

## [Email templates](#)

The Email Templates are a fast and easy way to send emails to end-customers directly from the Storybuilding Suite.

Distributing emails via the Storybuilding Suite is done in three steps:

1. Designing the email template
2. Setting up sending
3. Analysing performance

The email is sent by a third party company, Mandrill, but is conveniently administered through the Storybuilding Suite.

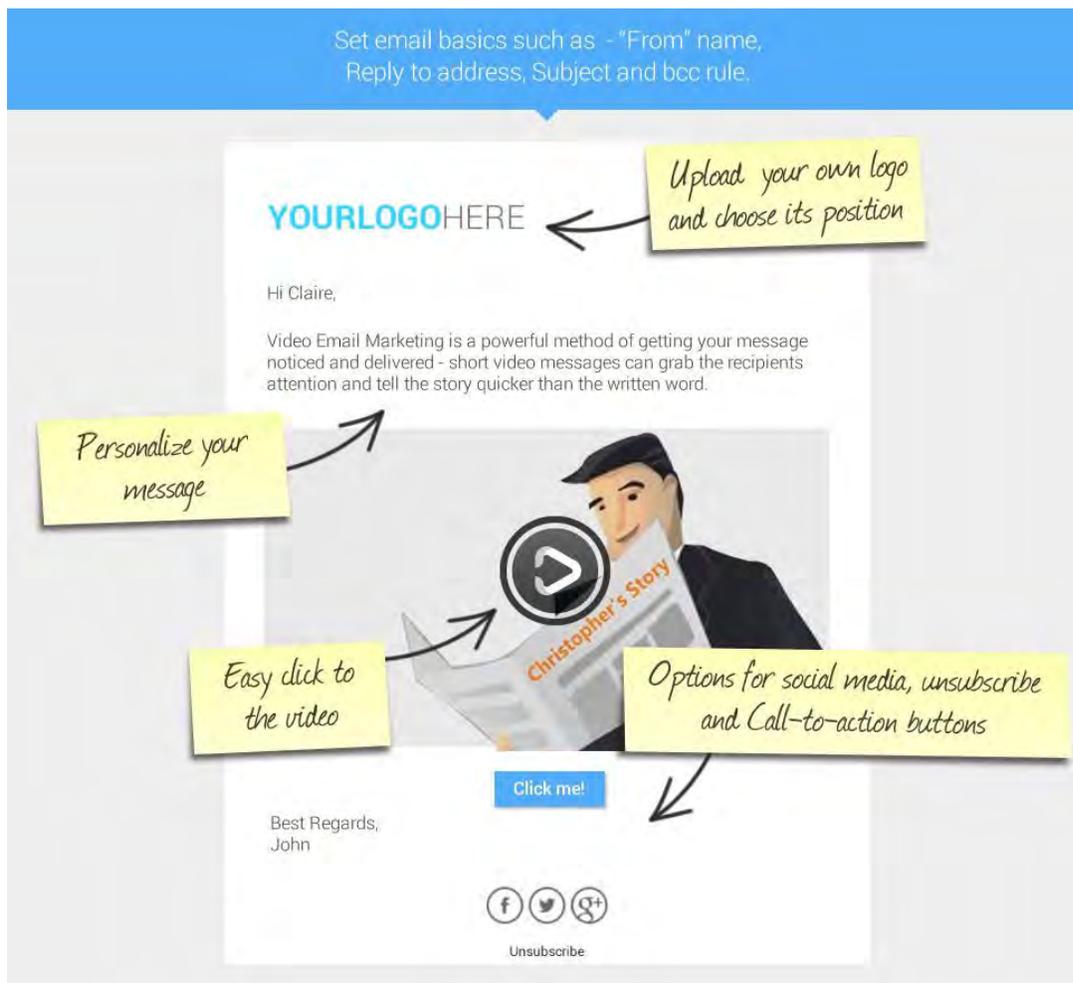
This document contains the following sections:

- [Designing an Email Template](#)
- [Setting up Email sending](#)
- [Email Sending Technical Flow](#)
- [Email Analytics](#)
- [Email Template Limitations](#)

Designing an Email Template

The following elements can be configured in the email:

- 1) Logo
- 2) Message
- 3) Personalized thumbnail
- 4) Social sharing buttons
- 5) Call-to-action buttons
- 6) Unsubscribe

