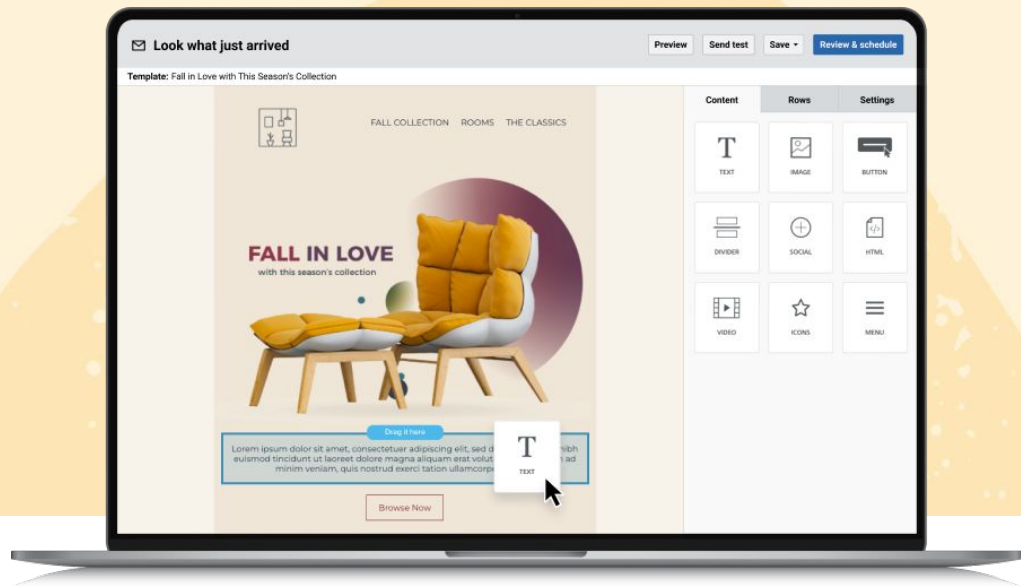


Getting to know the editor

Welcome



emma®

Meet the speakers



Zach Sharpe

Product Manager



Lily Young

Senior Product Marketing Manager

Agenda

1. Your feedback

You gave it, we heard it, and created the new editor

2. New editor features

Deep dive into the key features and benefits

3. Timing

Rollout plan and dates

4. Tips & tricks

Our tips for navigating the migration and getting the most out of the new experience

5. Demo

Let's see it all in action

6. Next steps

Resources to help you and your team

7. Q&A

You gave us feedback, we listened

Your pain points

Our editor accounts for the majority of your feedback



Emma doesn't respond to keyboard shortcuts like Bold or Italics or Underline. It's hard to format tabs. I cannot even format the header in my template.

Templates are not creative enough and do not have enough variety



Not enough layout variety!

The editor feels very dated and the design options need to be upgraded



The design features for making newsletters are very limited. I think it's time to update in a big way.

Built by us, inspired by you

New features

We've rebuilt our editor from the ground up based on your feedback.

Build beautiful email campaigns quickly and efficiently to create meaningful, personalized connections with your subscribers.



