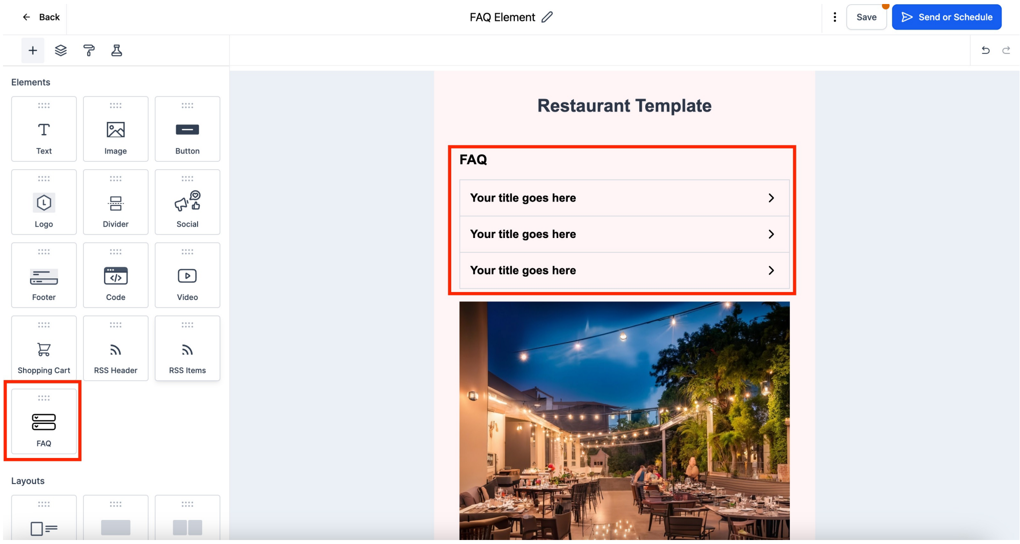
How to add Accordion/FAQ Element in Email Builder

Accordion elements in emails can be highly beneficial for several reasons:

1. **Space Efficiency** : Accordions allow you to present a lot of information in a condensed format. This is particularly useful in emails where space is limited, ensuring that the email remains concise and visually appealing.
2. **Improved User Experience:** Accordions provide a clean and organised way to present content. Users can choose which sections to expand and view, which gives them control over the information they want to see. This can lead to a more positive user experience.
3. **Reduced Scroll Fatigue:** Lengthy emails can be overwhelming and may lead to scroll fatigue. Accordions help mitigate this issue by allowing users to selectively engage with the content that interests them, without having to scroll through a long email.
4. **Content Prioritisation**: You can use accordions to prioritise important information. The main sections can be displayed prominently, while additional details or less critical information can be tucked away in accordion sections.

How to add FAQ Element in Email Builder?

1. Go to Marketing > Emails > Campaign/Templates
2. Create new campaign or template, it will allow an option to add the FAQ Element.
3. FAQ element will allow addition of Title and subtext in details. It has options to add icons on left or right, it allows to customise the icon options.


Back
FAQ Element
Save
Send or Schedule
Elements
Text
Image
Button
Logo
Divider
Social
Footer
Code
Video
Shopping Cart
RSS Header
RSS Items
FAQ
Layouts

