback is the name of the attribute used by AMP. It's not to be confused with the more common use of fallback, which refers to the email version the recipient sees if their email client doesn't support AMP.
  - AMP-form: submitting, submit-success, and submit-error
- Test with the validator AND in email clients.

Use HTML and CSS in AMP

- AMP supports most CSS and HTML. Follow modern web standards when coding.
- You can also copy code over from your HTML version. As a shortcut to get started, copy over your HTML version, then make edits to pass AMP validation.
- Include AMP attribute in HTML <html 4email lang="en">
- Include AMP <script> elements.
- Only use a single style block and no !important statements.
- Wrap your content in <article> elements and don't use <main>
- Use <amp-img> instead of <img>.
- Images require SSL for AMP support.

AMP for Email and Marketing Cloud Scripting Languages

- AMP for Email can be used with AMPscript or GTL.
- Content Builder code snippets can produce AMP validation errors.
- ContentBlockBy functions don't work with AMP.
- Though AMP validator doesn't recognize AMPscript or GTL, you can preview and test an email in Subscriber preview in Content Builder to ensure your email renders correctly.

- To avoid conflict with AMP Mustache, change GTL Delimiters {{={<>}=}} at the message level. See Use GTL with AMP for Email Mustache Syntax.

Code Resources

A code resource is a CloudPages feature that allows you to store and load JavaScript, CSS, and other files from a message or page. Code resources work with all Marketing Cloud scripting languages. The JSON code resource allows you to create a custom data source for AMP emails to use at time of open. See Code Resource on page 10.

These custom data sources can be used with certain amp components, such as:

- <amp-list> Dynamically downloads data and creates list items using a template. See amp-list documentation.
- <amp-form> Allows you to create forms to submit input fields in an AMP document. See amp-form documentation.
- <amp-autocomplete> Suggests completed results that correspond to the user's field input. This feature can help the user complete their task quicker.

Security Concerns

AMP for Email handles request security by using the Cross Origin Resource Sharing (CORS) method to secure requests made from the email to outside services. If you use CORS, ensure that you use it inside a code resource. It's the users discretion responsibility to use this level of security. See CORS security in AMP.

Appendix: Use GTL with AMP for Email Mustache Syntax

Guide Template Language and AMP Mustache templates use the same delimiters (double curly braces {{ and }}). Therefore, when sending AMP containing Mustache templates through Marketing Cloud, ensure that you add a snippet of code at the top to change the GTL delimiters.

The `<!-- {{={< >}=}} -->` snippet changes the delimiters from `{{variable}}` to `{<variable>}`

Code Sample

You can send this code example in Marketing Cloud to see how the delimiter change works. To see what happens when you don't account for the delimiter conflict, remove the delimiter change.

```
<!-- {{={< >}=}} -->
<!doctype html>
<html □4email>
<head>
  <meta charset="utf-8">
  <script async src="https://cdn.ampproject.org/v0.js"></script>
  <script async custom-element="amp-list"
src="https://cdn.ampproject.org/v0/amp-list-0.1.js"></script>
  <script async custom-template="amp-mustache"
src="https://cdn.ampproject.org/v0/amp-mustache-0.2.js"></script>
  <style amp4email-boilerplate>body{visibility:hidden}</style>
</head>
<body>
  Check out these latest deals from our store!
  <amp-list src="https://amp.dev/static/samples/json/cart.json" layout="fixed-height"
height="80">
    <template type="amp-mustache">
      <div id="cart">
```

```
        <!-- These items (and their prices) can be updated dynamically. -->
        {{#cart_items}}
        <div class="cart-item">
            <span>{{name}}</span>
            <span>{{price}}</span>
          </div>
        {{/cart_items}}
        {{^cart_items}}
          There are no featured products available. Please check back again later.
        {{/cart_items}}
      </div>
    </template>
  </amp-list>
</body>
</html>
```

Message Creation Best Practices and Tips

Learn best practices and tips for creating emails in Content Builder.

Email

- See Email Studio and Content Builder How-To Videos

- To quickly get started creating emails, use our out-of-the-box default templates. Update content blocks with relevant content for your email and brand. Delete unused content blocks from the email before sending.

- On the Add/Edit Content step of the email creation flow, you can save an email as a template for future use. Use templates as a starting point for a simplified email creation process, especially for content that is repetitive.

- Use any of these options to create or modify emails with similar content:

  - Create an email from a template.

  - Create from existing email.

  - Duplicate then rename the email.

- If you want to start from an email created with the classic tools, select **Create from existing email** then choose the classic email. This copies the content in your classic email to Content Builder so you can edit, test, and send the email with the new tools.

- Preview and test your emails before live sending. We recommend test sending emails to different email clients, browsers, and devices to ensure the email renders correctly.

- Set up a test audience to include multiple subscribers and attributes to preview emails with targeted 1:1 personalization. Select a subscriber in Subscriber Preview then toggle between subscribers to preview how the email renders.

- Quickly send a test email to up to five recipients. Or test send to a larger audience, testable Data Extension, using Test Data Extensions.

- You can test send emails based on multiple content personalization options:

  - Individual subscriber selected in Subscriber Preview.

  - Entire subscriber audience in Subscriber Preview.

  - Recipient Test Data Extension.

- The Subject Prefix field in the Preview & Test step on the Test Send tab can be updated with a test related-word which pre-pends to the Subject in the test send.

- Use the Approvals workflow with Content Builder emails to verify and control emails before live sending. If Approvals is enabled in your account, select **Start Approvals** process in the creation workflow or in the properties of the email to collaborate with your team in finalizing your email campaigns.

- To quickly locate emails, the Email Subject Line field is displayed in the Content Builder library under the Email Name.

- You can use the Email ID on the Details screen to reference Content Builder emails in SQL queries.

- Asset ID on the Details screen is the primary key for each Content Builder asset. Use Asset ID to reference content blocks with the ContentBlockByID() AMPscript function.

- Edits to emails used in active journeys are not used in the journey until you update the activity. See Update an Email in a Running Journey.

Mobile

Mobile activities in a running journey can't be edited. Create a new version of the journey and use the edited email. See Journey Versions.

Create an Email in Email Studio or Content Builder

The process of creating an email in Email Studio starts with choosing the type of email you would like to create. After you've created an email, you can send it immediately or schedule the email to be sent later.

Content Builder Emails:

- Template Based: Choose this option if you already have a template that you're using for this email.

- HTML Paste: Choose this option to type or paste HTML code for an email into the editor.

- Text Only: Choose this option if you want to create an email that displays as text only in your subscribers' inbox regardless of their display preferences. Opens data is never reported for text-only emails.

  📝 **Note:** This option may not be enabled in your account. To enable it, contact your Marketing Cloud account representative.

Classic Content Emails:

- Template Based: Choose this option if you already have a template that you're using for this email.

- HTML Paste: Choose this option to type or paste HTML code for an email into the editor.

- Text Only: Choose this option if you want to create an email that displays as text only in your subscribers' inbox regardless of their display preferences. Opens data is never reported for text-only emails.

- Unprocessed HTML Paste: Choose this option if you want to create an HTML-based email that you do not want affected by the application. No validation, personalization strings, or other manipulations are done to the email's content.

- Unprocessed Text Only: Choose this option if you want to create a text-only email that you don't want affected by the application. No validation, personalization strings, or other manipulations are done to the email's content.

- Simple Automated Email: Choose this option if you want to create an email you send based on a date attribute. For example, if you want to send your subscribers an email on their birthday, you can create an automated email.

  📝 **Note:** Some options may not be enabled for your account. To enable an option, contact your Marketing Cloud account representative.

Create a Content Builder Email

Create a Content Builder email through Email Studio Content.

Create a Content Builder Email

Create a Content Builder email through Email Studio Content.

Before following these instructions, confirm that you can access Content Builder.

1. Click **Content** in Email Studio.

2. Click **Create**.

3. Select a Create Email option.

4. Fill in the fields.

5. Click **Next**.

6. Enter a Subject.

   📝 Note: Enter a subject line before sending the email. The subject appears in the subject line of the email when the email is delivered. Insert personalization strings, select a symbol, or create dynamic content as needed.

7. If needed, enter a Preheader and customize using personalization strings, symbols, or create dynamic content

8. Build your email according to the type of email you are creating: Template on page 48, HTML on page 49, or Text Only on page 50.

9. Click **Next**.

10. Complete the Subscriber Preview and Test Sending section.

11. Click the desktop and mobile icon to preview how the email displays on desktop and mobile devices.

    📝 Note: Emails created for mobile optimization adjust according to the screen size of the device the email is being viewed on.

12. Click **Layout** to preview the HTML version of the email.

13. Click **Plain Text** to preview the text version of the email received by people whose email clients are unable to accept HTML content.

14. Save or click the back arrow to exit without saving.

Build an Email from a Template in Content Builder

Use Marketing Cloud Content Builder to create an email from a template.

Build an Email from HTML with Content Builder Tools

Use Content Builder tools in Email Studio to build an email by pasting in HTML.

Build a Text Email Using Content Builder Tools

Use Email Studio Content Builder tools to build a text-email that displays as text only in your subscribers' inbox, regardless of their display preferences. The open rate data is never reported for text-only emails.

Build an Email from an Existing Email in Content Builder

Use Content Builder to select an existing email and build a new one from it. The tools do not accurately copy some of the content created using the old tools. Review your new email and make any necessary updates to the content. Use the Subscriber Preview and Test Send features before sending the email to subscribers.

Build an Email from a Template in Content Builder

Use Marketing Cloud Content Builder to create an email from a template.

1. In Content Builder, click **Create** and select **Email Message**.

> **Note:** Code in the Code View editor of a template based Content Builder email is locked, and you can't copy the code. To copy code, select the code, right-click, then select **Create Code Snippet**. You can also select **Save as Template** from the **Save** button menu, which allows you to copy the code or edit the code directly in the Code View editor.

2. Select a template from the **Template** dropdown and click **Select**.

3. To add content, name your email and click **Next**.

4. From the Blocks tab, drag content blocks to content areas in the editor.

5. From the Content tab, drag saved content to content areas. To find saved content, use search and drag content from the search results.

6. To view and update the email received by subscribers whose email clients don't accept HTML, click **Plain Text**.

7. To add layouts sections, select the **Layouts** tab, drag layouts to the editor, then drag blocks into the content areas to create a group of content.

8. To set or change the template and styles of the email, select the **Design** tab and click **Change Template**.

9. Enter an email subject and optional preheader, then click **Next** to preview and test your email.

10. To send an email, use Journey Builder or Email Studio.

11. To apply changes to an existing Email Template, follow these steps:

    - Select the Email Name to update.
    - Click **Properties** and make your changes.
    - Apply your template changes.

> **Important:** To update an email that uses this template to the modified version, click the click **Update Email Now** from the email properties. The updated template adds content areas to the email for each edited template area. Review the content versions and delete the ones you don't want.

> **Note:** Edits to emails used in active journeys aren't used in the journey until you update the activity. See Update an Email in a Running Journey.

Build an Email from HTML with Content Builder Tools

Use Content Builder tools in Email Studio to build an email by pasting in HTML.

1. Add your HTML using an option:

    a. Enter or paste your HTML directly into the editor window on the left side of the screen.

    b. Click browse to select your HTML from Content Builder or your computer.

    c. Drag files from your computer to the upload window to add a file.

2.
   Use insert code snippet [</>] to add system links. Use the insert attributes [👤] to add personalization.

   > **Note:** Do not include personally identifiable information data, such as email address, in email links.

3. Click **Format HTML** to add proper indentation and spacing to your HTML. Use **Word Wrap** to specify whether a browser may break lines within words. Use **Line Numbers** to add or remove line numbers from displaying in the editor.

4.
   To track how many people open your email, select insert code snippet [+] then click **Track Email Opens**.

5. Use the add email tools control to add the required fields **Physical Mailing Address** and **Profile Center**.

6. To display account headers and footers add the `<custom type="header" />` tag where you want the header to display and the `<custom type="footer" />` tag where you want the footer to display.

7. Click **Plain Text** to view how the email is received for people whose email clients don't accept HTML content.

📝 Note: Edits to emails used in active journeys are not used in the journey until you update the activity. See Update an Email in a Running Journey.

Insert Content Builder Image in HTML Paste Email
Use the image URL of your Content Builder image in an img src reference tag in your Marketing Cloud Email Studio HTML paste email.

Insert Content Builder Image in HTML Paste Email

Use the image URL of your Content Builder image in an img src reference tag in your Marketing Cloud Email Studio HTML paste email.

1. Navigate to Content Builder.

2. Click your image.

3. Click **Copy** for the URL in image details.

4. Open the email for editing in code view.

5. In the HTML editor, insert an img src reference tag and paste the URL. You end up with code similar to: `<img src="https://www.example.com/lib/fe12345c67d890/m/1/#####.jpg">`.

6. Click **Save**.

Build a Text Email Using Content Builder Tools

Use Email Studio Content Builder tools to build a text-email that displays as text only in your subscribers' inbox, regardless of their display preferences. The open rate data is never reported for text-only emails.

Before building the email, confirm that you can access Content Builder.

1. Select **Text Only** as the email type.

2. Add your text in the editor window.

3. Use [👤 ▾] (Insert Attributes) to add personalization.

4. To display account headers and footers in your text-only email, add the {{> _header}} tag where you want the header to display and the {{> _footer}} tag where you want the footer to display. Use the add email tools control to add the required fields: Physical Mailing Address and Profile Center.

📝 Note: Edits to emails used in active journeys are not used in the journey until you update the activity. See Update an Email in a Running Journey.

📝 Note: Updates to one version of the email, either HTML or plain text, do not affect the other version. Click **Restore text from HTML** to revert to text automatically generated by the HTML version.

Build an Email from an Existing Email in Content Builder

Use Content Builder to select an existing email and build a new one from it. The tools do not accurately copy some of the content created using the old tools. Review your new email and make any necessary updates to the content. Use the Subscriber Preview and Test Send features before sending the email to subscribers.

> 📝 **Note:** To create from an existing template-based shared email, the template and email must be shared.

1. Select how the email was created: **Classic Emails** or **Content Builder** Emails.

2. Select the name of the existing email and click **Select**.

3. Fill in the fields.

4. Click **Next**.

5. Make the desired changes to the content, subject, and preheader.

6. Click **Next**.

7. Preview and Test Options:

    - Complete the Subscriber Preview and Test Sending section.

    - To preview how the email displays on desktop and mobile devices, click the desktop and mobile icon. Emails created for mobile optimization adjust according to the screen size of the device the email is being viewed on.

    - To preview the HTML version of the email, click **Layout**. Click **Plain Text** to preview the text version of the email received by people whose email clients don't accept HTML content.

8. Save Options:

    - To save and continue working, click **Save**.

    - To exit from the editor, click **Save and Exit**.

    - To open the Guided Send wizard, click **Save and Send**.

    - To navigate back and not save, click the back arrow.

> 📝 **Note:** Edits to emails used in active journeys are not used in the journey until you update the activity. See Update an Email in a Running Journey.

Update Content from a Classic Email to Content Builder
When creating a Content Builder email from a classic email, Content Builder tools do not accurately copy some of the content created using the old tools. Review your new email and make any necessary updates to the content.

Update Content from a Classic Email to Content Builder

When creating a Content Builder email from a classic email, Content Builder tools do not accurately copy some of the content created using the old tools. Review your new email and make any necessary updates to the content.

- Dynamic Content and Subject Line - Content Builder removes Dynamic Content entirely. Recreate your Dynamic Content with Content Builder. The new content tools remove Dynamic Subject Line and only displays the default content for all subscribers. Recreate your Dynamic Subject Line with Content Builder.

- A/B Content - Content Builder removes A/B Content entirely. Recreate using A/B Test with Content Builder.

- Surveys - Content Builder removes surveys entirely. Review your email and update any blank content areas in your new email. We recommend contacting our partner SurveyGizmo for information on a third-party integration.

- Facebook Likes - Facebook Likes continue ton display, render, and send using the Content Builder editor. Complete all updates to Facebook Likes using the classic editor. Once the email is updated, create an email from the classic email using Content Builder and delete Facebook Likes from the email.

- Live Content - Live Content continues to display, render, and send using the Content Builder editor. Complete all updates to Live Content using the classic editor. Once the email is updated, create a new email from the classic email using Content Builder and delete Live Content from the email.

- AMPscript Referencing Classic Content - Your email may contain AMPscript references to classic content. Use the new AMPscript functions and update existing AMPscript functions to reference content in Content Builder. These functions are available with Content Builder: ContentArea(), Image() when referencing classic content with the new editorContentBlockByKey(), ContentBlockID(), ContentImageID(), ContentImageKey() when referencing Content Builder content with the new editorAttachFile() with Content Builder content and classic content. Learn more about the new Content AMPscript Functions.
- Guide Template Language Using Partials - Your email may contain Guide Template Language syntax to pull in content. Learn about using Partials to pull content from Content Builder when using the new editor.
- Template and images are automatically imported into Content Builder and can be found in the same folder as your email. If the email is saved to a different folder, the template and images stay in the original folder.

  To view known issues when creating new content in Content Builder, see Migrate from Classic Known Issues on page 34.

Create Templates

Use Content Builder to create templates by pasting HTML or using a layout tool.

1. Click **Create**.

2. Hover over **Template**.

3. Select a template type. When creating from an existing template, select the template to start creating from and click **Select**.

4. Save the template.

5. Complete required fields.

6. Add content to the email.

7. Save the email.

    📝 Note: Editing a template doesn't automatically affect emails you used the template to create. Deleting a template doesn't delete emails created using that template.

Email Client Support for Default Templates

Salesforce Marketing Cloud has tested these browsers and clients for compatibility with Content Builder email templates.

Add Content to a Template

Use one or more options to add content in Content Builder to display in the email.

Add Content to a Paste HTML Template

If you have HTML email content, add it to this Content Builder template.

View or Modify a Template

Follow these steps to view or modify a template in Marketing Cloud Content Builder.

Single Source Template Strategy

A Single Source template allows you to create content once and reuse the content for multiple emails, contexts, and audiences. For example, if you're sending a campaign to multiple countries that have multiple languages, each language requires a separate email which can total 200 emails or more. The number of emails increases when you segment into commercial and transactional or other customer-based profiles. To reduce unnecessary work, create a single source template that never changes, and create new emails based on the template.

Email Client Support for Default Templates

Salesforce Marketing Cloud has tested these browsers and clients for compatibility with Content Builder email templates.

These email clients and mobile apps are tested for use with Content Builder default templates. Content and layouts were verified in emails built using default templates with email and web-based clients, apps, and devices.

Grades

- A - Thoroughly tested. Email templates are fully supported in these email clients.
- B - Not thoroughly tested. Email templates are assumed to be functional in these email clients. Defects are investigated and fixed, if possible.
- F - Explicitly unsupported and untested email clients.

