

EMAIL VISUAL TEMPLATE EDITOR LOOKBOOK

2022



WELCOME

If you're new to Bluecore and looking for inspiration to launch your core triggers with confidence, this is a great resource for you! We know building out your email program can be daunting. Lucky for you, we've outlined our best email tips and favorite examples here so that you can design emails that are both beautiful and effective. This guide will help you feel extra confident in navigating our easy-to-use Visual Template Editor (VTE) and provide design inspiration. Enjoy!

CONTENTS

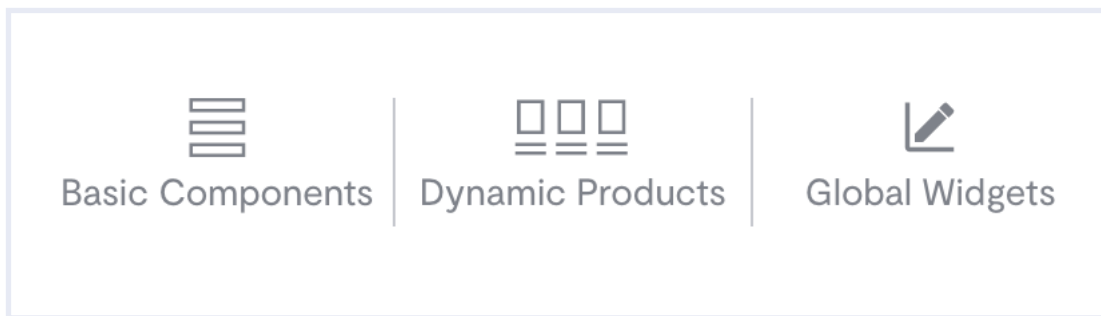
Visual Template Editor	1
Basic Components	2
Dynamic Products	5
Global Widgets	8
Tips and Tricks	9
Examples	11
Cart Abandonment	11
Product Abandonment	12
Search Abandonment	13
Welcome	14
Price Decrease	15
Back in Stock	16
Post Purchase	17

VISUAL TEMPLATE EDITOR

Bluecore's Visual Template Editor (VTE) is a powerful, but simple-to-use email template creation and management tool. Drag and drop elements to build an email campaign or template that is a reflection of your brand.

The best part about our template editor? There's no coding skills required! This section outlines the different widgets and elements necessary to get your email campaigns up and running.

There are three types of components that you can drag and drop to create a template: **basic components**, **dynamic products**, and **global widgets**. Read more about each of these below.



BASIC COMPONENTS

Basic components are the key elements that are used to build out areas of an email such as a text, social elements, navigation, and images.



NAVIGATION (DESKTOP & MOBILE)

Create a coherent email experience by designing a navigational header with our desktop or mobile navigation widget. Easily include key elements of your website's navigation, optimized for any device with the flexibility to hide and show these elements between devices. Configure different [alignments](#), [links](#), and [padding](#) all within this element.



Optimize Your Navigation for Mobile and Desktop:

Wide navigation bars don't always look great on small mobile screens. You can create a desktop navigation that will automatically hide on mobile to create a cleaner mobile experience. Alternatively, use the mobile navigation widget to create a smaller, more succinct navigation bar that will only appear on mobile.



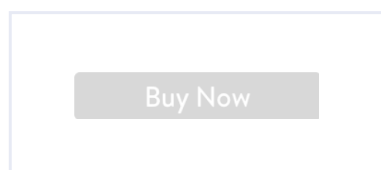
IMAGE

Add an image directly into your email campaign with this element. Images can be managed through the [asset manager](#) or linked directly through an image source. Configure the image with padding, alignment, and background colors to match your brand throughout the email.



Format and Size:

Bluecore recommends using these three commonly used file formats when uploading images: jp(e)g, png, and gif. Keep in mind that using a VERY large image may adversely affect a users experience with your email, as it takes time for them to download the images when opening the email. Template and image sizes are explained in further detail [here](#).



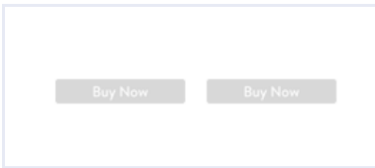
BUTTON

Encourage your customers to take a direct call-to-action in the email with a [button](#), directing them to a specific page on your website. Customize the colors and font styles with our editor, or upload your own image to use a branded design.



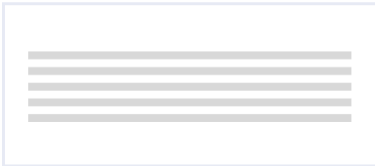
Add Your Style:

Use a distinct background color for your call-to-action buttons to help them stand out from the rest of your email and draw a customer's attention.



