

# HOW-TO

## Create an email in the Email Editor

### Background

The Email Editor is used to define the layout and content for any type of email campaign created in Movio Cinema (e.g. One-Off, Recurring, List or Automated Campaigns). Functionalities within the Email Editor allow you to hyper-personalize email communications so that no two recipients receive the same version of the same campaign.

### Key Terms

- **Email Template:** A pre-defined email layout or email branding.
- **Section:** A block of content within an email template which can include text/image placeholders or buttons.
- **Marker:** Displays member-specific data in the email (e.g. @@First\_Name@@).
- **Conditional Content:** Displays specific content to members based on defined rules (e.g. display alcohol offers only to members that are 18+ years).
- **Dynamic Content:** Displays movie-related content to members based on their propensity to watch the selected movies.

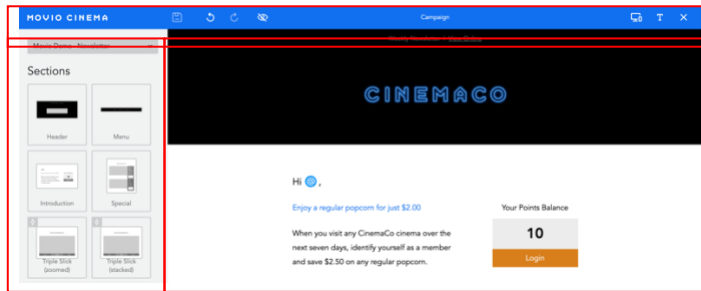
### Where to find

- 1 Create a new campaign or open any editable campaign (One-Off, Recurring, List or Automated Campaigns)
- 2 Click 'Open Editor' under 'Email'

### How to get started

- 3 Select a template from the drop-down menu on the left-hand side of the Email Editor
- 4 The Email Editor has 3 main areas:
  - a) Control Bar (at the top)
  - b) Editing Tools (on the left-hand side)

### c) Email Template (on the right-hand side)



- 5 To adjust the layout, drag and drop sections from the left-hand side into the email template
- 6 Each section in the email template can be moved up/down, duplicated or removed using the blue tool on the right of each section
- 7 Use the control bar to 'Save' your work regularly or 'Undo' or 'Redo' changes

### How to edit

- 8 Edit text: Click on a text placeholder. A text menu will appear on the left-hand side where you can edit the text, font, add links, emojis and markers
- 9 Add image/GIFs (animated images): Double-click on an image placeholder. An upload pop-up will appear to select a file on your computer. Images must be a minimum size of 600 x 338 pixels and no larger than 5MB
- 10 Once uploaded, you will be able to crop the image. 'Save' your image
- 11 When an image is selected, the image menu appears on the left-hand side. It is good practice to add a 'Title', 'Description' and 'Link'
- 12 Edit buttons by clicking on them. You can edit the text, colors and links



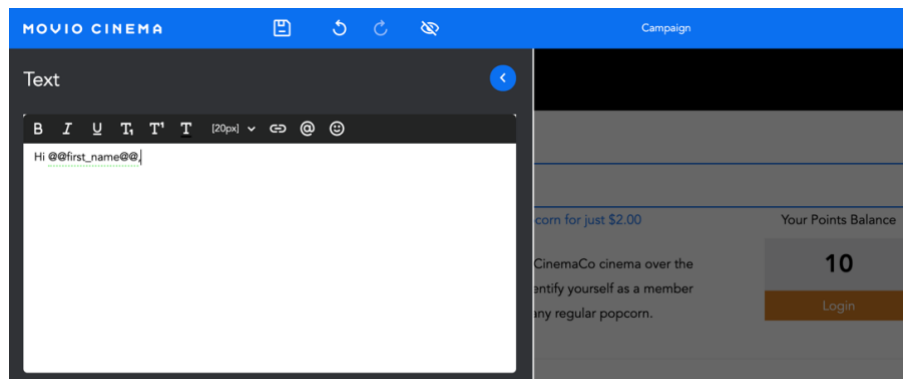
- 13 Most of the elements in each section are removeable. If you don't need a specific element, such as a button, you will see a bin icon enabling you to remove it

### How to personalize with Markers

- 14 Markers allow you to personalize your email to each member who is receiving it. E.g. if you'd like your message to say 'Hi Bob' you would use the 'first\_name' marker. Add markers to your text by either:
  - a) Click on the '@' symbol above your textbox to view the list of markers
  - b) Type two '@@' symbols in the textbox and select a marker from the drop-down list

- 15 Click on the blue marker button to set a default fallback option for your marker. For example, if the moviegoer has not included their first name in their profile, you can set the fallback to address them as ' Superhero!'