Desktop Clients

Type	Client	Operating System or Browser	Grade
Desktop	Outlook Office 365	Windows 10	B
Desktop	Outlook Office 365 Dark	Windows 10	B
Desktop	Outlook Office 365	mac OS 10.15	A
Desktop	Outlook 2019	Windows 10	B
Desktop	Windows 10 Mail	Windows 10	B
Desktop	Outlook 2016	Windows 10	B
Desktop	Outlook 2016	OS X 10.12	B
Desktop	Apple Mail 13	macOS 10.15	A
Desktop	Apple Mail 13 Dark	macOS 10.15	A
Desktop	Apple Mail 12 Dark	macOS 10.14	A

Mobile Clients

Type	Client	Operating System or Browser	Grade
Mobile	iPhone 11 pro max	iOS 13	A
Mobile	iPhone 11 pro	iOS 13	A
Mobile	iPhone 11 pro Dark	iOS 13	A
Mobile	iPhone 11	iOS 13	A
Mobile	iPhone XR	iOS 13	A
Mobile	iPhone XS	iOS 12	A
Mobile	iPhone 8 Plus	iOS 13	A
Mobile	iPhone XS Max	iOS 12	A

Type	Client	Operating System or Browser	Grade
Mobile	Microsoft Outlook	iOS 11.13	A
Mobile	iPad Pro (12.9 inch)	iOS 13	A
Mobile	iPad Pro (11 inch)	iOS 13	A
Mobile	iPad Mini	iOS 13	A
Mobile	iPad (Gen 7)	iOS 13	A
Mobile	Gmail App	iOS 13	A
Mobile	Gmail App	Android 8.0	A
Mobile	Samsung Mail	Android 10.0	B

Web Clients

Type	Client	Operating System or Browser	Grade
Web	Mail.ru	Latest version of the browsers, Chrome, Firefox, Explorer	A
Web	Yahoo mail	Latest version of the browsers, Chrome, Firefox, Explorer	A
Web	Gmail	Latest version of the browsers, Chrome, Firefox, Explorer	A
Web	G Suite	Latest version of the browsers, Chrome, Firefox, Explorer	A
Web	Office 365	Latest version of the browsers, Chrome, Firefox, Explorer	B
Web	Outlook.com	Latest version of the browsers, Chrome, Firefox, Explorer	A

Last update: May 2020

Add Content to a Template

Use one or more options to add content in Content Builder to display in the email.

1. Drag one or more blocks from the Blocks tab to create content in your template, and follow the instructions according to the type of block selected.

2. To select existing content to add to your template, choose **Content**. You can also search to find saved content and drag the content directly from search.

3. To drag a grouping of blocks to the canvas, choose **Layouts**.

4. To set or change styles for the template, choose **Design**. You can also lock and unlock features to restrict edit access to certain style elements in your template. See Lock a Content Area on page 55.

5. To insert more content areas in your template, follow these steps:

> ✐ Note: You can place a content box anywhere a table can be placed. If you're using HTML tables, you can include one content box per tag.

a. Click **Code View**.

b. Place your cursor in the HTML code at the location where you want the content area to appear in the template.

c. Click **Insert Code Snippet**.

d. Click **Content Area**.

e. Place the content area between the open and close body tag. To size and format the content box you have created, add formatting tags.

> ✐ Note: When you edit a template, the edits do not automatically affect emails already created from that template. Deleting a template doesn't delete the emails created from that template.

6. To view the full HTML, click **Code View**.
The full HTML of the email displays in a view-only pane on the left. A lock icon indicates that you can't edit the HTML.

> ✐ Note: When editing template HTML, a new option at the bottom of the HTML editor lets you toggle to the full view of the HTML. You can't edit HTML in this view, and block HTML is highlighted.

Complete Create Template Fields
Follow these steps to complete the field information and steps when creating a template in Content Builder.

Lock a Content Area
Follow these steps to lock content areas in Content Builder. This feature allows you to add content to a template and then lock the content. You cannot change that content when using that template to create an email.

Modify the Content Area Properties
Follow these steps modify the content properties in Content Builder. Limit the number of blocks added to a content area. You can also specify the types of blocks added to a content area or change the default message displayed for a content block.

Complete Create Template Fields

Follow these steps to complete the field information and steps when creating a template in Content Builder.

1. Enter an internal name. You and other users see this name in your folders, but external subscribers do not see this name.

2. To choose a different folder, choose **Change** in the Location field.

3. Enter an internal description of the template. The template description is what you and other users see in your template folder.

4. To associate the email with a tag, choose **Add** and enter the name of a tag.

5. To select business units and set sharing permissions, choose **Share**.

Lock a Content Area

Follow these steps to lock content areas in Content Builder. This feature allows you to add content to a template and then lock the content. You cannot change that content when using that template to create an email.

1. Select the template in from the Content Builder library.

2. Click **Edit**.

3. Hover over the title bar of the content area then click the **down**
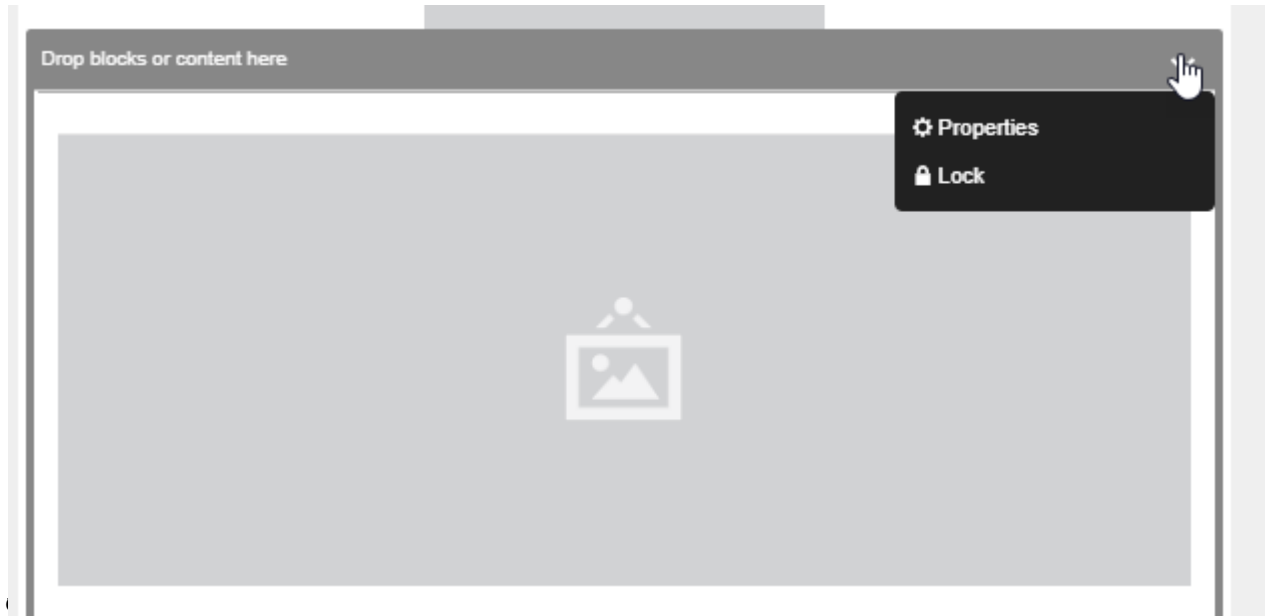
4. Click **Lock** and **Save**.

A red lock appears at the top corner of the content and the content is disabled. Choose **Lock** again to unlock the content area.

Restrict a Content Area

Follow these steps to restrict a content area in Content Builder. This action allows the addition of only the specified number and types of content to the content area when creating an email from the template.

Restrict a Content Area

Follow these steps to restrict a content area in Content Builder. This action allows the addition of only the specified number and types of content to the content area when creating an email from the template.

1. Choose **Edit**.

2. Choose **Restrictions**.

3. Set the Max Number of Blocks allowed to be used in this content area.

4. Select the Types of Blocks allowed to be used in this content area.

When content exists in the content area before restrictions are set, the number of blocks in the content area are the minimum number of blocks you can set. For example, if there are three blocks in the content area before you sets restrictions, you cannot select fewer than three blocks.

All types are allowed in the block by default. To choose specific block types, search for them in the search bar and select them. Those blocks appear in Selected. You can also click the drop-down list of common blocks and choose blocks from there. Select blocks appear in the respective block. To no longer allow that block type, click X next to the type. If a section contains content before you set restrictions, then you can set restrictions on the types of blocks.

5. Choose **Done Editing**.

Modify the Content Area Properties

Follow these steps modify the content properties in Content Builder. Limit the number of blocks added to a content area. You can also specify the types of blocks added to a content area or change the default message displayed for a content block.

You could limit the content area for a banner image to a maximum of one image block. Make that block display the message Banner Image Only.

1. To view or modify in the All Content grid, choose the name of the template.

2. Hover over the tittle bar for the content area then choose **downarrow**.

3. Choose **Properties**.

4. Configure the content properties:

   - Content Design Assistance - Enter text to replace the default message.

   - Max Number of Blocks - Select the maximum number of blocks a content area accepts.

   - Types of Blocks - Select the block types accepted by that content area.

5. Click **Done Editing** and **Save**.

Add Content to a Paste HTML Template

If you have HTML email content, add it to this Content Builder template.

Contact your relationship manager if you do not have this feature enabled in your account.

Use these options to add content to the email. Use the toolbar to insert system-provided options.

📝 Note: Editing a template doesn't automatically affect emails you used the template to create. Deleting a template doesn't delete emails created using that template.

1. Enter or paste your HTML into the editor.

2. To select your HTML from Content Builder or your computer, click **Browse**.

3. Drag files from your computer to the upload window to add a file.

4.
   Use the insert code snippet [</> ▾] to add system links and HTML elements.

5.
   Use the insert attributes controls [👤 ▾] to add personalization.

6. Insert a content area.

   a. Place your cursor in the HTML code where you want the content area to appear in the template. Insert a content box anywhere you can insert a table. If you're using HTML tables, use 1 content box per tag.

   b. Click **Insert Code Snippet**.

   c. Click **Content Area**. To size and format the content box you have created, add formatting tags. Your content area name is limited to 16 characters, must be alphanumeric, all lowercase, and contain no spaces.

   📝 Note: To set the maximum number of blocks a content area accepts, update the `data-max-blocks` attribute in the HTML. In the example, the content area allows for a maximum of one block. The block must be an image, text, freeform, a/b test, or dynamic content block. The message shown inside the empty content area is "Place Hero Image Here".

   ```
   <div data-type="slot" data-key="Hero1" data-max-blocks="1"
   data-allowed-blocks="imageblock; textblock; freeformblock; abtestblock; dynamicblock"
    data-label="Place Hero Image Here"></div>
   ```

7. To track how many people open your email, select **Insert Code Snippet** and click **Track Email Opens**. Insert the tracking pixel anywhere in the template.

8. Use **Insert Code Snippet** to add the required fields, Physical Mailing Address, and Profile Center. Type the Physical Mailing Address and Profile Center in the template or the email created from this template.

9. To display account headers and footers in your paste HTML template, add the `<custom type="header" />` tag where you want the header to display and the `<custom type="footer" />` tag where you want the footer to display. This feature is only available for HTML paste templates.

View or Modify a Template

Follow these steps to view or modify a template in Marketing Cloud Content Builder.

Editing a template doesn't automatically update emails already created from that template. Deleting a template doesn't delete the emails created from that template.

1. From the content library, select the template you want to modify.

2. To edit the template, click **Edit** and drag blocks.

3. To change existing content areas, hover over the content area, click **down arrow**, and select **Edit**.

4. When finished editing the template, click **Save**.

To update an email that uses this template to the modified version, click the click **Update Email Now** from the email properties. The updated template adds content areas to the email for each edited template area. Review the content versions and delete the ones you don't want.

Single Source Template Strategy

A Single Source template allows you to create content once and reuse the content for multiple emails, contexts, and audiences. For example, if you're sending a campaign to multiple countries that have multiple languages, each language requires a separate email which can total 200 emails or more. The number of emails increases when you segment into commercial and transactional or other customer-based profiles. To reduce unnecessary work, create a single source template that never changes, and create new emails based on the template.

Single Source Template

💡 **Thank You:** Special thanks to Trailblazer Karol Cholewa for contributing this content.

For each country in your campaign, create a paste HTML template that contains the same HTML layout, CSS, media queries, and other personalization. Add country specific headers and footers to each template, then name and save each basic template. To create emails for new campaigns, duplicate the basic template of the desired country and add campaign specific content.

Business Unit Component Sharing Strategy

To organize your single source templates and components, you can create a business unit for each country and use these sample guidelines and permissions:

- The single Paste HTML Template is stored at the parent business unit level and shared with all child business units.
- Reference blocks with localized headers and footers for each country are stored in the parent business but shared only with specific business units. This allows for easier management and prevents unauthorized users from making changes. For example, a content box with a German header is shared only with your Germany business unit (View and Send folder permission). See the Shared Folder Permissions table.

- All updates to the shared HTML template are replicated in emails that use this template across all business units. When the HTML template is edited, you are notified in the email with an **Update Email Now** link.
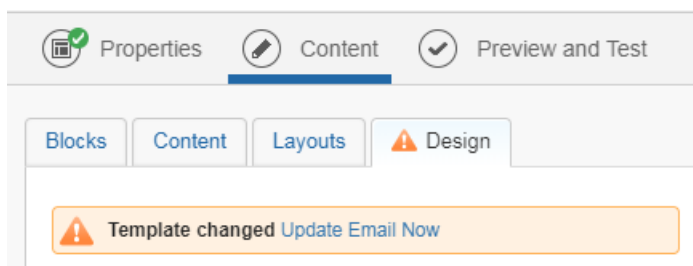

Table 10: Shared Folder Permissions

EMEA	Germany	Italy	Spain	UK
HTML Template	x	x	x	x
Header-DE-de	x			
Footer-DE-de	x			
Header-IT-it		x		
Footer-IT-it		x		
Header-ES-es			x	
Footer-ES-es			x	
Header-UK-en				x
Footer-UK-en				x

Single Source Template Advantages

- **Centralized template management** - Allows you to make changes to the shared template, headers, and footers from a single parent business unit.
- **Access control** - Only admins with access to the parent business unit can make changes to the shared template, footer, and headers.
- **Simplicity** - Quick and easy to deploy edits like email hacks and branding style changes.
- **Cost efficiency** - Use less resources in template creation and maintenance.

Single Source Template Disadvantages

- Because each country specific template requires a language declaration in the head tag (for example, $lang="en"$), you can't use a Single Source template to serve multiple languages. Alternatively, you can declare language at a lower content level like header, body blocks, or footer.
- For some users, creating emails from an existing email is not as intuitive as creating from a template.
- Users need to pay attention to email properties and ensure that the template is always up to date.

SEE ALSO:

Headers and Footers

Create Mobile Messages

Create SMS, push notification, and LINE messages in Marketing Cloud Content Builder.

Create In-App Messages in Content Builder

Create in-app messages in Content Builder to target your engaged app audiences. Choose from full-page, modal, or banner-style templates in Content Builder, and send using the new In-App activity in Journey Builder.

Create LINE Carousel Messages in Content Builder

A carousel message is a LINE message that can include 10 different messages within one carousel. To create LINE messages, your account must have LINE channels enabled. To learn more about how to get LINE access and channels, contact your Marketing Cloud account representative.

Create Multi-Content LINE Messages in Content Builder

Create multi-content messages in Content Builder and use them in your Journey Builder sends. A multi-content message includes a single video, image, audio, or text message or up to five of these elements in one message.

Preview Mobile Subscriber Details

Before sending, get a subscriber-level preview for mobile messages that use Marketing Cloud Content Builder. Use Subscriber Preview to see personalization and code rendered for that subscriber.

Create an SMS Message in Content Builder

Create an SMS message in Marketing Cloud Content Builder. You can also use the Content Builder editor in Journey Builder to create and send an SMS message.

Create a Push Notification in Content Builder

Create a Journey Builder push notification in Marketing Cloud Content Builder. You can also use the Content Builder editor in Journey Builder to create and send a MobilePush message.

Create a WhatsApp Template Message

Create a WhatsApp Session Message

Use Content Builder to create session messages to respond to user-initiated conversations. When a user sends a message to your WhatsApp channel, you can respond to them without using a template. Session messages are free-form messages and don't need approval.

Create In-App Messages in Content Builder

Create in-app messages in Content Builder to target your engaged app audiences. Choose from full-page, modal, or banner-style templates in Content Builder, and send using the new In-App activity in Journey Builder.

Table 11: Recommended Image Dimensions for In-App Messages

In-App Layout	Aspect Ratio	Pixels
Banner	1:1	50x50 minimum
Modal	16:9	640x360 minimum
Full Page - Image Crop	16:9	640x360 minimum
Full Page - Image Fill	3:4 OR 4:3	450x600 OR 600x450 minimum

1. In Content Builder, click **Create**.

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2. In the dropdown, select **Mobile App,** and then select **In-App Message** and **Select**.

3. Choose **Full-Page**, **Banner**, or **Modal** and click **Select**.

   a. If you select Full-Page, you have the additional option of **Crop Image** or **Fill Image**.

      📝 Note: To use the Fill Image feature, you must be on the latest version of the MobilePush iOS or Android SDK.

4. To add an image to your message, insert a URL or click **Browse** to choose an image from the Content Builder library.

5. Add a title and subtitle to your message, if applicable. Use the personalization and emoji dropdown as needed.

6. Enter the message.

   📝 Note: To personalize the content of your message, click inside the Message field and select contact attributes from the personalization dropdown menu.

7. Add buttons to your message and name your buttons.

8. Select a behavior for each button.

   - Dismiss message—Closes the message.
   - Go to web URL—Insert a URL in the field that goes to a web page.
   - Open page in app—Insert a URL in the field that goes to a specific page in your app.
   - Open device settings—Opens the user's device settings.
   - Open location settings—Opens the user's location settings.

9. At the top of the screen, click the **Design** tab.

   a. For a full-page or modal layout, choose whether you want the message title to appear above or below the image.

   b. The dismiss icon is enabled by default. To not include the icon, deselect this option.

      📝 Note: The dismiss icon can only be removed if you've added a dismiss button to your message. Full-page and modal messages must have a method for dismissal, Banner messages can be swiped away.

   c. For modal and banner layout, select the background opacity for your app.

10. Configure notification settings.

    a. For a banner layout, choose whether you want the banner to appear at the top or bottom of the device.

    b. For modal and banner layout, choose the border size. Choose the border color from the dropdown or enter a hex code.

    c. Choose the background color from the dropdown or enter a hex code.

    d. For modal and banner, choose the corner radius.

    e. Choose the notification opacity.

11. Configure the text settings.

    a. Choose the title font size. Choose the font color from the dropdown or enter a hex code.

    b. Choose the title alignment.

    c. Choose the message font size. Choose the font color from the dropdown or enter a hex code.

    d. Choose the message alignment.

12. Configure the image settings.

    a. For a full-page or modal layout, for the image size, select either **Edge to Edge** or **Inset**.

    b. Choose the border size. Choose the border color from the dropdown or enter a hex code.

    c. Choose the corner radius.

13. Configure the button settings for each button.

    a. For a full-page and modal, select **Horizontal** or **Vertical** orientation.

    b. Choose the font size. Choose the font color from the dropdown or enter a hex code.

    c. Choose the border size. Choose a border color from the dropdown or enter a hex code.

    d. Choose button background color from the dropdown or enter a hex code. Choose a corner radius.

14. Click **Save**.

15. For a subscriber-level preview for your message, click **Subscriber Preview**.
This message can now be pulled into an In-App Message activity. See Create the In-App Message Activity in Journey BuilderJourney Builder.

> ⛔ **Important:** Referencing other Content Builder content in blocks returns table and HTML wrappers instead of text. To reference this content, use code snippets. See ContentBlockbyID.

Create LINE Carousel Messages in Content Builder

A carousel message is a LINE message that can include 10 different messages within one carousel. To create LINE messages, your account must have LINE channels enabled. To learn more about how to get LINE access and channels, contact your Marketing Cloud account representative.

1. In Content Builder, click **Create**, and then select **Chat Messaging** and **LINE Message**

2. Select **Carousel** and click **Select**.

> ⛔ **Important:** You can add up to 10 messages within one carousel, but all messages in a carousel must have the same number of images, buttons, and fields.

3. To add an image, on the Content tab, click **Browse** or add a URL.

> 📝 **Note:** Use a JPEG or PNG image with a maximum width of 1024 pixels. The image URL maximum is 1,000 characters.

