

New Copy Editor

IT'S A GAME CHANGER

Great copy is one of the most effective ways to improve your conversion rate.

Editing your copy will be much easier with the following enhancements:

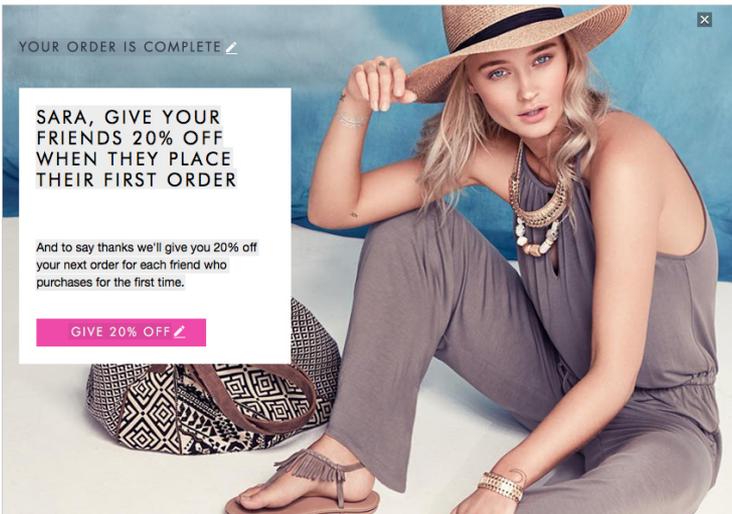
- Improved layout making it easier to see your full preview and the editor
- Drag and drop placeholders to personalize copy
- Switch the view between natural language and placeholders
- Edit the non-personalized version of your copy in a generic view

Campaigns

EDIT TEXT FOR OFFER "OFFER 1" IN "CAMPAIGN 1" IN ENGLISH (UK) (HAS BEEN LIVE) (STILL SHAREABLE)

- REFERRER PAGES
- SHARING METHODS
- REFEREE PAGES
- REFERRER EMAILS
- REFEREE EMAILS
- REFERRER EXCEPTIONS
- REFEREE EXCEPTIONS
- MATCHING SERVICE
- PRIVACY & TERMS

- OFFER
- REFERRER REGISTER
- SHARING
- REFERRER BANNER
- REFERRER CORNER-PEEL
- REFERRER DASHBOARD
- REFERRER FULFILL



- ADD COMMENT
- LINK TO THIS TAB
- OPEN IN A NEW TAB

About this page ▾

EDIT

Fullframe referrer reward for referrer

Values Placeholders

PERSONALISED ▲ GENERIC

User-**firstname**, give your friends
 Referee-**their-reward** when they
 Referee-**action-for-referrer** with
 Selling-**brand**

SAVE & PREVIEW

ADD DYNAMIC PERSONALISATION

Drag and drop placeholders:

- User-**firstname** Sara
- User-**fullname** Sara James
- User-**surname** James
- User-**lastname** James
- User-**formal-name** Sara Christine James
- User-**email** sjames@email.com
- User-**username** scjames21

REFERENCED CONTENT

Edit reusable content:

- Referee-**their-reward** 20% off ✎
- Referee-**action-for-referrer** place their first order ✎
- Selling-**brand** Accessorize

EDITING PANEL

Click any text on the preview to edit it.

The editing panel will open from the right allowing you to see both preview and editor. We've improved the realism of the preview in text editing mode.

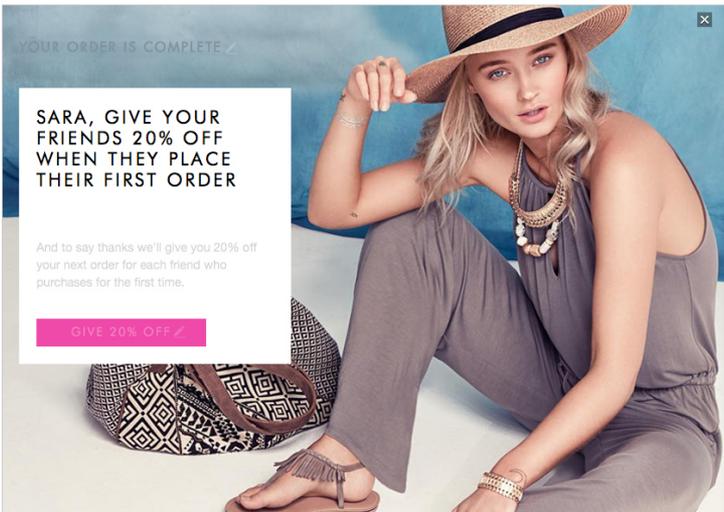
Edit your copy or add dynamic personalization placeholders. Blue placeholders are those which are in use. Grey can be added to the page.

