Configure Item Templates

Item Templates are used in tandem with Item Blocks to define a layout for promoted items or content and their related details in your Evergage campaigns. Item templates are the content displayed inside an item block - similar to how a photograph or piece of art is displayed inside a picture frame.

When you use item templates, you won't need to copy template HTML across your campaigns. You can create more than one template and customize them to match your existing brand guidelines. Item Templates can be used in triggered or open-time email campaigns as well as web campaigns, simplifying the way you promote recipes in your web or email-based digital communications.

This Article Explains	Articles in this Section
This article details how to create a web item template, how to publish it for use in email campaigns, and provides some additional information related to item templates.	• Add Item Blocks • Build Responsive Item Templates

Sections in this Article
• Create an Item Template • Preview Template

Before creating *Item Templates* be sure that you have products in your catalog and trained recipes to use in your campaigns.

Create an Item Template

1. Log into the *Evergage Platform* as an administrator
2. In the *Channels & Campaigns* section, select **Web** > **Web Item Templates**
3. Click **NEW ITEM TEMPLATE**
4. Enter a template **Name**
5. Select the **Item Type** to render inside the Item Template. You can define an Item Template for Category, Product, Brand, Class, Gender, Style, Badge, Size, Article, Author, Keyword, Content Class, and Blog
6. Enter the template *Dimensions* in pixel **Width** and **Height**
7. Define the HTML template by adding the HTML code to be applied to each item in your catalog. The sample *Item Template* below renders a product image above the product name with a suggestion to "Shop Now" at the bottom. This template uses the dimensions 260 x 375.

```
<div style="padding: 10px; font-family: Arial, 'Helvetica Neue',
Helvetica, sans-serif; font-size: 20px;">
    <div style="width: 260px; height: 375px;">
        <img src="${item.imageUrl}" style="max-width: 100%; max-
height: 100%;">
    </div>
    <!-- allocate enough height for 3 lines of text -->
    <div style="margin-top: 15px; height: 70px;">${item.name}</div>
    <div style="font-weight: bold;"><span style="text-decoration:
underline;">Shop now</span> ></div>
</div>
```

When designing the HTML template for your web item template, confirm that images of different dimensions and names of varying lengths render as intended

8. Click **Insert Dynamic +** to add dynamic message content fields to the HTML code

Preview Template

Preview is available instantly on the upper part of the right rail. Enter an item name or ID to preview the template pre-filled with the details for that item.

1. Enter an item name or ID
2. Press [Enter]
3. The new item will render immediately so you can make style adjustments as needed
4. Click **SAVE** to save your template