4. Add a title to your message. The maximum character count for the title is 40.

5. Enter your message. The maximum character count for messages is 60 characters.

> 📝 **Note:** You can use AMPscript in all message fields. AMPscript doesn't count toward the character limit.

> 📝 **Note:** If the height limitation is exceeded, the lower part of the text display area gets cut off. For this reason, depending on the character width, the message text may not be fully displayed even when it is within the character limits.

6. Add buttons to your message. Buttons can take users to a specified URL. Each message must have one button and can have a maximum of three buttons

    a. Add labels for each button. Button label maximum is 20 characters.

    b. Add a behavior for each button.

    c. Add the URL that the button takes users to when they click. The Button Action URL maximum is 1,000 characters.

7. To select your background color for each message, click the **Design** tab and choose your color from the dropdown. You can also enter a hex code.

8. To configure layout and image settings, click the gear icon, make changes, and click **Done**.

9. To add another message to the carousel, click **+**.

10. For a subscriber-level preview for your message, click **Subscriber Preview**.

11. Click **Save**.

Create Multi-Content LINE Messages in Content Builder

Create multi-content messages in Content Builder and use them in your Journey Builder sends. A multi-content message includes a single video, image, audio, or text message or up to five of these elements in one message.

📝 **Note:** To create LINE messages, your account must have LINE channels enabled. To learn more about how to get LINE access and channels, contact your Marketing Cloud account representative.

Create a Multi-Content Message LINE Activity in Journey Builder

1. In Content Builder, click **Create**, and then select **Chat Messaging** and **LINE Message**

2. Select **Multi-Content Message** and click **Select**.

3. Click **Add Content** and choose the element you want to add. You can add up to 5 elements to your message.

   📝 **Note:** If you use AMPscript in media URL fields, verify in Subscriber Preview that it renders a URL.

   • To add a text message, click **Text** and insert your message.

      📝 **Note:** The maximum character count for messages is 2,000 characters.

   • To add an image, click **Browse** or add a URL and enter alt text for your image.

      📝 **Note:** Use a JPEG image with a maximum 1024-px width. The image URL maximum is 1,000 characters.

   • To add a video, click **Browse** or add a URL. Do the same for the Preview field.

      📝 **Note:** A wide or tall video can be cropped when played in some environments. It's a best practice to keep your video files under 1 minute or 10 megabytes and to use a URL if the file is over 3 megabytes.

   • To add an audio file, click **Browse** or add a URL, and enter the required duration of your audio file.

      📝 **Note:** It's a best practice to keep your audio files under 1 minute or 10 megabytes and to use a URL if the file is over 3 megabytes.

   • To add an Imagemap, select a layout and add a URL and behavior for each section of your layout.

      📝 **Note:** Image must be 1040 x 1040 px.

   • To add a Sticker, select from sticker packages in the top row, and then select the individual sticker.

4. When you're done entering the elements of your message, click **Save Message.**

5. For a subscriber-level preview for your message, click **Subscriber Preview**.
   This message can now be pulled into a Multi-Content Message LINE activity. See Create the Multi-Content Message LINE Activity in Journey Builder.

   ❗ **Important:** Referencing other Content Builder content in blocks returns table and HTML wrappers instead of text. To reference this content, use code snippets. See ContentBlockbyID.

Preview Mobile Subscriber Details

Before sending, get a subscriber-level preview for mobile messages that use Marketing Cloud Content Builder. Use Subscriber Preview to see personalization and code rendered for that subscriber.

This feature uses the Content Builder > Assets > Subscriber Preview permission. This permission is enabled by default for Marketing Cloud Administrator, Viewer, Channel Manager, and Editor/Publisher roles.

🛑 **Important:** Previewing SMS messages is only available when performing a Data Extension SMS send, and is usually unavailable for Journey Builder sends which don't require a Locale Field in the entry data extension to send the message. To select a data extension for a Content Builder message preview, first prepare the data extension for a Data Extension SMS send. See Data Extension Sends.

1. When creating a mobile message in Content Builder or Journey Builder, click **Subscriber Preview**.

2. To choose which subscribers to preview, click **Select Source**

3. Select a source and click **Select**.

4. To preview the personalized message, click through subscribers.

5. To preview the message for different devices and message types, use the dropdowns.

6. To preview the message with a different source, click **Change** and select another source.

7. To preview with all data, including demographics data, select an app.

8. Click **Return to Editor**.

Create an SMS Message in Content Builder

Create an SMS message in Marketing Cloud Content Builder. You can also use the Content Builder editor in Journey Builder to create and send an SMS message.

📝 **Note:** Journey Builder SMS messages are no longer created in MobileConnect. Instead, create your message in Content Builder, or create your Journey Builder SMS messages without leaving Journey Builder.

1. In Content Builder, click **Create**, mouse over Mobile App, and select **SMS Message**.

2. Enter a message.

   - To find hidden non-GSM characters like unicode straight quotes that can be included when pasting text from another source, select **Highlight Non-GSM**.

   - To combine messages beyond 160 characters into one, check **Concatenate Message** .

   - 📝 **Note:** Message concatenation isn't available in all markets, including the U.S. The concatenate option only displays when you select a short or long code for a location that allows concatenation. Click here for more information about message concatenation.

   - To shorten a URL, click **Shorten URL**, paste your URL, and click **Apply**.

3. Configure Preview by Code Type - preview the different locales for codes you have in your account, if applicable.

   📝 **Note:**

   - The Content Builder preview can render the message differently than the Journey Builder preview. The Journey Builder preview uses the code you select there, while Content Builder previews the message as you build it.

4. Click **Save**.
   This SMS message can now be pulled into a Journey Builder SMS activity. See Create the SMS Activity in Journey Builder.

⛔ **Important:** Referencing Content Builder blocks like text or HTML returns table and HTML wrappers instead of text. To reference this content, use code snippets instead. See ContentBlockbyID.

Create a Push Notification in Content Builder

Create a Journey Builder push notification in Marketing Cloud Content Builder. You can also use the Content Builder editor in Journey Builder to create and send a MobilePush message.

📝 **Note:** Journey Builder push notifications are no longer created in MobilePush. Instead, create your Journey Builder push notifications without leaving Journey Builder.

1. In Content Builder, click **Create**, mouse over Mobile App, and select **Push Message**.

2. Enter a title and subtitle for your message, if applicable.

   - Use the personalization and emoji dropdowns as needed.

   - Toggle from **Show** to **Hide** to remove the text from the preview and message.

3. Enter the message.

   - Use the personalization and emoji dropdowns as needed.

   - Toggle from **Show** to **Hide** to remove the message from the preview and message.

4. Optionally, add media to your message.

   - Insert a URL or AMPscript, or select media from the Content Builder library.

     📝 **Note:** If you use AMPscript in this field, verify in Subscriber Preview that it renders a URL.

   - Choose whether to show or hide the media.

   - Enter alternate text.

   - Select whether to use different media for Android, if applicable.

5. Select an Open Behavior:

   - Open the App - Opens the app when the user taps the message.

   - Go to App URL - Insert a URL in the field that goes to a specific page in your app.

   - Go to Web URL - Insert a URL in the field that goes to a web page.

   - Go to CloudPage - Takes the user to a CloudPage.

6. For a subscriber-level preview for your message, click **Subscriber Preview**.

7. Click **Save**.
   This push message can now be pulled into a Journey Builder push notification activity. See Create the Push Notification Activity in Journey Builder.

   ⛔ **Important:** Referencing other Content Builder content in blocks returns table and HTML wrappers instead of text. To reference this content, use code snippets. See ContentBlockbyID.

Create a WhatsApp Template Message

1. In Content Builder, click **Create**.

2. In the dropdown, select **Chat Messaging,** and then select **WhatsApp Template Message**.

3. To see your approved templates, click **Browse**.

4. Select the language you want to use, and click **Next**.

5. Select the variables to use in your message.

> 📝 **Note:** After approval, you can only add the variables to templates. You can't edit the rest of the message.

    a. Complete the header using personalization tags.

    b. Complete the message body using personalization tags.

> 📝 **Note:** Though templates and headers are approved through WhatsApp, ensure that any personalization or variables don't exceed the 60-character limit for headers and the 1,024-character limit for messages. Facebook rejects messages that exceed limits.

    c. Add button text no more than 20 characters.

6. Save your changes.

Create a WhatsApp Session Message

Use Content Builder to create session messages to respond to user-initiated conversations. When a user sends a message to your WhatsApp channel, you can respond to them without using a template. Session messages are free-form messages and don't need approval.

> 💡 **Tip:** Keep your session messages simple. Offer support or product information based on keywords that you configure in Journey Builder.

1. In Content Builder, click **Create**.

2. In the dropdown, select **Chat Messaging**, and then select **WhatsApp Session Message**.

3. Select the Message Type from the dropdown.

4. Complete the message body using personalization tags.

> 📝 **Note:** Session messages are limited to 4,096 characters, including personalization and emojis. Facebook rejects messages that exceed these limits.

5. To use an image, upload a JPEG or PNG file that's 100 MB or less.

6. Save your changes.

Create Content Blocks

Use content blocks to create reusable modular content for messages. Manage content blocks in Content Builder.

The create process leads you through creating content using the editor. The content created is used in your messages and managed in Content Builder.

> 📝 **Note:** Do not include personally identifiable information, such as email address, in email links.

1. Click **Create**.

2. Click **Content Block**.

3. Click the content type to create.

4. Add styles, including border, colors, and spacing, to the content.

5. Enter or modify your HTML.

    a. To add proper indentation and spacing to your HTML, right-click in the code editor and select **Apply Source Formatting**.

6. Save the content.

7. Complete these fields.

    a. Enter an internal name that you and other users see in your folders.

    b. To choose a different folder location, click **Change**.

    c. Enter an internal description.

    d. To select business units and set sharing permissions, click **Share**.

    e. To choose a different content owner if necessary, click **Change**.

8. Save the content block.

Create a Layout
Use Content Builder to create a layout for an email message.

Use a Text Content Block
Use the text content block to create text-based reusable email content in Content Builder

Use Einstein Content Selection in Your Emails
Add an Einstein Content Selection content block to your messages. At open, Einstein then can select an image for your messages by analyzing the assets that are engaging your customers. Enable Einstein Content Selection in Marketing Cloud Setup.

Use Einstein-Tested Content in Your Emails
Test your content before you send it. You can test up to 32 images at a time.

Add Image Content
To add images in Content Builder, use the Image Content block. You can insert these file types: JPEG, PNG, GIF, and AMPscript.

Text + Image Content
The Text + Image Block is unavailable in Content Builder.

Add Free Form Content
To add text, links, images, and more, use the free form content block in Content Builder.

Add HTML Content
HTML Content allows you to paste in HTML or upload HTML in Content Builder.

Dynamic Content
Use Marketing Cloud Content Builder to create dynamic content to deliver a targeted message to an audience. Dynamic content lets you define attributes to content, making the information your subscribers receive more relevant.

Create A/B Test Content
Create A/B test content in Content Builder. Use this block to create two different content areas and track which content performs better during an A/B Test. A/B Test works with Content Builder emails for testing content areas only. You can't use the A/B Test block to test emails, From Name, Subject Line, Preheaders, and Time with Content Builder emails.

Add a Button Block
Use Content Builder to add a linked button to your email.

Add a Social Follow Content Block

Add a social follow content block to an email in Content Builder. Social Follow allows you to add links to your social networks in your email. Social Follow directs subscribers from your email to your social networks where they can then choose to follow your social accounts.

Add a Social Share Content Block

Add a social share content block to your email in Content Builder. Social Share allows recipients to share the email on their preferred social network.

Add External Content

Add external content blocks to an email in Content Builder

Add a Reference Block

Use Content Builder to add a reference block to your content.

Add an Image Carousel Block

Use Content Builder to add an image carousel block to your content.

Live Image

The Content Builder Live Image block lets you control message content at the time of open by switching relevant images in real time. You can send an email with image A that changes to image B based on a user-defined trigger.

Enhanced Dynamic Content

Enhanced Dynamic Content lets you import into Content Builder a delimited file containing text and image URLs to create enhanced dynamic content for emails.

Live Weather Content Block

Use Live Weather block in Content Builder to personalize images in Marketing Cloud messages based on the local weather conditions when a message is opened.

Interactive Email Form Block

The Interactive Email Form block in Marketing Cloud Content Builder allows marketers to receive subscriber information like profile data, product reviews, and sales leads directly from embedded forms in an email. Allowing subscribers to submit forms without leaving their inbox increases customer engagement and gives marketers more data.

Create a Layout

Use Content Builder to create a layout for an email message.

1. Select an empty or pre-designed layout.

2. From Content, drag blocks into the content areas to group them together.

3. Follow the instructions according to the type of block selected:

4. From Layout Styling, use the controls to add styles including border, colors, and spacing to the block.

5. From Configure, use the controls to configure the vertical split and space between the content areas.

Use a Text Content Block

Use the text content block to create text-based reusable email content in Content Builder

1. Type content in the editor window.

2. Use editor controls to format and style your text.

   a. To display more toolbar controls, click ▾ .

b.
Use [**+** ▾] to add system links and HTML elements.

c.
Use [**👤** ▾] to add personalization.

💡 **Tip:** HTML code pasted from Word can cause formatting changes that affect your email preview. To prevent formatting problems, use Paste from Word to paste from Notepad or Word Document.

When using HTML in a Text block or Free Form block, use valid HTML 4.

Because the editor can modify the HTML in these blocks to standardize the editor view display, consider using the HTML block or Code Snippets if this is an issue.

📝 **Note:** The text content block outputs HTML, not plain text. To output text-only, Create a Code Snippet on page 100.

Insert a Table

Insert and manage a table in a Content Builder text block in Marketing Cloud.

Manage Table Properties

Use a text block's table properties to format the properties of a specific table cell or manage rows, columns, and cells in Content Builder.

Insert and Remove Links

Build and remove links in a Content Builder text block.

Insert an Anchor

Add or remove an anchor to link to in a Content Builder text block.

Insert a Table

Insert and manage a table in a Content Builder text block in Marketing Cloud.

1. In the editor window, place your cursor where you want to insert the table.

2. To display more toolbar controls, click [▾].

3. Select **Table**.

4. Fill in the following table properties:

- Rows - The number of rows for the table.
- Columns - The number of columns for the table.
- Width - The width of the table as a percentage of the total width of the content area. 100% is the equivalent of full width. Manually resize the entire table using the table handles.
- Height - The height of the table as a percentage of the total height of the content area. 100% is the equivalent of full height. Manually resize the entire table using the table handles.
- Cell spacing - The margins around the outside all cells of the table.
- Cell padding - The cell spacing inside all cells in the table.
- Headers - The header of the table: None, First Row, First Column, Both
- Border size - The outside borders and borders for cell of the table.
- Alignment - The alignment of the text: Left, Center, Right.
- Caption - The caption displays above the table.

- Summary - A summary of the content of the table. The summary is not visible in the message and is used by web page readers for the visually impaired.

5. Click **OK**.

Manage Table Properties

Use a text block's table properties to format the properties of a specific table cell or manage rows, columns, and cells in Content Builder.

1. To format the properties of a specific table cell, right click on the table.

2. Click **Cell**.

3. Click **Cell Properties**.

4. Right click on a table to manage rows, columns, and cells.

   Cell Properties
   Format the properties of a specific cell after creating a table in Content Builder.

   Table Commands
   Manage table rows, columns, and cells in Content Builder with table commands.

Cell Properties

Format the properties of a specific cell after creating a table in Content Builder.

Cell Property	Description
Alignment	Positions text and images at the top, center, or bottom of the cell
Width	The width of the cells as a percentage of the total width of the table. 100% is the equivalent of full width. Manually resize the entire table using the table handles.
Height	The height of the cells as a percentage of the total height of the content area. 100% is the equivalent of full height. Manually resize the entire table using the table handles.
Word Wrap	Defines how the text wraps within the cell.
Horizontal Alignment	Defines how the text aligns from left to right.
Vertical Alignment	Defines how the text aligns from top to bottom.
Cell Type	Defines the type of cell: Header or Data
Rows Span	Forces the row to span the number of rows specified
Columns Span	Forces the column to span the number of columns specified
Background Color	Defines the background color for the cell. A background color in a cell overrides a previously defined background color for the entire table.
Border Color	Defines the border color for the cell

Table Commands

Manage table rows, columns, and cells in Content Builder with table commands.

Command	Result
Insert Row Before	Inserts one row before the selected row
Insert Row After	Inserts one row after the selected row
Delete Row	Deletes the selected row
Insert Column Before	Inserts a column to the left of the selected column
Insert Column After	Inserts a column to the right of the selected column
Delete Column	Deletes the selected column
Insert Cell Before	Inserts one cell before the selected cell
Insert Cell After	Inserts one cell after the selected cell
Delete Cell	Deletes the selected cell
Merge Cell	Merges the selected cells, combining the content of both cells
Merge Right	Merges the selected cell and the cell to the right, combining the content of both cells
Merge Down	Merges the selected cell and the cell below it, combining the content of both cells
Split Cells Horizontally	Splits cell into two cells
Split Cells Vertically	Splitting the cells inserts a blank cell to the below or to the right
Delete Table	Deletes the selected table

Insert and Remove Links

Build and remove links in a Content Builder text block.

Note: Do not include personally identifiable information, such as email address, in email links.

1. Highlight the text you want to format as a hyperlink.

2. Click **Link** .

3. From Link To, choose the type of link and complete these fields.

   a. Website - Enter the URL of the web site.

   Http:// is inserted in the URL automatically.

   b. Secure Website -If the web site address begins with https://, select this type and enter the URL.

   Note: Https:// is inserted in the URL automatically.

   c. Email Address - Enter the full email address and subject line of the email.

> 📝 **Note:** The HTML code mailto: inserts automatically.

  d. Forward to a Friend - The system populates the Forward to a Friend code when you choose this value. You can still edit the tool tip and link alias.

  e. Microsite - Select the site and page of an email classic microsite.

  f. CloudPages Microsite - Select the site and page of a CloudPages microsite.

  g. CloudPages Landing Page - Select the CloudPages landing page.

  h. Browse to content stored in your account or upload new content.

> 💡 **Tip:** As a best practice, use document links rather than attaching a document directly to an email. Document links let you track how many subscribers open the document.

  i. Anchor to text - Select the name of the anchor you created in this email.

  j. Other - Enter a value that does not match the other types, such as a personalization string.

> 📝 **Note:** For example, if you have an attribute that contains a URL, you can insert the personalization string to use the personalized URL for each subscriber.

4. To turn on conversion tracking feature, select **Conversion Tracking Link**.

> 📝 **Note:** If your web site has been set up for conversion tracking, you can track the conversion rate for links to your web pages.

5. Enter descriptive text in Tool Tip.
This text appears when a subscriber hovers over the text or image for which the tool tip is defined.

6. Enter a descriptive name in Tracking Alias.
If no tracking alias is specified, then what you entered in link URL appears in the tracking results.

7. To remove a link, click the link text and click **unlink**.

8. To update an existing link, right-click the link and click **edit**.

The selected text is now highlighted as a link.

Insert an Anchor

Add or remove an anchor to link to in a Content Builder text block.

1. Select the anchor text.

2. Click anchor 🚩 .

3. Name the anchor.

4. Click **OK**.
An anchor is displayed next to the text.

5. Create a link to the anchor by following the steps for Insert and Remove Links on page 71 and selecting **Anchor to Text** from the **Link to** dropdown.

> 💡 **Tip:** To remove an anchor, right-click an 🚩 and click **Remove Anchor**.

Use Einstein Content Selection in Your Emails

Add an Einstein Content Selection content block to your messages. At open, Einstein then can select an image for your messages by analyzing the assets that are engaging your customers. Enable Einstein Content Selection in Marketing Cloud Setup.