**Greater flexibility
for more
customization.**



**Make changes
with confidence.**



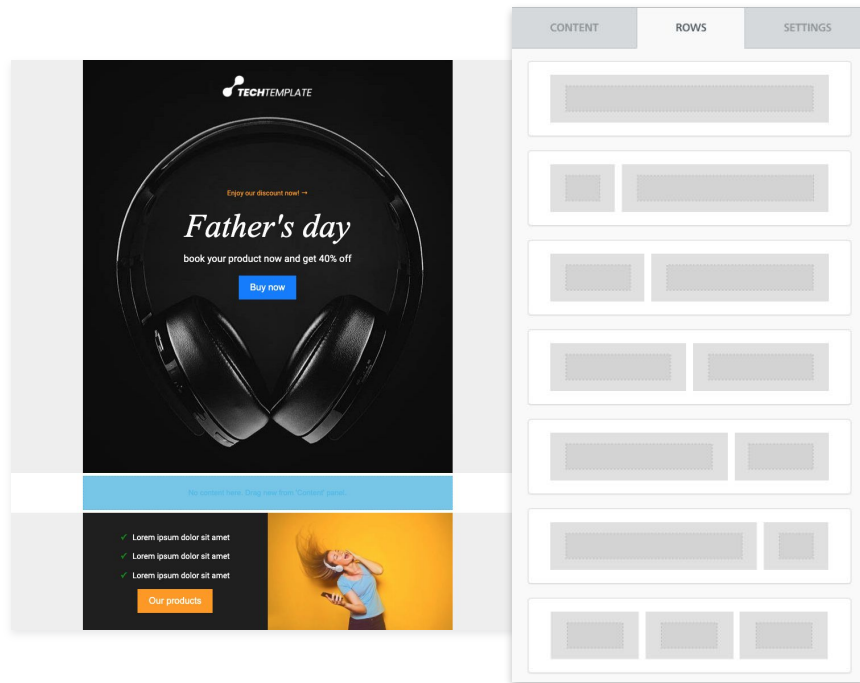
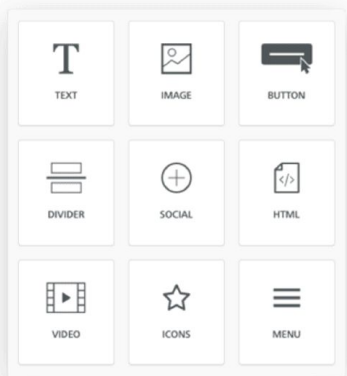
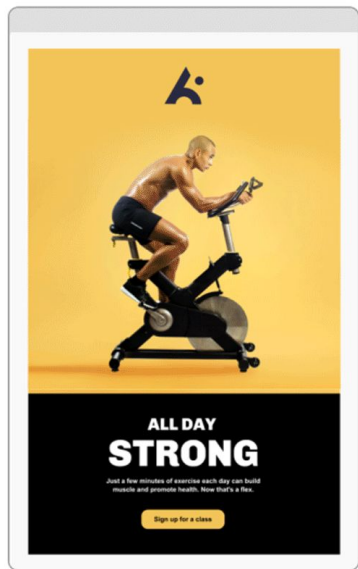
**Make sure your
emails look good
anywhere.**



**New designs to win
the inbox—and
subscribers**

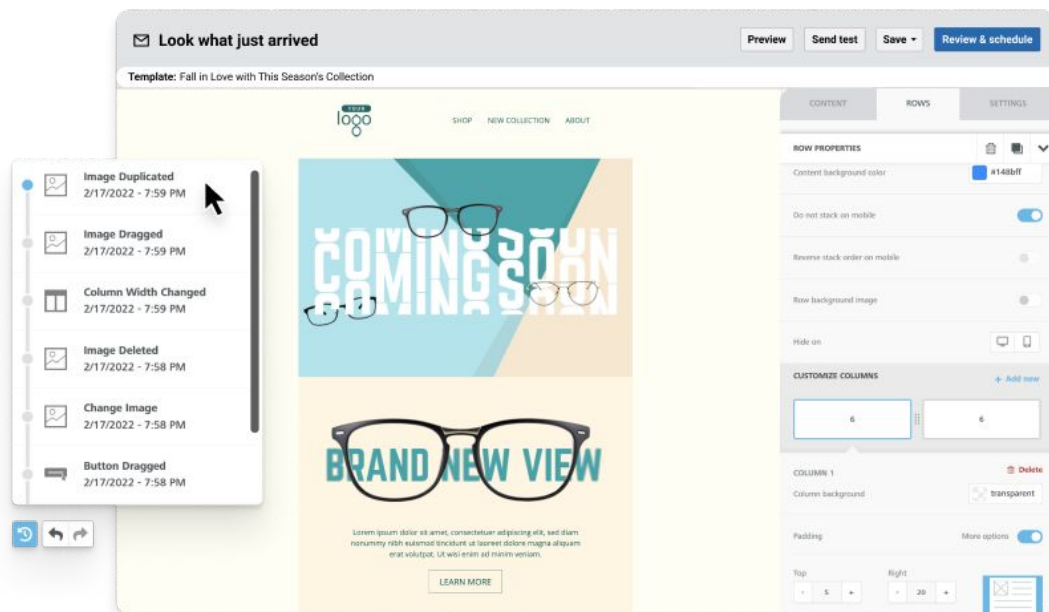
Drag and drop editor

Greater flexibility for more customization.