MULTI-COLUMN LAYOUT

Previously known as the image/button pair widget, this [new widget](#) gives you the ultimate flexibility to use up to four images or buttons in a side-by-side layout. Stack, scale, or divide the elements in the design to optimize this widget for both mobile and desktop displays.



TEXT

Style your email text with our [rich text editor](#)! Select the perfect font, color, size, alignment, and many more customizations. Within the text editor, you can also add key email elements such as: an unsubscribe link, view in browser link, customer attributes, and coupon codes.



Brand Your Content with Custom Fonts:

Bluecore supports custom fonts. However, it's important to choose a web-safe font as a fallback. The following web-safe fonts are supported: Arial, Arial Black, Century Gothic, Courier New, Georgia, Helvetica, Helvetica Neue, Impact, Lucida Console, Lucida Sans, Palatino, Tahoma, Trebuchet, Times New Roman, and Verdana. Learn more about managing custom fonts and selecting fallbacks in our [Knowledge Base](#).



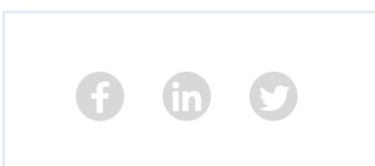
DIVIDER

Use a [divider](#) to add a break or division between different elements in the email. Make the dividing lines pop by changing the color, thickness, and line type to give a visual break to customers.



SPACER

White space is an important element of email design. Give your most important content some breathing room, such as products and call-to-actions with the [spacer widget](#).



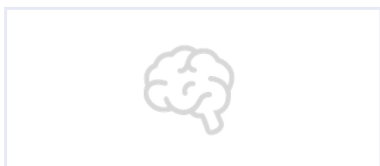
SOCIAL

Use the [social widget](#) to customize the social icons for your brand to include your favorite social networks in the email footer. Social icons can be configured using the template editor or by uploading icons that match your branded design.



CODE BLOCK

Are you an HTML expert looking for extra flexibility in your email design? Use the code block widget to insert custom code into your email template. Please be sure the HTML aligns with the rest of the email to prevent rendering issues with other widgets in the template.



SMART CONTENT

Elevate your email to include more personalized and dynamic content for your customers with Smart Content. Smart Content enables dynamic content within any Bluecore email template without the need for additional segmentation and without any custom code! You can use Smart Content to surface different content based on specific conditions. For example, include a timed banner that would only show if the email was sent in a certain date range. You could also use it to show a category-specific banner that matches the category of the products surfaced elsewhere in the email. For a more detailed explanation with examples and guidelines, check out our Knowledge Base.



Make Your Email Smarter:

You can also leverage customer-specific data attributes to display Smart Content. For example, you can surface a smart loyalty banner that will only show to customers enrolled in your loyalty program. However, when it comes to dynamic content that depends on customer data, always include a fallback! This helps ensure a good user experience in the event of no personalized data.



DYNAMIC PRODUCTS

Dynamic product blocks allow you to surface the most relevant products for each customer. These blocks serve as placeholders for dynamically populated content. Using these blocks, you can promote a single item or highlight a collection of recommended products, best sellers, new arrivals, and much more.

First, choose a product block layout to drag and drop into your template, then customize the look and feel. Then, add the logic (a recommendation rule), which tells Bluecore how to find the right product to deliver to each customer.

DESIGN AND LAYOUTS

Feature Left/Right

Feature a dynamic product recommendation on either the left or right side of the layout.



Grid

Display up to four rows with four products in each row of dynamic product recommendations.



List

Show dynamic product recommendations in a list layout with up to 12 items.



Hero Product

Highlight a single dynamic product recommendation with a hero image and product description. The image can be left or right.



Single Row

Display a single row of dynamic product recommendations with up to four products in the row.



Banner Product

Highlight a dynamic product recommendation with the banner layout that can be placed at the top of an email, like an email banner.



Single Column

Highlight a single dynamic product recommendation with a hero image and following text.



Hero Product with Content

Show a hero image or text next to a dynamic product recommendation.



PRODUCT ATTRIBUTES

Dynamic product attributes can be configured for each dynamic product block layout type. Add or remove the different attributes by selecting the checkbox next to the attribute. Available attributes include: brand, name, price (with specific currency formatting), and a call-to-action. Keep in mind that this information must be passed to Bluecore and stored as a product attribute in order for it to be displayed within an email. Please reach out to your Customer Onboarding Manager or Customer Success Manager if you would like to add additional attributes via your integration or file feeds.



Know Your Data:

It's important to remember that product attributes like product or brand names can change in length depending on the information that's available in Bluecore. Truncate attributes to a set number of characters, or increase the container height to account for longer product names that take up multiple lines to ensure a good user experience.

RECOMMENDATION RULES

After a dynamic layout has been added to the canvas, the next step is to add the recommendation rule logic to the block that determines the individualized products that customers will see when the email is opened.