Add an asset catalog file before dragging the Einstein Content Selection block into your message so that Einstein can select the image assets to show.

The content block selects an asset that's personalized for each subscriber from a pool of assets that you upload and then adds the asset to the message. The subscriber list can't contain a field called memberid. If it does, the block doesn't function properly.

Assets are selected based on how they perform with your subscribers.

> **Note:** Don't use the content block in emails that you plan to archive if the content selected by Einstein Content Selection must then be retrieved from the archive. Assets selected when a subscriber opens the email aren't archived.

1.

Drag ![Einstein Content Selection] into an email message.

2. Select the asset class that you want Einstein Content Selection to use.

3. To add a fallback image for an asset class if there's none, navigate to Einstein Content Selection Settings.

4. To filter the content that appears for the asset class, click **Advanced Settings**, and then use the Selection Spotlight feature to select one or more asset attributes and Spotlight values.

Adding multiple asset attributes is like an AND filter. For example, locale = EN-US AND city = New York. Adding multiple asset values is like an OR filter. For example locale = EN-GB or EN-US.

5. Save the content block.

6. To view Einstein Content Selection in action, preview your message.

7.

To view the message as it appears to different subscribers, click ![play button] .

SEE ALSO:

> Set Up Einstein Content Selection
> Create and Upload an Asset Catalog File
> Set Fallback Assets

Use Einstein-Tested Content in Your Emails

Test your content before you send it. You can test up to 32 images at a time.

> **Note:** Before you get started, set up your content test experiment.

Send an equal number of messages in your test, or tell Einstein to send the winning content asset to more recipients. When you add the Content Test content block to a message, you select an in-progress content test that was created in Einstein Content Selection.

1.

Drag ![Einstein Content Testing] into your message.

2. Search for and select a test that is in progress.

 You can't select a draft, completed, or archived content test.

3. To change the test settings or add an image, expand the test summary.

 a.

 To edit the settings, click ▼ and select **Edit**.

 b.

 To prevent Einstein from selecting an image in the test, click 🗑 .

4. Click **Done**.

 An image that's included in the test appears in the content block.

Add Image Content

To add images in Content Builder, use the Image Content block. You can insert these file types: JPEG, PNG, GIF, and AMPscript.

1. To add an existing image, click **Browse** and select your image.

2. To upload or drag an image:

 a. Click **Browse** > **Create**.

 b. Drag images to the canvas or click **Upload** and select images from your computer.

 c. Click **Upload and Publish**.

 d. Click **Done Editing**.

3. To use an external image:

 a. Insert the URL of the external image in the field below the Browse button.

 b. Click **Done Editing.**

Text + Image Content

The Text + Image Block is unavailable in Content Builder.

🛑 **Important:** The Text + Image Block is unavailable with the September 2016 Release or later. If you created Text + Image content before the September 2016 Release, the content remains available in your account.

Add Free Form Content

To add text, links, images, and more, use the free form content block in Content Builder.

💡 **Tip:** HTML code pasted from Word can cause formatting changes that affect your email preview. To prevent formatting problems, use Paste from Word to paste from Notepad or Word Document.

 When using HTML in a Text block or Free Form block, use valid HTML 4.

 Because the editor can modify the HTML in these blocks to standardize the editor view display, consider using the HTML block or Code Snippets if this is an issue.

1. Type content in the editor window on the left side of the screen.

2. Use the editor toolbar controls to format and style your text.

3. To display toolbar controls, click 🔽 .

4.
Use the insert control [+ ▼] to add system links and HTML elements.

5.
Use the insert attributes controls [👤 ▼] to add personalization.

6. To insert tables, anchors, and links, use a text content block.

7. To insert an image, click the image control.

Add HTML Content

HTML Content allows you to paste in HTML or upload HTML in Content Builder.

🛈 **Important:** Contact your relationship manager if you do not have this feature enabled in your Marketing Cloud account.

1. Add your HTML in the editor using one of these options.

Table 12: HTML Options

Option	Steps to Follow
Enter or Paste HTML	Enter or paste your HTML directly into the editor window on the left side of the screen.
Existing HTML	To add existing HTML, click browse then select your HTML from Content Builder.
Drag Files	Drag files from your computer to the upload window to add one or more files.
Browse for Files	To upload files from your computer, manually search for files.

2.
Use insert code snippet [</> ▼] to add system links.

3.
Use the insert attributes controls [👤 ▼] to add personalization.

🛈 **Important:** HTML content blocks can add extra code wrappers in your message. To preserve your code, use code snippets instead. See Create a Code Snippet on page 100.

Dynamic Content

Use Marketing Cloud Content Builder to create dynamic content to deliver a targeted message to an audience. Dynamic content lets you define attributes to content, making the information your subscribers receive more relevant.

If you include dynamic content in your email that is based on data in a data extension, ensure that you send the email to the same data extension that you based the rules on or to a data extension that contains fields with the exact same names as the data extension fields use in the dynamic content rules.

Always upload the content you want to use before you create dynamic content. If you choose to make local copies of content blocks, update the dynamic content block in emails and saved dynamic content when you edit content already used in dynamic content.

Dynamic content is content that displays in a content area according to the rules that you define based on the subscriber's attributes or data extension column values. By using dynamic content, you can ensure that a more-tailored message is reaching your targeted audience.

For example, as a clothing advertiser, you can display women's clothing information in the content area for all the females on your subscriber list and men's clothing for all the males on your subscriber list; however, dynamic content can be much more specific.

Dynamic content can be used in any type of email other than text-based email messages. The dynamic content area uses the formatting (for example, background color and border design) defined for whichever selected content being used.

In addition, default content is the content you specify in the Default Content field. This content displays when a subscriber does not meet a rule you created.

If you create dynamic content based on subscriber attributes, ensure that you create rules. Define the four elements of the rule in the order shown in this table:

Table 13: Define the Four Elements of a Rule

Element	What It Is	How to Define It
Attribute	The profile on which you want to base which subscribers see this content. ⊘ **Important:** If you send to a data extension with a column name that is the same as the profile attribute, the data extension overrides the profile attribute.	Click Profile Attributes as the source to build the rule from. This displays all attribute in your account. Choose an attribute. If you want multiple attributes to control the content for this rule, add a second expression to make the rule complex.
Value	The attribute values to be used in determining which subscribers see this content. If there is a default value for the attribute, the subscriber is evaluated with that value. Empty subscriber attribute vales are evaluated as containing a zero (0) value.	Your options in this field depend on the attribute and operator you selected. If the attribute has defined values, the dialog box features a dropdown list consisting of those defined values. If the attribute is a free-form field with no defined values, you see a text box in which you type the value. Type it exactly as it's been entered in subscriber records. For the most consistent results, use attributes with defined values for dynamic subject lines. If you chose **exists in**, **exists in word**, or **does not exist in** as the operator, enter all the possible values in the text box separated by commas with no spaces between values. Use the **is empty** or **is not empty** as the operator to create rules for empty conditions.
Operator	The relationship between the attribute and the value that you select.	The list of available operators varies based on the properties of the attribute you selected. Be sure to choose an operator that makes sense with the type of attribute you

Element	What It Is	How to Define It
		chose. For example, don't use the 'less than' operator with a text attribute.
Content	The content to be displayed for a subscriber who meets the attribute requirement you defined.	Click **Content** to show all stored static content. You cannot choose stored dynamic content. Navigate to the folder that contains the content you to display for this expression. Click and drag the name of the desired content area to **Select Content**. A preview of the selected content is shown. When you have selected the desired content, click the **Save**.

Example: Northern Trail Outfitters has an email newsletter to send out, but they want to include dynamic content. To create the content, the marketer clicks Content Builder, and then clicks Create. The marketer creates several pieces of content in Content Builder that they want to create the dynamic content.

They are now ready to create the dynamic content. They click Create and select Dynamic Content.

Northern Trail Outfitters select default content and create a rule. All subscribers that have their gender designated as female receive the same content.

After Northern Trail Outfitters has created all the rules, they click Save. They have now created dynamic content. Now they can include the dynamic content in email and send it, all female subscriber receive an email with the content designated for females. All other subscribers receive the default content.

Create Dynamic Content

Use Marketing Cloud Content Builder to create dynamic content to use in email messages. Dynamic Content displays according to the rules you define based on the subscriber's attributes, data extension values, or audiences. If a subscriber meets the expression in more than one rule, the subscriber receives the content for the first rule met. For example: The expression for rule one is gender is equal to female and hobby is equal to camping. The expression for rule 2 is age 25–30. A 26-year old female whose hobby is camping receives the content for rule one.

Modify Dynamic Content

Use Marketing Cloud Content Builder to modify a Dynamic Content block.

Create a Dynamic Subject Line and Preheader

Use Content Builder to create a dynamic subject line and preheader. An email with a dynamic subject line or dynamic preheader has the content that a subscriber sees based on the subscriber's attributes according to the rules that you define. For example, you can define one subject line to appear for all the males in your list and another for all the females. These attributes can be taken from a subscriber list or a sendable data extension.

Create Dynamic Content

Use Marketing Cloud Content Builder to create dynamic content to use in email messages. Dynamic Content displays according to the rules you define based on the subscriber's attributes, data extension values, or audiences. If a subscriber meets the expression in more than one rule, the subscriber receives the content for the first rule met. For example: The expression for rule one is gender is equal to female and hobby is equal to camping. The expression for rule 2 is age 25–30. A 26-year old female whose hobby is camping receives the content for rule one.

Always upload the content you want to use before you create dynamic content. If you chose to make local copies of content blocks, update the dynamic content block in emails and saved dynamic content when you edit content already used in dynamic content.

1. Make a selection for Dynamic Block Options:

   - Keep content blocks up-to-date - Select if you want to apply future source block edits to emails using the block. This option is the default for new blocks, and maintains references to the default and rule-based content so that edits are updated in the email that uses the dynamic content. Allowed references are blocks and code snippets, not source files.

     📝 Note:

     - The preview shows the AMPScript function of the content, like the reference block, to ensure that outdated content is not displayed.

     - To edit a dynamic content block used in an email, edit the source content (block or code-snippet) referenced by the dynamic content block's default or rule-based content. Edits to the dynamic content block itself aren't reflected in subsequent updates of the email that uses it. Alternatively, you can use reference block to retrieve the dynamic content block.

     - Deleted dynamic content references render blank in the email if using **Keep content blocks up-to-date**, but continue to render if using **Make local copies of content blocks**. If you delete references used in a dynamic content block, you can't switch Dynamic Block Options.

   - Make local copies of content blocks - Select if you don't want to apply source block edits to emails using the block. This option is the default for existing blocks.

2. To select the content that appears if the subscriber data does not satisfy any of the dynamic content rules, click **Browse...**.

   📝 Note: If you select no content, the block displays no content to the recipient.

3. Use an option to add your content:

Options	Steps to Follow
Existing Content	To add an existing image, select your image from Content Builder.
Drag Files	Drag files from your computer to the upload window.
Browse for Files	To manually search for files to upload: a. Click **Add**. b. Select **Browse**. c. Select the file from your computer to add. d. Click **OK**.

4. Click **Select**.

5. Click **Create Rule #**.

6. Select **Profile Attribute** or **Data Extension** as the source to create the dynamic content from. You only select a source the first time you create a rule.

7. Click **Ok**. If you selected data extension in the previous step, select the source data extension and click **OK**.

   📝 Note: If you click **Change** next to source at any time during the creation process before you click **Save**, the rules and content are removed.

8. Drag attributes from the left column to the expression canvas. Use this table as a reference to building your filter.

Function	Description
is equal to	Subscribers with an attribute definition that exactly matches the value. (Choose 1 value only.)
is not equal to	Subscribers with an attribute definition that does not match the value. (Choose 1 value only.)
is greater than greater than equal to	Use this operator when the attribute is a numeric value. Subscribers with an attribute definition greater than (or less than or equal to) the value.
is less than less than equal to	Use this operator when the attribute is a numeric value. Subscribers with an attribute definition less than (or less than or equal to) the value.
begins with	The application looks for attribute values that begin with the exact sequence of characters that you enter as the comparison value. Commas are treated as characters and not as delimiters.
contains does not contain	The application looks for attribute values that include or exclude the exact sequence of characters that you enter as the comparison value. Commas are treated as characters and not as delimiters.
ends with	The application looks for attribute values that end with the exact sequence of characters that you enter as the comparison value. Commas are treated as characters and not as delimiters.
exists in	The **exists in** operator looks for a partial match of the value. For example, if your match criteria is *2326,5308*, this operator returns subscribers with *3* or *23237* attribute values.
exists in whole word	The **exists in whole word** operator looks for a full match of the entire value. For example, if your match criteria is *2326,5308*, this operator returns only subscribers with *2326* or *5308* attribute values.
does not exist in	Subscribers with an attribute definition that do not match any of the values you define in a comma delimited string of values. This operator is not applicable when choosing an attribute with restricted values, as you can select only one of the restricted values as the comparison value.

Function	Description
is empty is not empty	To filter for a blank value select is empty or is not empty.
is	The application looks for of either a true or false value. Your only options are True and False.

> **Note:** Be sure to choose an operator that makes sense with the type of attribute you chose. For example, do not use the less than operator with a text attribute. For attributes with type equal to date, only the following operators are supported: is equal to, is not equal to, is greater than and is less than

9. Select an **AND** or **OR** operator. You can group your criteria by hover over the grouping operator so that it turns a darker blue, and click to change the operator. If you choose AND, the subscriber must meet all criteria to be included in the group. If you choose OR, the subscriber must meet one of the criteria, not necessarily all criteria, to be included in the group.

10. To show all existing content, click **Content**.

11. Drag the name of existing content that appears if the subscriber information satisfies this rule under **Select Content**. Click **Add** to upload new content.

12. Click **Save**.

13. Click **Create Rule #** and follow the rule creation steps until you create all the rules needed.

14. Optionally, you can preview each content variation by clicking the rule area row. You can expand rules to view details and collapse rules to view many rules.

Modify Dynamic Content

Use Marketing Cloud Content Builder to modify a Dynamic Content block.

> **Note:** Always upload the content you want to use before you create dynamic content.

> **Important:** To edit a dynamic content block used in an email, edit the source content (block or code-snippet) referenced by the dynamic content block's default or rule-based content. Edits to the dynamic content block itself aren't reflected in subsequent updates of the email that uses it. Alternatively, you can use reference block to retrieve the dynamic content block.

1. Select the name of the content in the content grid.

2. Select **Editor**.

3. Make any changes or additions.

   - To change the default content, click **Replace**. Select the name of the content to replace the existing content and click **Select**. Click **Add** to upload new content.

   - To change a specific rule or content associated with a specific rule, click **Edit** in the rule area row. Make any changes or additions and click **Save**.

   > **Note:** Edits to content blocks that use dynamic content don't affect saved and stored email content that uses dynamic content.

   - To add a rule, click **Create Rule #**.

   - To delete a specific rule, click **Delete** for that specific rule. The rules moves up. For example, if you delete rule 2 then rule 3 are come the new rule 2.

   - To duplicate a rule, click **Duplicate** and change the values where necessary. This duplicates the rule criteria and the content selection.

4. Click **Save**.

Create a Dynamic Subject Line and Preheader

Use Content Builder to create a dynamic subject line and preheader. An email with a dynamic subject line or dynamic preheader has the content that a subscriber sees based on the subscriber's attributes according to the rules that you define. For example, you can define one subject line to appear for all the males in your list and another for all the females. These attributes can be taken from a subscriber list or a sendable data extension.

You must have the content you want to use created before you can create dynamic content. You must update the dynamic content block in emails and to saved dynamic content when changes are made to content already being used in dynamic content.

1. Create your email or select an existing email.

2. Enter a *Subject* and/or *Preheader*. The text entered is the default content and appears if the subscriber data does not satisfy any of the dynamic content rules.

3. Click the **Dynamic Content Button** to open the dynamic dialog box.

4. Click **Create Rule #**.

5. Select **Profile Attribute** or **Data Extension** as the source to create the dynamic content from. Select a source the first time you create a rule.

6. Click **Ok**. If you selected data extension in the previous step, select the source data extension and click **OK**.

   📝 **Note:** If you click Change next to source at any time during the creation process before clicking Save the rules and content are removed.

7. Drag and drop attributes from the left column to the expression canvas. Use the following table as a reference to build out your filter.

Function	Description
is equal to	Subscribers with an attribute definition that exactly matches the value. (Choose 1 value only.)
is not equal to	Subscribers with an attribute definition that does not match the value. (Choose 1 value only.)
is greater than greater than equal to	Use this operator when the attribute is a numeric value. Subscribers with an attribute definition greater than (or less than or equal to) the value.
is less than less than equal to	Use this operator when the attribute is a numeric value. Subscribers with an attribute definition less than (or less than or equal to) the value.
begins with	The application looks for attribute values that begin with the exact sequence of characters that you enter as the comparison value. Commas are treated as characters and not as delimiters.
contains does not contain	The application looks for attribute values that include or exclude the exact sequence of characters that you enter as the comparison value. Commas are treated as characters and not as delimiters.
ends with	The application looks for attribute values that end with the exact sequence of characters that you enter as the comparison value. Commas are treated as characters and not as delimiters.
exists with	Subscribers with an attribute definition that matches one of the values you define in a comma delimited string of values. The exists in operator looks for a partial match of the entire value.

Function	Description
	For example, if your match criteria is north, the exists in operator returns subscribers with north, northwest, and northeast attribute values, but not subscribers with south, southwest, and southeast attribute values.
does not exist in	Subscribers with an attribute definition that do not match any of the values you define in a comma delimited string of values. This operator is not applicable when choosing an attribute with restricted values, as you can select only one of the restricted values as the comparison value.
is empty is not empty	To filter for a blank value select is empty or is not empty.
is	The application looks for of either a true or false value. Your only options are **True** and **False**.

> **Note:** Be sure to choose an operator that makes sense with the type of attribute you chose. For example, do not use the less than operator with a text attribute. For attributes with type equal to date, only the following operators are supported: is equal to, is not equal to, is greater than and is less than.

8. Select an **AND** or **OR** operator. You can group your criteria by hover over the grouping operator so that it turns a darker blue, and click to change the operator. If you choose **AND**, the subscriber must meet all criteria to be included in the group. If you choose **OR**, the subscriber must meet one of the criteria, not necessarily all criteria, to be included in the group.

9. Click **Save**.

10. Enter the text that appears if the subscriber information satisfies this rule and click **Save**.

11. Click **Create Rule #** and follow the steps until you have created all the rules needed.

12. Click **Save**.

Create A/B Test Content

Create A/B test content in Content Builder. Use this block to create two different content areas and track which content performs better during an A/B Test. A/B Test works with Content Builder emails for testing content areas only. You can't use the A/B Test block to test emails, From Name, Subject Line, Preheaders, and Time with Content Builder emails.

Before and after you build your content, see Create Content Blocks for more details.

> **Note:** To use this feature, you must have user permissions to access Content Builder.

1. To select content for content A, click **Browse**.

2. To select content for content B, click **Browse**.

3. Click **Save**.

4. Fill in the following fields:

Field	Steps to Follow
Name	Enter an internal name. The name is what you and other users see in your folders. Subscribers can't see this name.
External Key	Enter a unique identifier that can developers can use in API calls to access objects programmatically.

Field	Steps to Follow
Location	This field shows the folder name. Click Change to choose a different folder.
Tags	To associate the message with a tag, follow the steps: **a.** Click **Add**. **b.** Enter the name of a tag. **c.** Click **Done**.
Business Units	The shared content is initially shared to the All Content folder for the selected business units. Any user with update permissions in a recipient business unit can edit that content. Those changes apply to that content for all business units. Learn more about Sharing Content. To share this content, follow these steps: **a.** Click **Change**. **b.** You can share content as described: • All Business Units: This option shares content across the entire enterprise and to all future business units, including business units your account can't access due to login restrictions. • Custom: This options shares content to any business units you can access. You can share to any number of business units. To select all children and grandchild, click Select Children. Clicking select children doesn't insure future children business units are included. **c.** Click **Save**.
Channel Permissions	Use channel permissions to indicate which channels (such as Mobile, Email, or Social) can use this content.