You can also choose the letter casing for your marker



## How to personalize with Conditional Content

- 16 Use Conditional Content (more details [here](#)) if you'd like your email content and appearance to be based on individual recipient data, such as:
- Gender
  - Age
  - Cinema most frequented
  - Favorite cinema
  - Loyalty points balance

### Use Cases:

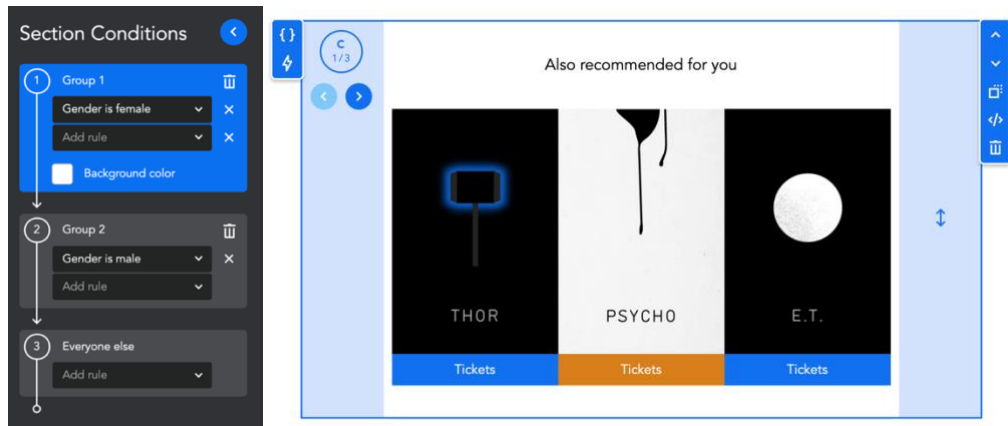
- Promote location facilities: Using Cinema Tags, group cinemas with foyer bars together and encourage members who most frequent these locations to arrive early for a pre-movie drink.
- Create different messaging based on gender: Use female-centric imagery for women to promote *Wonder Woman 1984*, and use more generic action imagery for males.
- Send tier specific promotions: Members whose point balance qualifies them in the Platinum tier receive information of a secret screening. Those in the lower tiers should be informed that they may purchase tickets to the same screening

## 17 How to configure Conditional Content

- Click on the blue box around any section you wish to add conditional content to. A 'rules' box will appear on the left
- Enter your rules into the spaces available. Conditions can be used alone or in combination (e.g. age AND gender)

- c) You can then view your conditional content by either clicking on the 'rule' boxes, or by clicking on the arrows next to your sections. If a red circle appears above the arrows, your conditions haven't been configured correctly.

You can see example below:



## How to personalize with Dynamic Content

- 18 Dynamic Content allows you to recommend the best movie(s) for each recipient based on what is showing at their most frequented theatre.

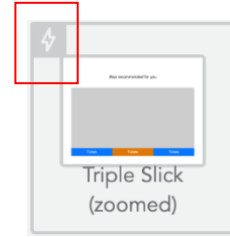
Movio's Propensity Algorithm determines the best movie for each moviegoer based on their moviegoing history and the history of people like them. The same Algorithm is used in Audience Insights and Movie Insights. Read more [here](#).

