

Personalize email campaigns with dynamic content

What are dynamic content blocks?

Dynamic content blocks¹ are customizable email sections that adapt based on recipient data, enabling highly personalized campaigns without creating multiple emails.

How dynamic content works in Mailchimp

1. **Segment your audience:** Group subscribers by data, like location or purchase history
2. **Design your email:** Include specific content blocks tailored to each segment
3. **Set conditions:** Define rules for displaying each variation
4. **Preview and test:** Check each variation for accuracy
5. **Send your campaign:** Mailchimp delivers the right content to each subscriber

Benefits of dynamic content

Tailoring content to subscriber preferences can help make your emails more relevant—and more likely to drive higher engagement through opens and clicks. Dynamic content also saves time by reducing the need for multiple campaigns. Plus, it gives customers a personalized experience that can help strengthen their connection to your brand.

Use cases for dynamic content

- **Location-based offers:** Different promotions by region
- **Product recommendations:** Based on past purchases
- **Event information:** Personalized by location or interest
- **Content preferences:** Match emails to subscriber preferences

Best practices

- **Start simple:** Focus on impactful variations
- **Use clear segmentation:** Avoid overlapping groups
- **Test thoroughly:** Preview all variations
- **Monitor performance:** Track metrics like open and click rates
- **Maintain brand consistency:** Ensure all content aligns with your branding

Dynamic content is available on Standard or Premium plans. Availability of features and functionality varies by plan type. For details, please view Mailchimp's various [plans and pricing](#).