> **Note:** The Tracking > Email Overlay View for emails that use A/B Test content blocks show only one of the content blocks, regardless of whether you select the job details for block A or block B. The tracking results are unique to the job but the email preview doesn't show A & B respectively, but only displays a single default block for each job. A/B testing of separate emails that don't use A/B Test content block show the unique email for the job whose tracking you select to view.

Modify A/B Content
Make changes to A/B content blocks in Content Builder.

Modify A/B Content

Make changes to A/B content blocks in Content Builder.

1. Select the name of the A/B Testing content in the All Content grid.

2. To make changes, click **Change** next to any item under Asset Properties.

3. Select **Editor**.

4. Make any changes or additions.

To change content A or B, click **Replace** under the path for the content.

5. Click **Save**.

Add a Button Block

Use Content Builder to add a linked button to your email.

Before and after you build your content, see Create Content Blocks.

1. Complete the Button Text field, and set your font type, size, and color.

2. Use the provided controls to style the button and button text.

3. Select a Link To option and complete the corresponding fields.

- Website: Enter the URL of the web site, without the preceding https:// (which inserts automatically).
- Secure Website: Enter the URL of the secure website without the preceding https:// (which inserts automatically)
- Email Address: Enter the full email address (the HTML code mailto: inserts automatically) and subject line of the email.
- Microsite: Select the site and page of the previously created microsite.
- Forward to a Friend: The system populates the code when you choose this value. You can still edit the tooltip and link alias.
- Document: Browse to content stored in your account or upload new content. As a best practice, always use document links rather than attach a document directly to an email. Document links offer the added benefit of allowing you to track how many subscribers open the document.
- Anchor to text: Select the name of the anchor you previously created in this email.
- Other: Enter a value that does not match the other types, such as a personalization string. For example, if you have an attribute that contains a URL, you can insert the personalization string to use the personalized URL for each subscriber.

4. Enter descriptive text in the Title field. This text appears when the recipient hovers over the text or image.

5. Enter a descriptive name in the Tracking Alias filed. When you view the tracking results, the tracking alias appears in the results. If a tacking alias is not provided what you entered in the link URL is used.

6. Use the Block Settings and HTML Editor tabs as needed.

7. Click **Done Editing**.

Add a Social Follow Content Block

Add a social follow content block to an email in Content Builder. Social Follow allows you to add links to your social networks in your email. Social Follow directs subscribers from your email to your social networks where they can then choose to follow your social accounts.

1. To select more social network links, click **Add a Social Network** .

2. Drag the items to reorder the way they will appear.

3. Use the provided controls to style the icons and text labels.

Add a Social Share Content Block

Add a social share content block to your email in Content Builder. Social Share allows recipients to share the email on their preferred social network.

1. To select more social network links, click **Add a Social Network** .

2. Drag the items to reorder the way they appears.

3. Use the provided controls to style the icons and text labels.

SEE ALSO:

Social Forward

Add External Content

Add external content blocks to an email in Content Builder

Before and after you build out your content, see Create Content Blocks for more details.

1. Drag the External Content block to a content area.

2. Enter the complete URL, including http://, of the external content to embed into a message.

3. Select when to retrieve the content:

    *   **Immediately** - immediately retrieves the URL content. Use this feature to get the content as it appears at the URL right now. If you select this option, you can't include personalization in the URL. You can edit and preview the content in the Layout and Plain Text preview of an Email.

    *   **Send Time** - retrieves the URL content at the time the system processes the email for sending. Use this feature to get the latest content at the URL at the time the email is sent. If you choose this option and select a failure protocol, you can include personalization in the URL . When used in an Email, you can't edit the content but you can preview the content for a test subscriber.

4. If you select Send Time, choose a retrieval option:

    *   **Email Level** - retrieves the URL external content only once, and every recipient receives the same content. Example: A newspaper sends a daily email with the latest news headlines. When the email is sent, the external content block pulls headlines from a web service the newspaper created to serve the headlines and links to full stories. Since the headlines are the same for everyone, this retrieval is only called once for the entire send.

    *   **Subscriber Level** - retrieves the URL external content for or each individual recipient, and each recipient receives unique content. Example: an airline newsletter contains the recipients' award miles balance. Since each recipient's balance is different, the external content block calls a web service once for each recipient to get their miles balance.

    > ⚠️ **Warning:** Since this retrieval can result in millions of external calls in a large send, we recommend Email Level.

Add a Reference Block

Use Content Builder to add a reference block to your content.

The reference block in Content Builder allows you to insert a pointer to an existing block in a template or email. The pointer ensures that the block always uses the latest content. Also, the editor shows the content of the referenced block instead of the AMPscript.

1. Drag the Reference Content block to a content area.

2. Click the block to edit.

3. To upload content, select content from the grid or click **Create**.

4. Click **Select**.

5. Use the arrow to delete, duplicate, or edit.

6. Click **Done Editing** or **Save**.

Add an Image Carousel Block

Use Content Builder to add an image carousel block to your content.

The Image Carousel block allows you to add blocks of up to five rotating images. You can set these images to auto-rotate every six seconds. Navigation arrows allow the recipient to manually rotate through the images.

🛈 **Important:** The image rotation only works in Apple Mail and iOS Mail. In all other mail clients, only the primary image is shown.

1. Drag the Image Carousel block to a content area.

2. Click the block to edit.

3. Add an image by clicking **Browse** or inserting a URL.

4. If needed, add alt text, a link, and complete Image Settings.

5. To add more images, click **Add Image**

6. If needed, complete options on the Block Settings tab.

7. Click **Done Editing** or **Save**.

Live Image

The Content Builder Live Image block lets you control message content at the time of open by switching relevant images in real time. You can send an email with image A that changes to image B based on a user-defined trigger.

🛈 **Important:** Content Builder Live Image is retired in the April 2021 release. Customers can no longer access the block in Content Builder, but can use Einstein Content Selection or the Content Block SDK.

Table 14: Available Triggers

Trigger	Threshold Limits	Default Setting
Date and time	Set in half hour increments based off user time zone preferences	The following day at 12:00 pm
Number of days after send	Max 365 days	7 days
Number of impressions	Max 100,000 impressions	100 impressions
Number of clicks	Max 100,000	100 clicks
No trigger	User manually switches image	

Use Multiple Instances

- If you add multiple instances of the same Live Image block to different emails, they act and are tracked independently.
- If you copy an email with a Live Image block, the blocks act and are tracked independently.

Use Manual Switch

- The **Manual Switch** button only appears after you send the message containing the block. To manually switch the image, click **Manual Switch** on the Delivery tab of the block, then click **Confirm**.

- You can manually switch to image B regardless of the trigger, but only before the trigger threshold occurs. You can switch back to image A at any time. The image switches only for recipients who open the email after you made the switch.

Other Information

- You can use multiple Live Image blocks in an email.

- You can't use Live Image blocks with Reference blocks.

- You can't send a Live Image block that is shared with you. Only the owner of the block and its images can send it.

Enhanced Dynamic Content

Enhanced Dynamic Content lets you import into Content Builder a delimited file containing text and image URLs to create enhanced dynamic content for emails.

Instead of using AMPscript and data extensions to manually create complex dynamic content and the rules for each variation, the system creates the content from the data in your import file. The columns in the import file contain the names of the enhanced dynamic content assets, and the rows contain the content variations for each asset. Content Builder saves the assets as Enhanced Dynamic Content Maps in the content library that you can use as blocks in emails and templates. You can link your enhanced dynamic content to an audience during the import or while adding the blocks to an email or template. View Enhanced Dynamic Content video.

Import Flow

Select **Enhanced Dynamic Content** in the Create menu to launch the four-step import flow.

- File Upload - Upload your file and select comma, semicolon, or tab as your delimiter. Choose whether to respect double quotes as a text qualifier.

- Data Preparation - Select which column to use as primary key. Optionally edit the names for each enhanced dynamic asset. Select the type of content for each column:

  1. Text

  2. Image

  3. Exclude this column

- Audience - Choose whether to link your import file's primary key to a column in an audience data extension or profile attribute. You can also configure this link in the editor during message creation.

- Review - Review the settings from previous steps, view a five-row summary of your data, and select the folder location for your enhanced dynamic content.

See Enhanced Dynamic Content Import File on page 88 to prepare your import file.

Editor Flow

You can add enhanced dynamic content to content areas of emails and templates from the Blocks or the Editor tab in the editor.

> **Note:** The April 2018 release doesn't support adding enhanced dynamic content in the subject and preheader.

- Blocks Tab - Drag the Enhanced Dynamic Content block in a content area, then select the enhanced dynamic content from the content library. You can change your audience source and column, view content variations, and configure block settings.

- Content Tab - Drag enhanced dynamic content in a content area. You can change your audience source and column, view content variations, and configure block settings.

If you change the audience in the editor and want to save it as a block, select **Create New** from the Save Block button menu, then name and save the block.

📝 **Note:** You can only select **Update Existing** after saving the enhanced dynamic content as a block.

To edit the images and text in your enhanced dynamic content, open the map asset from the content library and click **Edit**. Click **Edit** in the variation you want to edit, make your changes, and click **Done Editing**.

📝 **Note:** Editing an enhanced dynamic content map affects all blocks using it.

Enhanced Dynamic Content Import File
Use this information to prepare your import file to create enhanced dynamic content in Content Builder.

Enhanced Dynamic Content Import File

Use this information to prepare your import file to create enhanced dynamic content in Content Builder.

- Ensure that your file is a comma, semicolon, or tab-delimited file. In the import flow, you can select the delimiter and whether to respect double quotes as a text qualifier.

- Use only text or image URLs in your file. The system reads the first row of data and sets the dynamic content as either Text or Image. You can change the type or exclude the row in the import flow.

- The column header row contains the names of the dynamic content the system creates. Each column is saved as an Enhanced Dynamic Content Map in the content library, and you can add these to a message from the Content tab of the editor. You can review and edit these names in the import flow.

- The system sets the first text column as the default primary key. A primary key is a table column that you designate as the unique identifier for all records in the file. For example, a language column can be a primary key that uniquely identifies all languages in the file. During the import flow or message creation, you link this column to a column in an audience data extension or profile attribute.

- To set a row as the default content, enter `default` as the row value in the column you select as the primary key. If you don't include this row, the system uses the first row as default content.

Live Weather Content Block

Use Live Weather block in Content Builder to personalize images in Marketing Cloud messages based on the local weather conditions when a message is opened.

📝 **Note:** Live Weather Block is no longer available for new customers to purchase.

Use rules to determine which image appears based on local weather conditions at message open.

📝 **Note:** Some email client providers' security updates can result in an email open without user engagement.

Combine up to five predefined and custom rules. For example:

- A hotelier can send messages to promote warm-weather escapes to customers who live in a cold climate.

- A retailer can tailor messages announcing a weekend sale to feature images of warm-weather hiking gear to customers where the weather is warm and sunny.

If a subscriber's email service provider uses image proxies, the rules are applied based on the location of the closest proxy server. Weather data can be less accurate for remote territories and some international locations.

Location Settings for Live Weather

Live Weather uses data extension fields that you specify for city, postal code, and other geographic data.

Create a Live Weather Block with Predefined Rules

Use rules to determine which image displays based on a subscriber's local weather conditions. You can combine up to five predefined rules.

Create a Custom Live Weather Block Rule

In addition to predefined rules, you can create custom rules to specify which image to display based on local weather conditions. You can combine up to five predefined and custom rules.

Location Settings for Live Weather

Live Weather uses data extension fields that you specify for city, postal code, and other geographic data.

Specify the data extension fields that describe your subscribers' location. The Live Weather content block lets you define the field name for City and Postal code, as this data is most likely to provide an accurate location for each subscriber. To enhance accuracy, you can also identify the field name for Country and State or Region.

After you define these data extension fields, the Live Weather block looks up the subscriber's city using the data extension field you provide. The content block also looks up the postal code and incorporates its location. If no data or an invalid value is returned, or if multiple cities with the same name exist, then the State or Region data is used to further define subscriber location more accurately to a City in a State or Region. If multiple countries have the same pattern of Postal Codes, then Country data can be used to further improve the accuracy of Postal Code matching.

📝 **Note:** To use location settings, apply ISO formatting guidelines to location data. For more, go to Formatting Location Data for Live Weather.

Formatting Location Data for Live Weather

Live Weather uses ISO official code to determine a subscriber's location when looking up a subscriber's postal code.

SEE ALSO:

Formatting Location Data for Live Weather

Formatting Location Data for Live Weather

Live Weather uses ISO official code to determine a subscriber's location when looking up a subscriber's postal code.

Content Builder's Live Weather content block is powered by Accuweather. The Live Weather content block requires that postal codes use the format defined by ISO (International Organization for Standardization). Find formatting details using Accuweather's Locations Information page.

Create a Live Weather Block with Predefined Rules

Use rules to determine which image displays based on a subscriber's local weather conditions. You can combine up to five predefined rules.

1. In Content Builder, drag the Live Weather block onto the email canvas.

2. Expand **Configure Location Settings**.

    a. Specify the field in your data extension that contains the subscriber's city.

    b. Specify the field in your data extension that contains the subscriber's city ZIP or postal code.

    c. If necessary, specify the field in your data extension that contains the subscriber's country.

    d. If necessary, specify the field in your data extension that contains the subscriber's state or region.

3. Click **Select Image**.

4. Select the default image that displays when none of the rule's weather criteria are met. Messages opened more than 180 days after the send also display the default image.

5. Click **Create Weather Rule**.
Default Rules and Hot, Sunny are preselected.

6. To choose another predefined rule, select it from the dropdown and click **Select**.

7. Click **Select Image**, and then click the image to use.

8. To preview the image in the email, click [👁] .

9. Click **Done**.

Edit a Live Weather Block Predefined Rule
Follow these steps to modify or remove a predefined rule for a Live Weather block.

SEE ALSO:

Create a Custom Live Weather Block Rule

Edit a Live Weather Block Predefined Rule

Follow these steps to modify or remove a predefined rule for a Live Weather block.

1. In Content Builder, select the rule to edit.

2. Select a different predefined rule from the dropdown.

3. To change the image, click **Replace**, and click the image to use.

4. To delete a rule, click [▼] , and select **Delete**.

5. To preview the image in the email, click [👁] .

6. When you're finished making changes, click **Done**.

Create a Custom Live Weather Block Rule

In addition to predefined rules, you can create custom rules to specify which image to display based on local weather conditions. You can combine up to five predefined and custom rules.

1. In Content Builder, drag Live Weather onto the email canvas.

2. Expand **Configure Location Settings**.

    a. Specify the field in your data extension that contains the city that your subscribers are located in.

    b. Specify the field in your data extension that contains the zip or postal code of the city that your subscribers are located in.

    c. If necessary, specify the field in your data extension that contains the country that your subscribers are located in.

    d. If necessary, specify the field in your data extension that contains the state or region that your subscribers are located in.

3. Click **Select Image**.

4. Select the default image to display when none of the rule's weather criteria are met. Messages opened more than 180 days after the send also display the default image.

5. Click **Create Weather Rule**.

6. Select **Custom Rules**.

7. Click **Select**.

8. Enter the minimum and maximum temperatures.

9. Select a weather condition.

10. Click **Save Rule**.

11. Click **Select Image**, and click the image to use.

12. To preview the image in the email, click [👁].

13. When you are finished, click **Done**.

Edit a Live Weather Block

Follow these steps to modify or remove a custom rule for a Live Weather block in Marketing Cloud Content Builder.

SEE ALSO:

Edit a Live Weather Block

Edit a Live Weather Block

Follow these steps to modify or remove a custom rule for a Live Weather block in Marketing Cloud Content Builder.

1. In Content Builder, select the custom rule to change, and click **Configure Rule**.

2. Make your changes to the criteria or image.

3. To delete a rule, click [▼], and select **Delete**.

4. To preview the image in the email, click [👁].

5. Click **Save Rule**.

6. When you're finished making changes, click **Done**.

Interactive Email Form Block

The Interactive Email Form block in Marketing Cloud Content Builder allows marketers to receive subscriber information like profile data, product reviews, and sales leads directly from embedded forms in an email. Allowing subscribers to submit forms without leaving their inbox increases customer engagement and gives marketers more data.

📝 Note: Interactive Email Forms consume super messages in all account editions. Contact your account representative for more information.

The Email Form block is available in Content Builder for Marketing Cloud Pro editions or higher. Because the block can create, view, and write to a data extension, ensure that users have the Data Extension > Create, View, and Update permissions. To configure the block, in the app switcher:

1. Hover over your name and click **Setup**.

2. Search for `Content Builder Settings.`

3. Enable Email Form under Block Group Configuration.

In the content block, you choose a form template to get started:

- Empty Form - Start from scratch and create any type of form you want.

- Reviews - Allow subscribers to complete product reviews or other feedback surveys. To use this data with third-party review services, build a custom Journey Builder activity to export the data externally. Or redirect the reviewer to another site while passing their form data in the URL query string.

- Progressive Profile - Collect or update subscriber preferences and demographic data, such as name, birthday, product preferences, and interests.

- Case Form - Allow subscribers to create or update a support case. Service Cloud customers can use Journey Builder to pass this data to the Service Cloud and create a case. See Sales and Service Cloud Activities in Journey Builder.

- Lead Form - Capture or update subscriber information from your leads. Sales Cloud customers can use Journey Builder to pass this data to Salesforce.com. See Sales and Service Cloud Activities in Journey Builder.

  📝 Note: The lead form doesn't set up the lead. To set up the lead, use a Journey Builder activity.

After you define and style your form in the block, select an Interactive Email Page that you created in CloudPages to capture and validate the data. In the block, select or create a data extension that maps to your form fields and saves the submitted data.

Create an Interactive Email Page
Create and use a CloudPages landing page when selecting the CloudPages Destination field in a Content Builder Email Form block.

Create an Interactive Email Form Block
Follow these steps to create an Email Form block in Marketing Cloud Content Builder. Ensure that you have the Data Extension > Create, View, and Update permissions, and that Email Form is enabled in Setup > Content Builder Settings.