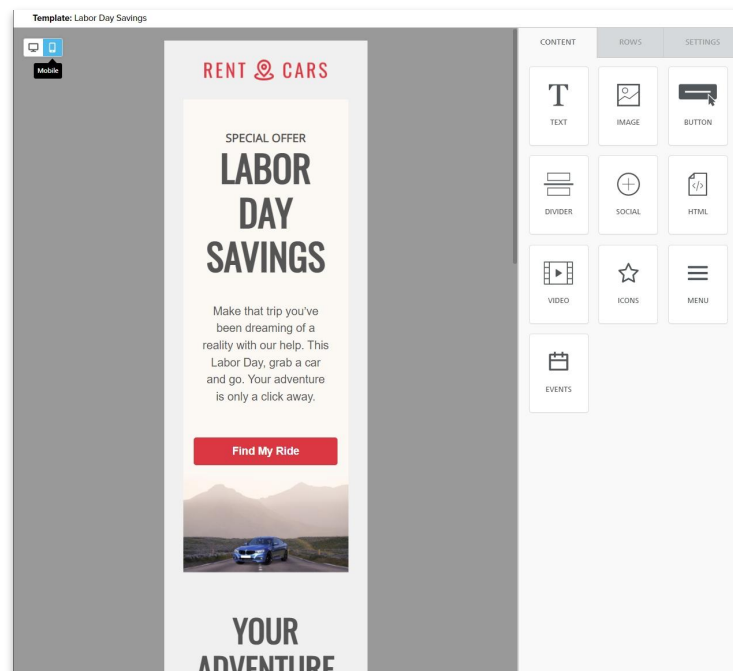
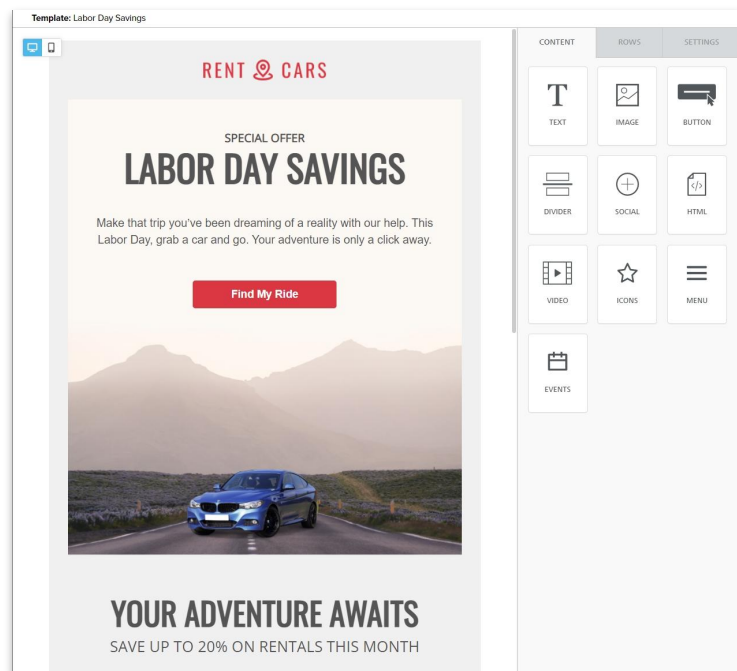
Undo-Redo / Change History

Make changes with confidence.



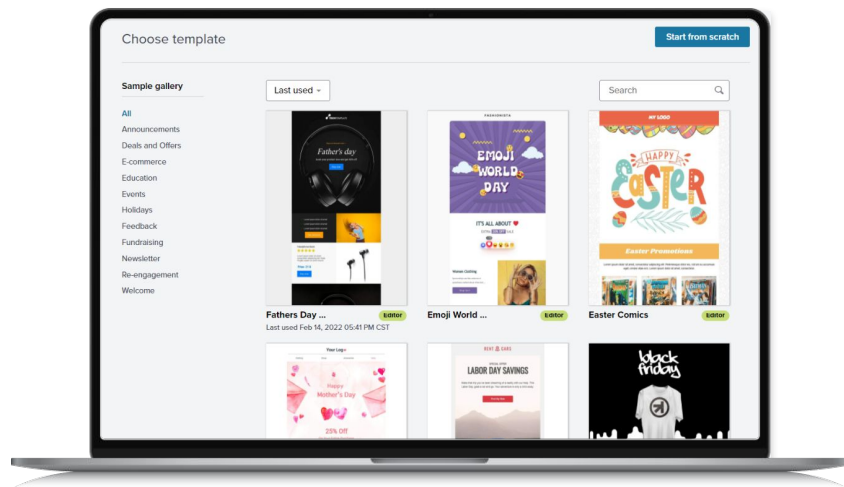
Mobile Design Mode

Make sure your emails look good anywhere.



Template Gallery

New designs to win the inbox—and subscribers



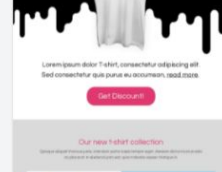
A Gift For Mo...

