Add Dynamic Text to Creatives

Content Builder's dynamic text feature allows you to build a creative that displays text that changes based on a customer's predetermined targeting value.

Dynamic Text Values

This table contains the out-of-the-box values that you can use with dynamic text.

Dynamic Text	Example
US State	Any US state, such as Pennsylvania or Massachusetts
City	Any US city, such as Atlanta or New York
Media Market	Any US media market, such as Philadelphia or Los Angeles
Country	Any country, such as United States or Canada
Cart Value	Any cart value in the native site's currency, such as "\$100.00" or "\$5.99"
X — Cart Value	The difference between a preset amount (x) and the amount in the cart
Weather	Any one of four weather values, including sunny, cloudy, raining, or snowing
Custom Variable	Any custom variable currently defined in Monetate **NOTE**: Custom variables must be sent via the setCustomVariables method. A potential use case for this scenario would be one-time promo/voucher codes being sent to Monetate via setCustomVariables. Once you set the custom variable, it becomes available for targeting or display as a dynamic text in Content Builder.
Nth Closest Store	Any address from a spreadsheet or database supplied to Monetate

The following table contains the values that you can use with dynamic text after you upload a location list to Locations Manager. See Upload a Locations List for more information.

Dynamic Text	Explanation
Closest Location Name	Closest store name to visitor
Closest Location Address1	Closest first line address to visitor
Closest Location Address2	Closest second line address to visitor
Closest Location City	Closest city name to visitor

Dynamic Text	Explanation
Closest Location State/Region	Closest state/region to visitor
Closest Location Phone	Phone number to the location closest to the visitor
Closest Location Postal Code	Closest postal code to the visitor
Closest Location description	Description of location closest to the visitor
Closest Location email	An email address that corresponds to the location closest to the visitor

Adding Dynamic Text

Follow these steps to add dynamic text in Content Builder.

1. Click **COMPONENTS** in the top navigation bar, and then select **CONTENT**.

2. On the **Images** tab, take one of the following actions:
   - Click **UPLOAD FILE** to upload an image file.
   - Click **CREATE NEW** to create a new image.
   - Click an image in Content Manager, and then click **EDIT IN CONTENT BUILDER**.

3. Click **Add Layer** and then select **Text**.

4. Type the basic message into the text layer, and then apply font styling as necessary.

   > You cannot apply boldface, italics, and other font-specific styles in Content Builder's text toolbar. Instead, you must use the appropriate font file from a specific font family. For example, if you want to use boldface Myriad Pro, you must first upload to Content Manager the Myriad Pro Bold font file. See Upload Fonts for more information.

5. Click **Add dynamic content** in the text toolbar.

6. Select the dynamic text option that you want to use from **Property**.

7. Click **OK**.

8. Click anywhere outside of the text box to automatically generate a fallback text layer.

9. Click **Fallback text layer 1** and then type and style as necessary the fallback text, which only appears to customers who don't match your targeting rules. (For example, if you're targeting based on city, a customer whose city cannot be determined sees the fallback text instead of the message containing the dynamic text.)

10. Make any other changes to the creative, then name it, and then click **SAVE**.

Previewing a Creative with Dynamic Text

Follow these steps to preview a creative to which you've added a dynamic text layer in Content Builder.

1. Open the file in Content Builder.
2. Click **PREVIEW**.

3. Select an option from **Preview with**:
    - Longest dynamic text value possible
    - Fallback text
    - Shortest dynamic text value possible

Click the X to close the Content Preview modal if you need to revise the file. Ensure you click **SAVE** after you make any changes.