

# DYNAMIC CONTENT GUIDE

SPECIFICATIONS

UCAS



# WHAT IS A DYNAMIC EMAIL?

## What

Dynamic email creatives are those which contain elements that display differently to a recipient based upon certain characteristics within the data.

This could be things such as:

- ▶ A different header image based upon a recipient's subject of interest.
- ▶ A content block – image, text + click through – which displays different course details depending on the recipient's area of interest.
- ▶ Click through URLs which link to different landing pages depending on their subject of interest.

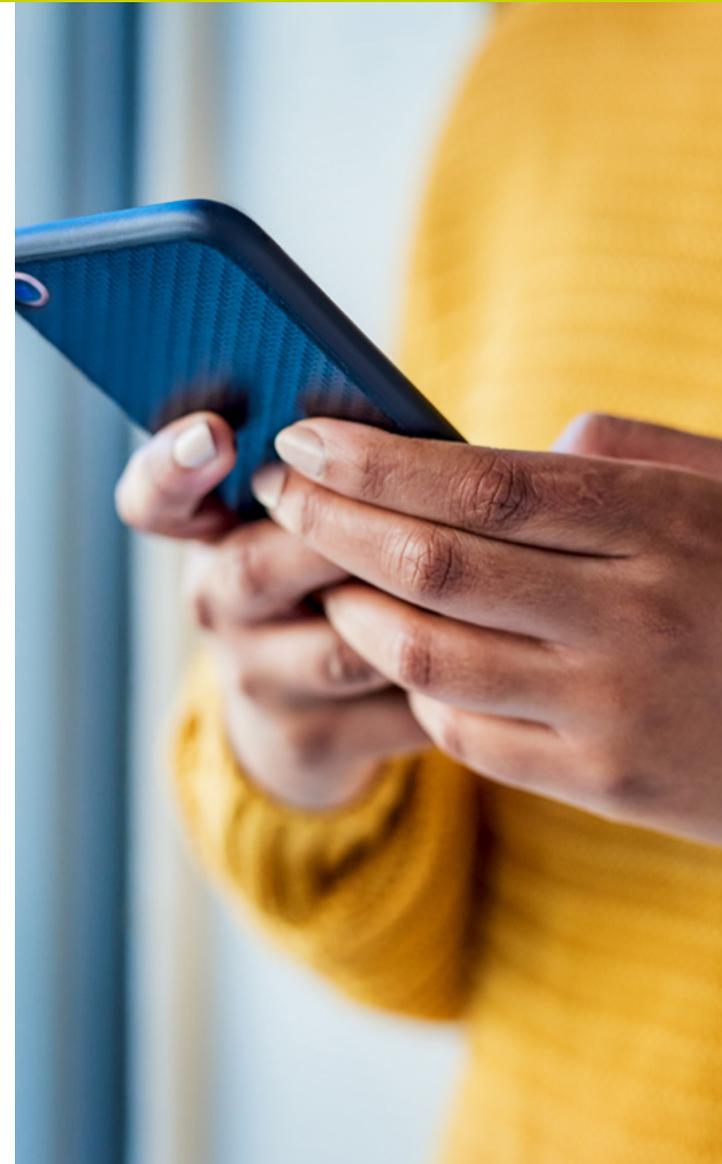
Let us know how you'd like to personalise your messages and we'll see if we can make it work!

## Why

Dynamic emails help to create hyper-personalised content.