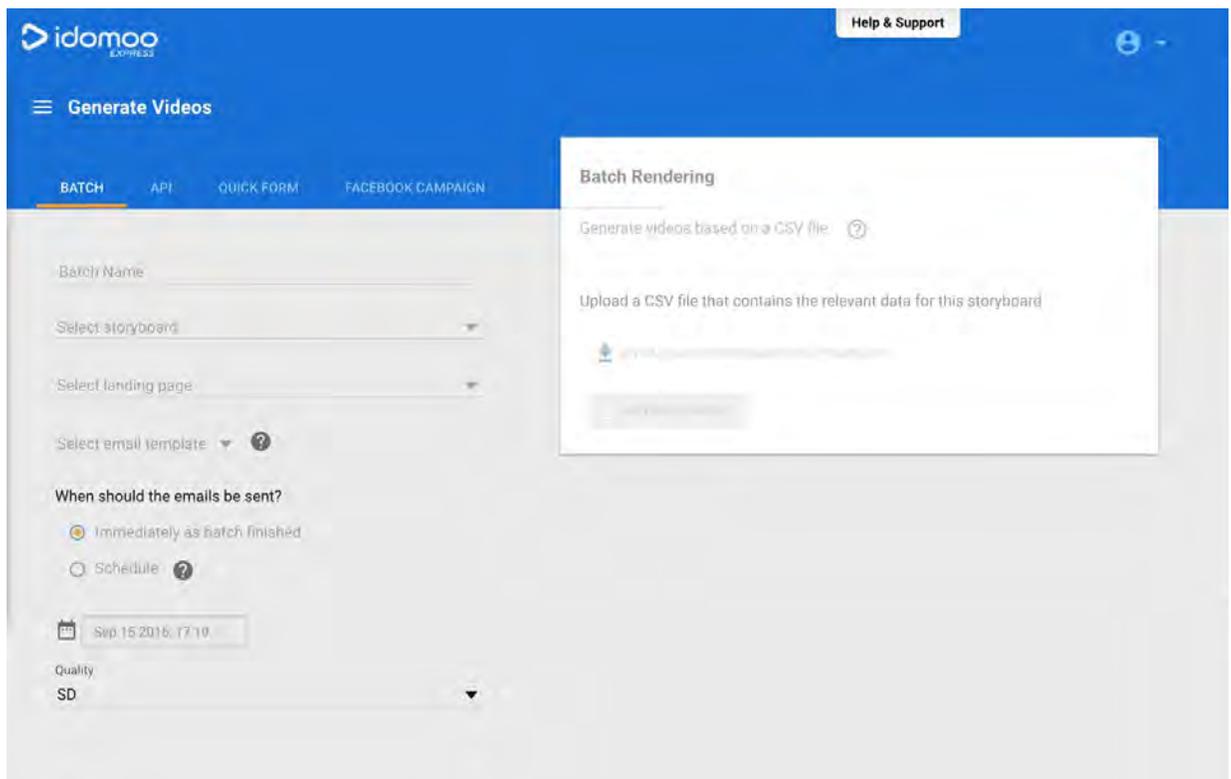


Learn how to work with the email builder [here](#)

## Setting up Email sending

The steps to send out emails using the Storybuilding Suite include:

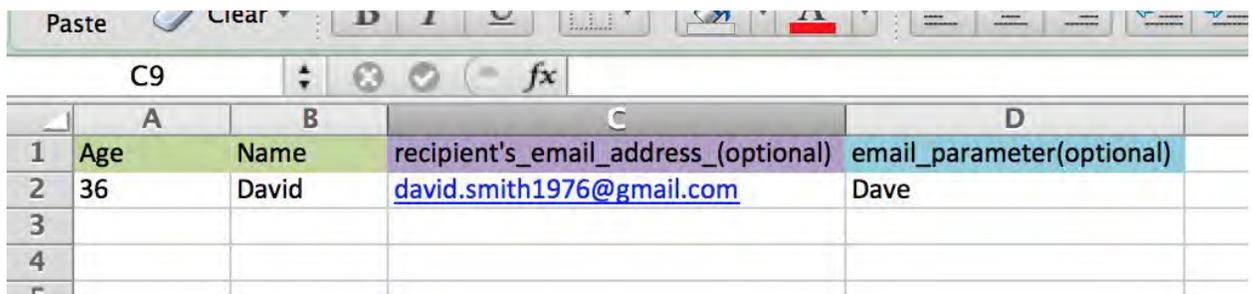
1. Create a Storyboard
2. Create a Landing page
3. Create an email template
4. Go to 'Batch' tab under the 'Generate Videos' section



5. Fill in the form
  - a. Enter a Batch name - This will help you recognize the batch later on
  - b. Select the relevant Storyboard
  - c. Select the relevant Landing Page
  - d. Select the relevant email template
  - e. Set video quality

6. Decide when the email will be sent out
  - a. Immediately when the batch of videos is finished generating<sup>1</sup>
  - b. On a schedule of his choice including date and time (UTC time)
7. Download the csv template
8. Update the csv with all relevant data.

