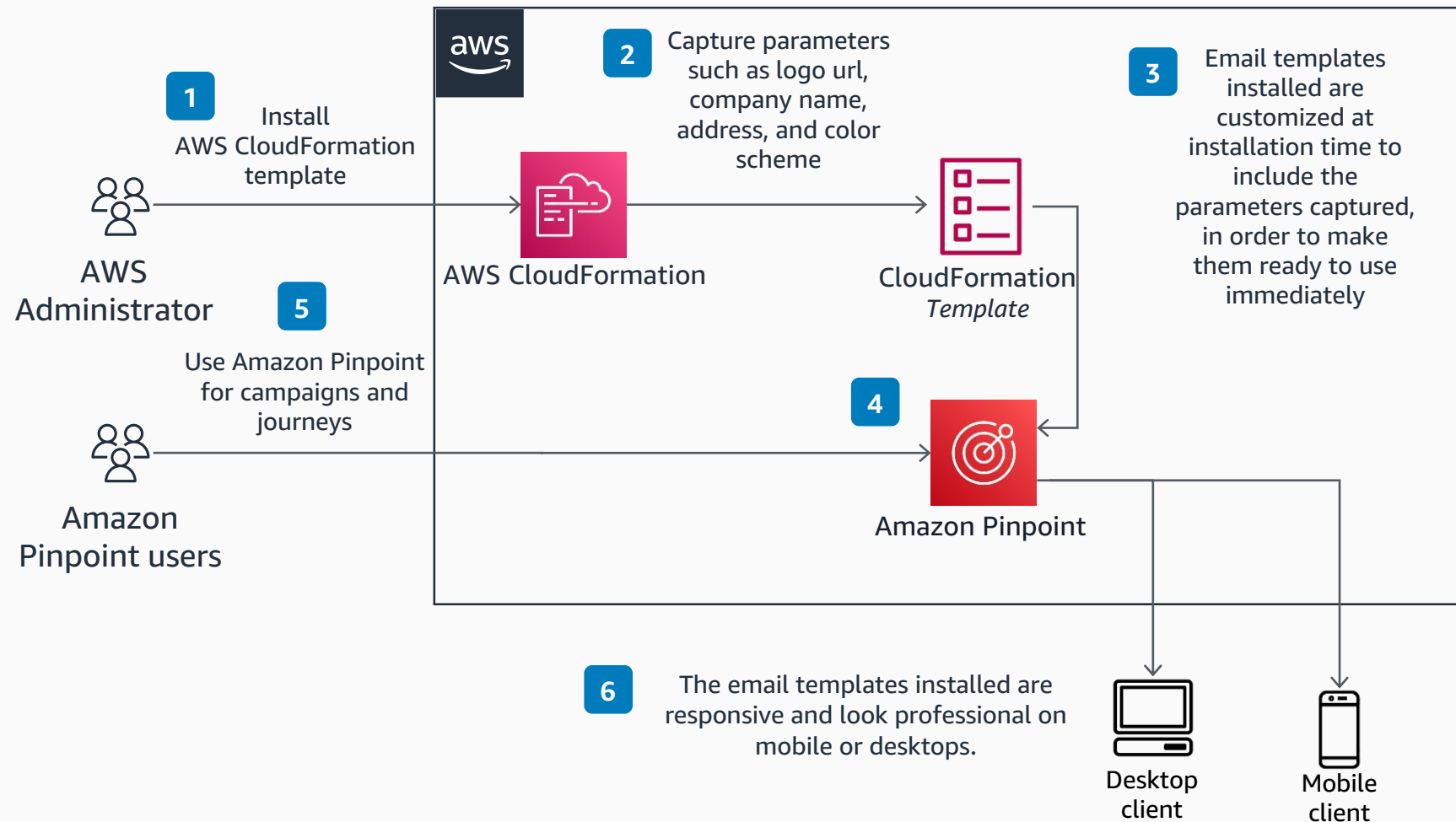# Guidance for Using E-mail Templates with Amazon Pinpoint on AWS

The email templates for Amazon Pinpoint helps users realize value quickly by leveraging ready to use, immediate, and customizable templates covering the typical communication needs for a business.

AWS

1 Install AWS CloudFormation template

AWS Administrator

2 Capture parameters such as logo url, company name, address, and color scheme

AWS CloudFormation

CloudFormation *Template*

3 Email templates installed are customized at installation time to include the parameters captured, in order to make them ready to use immediately

5 Use Amazon Pinpoint for campaigns and journeys

Amazon Pinpoint users

4

Amazon Pinpoint

6 The email templates installed are responsive and look professional on mobile or desktops.

Desktop client

Mobile client

1 The AWS administrator installs the solution guidance **AWS CloudFormation** template into a stack.

2 The **AWS CloudFormation** template prompts for parameters such as logo url, company name, address, and color scheme.

3 The email templates installed are customized at installation time to include the parameters captured in order to make them ready to use immediately.

4 Templates are stored in the **Amazon Pinpoint** template repository.

5 An **Amazon Pinpoint** user can then use the email templates in any campaigns and journeys they design. Email templates are fully editable and customizable using the **Amazon Pinpoint** editor.

6 The email templates installed are responsive and look professional on mobile or desktops.

AWS Reference Architecture