



Add Adobe Experience Manager to Adobe Campaign Standard.

7 tips and tricks for streamlining your email marketing efforts.

Adobe Experience Manager for Adobe Campaign Standard is a powerful integration within Adobe Experience Cloud that combines industry-leading content management and editing with data management and delivery capabilities. With it, you can quickly convert email content in Experience Manager into email templates—complete with targeting and personalization—in Campaign Standard.



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Tarcizio Morales is a multi-solution architect with specialization in development processes, development life cycles, and development team management. With over 20 years of experience in web-related content management solution design, Tarcizio has significant expertise in application architecture and development and a deep understanding of multi-solution digital marketing architecture design.

With the benefit of his real-world insight, we've curated the following tips and tricks to help make building and using email templates a breeze.

Tip 1: Know when to use the integration and when not to.

Since email templates are editable from within Experience Manager, it might seem like best practice to edit any template, regardless of complexity, in Experience Manager. The reality is that there are certain templates that Experience Manager can't easily accommodate. Personalization templates, ones in which the name of the customer changes but the rest of the content stays the same, work well with the Experience Manager for Campaign integration. Individualized templates on the other hand, ones in which the email content is specific to one customer and contains a variety of moving parts, are not recommended for this integration and should be edited directly in Campaign.

Tip 2: Make sure the Externalizer was configured during implementation.

Configuring the Externalizer while implementing Experience Manager for Campaign makes it possible to transform a resource path into a URL. On the surface, this may seem like it doesn't relate much to sending emails. But put simply, it's a very important step that makes your images visible on the page. And because it's a last step, it's often overlooked. You'll know the Externalizer was not configured correctly if your emails contain broken images. If this is the case, contact your IT team and ask them to complete the configuration. To complete the configuration, IT should navigate to the configuration manager in "Tools," select "Web Console," click "Day CQ Link Externalizer" to open the configuration dialog box, define a domain mapping, and click "Save."

[View step-by-step instructions >](#)

Tip 3: Make sure your email templates are organized properly to avoid misuse.

Say your organization is a national corporation with several brands in your portfolio. But to the general public, some of your brands appear to be competitors. If Brand A accidentally sends an email to Brand B customers, complete with personal information only Brand B should have, the reputation of both brands could suffer.

Helpful hints:

Use Experience Manager for Campaign when your email meets these conditions:

- Contains segment- or rules-based personalization fields
- Includes maintaining templates for multiple contributors' use in its design process
- Requires a structured approach for design and governance

Use Campaign alone when your email meets these conditions:

- Contains conditional content based on a single customer's attributes
- Includes HTML copying and pasting in its design process, which is done by a partner
- Requires an iterative and flexible approach for design and governance

Helpful hint: *Learn how to design a well-developed email campaign template.*

[View best practices](#)

Keeping templates organized ensures that the appropriate templates are in the appropriate folders, so content authors don't choose the wrong ones by mistake.

During implementation, the implementer should have created paths that guide authors to save templates in the right places. But if not, it can be done afterward. It's just a matter of adding or customizing the "allowedPaths" property `/content/campaigns/brandA/([^/]*)` in Experience Manager Sites.

[Learn more about templates >](#)

Tip 4: Get started right away with out-of-the-box components.