The csv file should contain both data to render the video and email template data

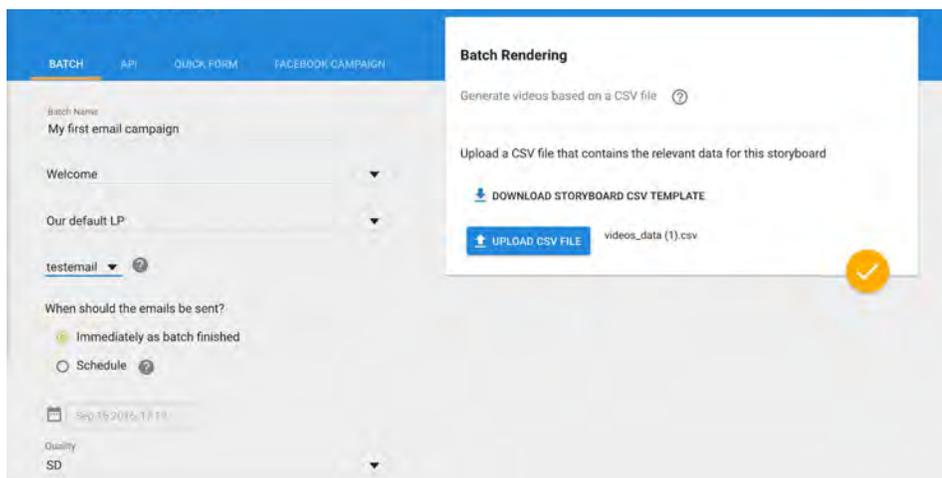


	A	B	C	D
1	Age	Name	recipient's_email_address_(optional)	email_parameter(optional)
2	36	David	<a href="mailto:david.smith1976@gmail.com">david.smith1976@gmail.com</a>	Dave
3				
4				
5				

In the example above, Green headers are parameters to generate the videos, Purple header is for the email address and Turquoise header is for putting parameter in the email template to personalize the email (if used).

**Note that email will be sent only if an email address was specified in the csv file**

9. Upload the csv and run the batch using the orange button



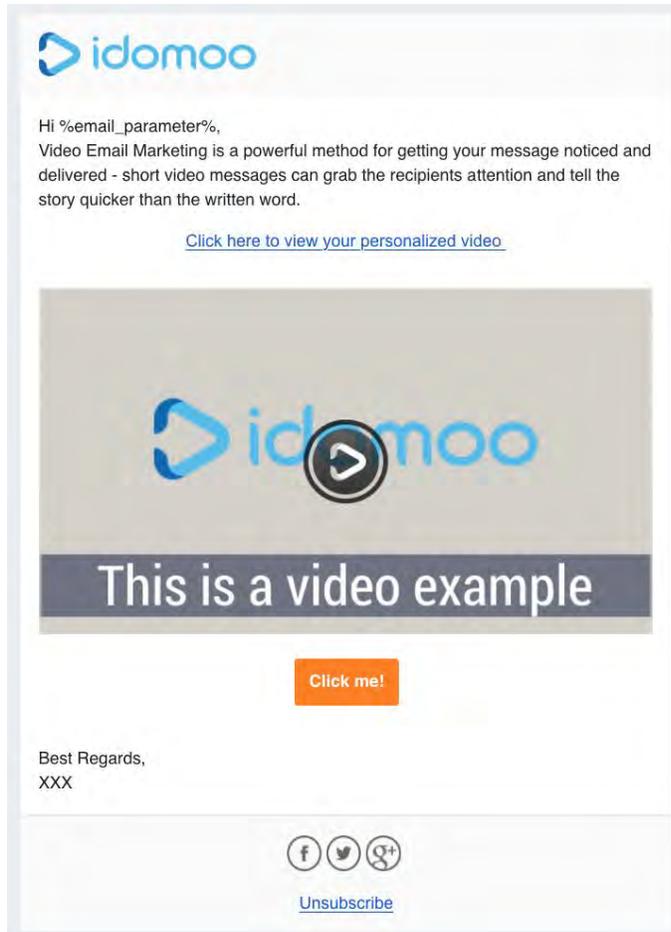
**Note: Email will be sent only when email address is specified.**

<sup>1</sup> Emails will be sent up to 15 minutes after the generating process is finished

### [Email Sending Technical Flow](#)

Email can be sent out just after video generating process is done.

Each email will be sent with personalized thumbnail, clicking on the thumbnail will redirect the user to landing page with his own personalized video.



