Use the Email Editors

Choose a simple text email or a more designed layout.

Choose your editor

- **Classic editor:** best for simple text-based emails and straightforward formatting.
- **Visual editor:** available for newsletters and campaigns, with templates, content blocks and desktop/mobile layout controls. Automation-rule emails use the Classic editor.

Classic editor

1. Create a newsletter or campaign email and choose **Classic editor**.
2. Write your content using the text toolbar. Add links and, where appropriate, substitute variables for contact details.
3. Review the subject, optional preview line, sender name and sender address, then save and test.

Visual editor

1. Create a newsletter or campaign email and choose **Visual editor** and a template.
2. Add and rearrange text, images, buttons, sections and columns. Click an element to edit its settings.
3. Use the desktop/mobile preview and visibility settings to check your layout.
4. Select **Save Changes**, then **Exit** to return to the email configuration.

Important

- Switching editors can cause the current editor content to be lost. Decide which one to use before building your email.
- Keep layouts lightweight and readable. Some email apps alter colours when displaying messages in dark mode.