Interactive Email Form Client Support
Review the supported email clients for the Marketing Cloud Content Builder Email Form block.
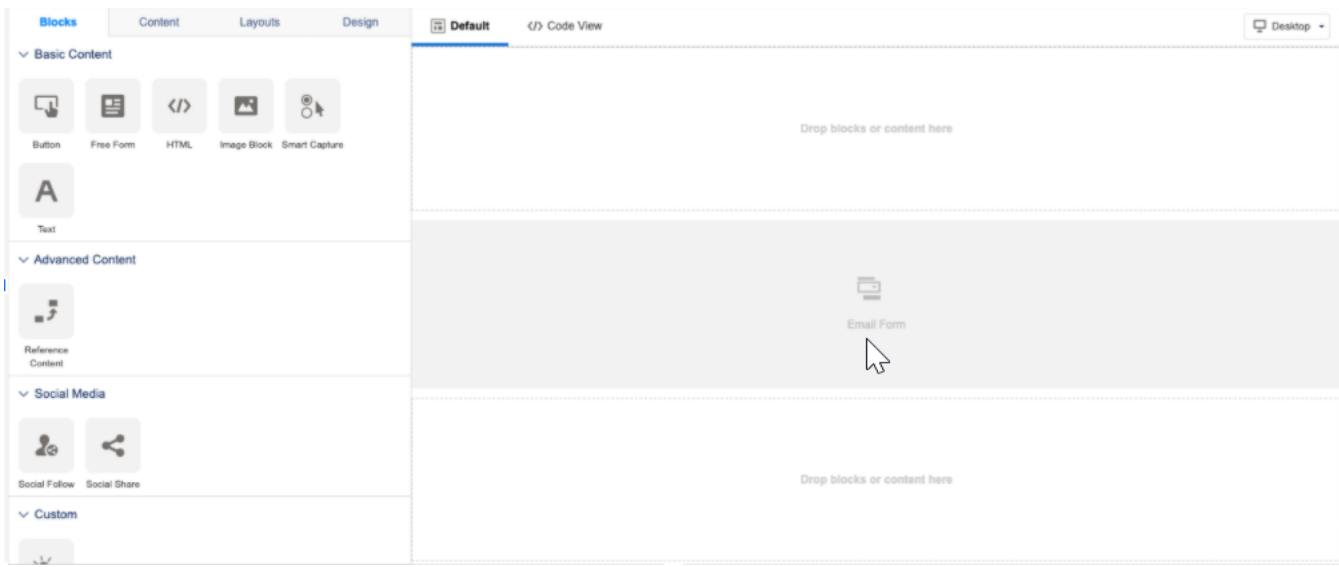
Interactive Email Form FAQ
View frequently asked questions for the Email Form block in Marketing Cloud Content Builder.

Create an Interactive Email Page

Create and use a CloudPages landing page when selecting the CloudPages Destination field in a Content Builder Email Form block.

1. In CloudPages, after you Create a Collection on page 3, click **Create**, then click **Interactive Email Page**.

2. Name your page.

3. Optional: complete Description field.

4. Complete the URL field if using a My Domain or custom domain.

5. Optional: To use secure HTTPS connections only, check the **SSL** box.

6. Click **Create**.

7. Hover over the page you created and click **Open Content**.

8. ⊘ Important: The Form block present in the middle content row when you create the Interactive Email Page is required for successful form submission. Don't delete this block.

Click the Email Form layout section in the

9. From the Confirmation Message **Type of Content** dropdown, select the type of content to display to the submitter.

10. Click **Done Editing**.

11. Use Content Blocks to create your content.

12. Optional: Use the Content tab to drag saved content in a content area.

13. Optional: Use the Layouts tab to drag a new layout configuration in a content area.

14. Optional: Use the Design tab to set or change global styles for the landing page.

15. Optional: To change your editing experience, click **Layout/Code View**.

16. Optional: To see how your content displays in each view, click **Desktop/Mobile**.

17. To save your work but not publish, click **Save**. Submitters receive an error message and no data is captured.

18. To publish the page immediately or schedule the publish for later, click **Schedule / Publish**. Only published pages capture data and perform your selected confirmation message action.

   🛑 Important: A warning appears if your Email Form block code is out of date. See Update an Interactive Email Page on page 8.

Update an Interactive Email Page

Update an Interactive Email page in Marketing Cloud CloudPages when the code is out of date.

Create an Interactive Email Form Block

Follow these steps to create an Email Form block in Marketing Cloud Content Builder. Ensure that you have the Data Extension > Create, View, and Update permissions, and that Email Form is enabled in Setup > Content Builder Settings.

1. In Content Builder, click **Create** > **Content Blocks** > **Email Form**. Alternatively, create an email and drag the Email Form block in the editor.

2. Choose a template.

   • Empty Form - Start from scratch and create any type of form you want.

   • Review - Allow subscribers to complete product reviews and other surveys.

- Progressive Profile - Collect or update subscriber preferences and demographic data.
- Case Form - Allow subscribers to create or update a support case.
- Lead Form - Capture or update subscriber information from your leads.

📝 Note: You can customize any template by adding and deleting form fields.

3. Complete the CloudPages Destination fields by searching for a collection and selecting an Interactive Email Page.

🛑 Important: Navigate to CloudPages and create this page before creating the Email Form block. See Create an Interactive Email Page on page 92.

4. Complete the Response Capture field by selecting an existing data extension or creating one.

5. To add visible fields, click **New Input** and select a field type. You can delete and duplicate fields using the icons. To sort, click and drag fields.

6. To label and map fields to data extension attributes, click the edit icon on each field. Configure other field options as necessary.

💡 Tip: You can create and map your data extension in the content block without navigating away from here. The inputs you build automatically create columns in the data extension. Deleting inputs doesn't delete the data extension columns.

7. To add hidden fields, click **New Hidden Field** and complete the Data Attribute and Field Content fields. Hidden fields pass to the data extension values that you want hidden from the submitter, such as order number or product ID.

8. Review and resolve incomplete required fields.

9. Select the Design tab complete the General Form Styles and Input Styles options.

10. Select the **Block Settings** tab and complete options as necessary.

Interactive Email Form Client Support

Review the supported email clients for the Marketing Cloud Content Builder Email Form block.

- Apple iPhone
- Apple iPad
- Apple Mail
- Gmail Webmail
- Gmail App
- Yahoo webmail
- AOL webmail

Outlook and Thunderbird are not supported. Consult this third-party, open-source resource for more information. Also see The Ultimate Guide to Interactive Forms in Email.

Interactive Email Form FAQ

View frequently asked questions for the Email Form block in Marketing Cloud Content Builder.

Interactive Email Form Data FAQ

View frequently asked questions for the Email Form block in Marketing Cloud Content Builder.

Interactive Email Form Display FAQ

View frequently asked questions for the Email Form block in Marketing Cloud Content Builder.

Interactive Email Form Customization FAQ

View frequently asked questions for the Email Form block in Marketing Cloud Content Builder.

Interactive Email Form Data FAQ

View frequently asked questions for the Email Form block in Marketing Cloud Content Builder.

Data

Where is the data extension?

Data is stored in a new or existing data extension that the user chooses when building the content block. Data extensions created with the Create a data extension automatically option are saved in the Interactive Content folder under your top-level Data Extension folder in Email Studio or Contact Builder.

How is the data saved?

In the block, you set the data extension values for questions and answer options. When the recipient submits the email form, the data passes through the URL string to the CloudPages landing page and is saved in your data extension.

Your data extension configuration can impact how email forms write to the data extension. If your data extension doesn't have a primary key, the system adds a row upon form submission. If a primary key is defined, the system attempts an upsert to overwrite the record, but if the payload is missing any primary keys, the system generates a unique ID for the record.

What happens after a user clicks Submit?

Upon submitting, the user is directed to a CloudPages Interactive Email page. If the submission contains errors, like incomplete required fields or undefined minimum and maximum character requirements, the recipient receives resolution messages to correct the form and resubmit. If the submission is valid, the recipient receives a response page message. You build the CloudPages Interactive Email page before selecting it in the Email Form block.

Is submitted form data secure?

Interactive email forms use existing Marketing Cloud infrastructure and encryption. Information submitted is encrypted and arrives in the browser URL. We recommend not using personal identifiable information in the URL, even with HTTPS encryption.

How do I use the submitted form data?

After it's submitted, data is available in the target data extension and can be used for personalization in MC Scripting, Journeys, and more. If using the Redirect to a URL Confirmation Message option in the Email Form block on the Interactive Email CloudPage, the submitted data is also appended to the query string of the redirect URL specified, and can be used on the subsequent page.

Note: Some data can be available during the submission process, but attempting to use it at any point other than from the target data extension or URL parameters on the redirect URL is subject to change without notice and should be avoided.

Does this form data integrate with other Clouds?

Customers can use native functionality in Journey Builder to move data from Data Extensions into Sales Cloud and Service Cloud. See Sales and Service Cloud Activities in Journey Builder.

Why isn't data writing to my data extension?

Review these considerations if your data isn't writing to your data extension:

- Is the data extension selected in your Email Form content block?
- Are all form inputs mapped to a data attribute?
- Are there required fields in the data extension that aren't mapped to a form input? To write to a data extension, ensure that all required fields are mapped.

- Is the CloudPages Interactive Email page configured correctly with a Thank You message selected in the Form block that is in the middle content row? See Create an Interactive Email Page on page 93.
- Did you delete the data extension?

All submissions that don't write to a data extension are added to an error log located in a Data Extensions > Interactive Content folder named 00 IC Error Log. Review this log to monitor submissions and to help troubleshoot configuration errors. The error log records this information:

- Time Stamp - The time of the submission error.
- Is Test Send - A true or false value indicating if the connected email was a test send.
- Subscriber Key - The defined subscriber key for the user who receives the email.
- Email Address - The email address for the user who receives the email.
- Target Data Extension Name - The name of the data extension we attempted to write to.
- Target Data Extension Customer Key - The customer key for the data extension we attempted to write to.
- Submission - The data we attempted to write in a JSON object.
- Error Message - The error message we recorded when attempting to write.
- Email Web Link - The URL for Web View link of the email.

Do I choose to write to an existing data extension or create one automatically?

There's no best practice for choosing between these two options. Evaluate your use case and how you plan to use your data. Creating your own data extension allows greater control over the data extension options and individual fields. If you have any doubt, choose to create one automatically.

How do I manage date fields?

There's no best practice for how to manage date fields in the Email Form content block. The best option is to allow only the selection of dates that are hard-coded into inputs, like a set of radio buttons. If you use a normal text input to collect dates, and they don't match the format required to write to a data extension, the dates don't write to the data extension.

Can I add a time-stamp to my data extension so I know when the submissions occurred?

Yes, you can add the submission time to the data extension that you're using. In Email Studio, add a `Date` field to the data extension and click **+** to select `Use Current Date` in the Default Value field.

In Contact Builder, add a `Date` field to the data extension and select the `use the current system date` Default Value checkbox. No additional configuration is required in the Email Form block.

Interactive Email Form Display FAQ

View frequently asked questions for the Email Form block in Marketing Cloud Content Builder.

Display

Why doesn't the form display in my email?

There are three main reasons why your form doesn't display in specific email clients.

- The email client doesn't support interactivity. The most common unsupported email client is Outlook. See Interactive Email Form Client Support for supported clients. on page 94
- If the form doesn't appear in a supported email client, there's likely a CSS conflict between your other email code and the code inserted by the Email Form content block. To diagnose this problem, remove all the other code, ensure that the form is working as expected, then add your code piece by piece to identify the conflict.

- If your issue is Gmail specific, ensure that your email doesn't exceed Gmail's size and character limits. Gmail clips the HTML of messages over 102 kb, which can cause the email form to not display. Gmail also limits the characters in your email's CSS style tags to ~16k. CSS code that exceeds this limit doesn't display in Gmail.

Which email clients support Interactive Email forms?

Support varies by email client but you can expect about 80% of opens to see interactive email forms. However, compatibility can vary depending on the subscriber base. For example, if most of your email opens are in Outlook, the percentage is much lower. The important distinction is that a subscriber's email client, not the email address, dictates whether they can have an interactive experience. See Interactive Email Form Client Support for supported clients.

What happens when a recipient can't see the Interactive email form?

When setting up an Email Form block in Content Builder, the user can define a fallback state. If a customer opens the email in an unsupported email client, the interactive content reverts to the fallback type you select. The fallback can be another content block, such as a button that links to form on the web, or you choose to show nothing, ensuring that each customer gets the best experience. You can also use automatic fallback, which lets you add a call-to-action button that links directly to the email form on the Interactive Email CloudPage destination you set for the block.

Why do some of my form fields have look different in Gmail?

The Image Single Choice, Image Multiple Choice, Button Single Choice, Button Multiple Choice, and Rating input types show a radio button or checkbox depending on their type in the Gmail web client or Gmail apps. Gmail doesn't support some CSS attributes that we use to build the interactive elements while hiding the radio button or checkbox. While the styling is different, we're not aware of any impact on usability or performance. If the addition of the radio button or checkbox isn't acceptable for your use case, consider using these input types:

- Select dropdown or radio button for single option selection inputs
- Checkbox for multiple option selection inputs

These are examples of how the inputs display with default styling.

Ratings in Apple Mail

Ratings in Gmail

Image or Button Choices in Apple Mail

Image Choices

Image or Button Choices in Gmail

Image Choices

Is the Interactive email form mobile optimized?

Yes, the Interactive email form is built to display properly across all screen sizes of supported email clients. The email template used can impact proper display. For example, a template that isn't responsive or mobile optimized can impact proper email form display.

Can I change or limit the number of characters in the Short Answer or Paragraph section?

No. Only the font size can be changed in the Design tab to accommodate more characters.

Interactive Email Form Customization FAQ

View frequently asked questions for the Email Form block in Marketing Cloud Content Builder.

Customization

Can I use custom fonts?

You can't select custom fonts in the Design tab of the Email Form content block. However, the block inherits the fonts and styles of the surrounding email template. So, if a custom font is set on the template, the email form block inherits it.

Can I use custom CSS to target the form elements?

You can use custom CSS to override or extend the styles, but it isn't recommended. Because the structure and CSS used by the Email Form block is subject to change at any time, these changes can invalidate your custom CSS the next time you open or edit the block.

Can I change or limit the number of characters in the Short Answer or Paragraph sections of a Text input?

Yes, the character limit on a Text Input is determined by the **New Attribute Length** field of the selected data extension.

Can I prepopulate forms with information from data extensions?

You can prepopulate text inputs using the Value field when editing the Text

Input.

We're exploring this feature for other inputs as we improve the Email Form content block.

Can I use dynamic content to display different form fields to different people?

No, there's no workflow in the Email Form content block to perform this task.

Can I implement branching logic based on previous form answers?

No, we don't offer branching logic for the Email Form block due to email clients restrictions.

Can I use AMPscript (GTL)?

Yes, within certain limits you can use AMPscript to populate information in your form. There are two main use cases for using AMPscript:

- Use AMPscript for hidden field values as a powerful tool for passing subscriber data into your final data extension.
- Use AMPscript when setting content for customers to read, such as the text in a label, description, or placeholder. The AMPscript renders correctly in the email, but not if a recipient is required to correct or validate their submission on a CloudPages landing page. Therefore, we recommend this use case only if your form has no required fields.
- Note: AMPscript set in the placeholder doesn't always display in the Content Builder preview, but displays in Subscriber Preview and in sent emails. Always use a test send to verify before sending.

Does Interactive Email Use AMP for Gmail?

Interactive Email doesn't use AMP for Email. Interactive Email uses a combination of HTML and CSS. While there's overlap in functionality and email client compatibility, there are also differences.

Can I send users to my own landing page instead of a CloudPage?

Yes. To send customers to your own landing page, choose **Redirect to a URL** in the Type of Content dropdown when configuring the CloudPages Interactive Email page confirmation message. The user then passes through the CloudPages landing page and is redirected to the URL that you specified.

I only use HTML Paste emails. Can I still use Interactive Email?

Yes, to use Interactive Email with HTML Paste emails, first convert your HTML Paste email to be used as or with a Content Builder template. Prepare the email HTML as normal but follow these important considerations:

- Verify that your email code has `<html>` and `<body>` tags and begins with `<!DOCTYPE html>`.
- Verify that there are no unmatched HTML tags, such as unclosed table or div tags. Unmatched tags can cause rendering issues when used with Interactive Email, even if they don't cause issues with other campaigns.

Next, identify where in the email you want to place the Interactive Email Form block. Choose a location that allows for properly opened and closed tags. See Correct Code Examples. Then, paste this code snippet in the location you chose: `<div data-type="slot"></div>`

If there's static content included in your code that you want to use for a fallback, remove it from the code now. Use this content in a Content Builder block that you can select as the fallback content in the Email Form block.

Incorrect Code Example

```
<!-- Additional content above interactivity -->
          <table>
          <tr>
          <!- Do NOT place Interactive Content here -->
          <td>
          </td>
          </tr>
          </table>
          <!- Additional content below interactivity -->
```

Correct Code Examples

```
<!-- Additional content above interactivity -->
                <table>
                <tr>
                <td>
                <!- Safe to place Interactive Content in this cell -->
                </td>
                </tr>
                </table>
                <!- Additional content below interactivity -->
```

```
                <table>
                <tr><td>Additional content above interactivity</td></tr>
                </table>
                <!- Safe to place Interactive Content here between tables -->
                <table>
                <tr><td>Additional content below interactivity</td></tr>
                </table>
```

Next, create a template in Content Builder. Select **HTML Template** and choose **Paste HTML**, then copy and paste the HTML you created.

Finally, create your email in Content Builder, choose the template you created, and drag the Email Form block in email.

Create a Code Snippet

Use code snippets in Marketing Cloud Content Builder to save reusable bits of HTML, AMPscript, and Guide Template Language. Insert snippets when editing HTML via the Code Snippets toolbar selector, or by typing the Customer Key value for the snippet followed by the Tab key. You can also create a code snippet content block by clicking **Create > Content Blocks > Code Snippet**. You can reference Code Snippets with the AMPscript ContentBlockByKey and ContentBlockByID functions.

📝 Note: Code snippets behave like content blocks but are different because they do not include an extra HTML table that wraps the content.

Follow this task to create a code snippet in the editor.

1. In the Content Builder editor, highlight the HTML you want to use as a code snippet.

2.
   Click </> ▼ from the toolbar menu and select **Create New Snippet**.

3. Alternatively, highlight your HTML, then right-click and select **Create Code Snippet**.

4. Complete the fields and click **Save**. To edit a saved code snippet, select the code snippet from the content library and click **Edit**.

Google Promotions Tab
Learn how to use a Google Promotions Tab code in Marketing Cloud Content Builder to enhance your email promotions with images, deals, expiration dates, and more.

Generate Barcodes in Emails with AMPScript
Marketing Cloud users can use barcode technology to create personalized messages, such as ticket purchase confirmation emails. Instead of using a barcode generator, use the AMPScript BarcodeURL function to automatically generate barcodes from recipient profile information.

Google Promotions Tab

Learn how to use a Google Promotions Tab code in Marketing Cloud Content Builder to enhance your email promotions with images, deals, expiration dates, and more.

Create a code snippet with the sample AMPscript markup and edit the bold areas with your details. If the tab content is the same between emails that use the template, add the code snippet directly under the template `<head>` tag. If the tab content changes between emails that use the template, add a content area directly under the template `<head>` tag, then drag in your code snippet.

👁 Example:

```
%%[
SET @JSONStart = Concat('<', 'script type="', 'application/ld+json"','>')
SET @JSONEnd = Concat('<','/','script','>')
]%%
%%=TreatAsContent(@JSONStart)=%%
[{
"@context": "https://schema.org/",
"@type": "Organization",
"logo": "urlforlogo.png"
},{
"@context": "https://schema.org/",
"@type": "DiscountOffer",
"description": "20% off",
"discountCode": "PROMO",
"availabilityStarts": "2019-01-01T08:00:00-07:00",
"availabilityEnds": "2019-09-30T23:59:59-07:00"
},{
"@context": "https://schema.org/",
"@type": "PromotionCard",
"image": "https://urlforimage.png"
}]
%%=TreatAsContent(@JSONEnd)=%%
```

See Google Promotions Tab Get Started for more information.

Generate Barcodes in Emails with AMPScript

Marketing Cloud users can use barcode technology to create personalized messages, such as ticket purchase confirmation emails. Instead of using a barcode generator, use the AMPScript BarcodeURL function to automatically generate barcodes from recipient profile information.

Create a Scannable E-Ticket Scenario

💡 **Thank You:** Special thanks to Trailblazer Karol Cholewa for contributing this content.

This scenario describes how to create confirmation emails that staff can scan at a registration point directly from a participant's mobile phone.

As a marketer, you assign each attendee a unique ticket ID based on name and email address captured from an online registration form. Use smart capture in a CloudPages landing page to collect the data in a data extension. If your form is not integrated with Marketing Cloud, manually enter the information in a sendable data extension. Then, with Content Builder and code snippets, build a personalized confirmation email with the unique ticket ID encoded in a barcode image. When the online registration is complete, the event organizer emails the personalized barcode e-tickets to each recipient in the data extension.