Campaigns

EDIT TEXT FOR OFFER 'OFFER 1' IN 'CAMPAIGN 1' IN ENGLISH (UK) (HAS BEEN LIVE) (STILL SHAREABLE)

REFERRER PAGES	SHARING METHODS	REFEREE PAGES	REFERER EMAILS	REFEREE EMAILS	REFERRER EXCEPTIONS	REFEREE EXCEPTIONS	MATCHING SERVICE	PRIVACY & TERMS
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- OFFER
- REFERRER REGISTER
- SHARING
- REFERRER BANNER
- REFERRER CORNER-PEEL
- REFERRER DASHBOARD
- REFERRER FULFILL



EDIT

Fullframe referrer reward for referrer

Values Placeholders

PERSONALISED ⚠️ GENERIC

PERSONALISED

User-firstname, give your friends **Referee-their-reward** when they **Referee-action-for-referrer** with **Selling-brand**

Sara, give your friends **20% off** when they **place their first order** with **Accessorize**

SAVE & PREVIEW

ADD DYNAMIC PERSONALISATION

Drag and drop placeholders:

User-firstname	Sara
User-fullname	Sara James
User-surname	James
User-lastname	James
User-formal-name	Sara Christine James
User-email	sames@email.com
User-username	scjames21

REFERENCED CONTENT

Edit reusable content:

Referee-their-reward	20% off	✎
Referee-action-for-referrer	place their first order	✎
Selling-brand	Supershop	

VALUES AND PLACEHOLDERS

Switch between natural language or placeholder view to better visualize your text.

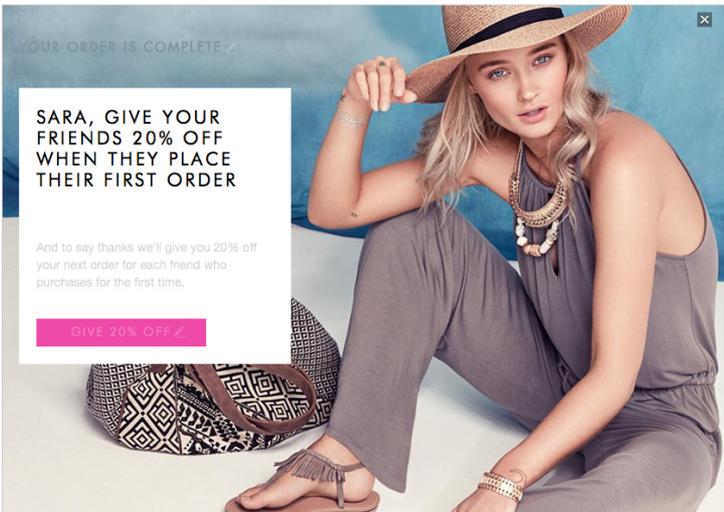


Campaigns

EDIT TEXT FOR OFFER "OFFER 1" IN "CAMPAIGN 1" IN ENGLISH (UK) (HAS BEEN LIVE) (STILL SHAREABLE)

REFERRER PAGES	SHARING METHODS	REFEREE PAGES	REFERER EMAILS	REFEREE EMAILS	REFERRER EXCEPTIONS	REFEREE EXCEPTIONS	MATCHING SERVICE	PRIVACY & TERMS
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OFFER
REFERRER REGISTER
SHARING
REFERRER BANNER
REFERRER CORNER-PEEL
REFERRER DASHBOARD
REFERRER FULFILL



EDIT Fullframe referrer reward for referrer

Values Placeholders

PERSONALISED
GENERIC

Give your friends Referee-their-reward when they Referee-action-for-referrer with Selling-brand

This copy is used when we don't know the name of the customer

SAVE & PREVIEW

ADD DYNAMIC PERSONALISATION
Drag and drop placeholders:

User-firstname	Sara
User-fullname	Sara James
User-surname	James
User-lastname	James
User-formal-name	Sara Christine James
User-email	sjames@email.com
User-username	scjames21

REFERENCED CONTENT
Edit reusable content:

Referee-their-reward	20% off ↗
Referee-action-for-referrer	place their first order ↗
Selling-brand	Supershop

GENERIC v PERSONALISED

We are adding a new view so you can see your copy in two states:

1. When personalization is present
2. When personalization is not present