

# Dynamic Content Fundamentals


# What is dynamic content?

Dynamic content is content that displays differently to the lead based on rules that are set by the user. Content that does not display differently based on rules is called static content.

# Why use dynamic content?

- Makes content personalized
- Makes content more relevant
- Personalized content has higher engagement rates

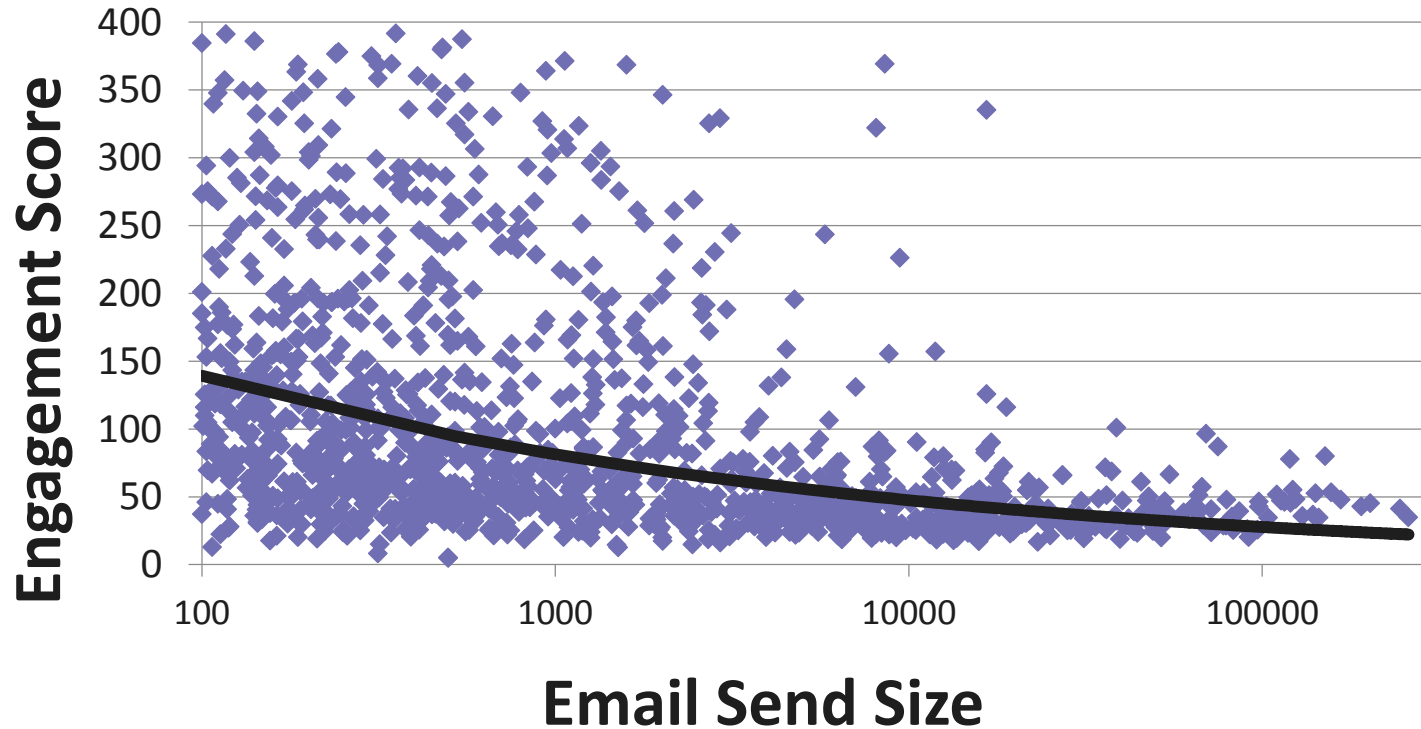




Personalized emails have a 14% higher open rate and a 10% higher conversion rate than non-personalized emails.\*

*-Aberdeen, June of 2014*

# Relevant emails = better engagement



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- Assets that can be made dynamic:
  - Emails
  - Landing Pages
  - Snippets
- Assets where dynamic content is not supported:
  - Forms
  - Social tools (buttons, polls, or videos)
- Content is made dynamic based on segmentations
- Content is made dynamic through editable regions (i.e. editable regions in the email or landing page template is required)

# Smart Lists vs. Segmentations

Smart List	Segmentation
Are updated as they are called (i.e. clicked on or called in a smart campaign)	Are updated in real time as the data in the system changes
Process slowly	Process immediately
Cannot be used with dynamic content	Can be used with dynamic content
Unlimited number allowed per Marketo instance	A limit of 20 is allowed per Marketo instance
Run quickly when they are initially created	Take time to run when they are created (between 10 minutes and a few days depending on the data requirements)
Can be created in marketing activities or the lead database	Can only be created in the lead database
Cannot be shared across workspaces	Can be shared across workspaces



Thanks

