Proofing Dynamic Content with ProofJump

As campaigns get more sophisticated, dynamic content or content personalization are becoming crucial components of effective email campaigns.

Unfortunately, reviewing dynamic content in email can be a very tedious job. Imagine sending 10-20 versions of your email to stakeholders containing the combinations of content blocks to review. Getting feedback can become a time consuming, error prone and confusing affair.

		Kate Made Fashion	[3152-CA] Jane Check Out Out Summer Specials - Preview -
☆	»	Kate Made Fashion	[3153-NY] Rachel Check Out Out Summer Specials - Preview
☆	»	Kate Made Fashion	[3154-FL] Lisa Check Out Out Summer Specials - Preview - ka
☆	»	Kate Made Fashion	[3155-TX] Kimberly Check Out Out Summer Specials - Previe

With ProofJump, you just need to send your stakeholders a single link. You send the copies of your email to ProofJump and all the different variants are automatically labeled, version controlled and displayed visually in a single page. No more inbox clutter!

Variant: 3152-CA Variant: 3153-NY Variant: 3154-FL Variant: 3155-TX

Dynamic Content Proofing: Adhoc and Auto-Label

There are two options for proofing content on ProofJump - adhoc and Automatic Proof Labelling (APL).

Adhoc Proofing

Ad-hoc proofing is no different than regular campaign proofing. You create a campaign in ProofJump and send variances of your campaign from your ESP to the campaign's special email address (ie. acme+abcd1234@app.proofjump.com).

You then share the campaign link with your stakeholders. The downside with the adhoc method is that you have to update each proof separately as new versions are updated.

Automatic Proof Labels (APL)

Automatic Proof Labels is ProofJump's **super power**. You will never review dynamic content without ProofJump once you spend a few minutes setting this up.

Dynamic Content Identifiers as Labels

The secret behind automated labels is tagging your test emails with one or more dynamic content identifiers. An identifier can be a segment id, a customer attribute (gender, region, preference) or the seed list recipient email address (we're assuming you've set up a seed list with each record mapped to a unique segment in your campaign).

For example, let's say you run a pet store and you frequently send campaigns with personalized offers targeting three kinds of customers: dog lovers, cat lovers and "other". You will already have a seed or test list that looks like the following in a Data Extension (Salesforce Marketing Cloud). If you use another ESP the concepts should roughly be the same although the syntax may differ.

email	pet_type
test+dog@gmail.com	dog
test+cat@gmail.com	cat
test+other@gmail.com	other

In the above table we can either use the "email" or "pet_type" field as the unique identifier. For our purpose, we'll use "pet_type".

You have two options to insert the identifier into your test emails so that ProofJump can automatically process and display the labels in the campaign overview.

1. **Subject**
   Add the identifier as a dynamic content value (ie. AMP Script variable) in the test subject line with this format [v:<identifier>] <subject text>

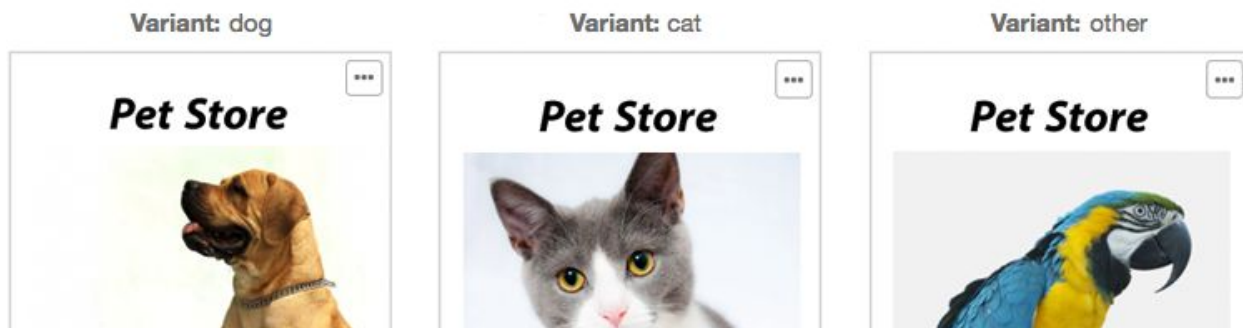   [v:%% pet_type %%] This is a test subject
   ([v:dog] This is a test subject)

2. **Meta tag**
   Place the following meta tag in the <head> of your email.
   Ie. <meta name="cw-variant" content="%% pet_type %%">

Send a test with all the different variants from your ESP to the email address of a newly created campaign in ProofJump (ie. acme+abcd1234@app.proofjump.com)

Once ProofJump receives your email, the emails will be automatically labelled with the variant identifier. Share the campaign link with shareholders and they will be able to annotate and review all the variants on one page!

Automatic Versioning

With Automatic Proof Labels, when you send updates from your ESP, ProofJump will automatically create a new version of the proofs based on the proof label - no more confusion and clutter.

Go ahead and take it for a spin! If you have any questions, please don't hesitate to reach out to hello@proofjump.com.

https://www.proofjump.com