Next Best Purchase: Displays products predicting a customers next purchase.

Interaction History Products: Displays products that are associated with the campaign's audience (for example: added to cart or viewed). This rule will adjust according to the audience's customer behaviors outlined [here](#).

Co-Recommendations: Displays products using Bluecore's recommendation engine, which applies collaborative filtering to make recommendations based on customers' actions.

Best Sellers: Displays highest-selling products based on purchase count from the last 24 hours, 7 days, or 30 days.

New Arrivals: Displays new products from the last 24 hours, 7 days, or 30 days.

Product Selected from Catalog: Displays products based on the applied product filters.

Custom Recommendation Rules: Displays completely customized product sets based on the filters applied. These are created and vetted by our technical team, and should only be used if available rules don't meet your requirements.





Know Your Data:


Be sure to add a fallback rule, especially if you're using Co-Recommendations or Next Best Purchase in case Bluecore doesn't have enough data to populate the product block with relevant recommendations.

GLOBAL WIDGETS

Global widgets allow you to easily add content that is used globally, across many different email campaigns and templates, such as a header and footer. You can create a global widget by making a mini-template with the basic VTE components described above. Then, that widget will be available for you to drag and drop into any email by using the global widgets tab in VTE.

 Basic Components

 Dynamic Products

 Global Widgets





Global Widgets
[Manage](#)

Refresh

Global Widget Type

Show all ▼


Footer



You received this message because you previously expressed interest in news and offers from Bluestore.com by supplying this email address. If you don't want to receive these emails from Bluestore in the future, you can [unsubscribe](#).

Bluestore Footer

Header



CATEGORY CATEGORY CATEGORY CATEGORY

Bluestore Header

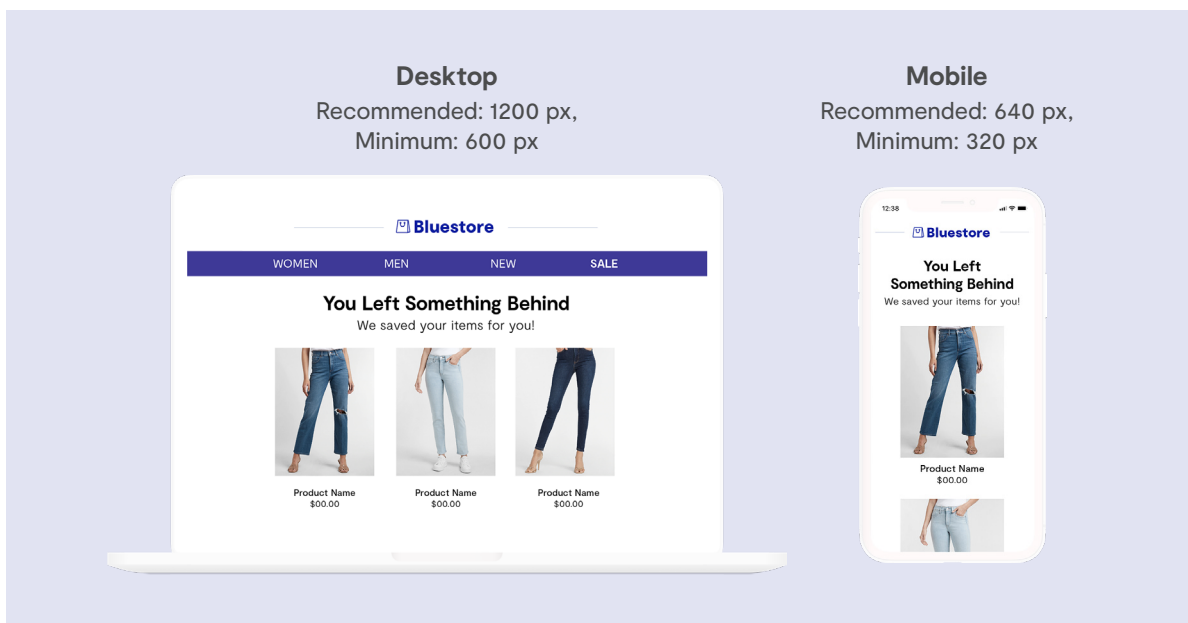
TIPS AND TRICKS

Optimize for Both Desktop and Mobile Displays

Our product block layouts and widgets are responsive out-of-the box, but VTE also offers extra flexibility to customize and implement different designs for both desktop and mobile displays. With the image widget, you can select to *show different states for desktop and mobile* so that you can upload mobile-specific images that will only display on mobile screens. Additionally, in most basic component widgets you can select either *hide on mobile* or *hide on desktop* so that the element will only display in the screen of your choosing.

