

Programmable Email

Receive guidance on building a marketing email template, using a custom module to display dynamic/personalized content

Our approach to achieving your outcome

Phase 1: **Discovery**

Week 1-2

- Determine the specific use case for programmable email
- Define how the dynamic/personalized content is stored in the portal
- Define how this data relates to contacts

Phase 2: **Configuration**

Weeks 3-7

- Recommend methods for referencing the dynamic/personalized data
- Plan out the logic and filters needed to display the correct content for email recipients

Phase 3: **Readiness & Deployment**

Weeks 8-11

- Outline best practices for creating custom modules
- Provide troubleshooting support to customer's developers as they build the custom module
- Confirm that the recommended logic/filters are operating as needed in the custom module

Phase 4: **Close-out**

Week 12

- Explore ways to modify the custom module for future use cases
- Provide best practices for adding new content

Do you struggle with dynamic emails?

If the following apply, this consulting block is a great fit

Typical fit:

- You want to include dynamic data in their marketing emails
- Your team wants personalization beyond standard personalization tokens

Requirements for service delivery:

- Referenced data must be stored in HubSpot
- Content can be in a HubDB table, or part of a standard or custom object
- Your organization must have a developer/designer comfortable with HubL and HTML

What to expect from us

Your Technical Consultant will provide guidance and recommendations to produce the service outcome.

In delivering the outcome we may provide:

- A project plan
- Planning templates
- Recordings of consulting calls
- One service-specific deliverable

What we expect from you

Your team will act on the guidance and recommendations of your Consultant, leveraging our Customer Support team for any "how to" questions.

Your team's stakeholders will be available to complete the service within 60 days.

You have sufficient resources to commit to at least 2 hours per week to execute on assigned tasks throughout the project.

Duration:
Up to 12 hours

USD: \$3,000
EUR: €2,800

GBP: £2,500
AUD: \$4,400

SGD: S\$4,200
JPY: ¥360,000

COP: 9,000,000
CAD: \$3,900