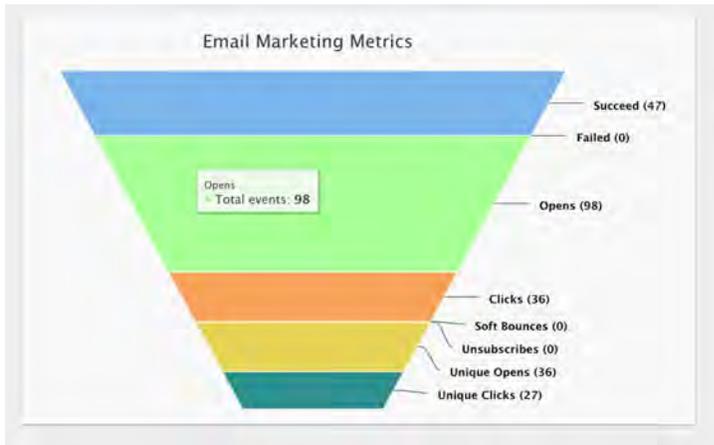
### [Email Analytics](#)

Emails analytics can be found under the Behavior tab and only in the level of a batch.

The analytics appear as an additional funnel that show the following events:

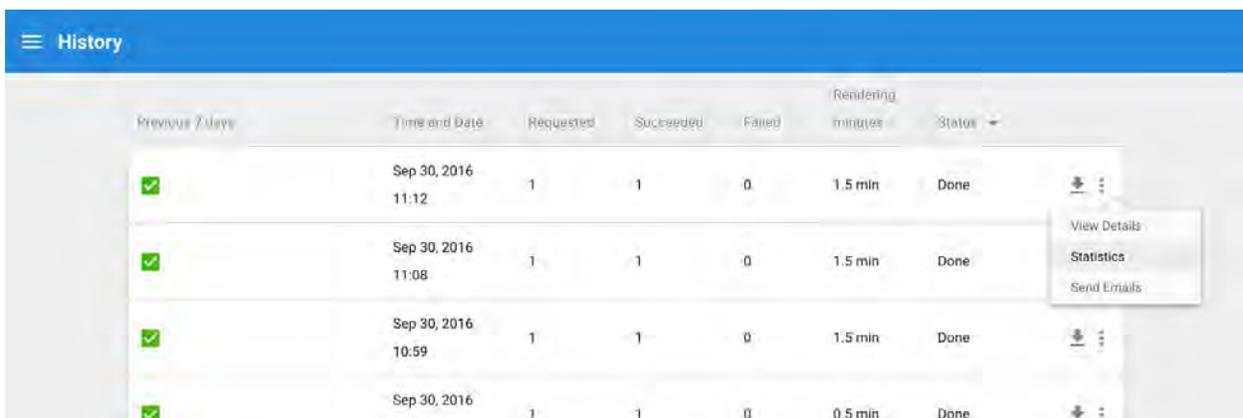
1. Total number of emails sent successfully
2. Total number of opened emails
3. Total numbers of clicks on the CTA
4. Number of unique opens

5. Number of unique clicks on CTA
6. Failed sends (if exist)
7. Soft bounces (if exist)

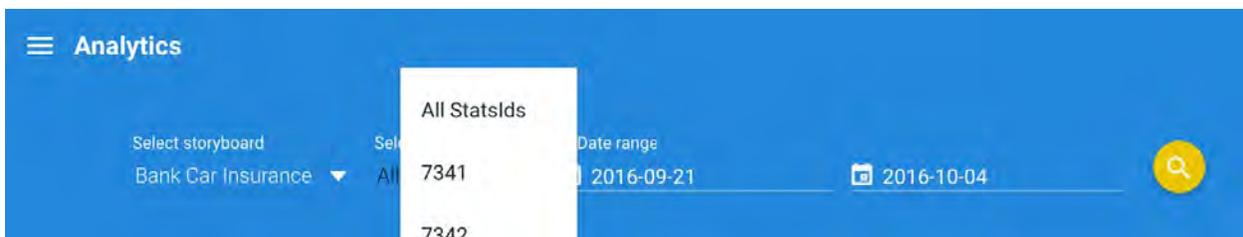


You can get the analytics be one of the following:

1. Go to 'History' section ; detect the batch; click the 3 dots menu and click on 'Statistics'



2. Go to 'Analytics' section, select the relevant storyboard and batch from the Statstic\_id dropdown



### Email Template Limitations

- Emails layout might differ in appearance between Email service providers (Outlook, Gmail, Yahoo) and devices.
- No validation on email address is done. Emails are sent automatically to all email addresses.
- Emails can only appear to be sent from an @idomoo.com email address
- Email template is a built in feature to the Storybuilding Suite, and therefore supported only via the StoryBuilding Suite web interface, and not through SFTP
- The layout of the email is static. There is no option to change the order of the sections or the division of the email.
- Email template can not have hyperlinks in the email text
- Text in the email template can not be bold
- There is no option to add text at the bottom of the email near the social media icons
- There is no option to change email sending scheduling once it been set up