Design Your Templates and Images with Our Layout Specs in Mind

VTE sets desktop templates at 600px and mobile layouts at 320px. This is the minimum size you should design your elements for. Bluecore recommends using higher-resolution images in case the emails are being viewed on larger desktop/mobile screens. As a general rule, design your elements at double those minimum sizes: 1200px for desktop, and 640px for mobile.



Avoid Overlaying Elements on Top of Styled Background Images

Since background images and CSS positioning properties are not available in most email clients, elements like this require complex slicing, dicing, and fancy code work in tables that fall apart in mobile environments and can become a quality assurance nightmare. It's best to put function ahead of form here and avoid this practice. Alternatively, try to use solid colors as backgrounds (which is a built-in function for most widgets in VTE) or upload any complex images as one single image created in photoshop (rather than try to layer elements on top of each other within the editor).

Create a Multi-Touch Campaign

Give your customers a multi-touch experience by adding additional touches to any campaign. Touches are additional email campaigns that can be sent in addition to the original campaign. Set filtering and targeting rules to qualify customers at the right touchpoint in the experience.

Be Aware of Email Clipping

Email clipping can result in a poor user experience for your customers if the inbox is clipping the contents of your emails and directing them to download an entire email message instead of displaying the entire email upon receiving it. Use our tools outlined in the Knowledge Base to help combat email clipping.

Showcase a Special Offer in Your Email Campaign

Coupons are a unique way to incentivize your customers to purchase. Easily set up and manage static and dynamic coupons through Bluecore. Then, add them to any email campaign when building in VTE.



Looking for More?

Looking for more tips and tricks? Check out our FAQ that covers more technical aspects of VTE.

EXAMPLES: CART ABANDONMENT



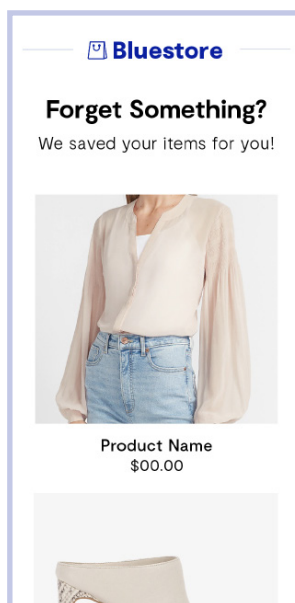
Place Interaction History Products Above the Fold:

Displaying products that a customer interacted with in the top half of the email helps to capture their attention and increase the likelihood of conversion. This example highlights the products a customer added to cart in the very top of the email. Customers are more likely to click through when they see a product tailored to them at the top of the screen!

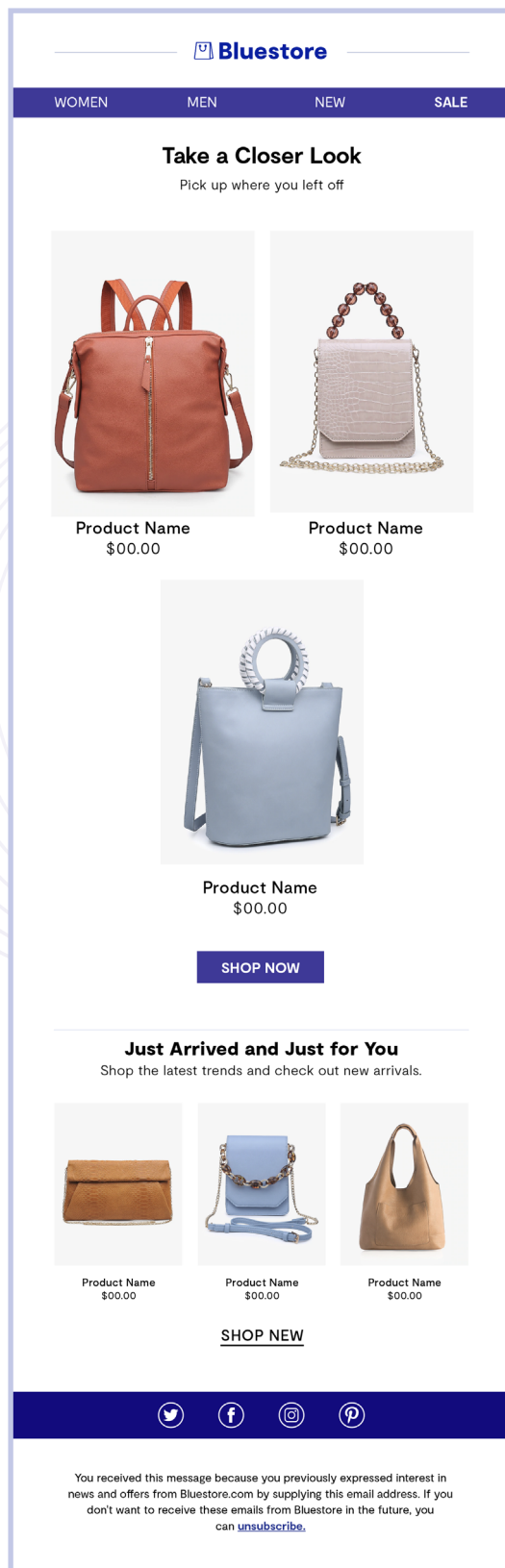


Let Our Algorithms Do the Work:

Use the Co-Recommendations or Next Best Purchase recipes to serve relevant products to your customers based on their previous actions.