Sample Data Extension Structure

Set the email data extension field to `EmailAddress` and the other fields to 128-character `Text`.

Email	SubscriberKey	FirstName	LastName	Barcode
john@example.com	12345-john@example.com	John	Doe	OKVKTZ0K9O
kim@example.com	67890-kim@example.com	Kim	Smith	HYW1D8XXDU
ben@example.com	54321-ben@example.com	Ben	Clark	31FPTXMR6I
robert@example.com	09876-robert@example.com	Robert	Williams	0OAHFSCGG4

AMPScript Code Snippet for the Email

For e-tickets scanned on mobile phones, this example uses the common Code128Auto, which supports the alphanumeric ASCII characters in the ticket ID. This barcode type is also narrow and high density, which encodes data with the fewest bars. This example adjusts the width to 300 px and height to 100 px. The barcode image is the default black and white as we recommend the highest contrast for fast mobile screen scanning. See the AMPScript BarCodeURL function for available barcode types, parameters, and examples.

```
%%[
var @barcode, @ticket, @firstName, @lastName, @fullName
set @ticket = AttributeValue("Barcode")
set @fullName = Concat(@firstName," ",@lastName)
set @barcode = BarcodeURL(@ticket, "Code128Auto", 300, 100)
]%%
```

Barcode Sample for the Email Body

The BarcodeURL function generates a PNG image at the time of the email send. Use an image tag and set the source attribute to the function's value.

```
<p>Name: %%=v(@fullName)=%%</p>
<p>Ticket Number: %%=v(@ticket)=%%</p>
<p><img src="%%=v(@barcode)=%%"></p>
```

Final Result

YOUR E-TICKET

Thank you for registering for our digitial
marketing conference. Present this
e-ticket at the registration booth before
the event.

Name: John Doe

Ticket ID: OKVKTZ0K90

OKVKTZ0K90

SEE ALSO:

Create a Content Builder Email

Create a Data Extension in Contact Builder

Create a Landing Page with Content Builder

Share Content

The share content feature allows you to share content, templates, and emails with other business units in your account. Enterprise 2.0 accounts, you can share from any business unit to any other business unit. For Enterprise 1.0 and Agency accounts you can share down to child business units. Contact your relationship manager to enable this feature.

You can create shared folders and share content with Content Builder editing permissions to control how recipient business units can interact with their content. Users with Share permissions can share content or folders to other business units that they have login rights to. Users can share to business units up, down, or across the hierarchy using the Selected Business Units option.

View the MC Product Expert webinar.

Share across Enterprise

You can share a folder and its contents to one or more business units in your account. When this feature is enabled, access the Shared tab on the main content grid. Any content placed in the root Shared Content folder is automatically shared to all existing and future business unit in your account. To enable the Across Enterprise option, the Administrator enables the setting in the Content Builder Setup page. Do not enable this option for enterprises containing multiple companies. View Content Builder Setup on page 29.

Share to Selected Business Units

You can share to specific business units that have log-in access to. You can select a maximum of 2,000 business units. To share to more than 2,000 business units, share Across Enterprise, or Duplicate the content and share the duplicates to separate groups. You can search for business units by name when making selections.

📝 **Note:** Note: Sharing to selected business units does not share content to business units created after the content was first shared.

[Share Content Permissions and Roles](#)

Review the permissions and roles for Marketing Cloud Content Builder sharing.

[Share Folders and Content](#)

Learn how to share folders and content in Content Builder.

[Unshare Folders and Content](#)

Unshare content from all and select business units in Content Builder.

[Shared Content Edit Permissions](#)

While Marketing Cloud Content Builder business units that create content can take all actions on content, business units that receive shared content can only take these actions based on their edit permissions. Review the different Content Builder edit permissions.

[Lock Shared Content](#)

Email content areas in Content Builder can now be locked before sharing the email with other business units. This allows recipient business units to only edit unlocked content areas in shared emails with Edit Globally or Edit Locally permissions.

[Import Shared Content](#)

If you want to use shared content from Classic Email in Content Builder emails, consider importing the content to Content Builder. Importing creates a copy of the content, keeping it available in Classic Email.

[Sharing and Approvals](#)

If you have Content Builder Approvals enabled, use these guidelines when sharing emails.

Share Content Permissions and Roles

Review the permissions and roles for Marketing Cloud Content Builder sharing.

Content Permissions

You can assign each content item in a shared folder its own edit permission. The edit permission determines how recipients can edit the content. The options for edit permissions are:

- View and Send: Recipients can view the shared content and select it to be sent in a message, but they cannot edit the content. Recipients can edit the content in a message, but those edits are not saved to the shared content item.

- Edit Globally: Recipients can edit the shared content, and any edit made in one business unit appears in the other business units that have access to the content.

- Edit Locally: This option is available for emails only. Recipients can create a local edit of the email, which appears only in their business unit as a separate asset with its own Customer Key and ID. This edit does not overwrite the shared email in other business units. When you create a local edit, the original shared email no longer appears in the recipient's business unit. However, if you delete the local edit, the original shared email appears again. If the business unit that shared the original email deletes or unshares the original, local edits are deleted.

  📝 **Note:** For Enterprise 1.0, shared emails can only be shared with the Edit Locally permission. To send the shared email, first create a local edit.

Folder Permissions

Actions taken on this folder structure are controlled by these permissions under Content Builder > Shared Folders.

- View
- Create
- Move
- Rename
- Edit Sharing Properties
- Delete

Inherited Roles

Standard Marketing Cloud Roles inherit these Content Builder permissions by default. Administrators can configure custom roles for each role.

Marketing Cloud Role	Inherited Content Builder Role
Marketing Cloud Viewer	View
Marketing Cloud Content Editor/Publisher	All Shared Folder permissions
Marketing Cloud Administrator	All Shared Folder permissions

Share Folders and Content

Learn how to share folders and content in Content Builder.

Share Guidelines

You can share folder items to other business units without moving them to a shared folder. The shared folder items appear in the local folder of the business unit with a shared icon.

- Sharing content blocks and files are controlled by the Content Builder > Assets > Share permission.
- Templates are controlled by the Email Studio > Content > Templates > Share permission.
- Emails are controlled by the Email Studio > Content > Emails > Share permission.

Share Limits

- You can only share content with 2,000 business units. To share to more than 2,000 business units, use share Across Enterprise if enabled, or duplicate the content and share the duplicates to separate groups. View Content Builder Setup on page 29.
- A shared folder can contain a maximum of 5,000 content items. If you require more, create subfolders and add more there.

  📝 Note: For Enterprise 1.0, shared emails can only be shared with the Edit Locally permission. To send the shared email, first create a local edit.

All Shared Content View

On the Shared tab, the All Shared Content view summarizes all content shared both to and from your business unit. This includes content located within shared folders, or content shared from the Content Builder grid using the Share action. To determine how a content item is shared, locate the sharing icon on the content item grid. If the arrow is to the left of the icon, the content was shared to your business unit. If the arrow is to the right of the icon, it was shared by your business unit to others. Hovering over the icon provides more information about how the content was shared.

Create a Shared Subfolder

1. Right-click on the Shared Content folder or any other folder.

2. Select **Create Sub Folder**.

3. Name the folder.

4. Select the business units that can access all content created or moved in that folder.

All content in a shared folder is shared with the selected business units. New subfolders of a shared folder by default inherit the parent's business unit settings. A subfolder can only be shared to the same or a subset of business units that its parent was shared to.

Share a Single Content Item

1. In the Content Builder grid, find the item you want to share.

2. Expand the dropdown menu by the item.

3. Select **Share**.

4. Select the business units that can access the item.

5. Choose the Edit Permissions for the recipient business units.

6. Click **Share**. The recipients can now access this content in the Shared with Us view in their business unit.

You can also access sharing settings from the banner in the item's Properties page, and in the save flow when creating blocks, templates, and emails.

Share Multiple Content Items

1. In your Content Builder grid, select the items you want to share.

   📝 Note: Items shared to other business units can be bulk shared or unshared if they are in a shared folder.

2. Expand the Bulk Actions dropdown menu by the item.

3. Select **Share.**

4. Select the business units that can access your item.

5. Choose the Edit Permissions for the recipient business units.

6. Click **Share**. The recipients can now access this content in the Shared with Us view in their business unit.

Unshare Folders and Content

Unshare content from all and select business units in Content Builder.

Unshare Content from All Business Units

- You can't move a folder from the Shared tree to the Local tree and vice versa. Instead, create a destination folder, then move the folder content to the destination folder.

- To unshare content from a shared folder, move the content to a folder owned by your business unit in the Local tab.

- You cannot unshare a parent folder from a business unit that has access to one or more of its subfolders. To unshare a hierarchy of folders from a business unit, start with the subfolders and unshare up through the folder tree.

- You cannot unshare a folder from a business unit that owns content in that folder. Move or remove the content from the business unit you want to unshare.

- Always share a folder to at least one business unit in addition to the enterprise business unit. Removing access to all business units results in an error.

- If an email is shared with Edit Locally permissions, then unshared, , the local edits are deleted from all business units who created local edits from the shared email. To prevent this, a recipient can duplicate the original shared email or the local copy before the original is unshared.

- Recipient business units cannot use the ContentBlockByName AMPscript function to reference content shared manually outside of a shared folder, as its folder path is not available. To reference this content, use the ContentBlockByKey or ContentBlockByID functions.

1. Locate the item in the Local tab.

2. Select the actions drop-down by the item.

3. Select **My Business Unit**.

4. Click **Save**.

Unshare Content from Specific Business Units

1. Locate the item in the Local tab.

2. Select the actions drop-down by the item.

3. Select **My Business Unit**.

4. Click **Save**.

> 📝 Note: If an email is shared with Edit Locally permissions, then unshared, the local edits are deleted from all business units who created local edits from the shared email. To prevent this, a recipient can duplicate original shared email or the local copy before the original is unshared. The duplicate should be stored in a local folder instead of a shared folder.

Shared Content Edit Permissions

While Marketing Cloud Content Builder business units that create content can take all actions on content, business units that receive shared content can only take these actions based on their edit permissions. Review the different Content Builder edit permissions.

	Edit	**Properties**	**Send**	**Preview and Test**	**Duplicate**	**Delete**	**Move**	**Share**
View and Send	No, read-only	Yes, but read-only	Yes	Yes	Yes	No	No	No
Edit Locally - Locally shared email	No, read-only	Yes, but read-only	Yes	Yes	Yes	No	No	No
Local Edit	Yes	Yes, cannot edit Location	Yes	Yes	Yes	Yes	Yes	No
Edit Globally	Yes	Yes, cannot edit Location or Sharing	Yes	Yes	Yes	No	No	No

	Inbox Preview	Validate	Content Detective	Save as Template
View and Send	Yes	Yes	Yes	Yes
Edit Locally - Locally shared email	Yes	Yes	Yes	Yes
Local Edit	Yes	Yes	Yes	Yes
Edit Globally	Yes	Yes	Yes	Yes

Lock Shared Content

Email content areas in Content Builder can now be locked before sharing the email with other business units. This allows recipient business units to only edit unlocked content areas in shared emails with Edit Globally or Edit Locally permissions.

To lock a content area in an email:

1. Navigate to the email editor.

2. Hover over the content area and click the menu arrow.

3. Select **Lock**.

4. Share the email with business units.

Import Shared Content

If you want to use shared content from Classic Email in Content Builder emails, consider importing the content to Content Builder. Importing creates a copy of the content, keeping it available in Classic Email.

- Importing into the Content Builder (not Shared Content) folder structure keeps the content as shared, but recipient business units can only access the content in their All Shared Content view. The content remains shared to the same business units it was shared with in Classic Email, but the permissions are consolidated to the most restrictive set that a recipient business unit had in Classic Email. For example, if Classic Template A was shared to business unit 1 with view + edit permissions and business unit 2 with view only permissions, the content is imported with View Only permissions.

- Importing into the Shared Content folder structure shares the content to the business units that have access to the destination folder. Each content item receives edit permissions based on the most restrictive settings that a recipient business unit had.

- Each shared Content Builder folder can only contain up to 5,000 assets. Importing more than 100 fails the import.

1. Click **Import** in Content Builder.

2. Select **Content Only**.

3. Select the Classic shared folders whose content you want to import.

4. Select the Content Builder folders to import into.

Sharing and Approvals

If you have Content Builder Approvals enabled, use these guidelines when sharing emails.

- If Approvals is enabled in your business unit, you cannot share an email to another business unit unless it is approved.

- You can only share approved emails from business units with Approvals enabled.

- To revoke the approval status of a shared email, first unshare the email from all business units. Once modified and re-approved, you can share it again.

- If your email was shared with Edit Locally permissions, any local edit created by a recipient business unit is deleted when the email is unshared.
- If Approvals is not enabled in the business unit sharing the email, but it is enabled in a recipient's business unit, the recipient cannot send the email, as they cannot create an approval workflow for an email owned by another business unit. Use one of these options:
  - Option 1: The recipient duplicates the shared email and creates an approval workflow for the new email.
  - Option 2: If the original email was shared with Edit Locally permissions, the recipient creates a local edit and saves it to a local folder. The recipient then creates a workflow associated to the local edit.

📝 **Note:** In both options, the new email does not inherit content edits made to the original shared email.

Duplicate Content

Use duplicate content in Content Builder to copy the style or format of a previously created content asset. We recommend copying the structure of a piece of content before adding actual content. When duplicating a content area in an email or template, the duplicate option is disabled if the content area block limit is reached.

📝 **Note:** When you duplicate an email, **Save and Edit** does not save the existing campaign association. Configure the campaign association before saving. **Save** does copy the existing campaign association.

1. Click the actions dropdown.

2. Click **Duplicate**.

3. Enter a name.

4. Click **Save**.

Content Builder Approvals

Use the approvals feature in Content Builder to review and approve content.

Approvals is a process for reviewing and approving various objects in the Marketing Cloud. This process allows you to submit an email into a process which requires an approver to approve it before it can be sent to an audience. Beginning with our May 2016 release, the Approvals process can be launched from Email Creation Flow, the Content Builder grid, or the new Approvals dashboard. Future releases enable more Marketing Cloud channels to use the Approvals.

📝 **Note:** You must contact your Account Executive to enable Approvals.

Get Started with Content Builder Approvals

Approval is platform for reviewing emails in the Marketing Cloud. This service allows you to submit an email to a process which requires an approver to approve it before it can be sent to an audience. The Approvals process can be launched from Email Creation Flow, the Content Builder grid, or the new Approvals dashboard. Future releases enable more Marketing Cloud channels to use the Approvals.

Enable Content Builder Approvals

Enable the approvals feature in Marketing Cloud Content Builder.

Set Content Approval Permissions

Configure approval permissions in Content Builder.

Content Builder Approvals Permissions

View Marketing Cloud Content Builder Approvals permissions and their descriptions.

Get Started with Content Builder Approvals

Approval is platform for reviewing emails in the Marketing Cloud. This service allows you to submit an email to a process which requires an approver to approve it before it can be sent to an audience. The Approvals process can be launched from Email Creation Flow, the Content Builder grid, or the new Approvals dashboard. Future releases enable more Marketing Cloud channels to use the Approvals.

Approvals let you to maintain control and consistency over your email communications and branding on a company-wide basis. By implementing the Approvals process, you can ensure that your users can send only the correct final version of the email message. You can also ensure that email messages meet all necessary compliance requirements and improve deliverability statistics.

Workflows and Review Teams

1. The admin creates a team of users using a standard or two-step workflow with the following roles:

   - Standard Workflow - Submitter, one or more Reviewers, Approver
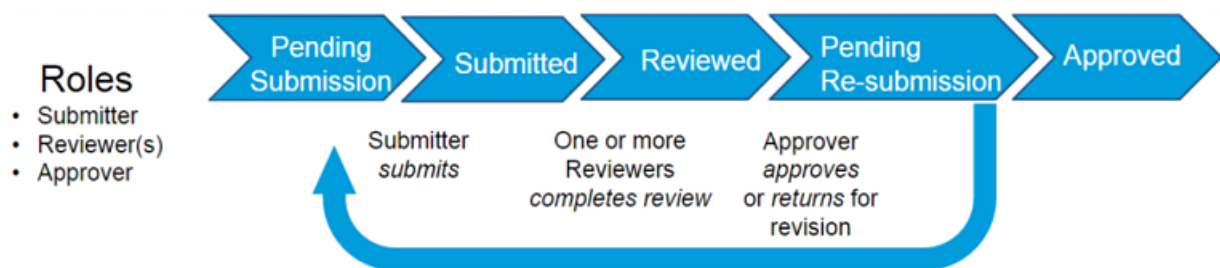
   - Two-Step Workflow - Submitter, Approver
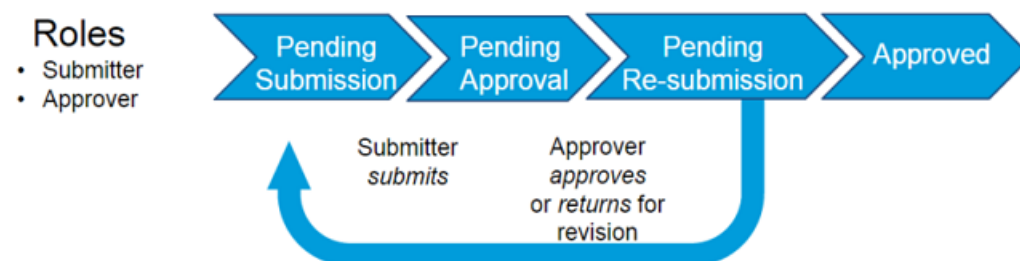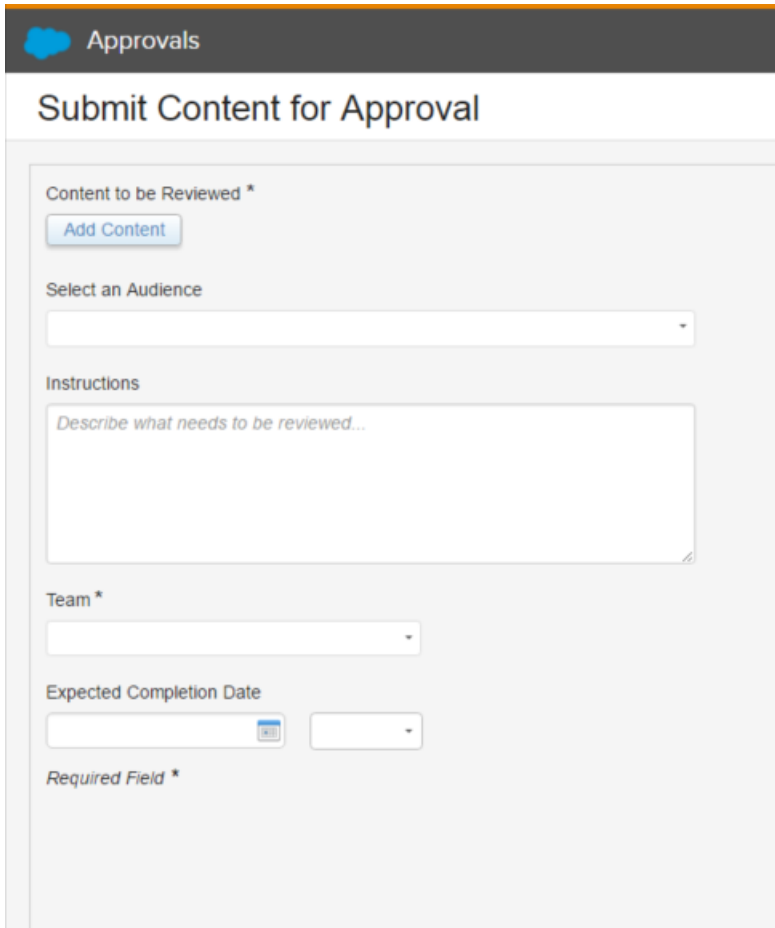
2. The user creates an email message and clicks Start Approval Process.