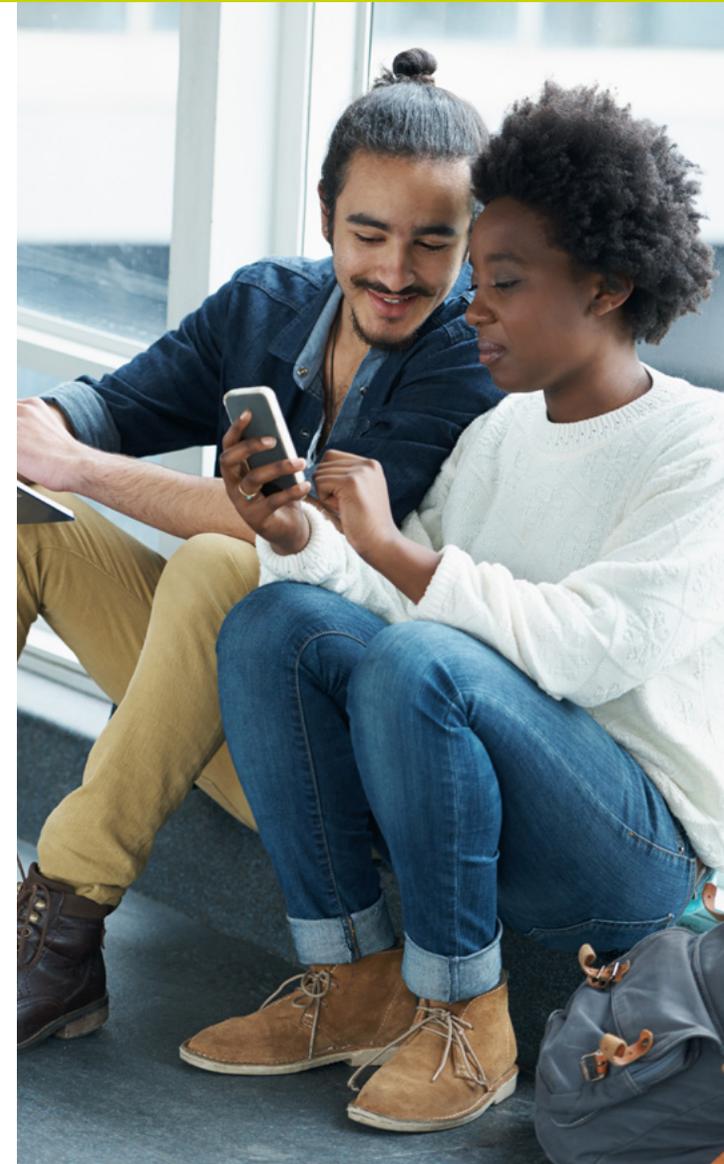
Students regularly mention in our customer feedback survey that personalised and relevant content can aid in their engagement.

Dynamic content can make an email even more personal to a recipient and make it feel like they are receiving something that's been created just for them, rather than sent to all.



# BEST PRACTICE

- ▶ Campaign variations/dynamic elements, i.e. how many elements change (image, text, link) is capped at a maximum of six. This is unless you are providing the creative in an HTML format, in which case as you will be providing us the creative versions to use, this is up to you.
- ▶ If you try to contain too many dynamic elements then the email no longer becomes dynamic and becomes separate email creatives.
- ▶ The more creative variations required, the longer the building and testing process to ensure all elements work as expected. Dynamic emails vary from our standard email turnaround time guidelines, as a rule of thumb this will be 10 days. However, this time can be reduced, or increased, depending on the complexity and number of creative variations, please speak to your Customer Manager who we can work with to find the best solution.
- ▶ Please follow our standard **media email guidelines** when creating and supplying your email content.
- ▶ We need full creative details at the start of the build.



# HTML FORMAT

## We will need you to supply:

x1 fully built HTML creative per version (Subject/City/ University etc.), following the same rules as our **standard email specifications** and email creative tips. For example, for 3 variations: 1 Maths HTML, 1 Sports HTML and 1 Science HTML.

x1 'Default' fully built HTML creative with generic content, with generic links – for example a creative with 'All courses' content and links for a course variation dynamic email.

To note especially our header and footer must be included by you in responsive HTML, otherwise with non-responsive please hand over the creatives without our UCAS header and footer.

## Things to remember:

- ▶ Unique UTMs/tracking links for your individual creatives
- ▶ Unique images (if necessary) for your individual creatives, try to include your logo/ brand on the main header image or atop it for creative best practice
- ▶ Clearly labelled creative versions i.e Maths PAD, Science PAD, Maths REG etc.



# TEMPLATE BUILD FORMAT

## We will need you to supply the following:

- ▶ Text
- ▶ Images
- ▶ Links/tracking links
- ▶ Clear details as to where the dynamic content should sit within the template
- ▶ x1 'Default' version for every element you're making dynamic. For example: 2 images, 1 text block, 2 links will all have 6 dynamic variations each; please provide 2 generic images, 1 generic text block, 2 generic landing page links

One content block or a few elements of the creative can be dynamic – all other areas must have the same copy/images/links for each variation of the send.

Only the dynamic area can have tracking links, images and text that are personalised to the subject / city / region we are dynamically referring to, ie all other sections will be generic tracking links.

**Please speak to your Customer Manager or AdOps if you have any questions.**  
[adops@ucas.ac.uk](mailto:adops@ucas.ac.uk)



UCAS  
Rosehill  
New Barn Lane  
Cheltenham  
GL52 3LZ

[services@ucas.ac.uk](mailto:services@ucas.ac.uk)

UCAS