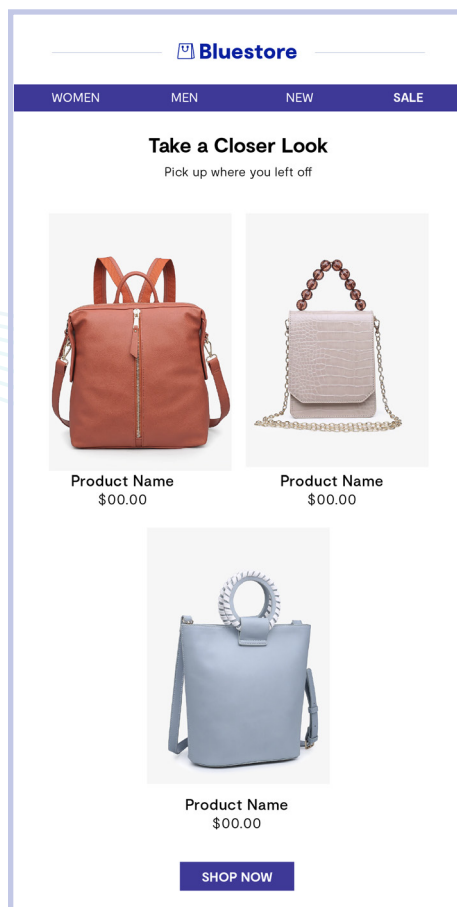
EXAMPLES: PRODUCT ABANDONMENT



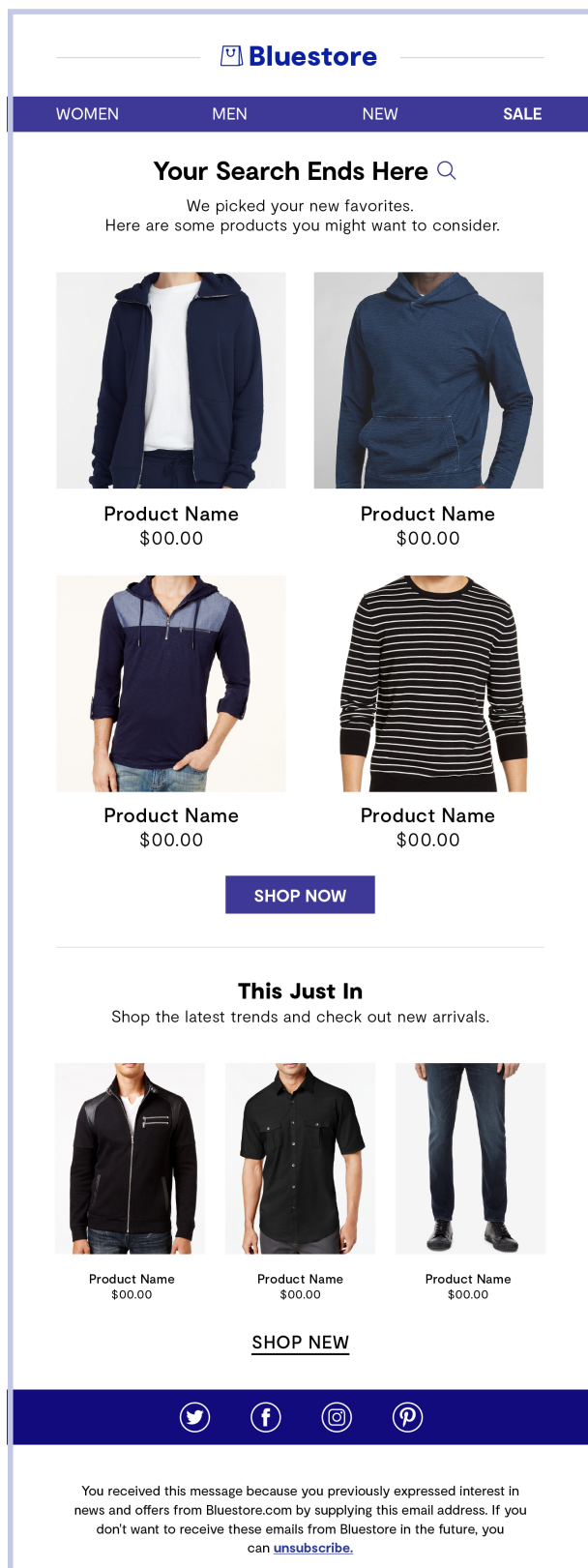
Design for the Maximum Number of Products:

When creating the dynamic product block portion of your template, be sure to include the maximum number of products a customer may receive. Bluecore will automatically re-adjust the design and number of products in real-time if there aren't enough products to fill the maximum. For example, if you set the maximum amount of products to four for a product abandonment email similar to the example, but a customer only viewed three products, the template will adjust to show three products.