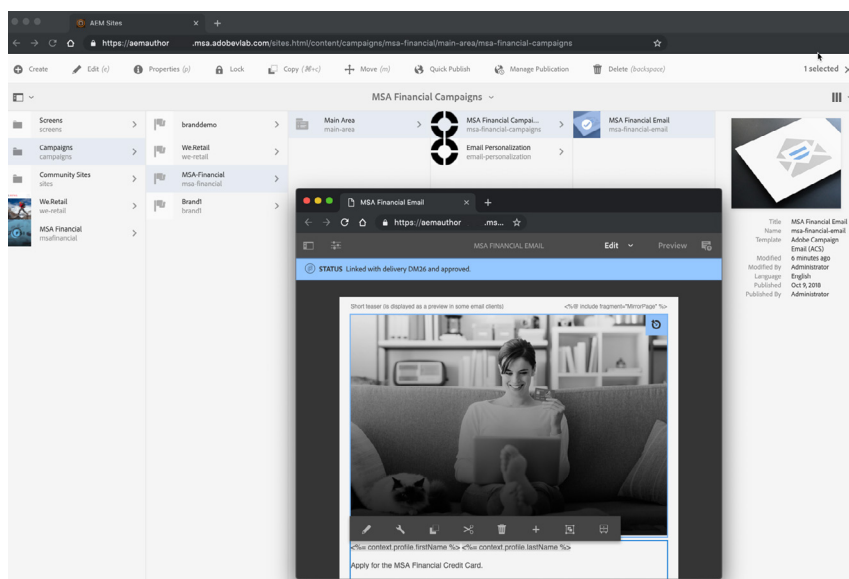
Out-of-the-box components in Experience Manager for Campaign can help you get up and running quickly if your templates are simple and not overly complex. Additionally, the out-of-the-box components are great models for developers because they demonstrate how things should be coded when building new components for your more complex templates.

To start, click "Edit" from an Experience Manager instance. Then click on the components icon to see the available components, and drag and drop one onto the page. Click the assets icon to locate and drag and drop an image. Next, click the workflows icon, select "Start workflow", and then "Approve for Adobe Campaign." Click "Start Workflow" and follow the prompts to complete it. From there, open Campaign, and set up a campaign as usual. Then click "AEM" to select the template you just created.

Tip 5: Apply personalization without creating a ticket.

Today, personalization is a must-do for every marketer. But leaning on busy developers to provide the code you need can significantly slow down your processes and impede content delivery. Fortunately, the Experience Manager for Campaign integration comes with an out-of-the-box component that can help you expedite email personalization.

From your Experience Manager instance, click on the components icon and drag and drop the "Text and Personalization" component onto the page. Then click the Campaign logo. From there you'll see what personalization elements are available. For example, say you want to add a brand logo following text. Make sure your cursor is sitting precisely where you want the logo, then click the Campaign icon, select "Personalization Blocks," and click "Brand logo." Then click "Refresh Adobe Experience Manager content," and the logo will appear.



[Learn more about the Text and Personalization component >](#)

Good to know: HTML for emails is different from HTML for web, so it's important to understand that you can't use the same components used in your web content for email templates. Using out-of-the-box components ensures that your components will be email-compatible.

Good to know: There are seven out-of-the-box components in Experience Manager for Campaign that you can start using on day one:

1. Heading
2. Image
3. Link
4. Scene7 Image Template
5. Targeted Reference
6. Text and Image
7. Text and Personalization

[Explore components](#)

Tip 6: Unlink content from templates and reuse them again and again.

When setting up your emails in Campaign, you'll see that when selecting an Experience Manager template, you can only choose one that has not already been linked to another campaign. That's because if you change the content in Experience Manager for one campaign and hit refresh, you can unintentionally impact the content in the other campaign. However, once you've finished with the template, you can unlink it and use it again. Simply select the template and click "Delete the link with Adobe Experience Manager content."

[Learn more about linking >](#)

Tip 7: Use Experience Manager to create variations of emails for Campaign.

Creating an email for every audience in one campaign is tedious and extremely time consuming. The Experience Manager for Campaign integration lets you easily turn one email into several versions. From your Experience Manager instance, select "Edit," then "Targeting," and then "Start Targeting." Then drag and drop an image that corresponds to each segment on the right. For example, for an audience labeled "Women Summer" you might you drag and drop an image of a woman walking on the beach. When you sync the email, you'll see "if" statements and placeholder code that you can use in Campaign for each segment you identified in Experience Manager.

Helpful hint: In order to enable a successful sync, the segment name in Experience Manager has to match the segment name in Campaign exactly.

Get more information on how to use the integration.

Visit our [Adobe Experience Manager to Adobe Campaign](#), [Adobe Experience Manager](#), or [Adobe Campaign Standard](#) help pages to learn more about what the integration makes possible. You can also access feature request forms in the Adobe Experience Manager or Adobe Campaign section of [Experience League](#).