

Dynamic Content: Sony PlayStation

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The challenge

- We create 28 different language versions for all our Sony templates.
- Each country has its own PEGI age rating, pricing and relevant images. Depending on the content, messaging cannot be a direct translation but has to be tweaked to be relevant for certain countries.
- We are able to deploy multiple campaigns each week for Sony PlayStation due to an automated script that we created in house.
- 31 versions can be created in less than 5 minutes.

Automated Email Generation :scripting

OUTPUT: 31 different language versions are automatically populated and created within a day