Editor



Labor Day Sa...

Editor



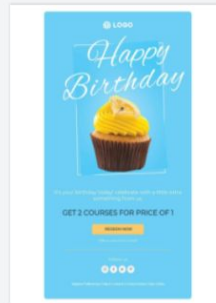
Black Friday ...

Editor



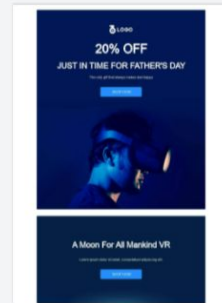
April Fools Day

Editor



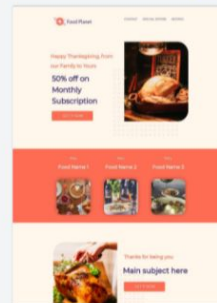
We Love A G...

Editor



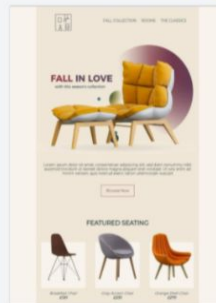
A Gift Daddy ...

Editor



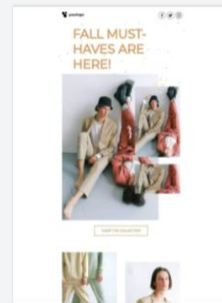
Best Thanksg...

Editor



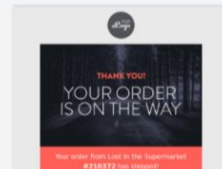
Fall In Love ...

Editor



Fall Must Hav...

Editor



Timing



Where we've been

Open opt-in for all customers



Where we are now

Migration from 31st March



Where we're going

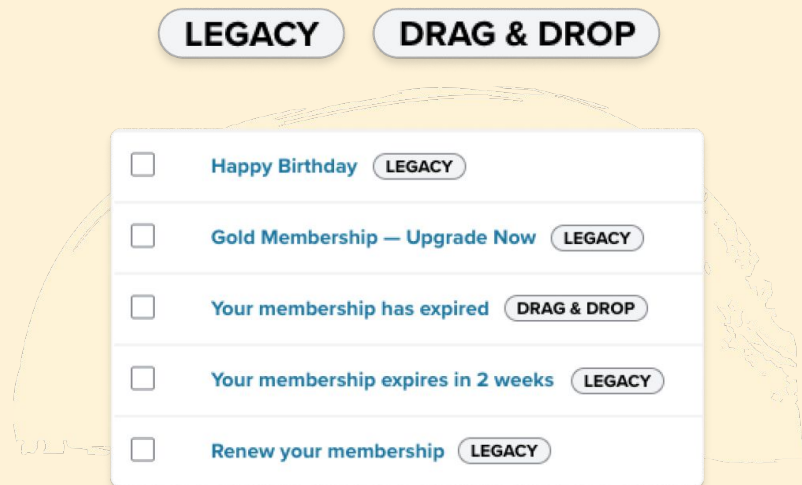
We'll continue to build new features into the editor based on your feedback

Legacy editor will be removed (long term, not short term)

Helping you navigate the migration

Summary of impacts

- When the new editor is turned on for your business, all new campaigns and templates will be set up in the new editor
- Campaigns will be tagged as either **LEGACY** or **DRAG & DROP** to indicate which editor your campaign is set up in



Helping you navigate the migration

Here are our tips & tricks

Even though the legacy editor will remain for now, we encourage you to start building emails in the new editor to make the most of the improved flexibility, mobile design options and new templates.

Start small & build from there, with our 3-step guide:

1

Creating a new campaign?

Don't copy an old template, build it in the Drag & Drop editor

2

Templates

Make a list of all your legacy templates and gradually re-create them in the new editor, starting with your most used template

3

Journeys

Make a list of all your automated journeys and gradually re-create them in the new editor

Demo

Helping you navigate the migration

Where to get help

- Need help re-creating your legacy templates in the new editor? Contact our **Professional Services** team for help getting them set up.
- Visit our **resources hub** (follow the Drag & Drop Editor link) - help.myemma.com/s/
- **Contact support** if you can't find what you're looking for, or if you get stuck - help.myemma.com/s/



Next steps

You can opt in now!

We'll send the opt in link, webinar recording and additional resources on **March, 28th 2022**

Don't leave anyone behind – make sure your team has all the resources they need to embrace the new editor. Share next week's email with them.



Feedback?

Talk to your CSM or contact support

Q&A