3. That user selects an audience, adds instructions, assigns or creates a team, and includes an expected completion date.

4. Notifications go out to the email reviewers and/or approver.

5. The reviewer receives notification of the request for approval and begins reviewing, annotating, and commenting on the email. The comments list shows desktop and mobile comments and the Desktop/Mobile toggle is used to focus on comments of the device selected. The orange icon represents unresolved comments and the green icon represents resolved comments.
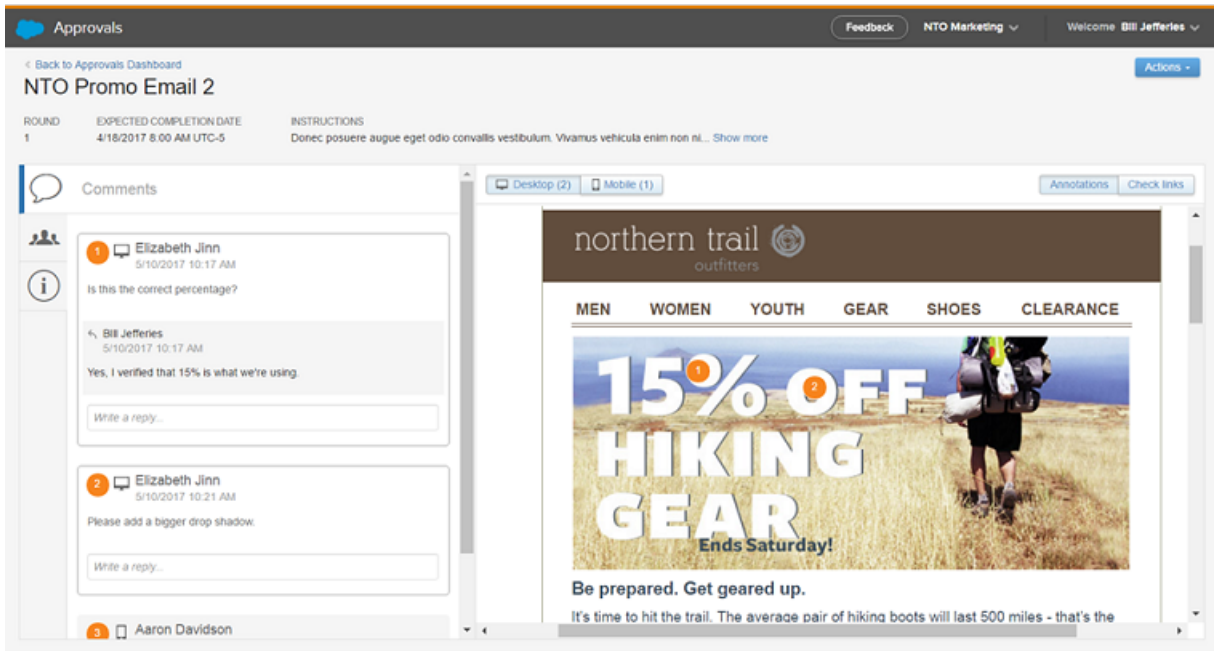
6. The approver reviews the email message and either approves or declines the email message.

7. If the approver approves the email message, the user can send the message to any audience in the account.

8. If the approver declines the email message, the reviewer must edit and resubmit the email message until the approver finally approves the message.

Process Statuses

The standard process uses these statuses:

- Pending Submission
- Submitted
- Reviewed
- Pending Re-Submission
- Approved

The two-step process uses these statuses:

- Pending Submission
- Pending Approval
- Pending Resubmission
- Approved

Approvals Dashboard

The dashboard lists all your Approvals emails in a grid with sortable and customizable columns.

Review this list of considerations before using Marketing Cloud Content Approvals.
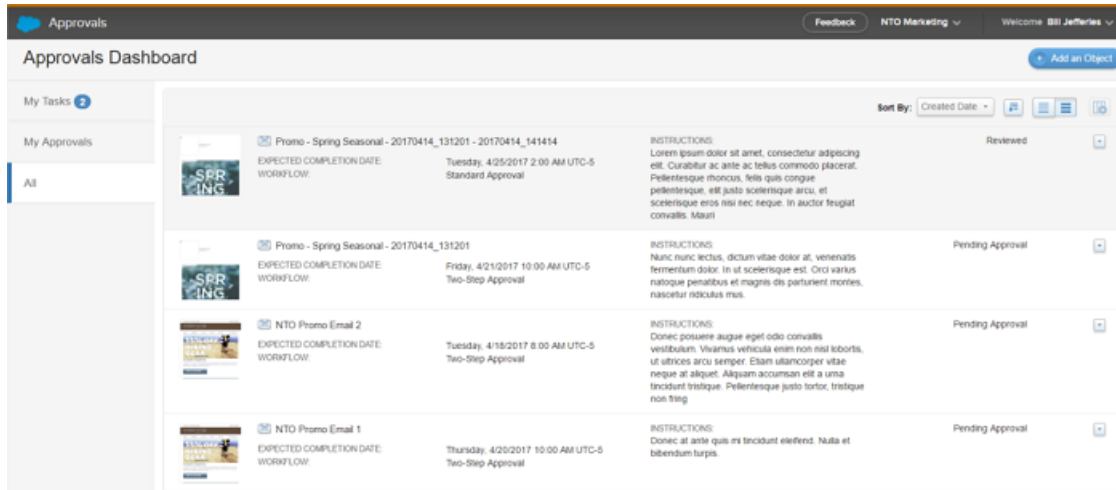
Content Builder Approvals Considerations

Review this list of considerations before using Marketing Cloud Content Approvals.

- To enable approvals for a business unit, first create at least one team.
- All existing Email Studio or Content Builder emails in an account are approved once you enable Approvals.
- Approvals prevents unapproved emails from being sent or scheduled, and also prevent approved emails from being edited. To edit approved emails, first withdraw them.

  ⊘ Important: Withdrawing approved emails can impact your team's deployment process.

- To withdraw the approval of a shared email in a business unit, first unshare the email. Unsharing the email deletes all copies from other business units.
- If you withdraw an approved email that has pending or scheduled jobs, the email remains pending or scheduled in its originally approved version, even if you edit it.
- To edit an approved email in an active journey, edit the email from the journey activity to ensure that the journey uses the edits. If you edit the email outside of the journey activity, refresh the activity to ensure that the journey uses the edits.

Enable Content Builder Approvals

Enable the approvals feature in Marketing Cloud Content Builder.

Notify all account users before you enable Approvals for your account. This process affects email creation and sending processes, so users should be aware of any changes before those changes take effect.

When Approvals is turned on, unapproved emails can be edited, and only approved emails can be sent. The Submitter needs the following permissions:

- Approval Items - Create and Edit
- Workflow Teams - Add/Remove User

These permissions are required to select audiences within an approval process:

- Email > Subscribers > List > View
- Email > Subscribers > Data Extension > View

1. In the Marketing Cloud, hover over your username and click **Setup**.
2. Under Feature Settings | Content Builder, click **Approvals Settings**.
3. Click **Create a Team.**
4. Under Teams & Workflows, choose an approval process.
5. Optionally assign a team name.
6. In the Assign a Workflow Role field, search for users and check the roles that you want to assign.
7. Click **Apply**.
8. Click **Close**.
9. Click **On** to enable Approvals for Marketing Cloud.
10. Click **Confirm**.

Set Content Approval Permissions

Configure approval permissions in Content Builder.

Once you enable the Approvals process, each email message includes an Approvals Status tab that signals the status of the email message.

1. In Marketing Cloud, hover over your name and click **Setup**.
2. In the Account dropdown, click **Users**.
3. Select the checkbox next to the user's name and click **Manage Roles**.
4. Click **Edit Permissions**.
5. Click the plus sign next to Workflows and Approvals to show the permission categories.
6. Find the permission and check whether to allow or deny that user the permission.

Content Builder Approvals Permissions

View Marketing Cloud Content Builder Approvals permissions and their descriptions.

Permission	Description	API (if available)
Workflow Teams		'WorkflowTeam'
Create, edit, copy	Create or copy new review teams or edit existing teams	WorkflowTeam.CREATEEDITANDCOPY
Delete	Delete a team	WorkflowTeam.DELETE
Add/Remove users	Assign users from current business unit to review team	WorkflowTeam.ADDREMOVEUSERS
View	View teams	WorkflowTeam.VIEW
Approvals > Comments		'ApprovalComment'
Edit comments	Edit comments made by other users	ApprovalComment.UPDATEOTHERS

Delete comments	Delete comments made by other users	ApprovalComment.DELETEOTHERS
Delete threads	Delete a thread of comments	ApprovalComment.DELETEMULTIPLE
View comments	User can create, edit, and delete their comments unless the comments are denied.	ApprovalComment.VIEW
Approvals > Approval Items		'ApprovalItem'
Create and edit	Initiate approvals and edit existing approvals	ApprovalItem.CREATEANDEDIT
Delete	Delete workflow and approvals; doesn't delete email	ApprovalItem.DELETE
View	View approval items	ApprovalItem.VIEW
Workflow Role Instance		
View		
Create		
Delete		
Email > Subscriber > List		
View		
Approve and Decline		
Bypass Approval		
General		
Create and edit workflow definitions		
Enable Approvals for Any Channel		
View Workflow Definitions		
Delete Workflow Definitions		

Content Builder Tags

Create and manage nested tags and Einstein tags for use in Marketing Cloud Content Builder.

Einstein Content Tagging

Einstein Content Tagging automatically applies searchable tags to image files in your Marketing Cloud account. You can tell Einstein to add up to 25 tags per image. Einstein tags existing JPG, JPEG, and PNG files that are 10 MB or less.

Nested Tags

Nested tags allow you to add two child tags to a parent tag, creating a tag hierarchy to make them easier to find, categorize, and analyze.

SEE ALSO:

Einstein Content Tagging

Nested Tags

Tags

Einstein Content Tagging

Einstein Content Tagging automatically applies searchable tags to image files in your Marketing Cloud account. You can tell Einstein to add up to 25 tags per image. Einstein tags existing JPG, JPEG, and PNG files that are 10 MB or less.

Before the February 2022 release, a configurable prefix is added to all Einstein tags to distinguish them from tags added by users. The default prefix is MCECT. After the February 2022 release, you can optionally upgrade to a nested tagging structure and suffix. For more information see Set Up Nested Einstein Content Tags on page 117.

Einstein analyzes and tags new images one time every 24 hours. New images are automatically tagged based on account limits.

Note: This feature uses Google Vision to analyze and process image files. To learn more, visit Google Vision.

Table 15: Annual New Image Limits

Account Level	Maximum Number of New Images
Enterprise	4,000
Corporate	2,000
Professional	1,000

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Einstein Content Tagging Confidence Level

With Einstein Content Tagging, you can select the confidence level between 0.5 (lowest) and 1.0 (highest) to use for automatic tags in Marketing Cloud. Use a higher confidence level to improve the accuracy of the tags applied to your images. Use a lower confidence level to broaden the scope of tags included.

Set Up Einstein Content Tagging

Configure Einstein Content Tagging (ECT) in the Marketing Cloud Setup app. Some settings can't be modified after you configure them, but you can update tagging language and tagging location at any time.

Set Up Nested Content Tags

Better organize and manage your content tags using nested, or hierarchical, content tagging.

Modify the Tagging Language

Select from one of over 100 languages to use when automatically tagging images.

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Disable, Delete, or Reset Einstein Content Tags

You can pause automatic tagging, remove existing automatically generated tags, or reset Einstein-generated tags within a single business unit. Pause automatic tagging by disabling Einstein Content Tagging (ECT). Then you can resume tagging, delete tags, or reset tags.

Gauge Content Performance Using Einstein Content Tags

See the content tags that Einstein generates in Einstein Content Selection Performance Analytics to understand which aspects of your content are performing well.

Einstein Content Tagging Confidence Level

With Einstein Content Tagging, you can select the confidence level between 0.5 (lowest) and 1.0 (highest) to use for automatic tags in Marketing Cloud. Use a higher confidence level to improve the accuracy of the tags applied to your images. Use a lower confidence level to broaden the scope of tags included.

This feature is powered by Google Vision. Vision analyzes the pixels and patterns of your image and searches its extensive repository for matching patterns in previously tagged images. Vision's confidence level is determined by how often it has analyzed similar images and the distinctiveness of the tags applied. To learn more, visit Google Vision.

Set Up Einstein Content Tagging

Configure Einstein Content Tagging (ECT) in the Marketing Cloud Setup app. Some settings can't be modified after you configure them, but you can update tagging language and tagging location at any time.

You can't modify maximum tags per image, tagging prefix, or tagging confidence level when Einstein Content Tagging is active. To modify these settings, turn off ECT and delete its tags.

1. In the Marketing Cloud Setup app, expand Einstein and click **Einstein Content Tagging**.

2. Click **Settings**.

3. Enter the maximum number of tags per image, up to 25.

4. Enter an alphanumeric prefix for the tag to help users distinguish between tags you add and tags added by Einstein Content Tagging.

5. Select the confidence level between 0.5 (lowest) and 1.0 (highest).

   💡 Tip: Start by setting the confidence level to 0.75, then adjust the confidence level based on tagging results.

6. Click **Save**.

7. Select the tagging location.

8. Select the language.

9. Turn on Einstein Content Tagging.

SEE ALSO:

Disable, Delete, or Reset Einstein Content Tags

Set Up Nested Content Tags

Better organize and manage your content tags using nested, or hierarchical, content tagging.

To set up nested tagging, first delete your current tags, which can take up to 24 hours.

1. From Setup, go to Platform Tools, Einstein, then Einstein Content Tagging.

2. Turn off tagging and click the **Delete Tags** button. Wait up to 24 hours for tags to delete.

3. Reactivate tagging. The new tags are generated by grouping a member's tags under the member identifier, plus ECT, for example: 123456 ECT. All tags end in .ai, for example: penguins.ai. A fully nested Einstein Content tag appears as 123456 ECT with penguins.ai nested under it.

   If you use Einstein Content Tagging within Einstein Content Selection, continue with these steps also.

4. From Setup, go to Platform Tools, Einstein, then Einstein Content Selection.

5. Click **Deactivate** under Activate Automated Tagging with Einstein Content Tagging. Wait at least an hour before you continue.

6. Activate the Automated Tagging with Einstein Content Tagging option.

Modify the Tagging Language

Select from one of over 100 languages to use when automatically tagging images.

- Einstein Content Tagging defaults to tagging images in English.
- You can modify the tagging language at any time. But the newly chosen language is applied to automatically applied tags only. Einstein doesn't modify tags that you create.
- Tags are updated one time every 24 hours. Only newly uploaded or modified images are tagged.

1. In the Marketing Cloud Setup app, expand Einstein and click Einstein Content Tagging.

2. Select a Language in the Select Einstein Content Tagging Language section.

3. Click **Update**.
   New and newly modified image tags are updated to appear in the new language within 24 hours.

Disable, Delete, or Reset Einstein Content Tags

You can pause automatic tagging, remove existing automatically generated tags, or reset Einstein-generated tags within a single business unit. Pause automatic tagging by disabling Einstein Content Tagging (ECT). Then you can resume tagging, delete tags, or reset tags.

- To delete existing tags, turn off ECT first.
- To modify tagging settings, delete existing tags. But to modify tagging language or tagging location, it's not necessary to delete tags.
- Deleted tags can't be restored.
- Wait 24 hours after deleting tags to re-enable ECT. If you delete tags before Einstein Content Tagging is re-enabled, all images are retagged using the settings defined.
- If you don't delete images before re-enabling ECT, ECT resumes tagging using the previous settings. Previous tags are updated only if the image is modified.

1. In the Marketing Cloud Setup app, expand Einstein and click **Einstein Content Tagging**.

2. Turn off Einstein Content Tagging.

   💡 Tip: To temporarily pause automatic tagging, stop here. Turn ECT back on any time.

3. Click **Delete**.

4. Click **Delete Tags**.

5. Click **Delete**.

   📝 Note: Deleting tags for your business unit can take up to 24 hours.

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6. If necessary, update the tagging settings, location, and language.

> 💡 **Tip:** You can modify tagging settings after deleting existing tags.

7. Turn on Einstein Content Tagging.

Gauge Content Performance Using Einstein Content Tags

See the content tags that Einstein generates in Einstein Content Selection Performance Analytics to understand which aspects of your content are performing well.

Use Einstein Content Tagging with Einstein Content Selection to gain more insight into which types of content perform best for your audience. Einstein uses AI to analyze and tag content selection assets according to what's in the image. Correlating the tags with selections and clicks can help show which aspects of your content are meaningful to your audience.

- Enable Einstein Content Tagging in Marketing Cloud Setup's Einstein Content Selection settings.
- Find out the types of content tags that perform best and the total of each type with Einstein Content Selection Performance Analytics.

SEE ALSO:

    Set Up Einstein Content Selection

    Einstein Content Selection Performance Analytics

    Einstein Content Selection Asset Distribution

Nested Tags

Nested tags allow you to add two child tags to a parent tag, creating a tag hierarchy to make them easier to find, categorize, and analyze.

> 📝 **Note:** Nested tags are available in Content Builder only.

Under Setup > Feature Settings > Tags, manage tag hierarchies using **Create**, **Update**, and **Delete** tag actions.

In the Content Builder editor, click the tag icon to open the tag widget to search tags or create and assign tags to your content. The Create permission is required to create tags from the editor tag widget.

In the content library, you can add tags by selecting an asset and clicking the tag icon. You can also filter by tags. In the properties view of content, you can view tags associated with that content.

Sitecore Content

Sitecore content is available via Sitecore Connect for Marketing Cloud, which enables a real-time sync of images created and updated in Sitecore to Content Builder.

Prerequisites

- Salesforce Marketing Cloud Account with Content Builder
- Media library write privileges in Sitecore

The Sitecore Connect for Marketing Cloud enables a real-time sync of images created and updated in Sitecore to Content Builder. Sitecore images are uploaded and maintained in Sitecore, and the connector syncs the images to a top-level Sitecore folder in Content Builder. Sitecore images in Content Builder are read-only and can be used across all Marketing Cloud channels.

- You can use Sitecore images in content blocks, templates, and emails.

- Sitecore content can be shared with and used by other business units.

- Sitecore images are searchable in the Content Builder library.

- The Sitecore content in Marketing Cloud is updated when either a ready only image is updated or new images are pushed via the sitecore connector.

- Images updated in Sitecore overwrite the images in Content Builder.

- Only users with the Third-Party Content Administrator Access permission can delete Sitecore images in Marketing Cloud.

Setup and Administrative User Requirements

Only an administrative user with these privileges can configure the connector for a Sitecore account:

- Module installation privileges in Sitecore

- Configuration file write access

For setup instructions, see Sitecore Connect for Salesforce Marketing Cloud.

Sitecore Content Hub Connect Custom Block

Sitecore Connect allows you to build Content Builder messages with images stored in Sitecore Content Hub (StyleLabs). The connector installs the Sitecore Content Hub Connect custom content block, which you drag in a message and select your Sitecore images.

Sitecore Content Hub Connect Custom Block

Sitecore Connect allows you to build Content Builder messages with images stored in Sitecore Content Hub (StyleLabs). The connector installs the Sitecore Content Hub Connect custom content block, which you drag in a message and select your Sitecore images.

This feature is available for customer who purchased Sitecore Connect for Salesforce Marketing Cloud. See the AppExchange listing for more details.

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