2019

INNOVATE

Digital Transformation Made SMARTer

Spotlight on Smart Components

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What are Smart Components?

- Rich media controls for HTML channels
- The Smart Component controls are defined within the layout
- Once defined, they can be inserted into templates via drag and drop in Template Editor
- Smart Components can be personalized
- Smart Components are fully compatible with template functionality such as if-statement logic
- Ideal for interactive, content-centric communications (e.g. on-boarding communications, notifications, and terms of business, etc.)
- Advanced components (e.g. AMP components) may not function within email clients
- Smart Components are a licensable feature so will need to be enabled by support

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Smart Components Demo

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