

Use Promotions in Email Campaigns



If you've ever built an email campaign, you know it can be a very time and resource intensive process. And that's before you even think about optimizing a campaign's content for each recipient. Fortunately, using *Evergage for Email* to add Promotions – and optionally, *Recommendations* – to an outgoing email campaign gives you the flexibility to customize each recipient's experience – all by adding a few lines of HTML from Evergage.

Evergage does all the work for you behind the scenes and delivers your promotions to the email recipient as soon as they open the message. You don't need separate campaigns with separate copy and separate segments; all you need is one campaign to create maximally relevant experiences for every recipient. In addition, you can view detailed statistics on every promotion, so you know what's working and can adjust what isn't.

This Article Explains

This article details how to add promotions to email campaigns.

Sections in this Article

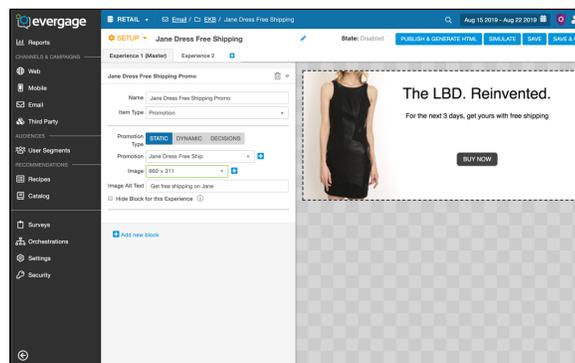
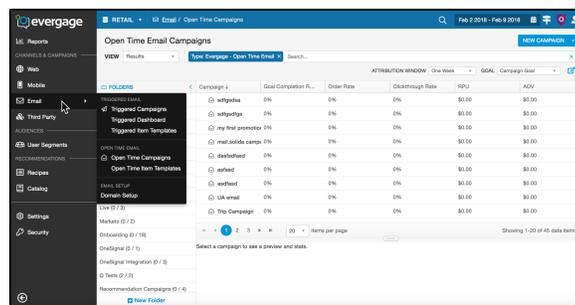
- [Use Promotions in an Email Campaign](#)
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Use Promotions in an Email Campaign

Once you have [created a promotion](#), you can add it to an email campaign. You can use the same promotion across multiple campaigns and experiences. For example, in one campaign, you could create a different experience for tablet, phone, and desktop users. Evergage will determine what device the recipient is using to open the email and show the experience optimized for that device. As with any Evergage campaign, you can [add rules](#) to target specific segments and [A/B test](#) experiences. For additional information, please see the article on [Email Campaigns](#).

If you plan to use dynamic or decisions based promotions, you must designate the same content zone for each promotion. Content zone designation can be done on the *Media* tab for each promotion in the [Evergage Catalog](#).

1. Log into Evergage with Campaign Editor or higher permissions
2. In *Channels & Campaigns*, select **Email** then either **Triggered Email Campaigns** or **Open Time Campaigns**
3. Click **NEW CAMPAIGN**
4. Click **Add New Block**
5. Change the block **Name** from *Item Block 1* as needed
6. Select the *Item Type* as **Promotion**
7. Select the **Promotion Type**
 - a. *Static* - this option will always display the same media within the campaign experience
 - b. *Dynamic* - this option will vary the media displayed within an experience based on a schedule that you define when you create promotions and content zones
 - c. *Decisions* - this option creates promotions that are driven by the Contextual Bandit algorithm which displays the promotion most likely to resonate with the recipient
8. Select the *Promotion* or click  to add a new promotion from this screen
9. Select the **Image** or click  to add a new image from this screen
10. Add **Image Alt Text** as needed



11. Select **Hide Block for this Experience** if you want to hide a block for one experience and show it for another experience and A/B test results
12. Click **Add New Block** to add additional item blocks to your email campaign with personalized [recommendations](#). You can select [Email Item Templates](#) available in your dataset
13. Click **+** next to *Experience 1* to add another experience that you can configure for different recipients of the same campaign. You can also add other experiences to [A/B Test](#) the promotion with email recipients
14. Name the campaign and click **SAVE** or **SAVE & CLOSE**

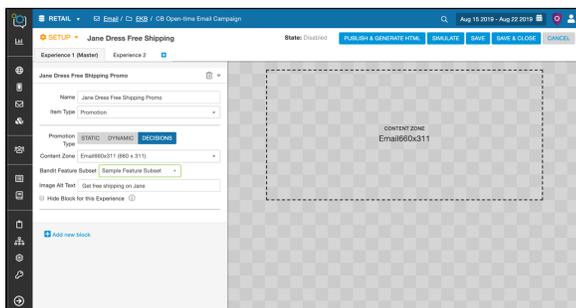
Use Contextual Bandit to Serve Email Promotions

Before you can use the Contextual Bandit algorithm to serve Open-Time or Triggered email promotions, you need to do the following:

- [Configure Contextual Bandit](#)
- [Create promotions in the Evergage Catalog](#)
- Designate the same content zone for each promotion you will serve with Contextual Bandit
- Remove any expirations in existing promotions you plan to use for email promotions

After you create a new email campaign or edit an unpublished email campaign, you can configure the promotion block to use the Contextual Bandit algorithm to select the promotion that is most likely to produce the highest value for your company. For more information on previewing a promotion in an email campaign, please refer to the following articles and sections: [Create an Email Campaign](#) > [Preview an Email Campaign](#) or [Create an Open-Time Email Campaign](#) > [Simulate Email Content](#).

1. Complete steps 1-6 as described above
2. In step 7 above, select **Decisions**
3. Select the **Content Zone** you added on the *Media* tab in the *Evergage Catalog* for each promotion you want to serve
4. If you are A/B testing using a Contextual Bandit feature subset, select the **Bandit Feature Subset** you configured in [Decisions > Feature Engineering](#). If you do not select a *Bandit Feature Subset*, the Contextual Bandit will use the *Primary Configuration*



Optimal Contextual Bandit performance is achieved by including the full feature set

5. Continue with step 10 above