### Use Cases

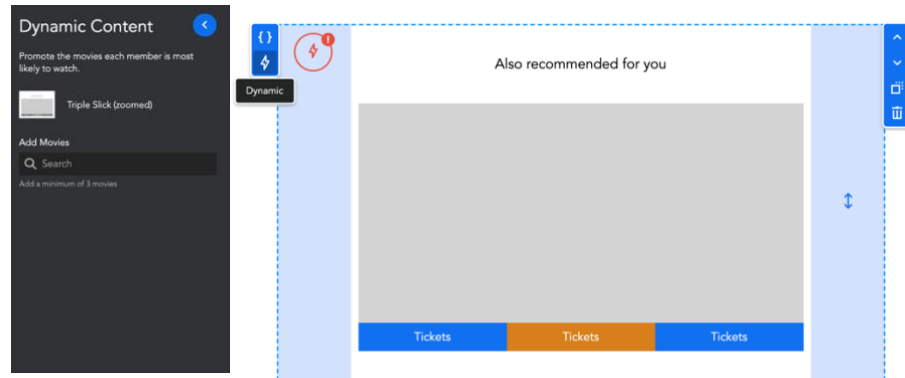
- Send one newsletter that includes the most relevant movie(s) recommendations tailored and ranked to the specific taste of each guest
- Promote all Now Showing and Coming Soon movies right to the end of the long tail, knowing that recipients will only be recommended movies that they can watch at their preferred theatre
- Drive incremental spend by matching movie recommendations to offers, promotions, and F&B items related to that movie
- Kick-start moviegoers' next cinema visit by promoting upcoming movies using automated post-session campaigns
- Optimize marketing time and effort by allowing marketers to focus on creating compelling content rather than manually segmenting audiences for each movie

## 19 How to configure Dynamic Content

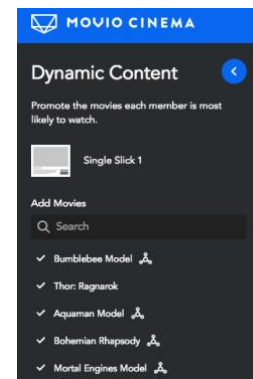
- a) If Dynamic Content has been enabled for you, some of the sections in the Email Editor will have a lightning bolt in the top left corner. These are your Dynamic Content sections. Learn more [here](#).



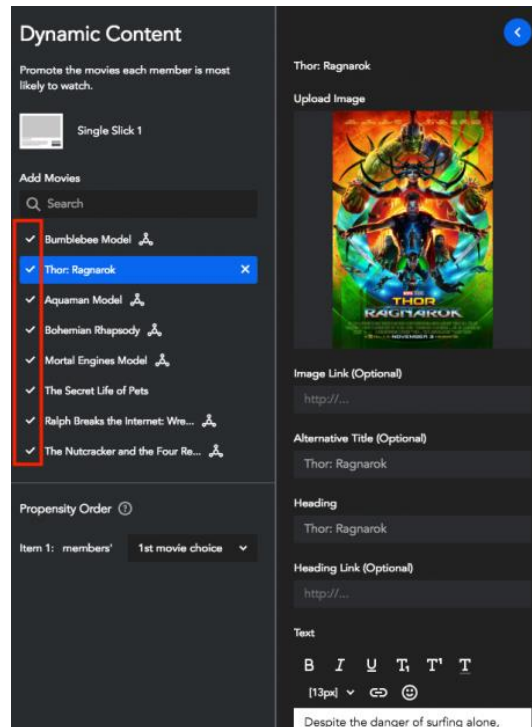
- b) Drag-and-drop one of these sections into the email editor
- c) Hover over a section and click on the lightning bolt. A dialogue box will appear on the left:



- d) Add the movies that you'd like to promote in your campaign. Adding all 'Now Showing' and 'Coming Soon' movies are recommended. For 'Coming Soon' movies, you might need to create a model in Audience or Movie Insights first



- e) Click on the first movie title, add an image, and fill in all optional and mandatory fields. A tick will appear next to the movie title once all mandatory fields are filled in




- f) Repeat step e) for all other movies in your list
- g) Click 'Save'

Please note, Conditional Content and Dynamic Content cannot be used within the same section, although they can be used in different sections of the same email content.

## How to preview

Movio undertakes Litmus email testing prior to loading all templates into your console. This tests your templates on 70+ email clients and devices to identify broken links, images, or other bugs. As such, you only need to preview your emails for aesthetic reasons.

- a) Click on the 'Preview' icon on the right of the Control Bar 
- b) You will be able to preview how the email would look like on desktop and mobile. The Preview mode also enables you to test the Conditional and Dynamic Content you have configured

## How to save

- 20 Once you finished editing your email, click 'Save' in the Control Bar
- 21 Exit this window and go back to Campaign Builder