Three Products



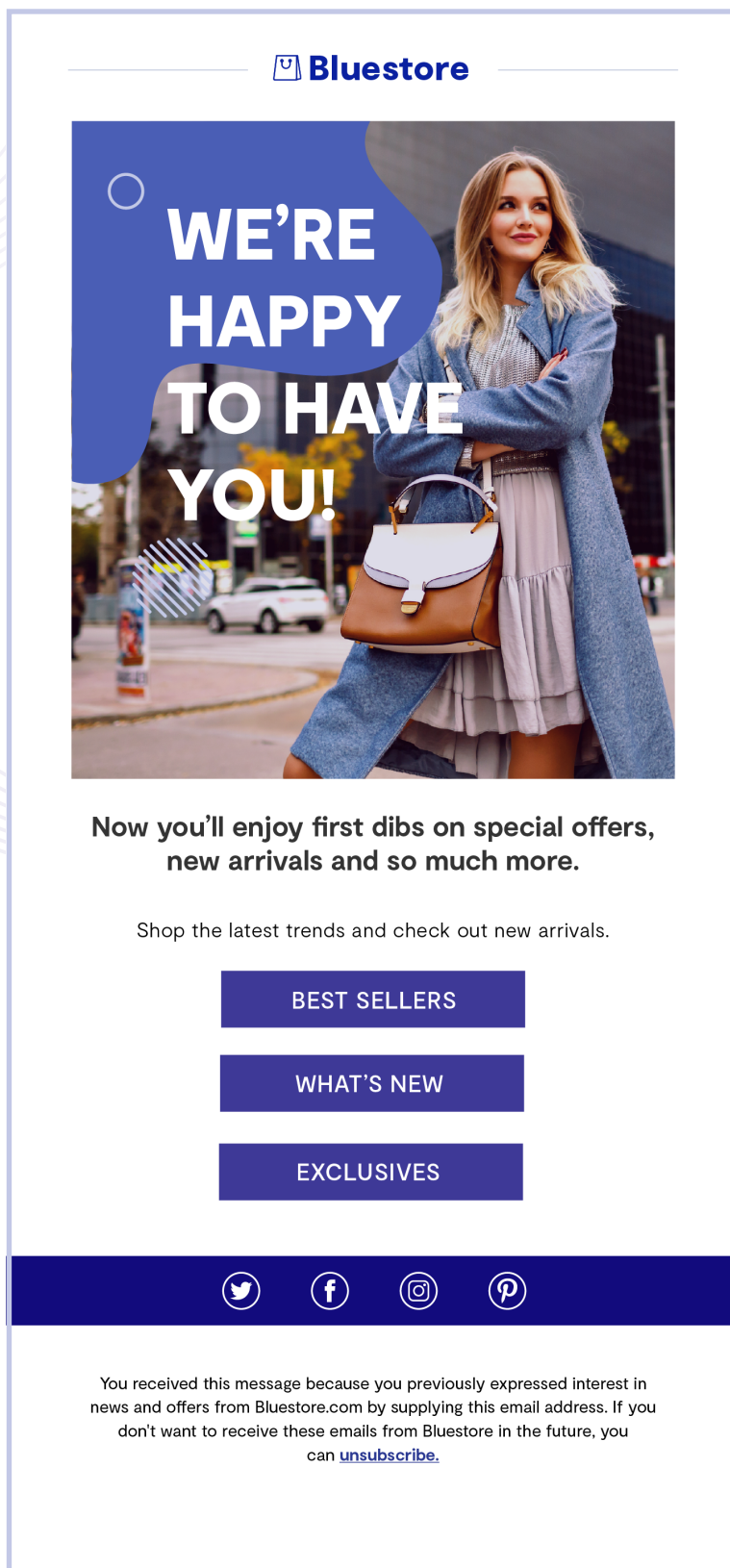
EXAMPLES: SEARCH ABANDONMENT



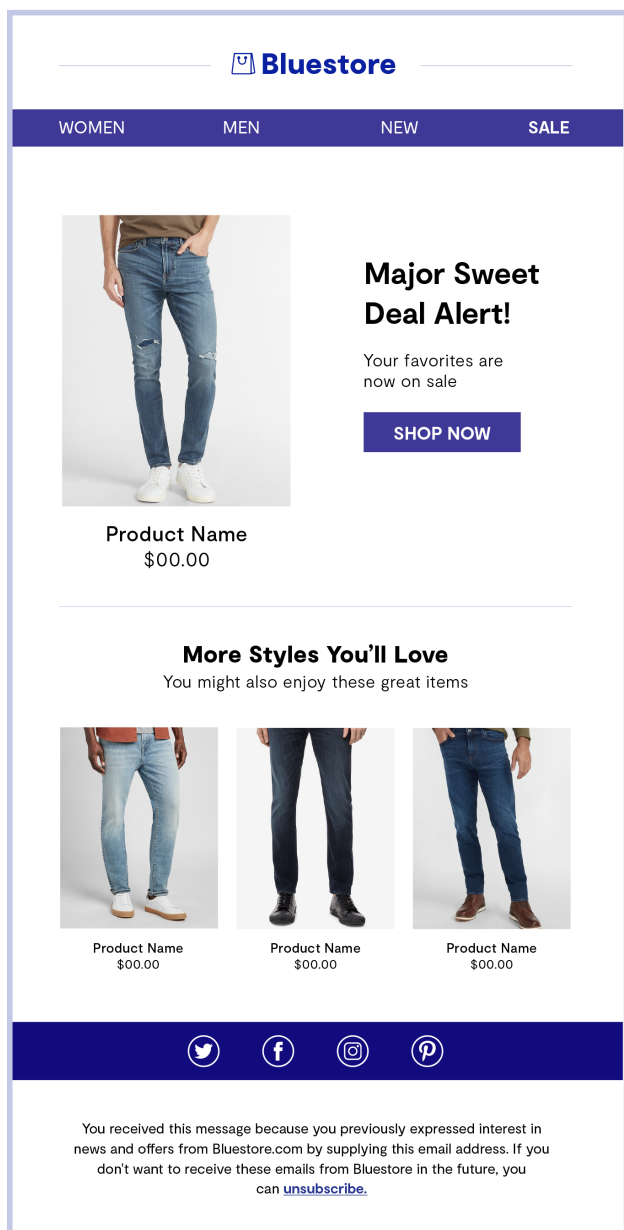
Narrow Down Your Recommendations:

Customize the New Arrivals or Best Sellers that are served in an email like this example by adding additional filtering criteria to the recommendation rule. For example, show New Arrival products that match the category that a customer has searched for or viewed in the past.

