Jinja Templating Language Examples

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The below Jinja subject line examples are *only* examples from Bluecore campaign types. Please be sure to modify the below Jinja syntax before adding them to an email campaign.

> ⓘ Each example of Jinja requires a specific set of data that must be available within Bluecore. You can see available data in your account through the Customer 360 and Product Catalog pages. Please be sure the appropriate data is being passed to Bluecore for the Jinja examples to properly display in emails.

Abandoned cart

- Re : {{BLOCKNAME.products.0.name}} {{BLOCKNAME.products.0.brand}}
- Your {{BLOCKNAME.products.0.name|title }} Is Waiting For You
- {% if customer.first_name %}{{customer.first_name}}, {% endif %}You Left Items in Your Cart

Abandoned product

- Your {{BLOCKNAME.products.0.name}} is waiting!
- We like {{BLOCKNAME.products.0.category|replace(':','') }}, too!
- You know what would go great with {{BLOCKNAME.products.0.category|replace(':','') }}?

Abandoned search

- {% if customer.first_name %}{{customer.first_name}}{% else %}Hey{% endif %}, you searched, we found ≣
- Did you forget your {{ BLOCKNAME.products.0.name }}?
- Don't Forget About {{BLOCKNAME.products.0.brand}}

New arrivals

- Have You Seen What's New From {{BLOCKNAME.products|mode('brand') }}?

Window shopping

- Your {{BLOCKNAME.products.0.name}} is waiting!
- Our Best Selling {{BLOCKNAME.products.0.category}}

Price decrease

- Good news! Our {{BLOCKNAME.products.0.name}} has a new, lower price.
- Price drop on {{BLOCKNAME.products.0.name}}
- Price Drop Alert: The {{BLOCKNAME.products.0.name}} has a new, lower price.

Low inventory

- Better Hurry! The ${{BLOCKNAME.products.0.price}} {{block_0.products.0.name}} Is Going FAST
- {% if customer.first_name %}{{customer.FIRST_NAME|title}}, c{% else %}C{% endif %}atch your faves!
- {{BLOCKNAME.products.0.name}} is Almost Out of Stock

Best sellers

- {{BLOCKNAME.products.0.name|title}} & Best Sellers Picked for You!

Setting a fallback

Including fallback language ensures that each customer will still receive something in the place of the dynamic attribute. If Bluecore is unable to pull in the specific customer attribute, the email will still go out with the fallback in place.

Example fallback: {% if customer.first_name %}Dear {{customer.FIRST_NAME|title}}, {% else %}Dear Customer,{% endif %} catch your faves!

Testing

Be sure to test the email before sending. Review the code, test, and preview the email before hitting Save & Launch!