EXAMPLES: WELCOME



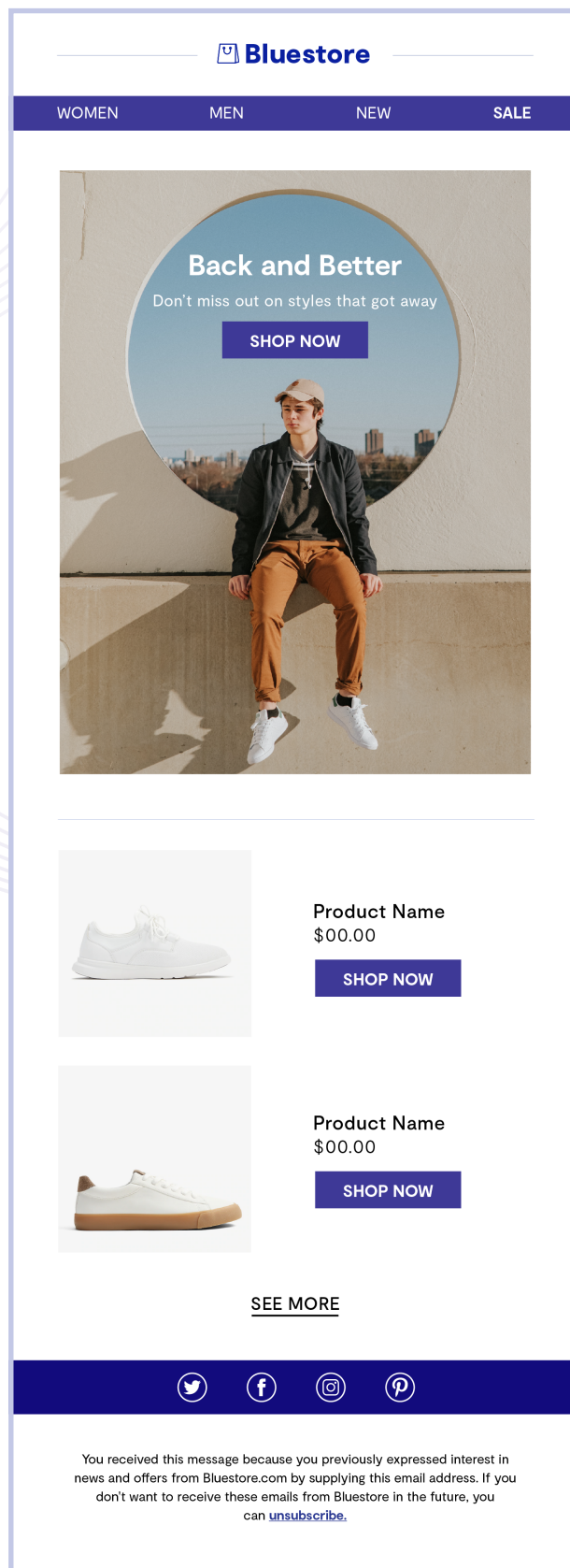
EXAMPLES: PRICE DECREASE



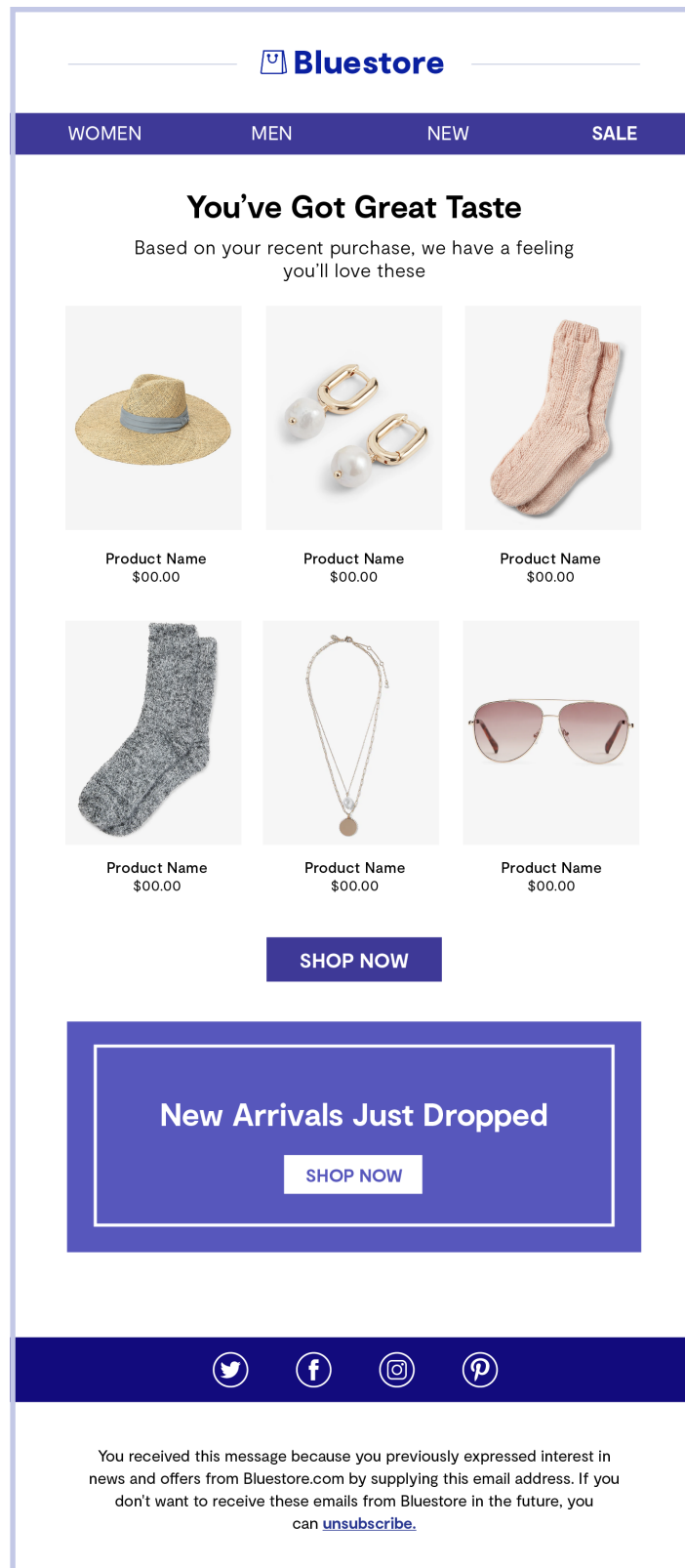
Use the Product Attribute Settings to Showcase Sales:

Use the *Show Original Price Settings* option in your dynamic product block configurations to add both a sale and original price to your products. This is a great addition to an email like the example above, where you're featuring items that recently dropped in price.

EXAMPLES: BACK IN STOCK



EXAMPLES: POST PURCHASE





Looking for More?

Now that you've learned about all the different elements and components of VTE, get started by **creating a campaign!**