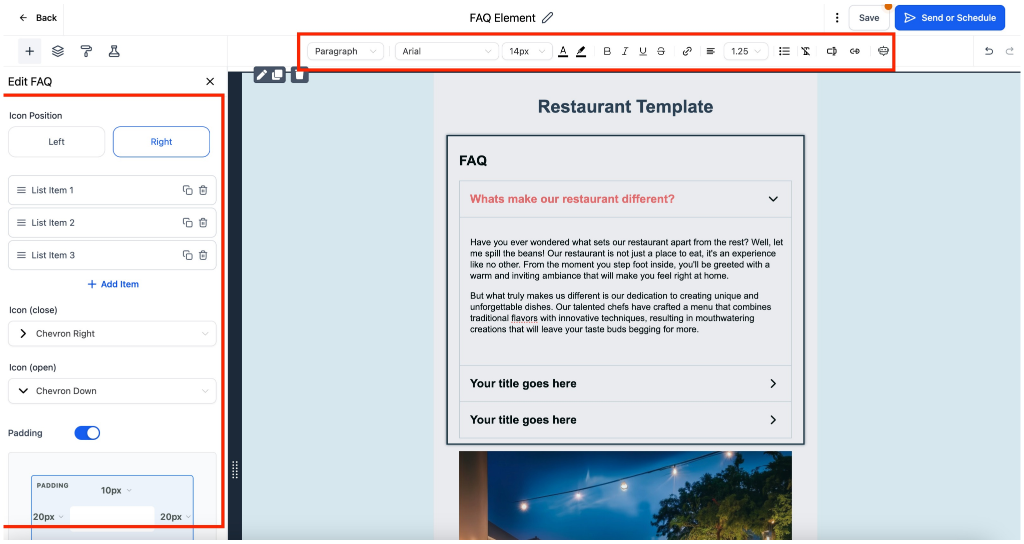
Restaurant Template

FAQ

Your title goes here

Your title goes here

Your title goes here


Back
FAQ Element
Save
Send or Schedule
Paragraph
Arial
14px
1.25
Edit FAQ
Left
List Item 1
List Item 2
List Item 3
Add Item
PADDING

Icon Position: Right

Icon (close): Chevron Right

Icon (open): Chevron Down

Padding: 10px 20px 20px

Restaurant Template

FAQ

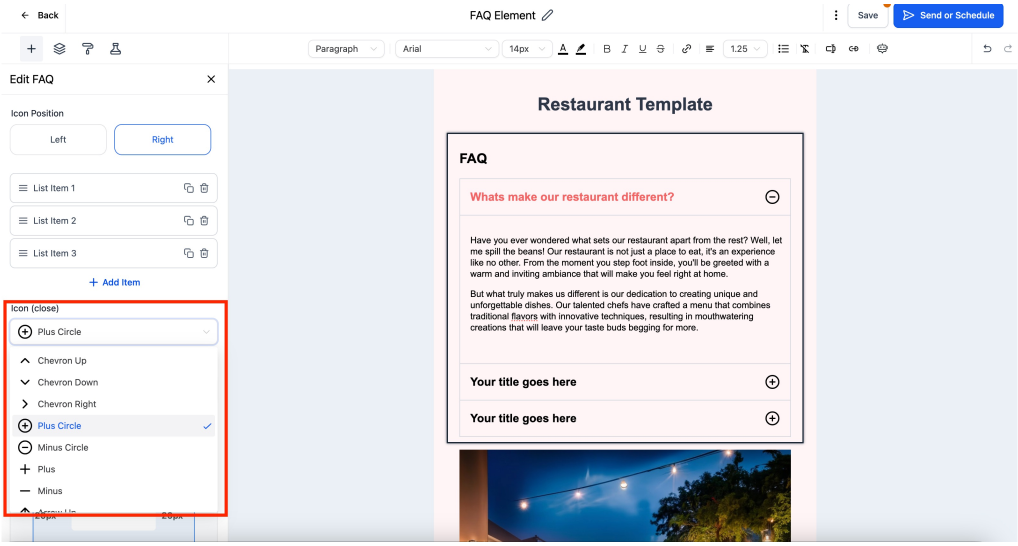
Whats make our restaurant different?

Have you ever wondered what sets our restaurant apart from the rest? Well, let me spill the beans! Our restaurant is not just a place to eat, it's an experience like no other. From the moment you step foot inside, you'll be greeted with a warm and inviting ambiance that will make you feel right at home.

But what truly makes us different is our dedication to creating unique and unforgettable dishes. Our talented chefs have crafted a menu that combines traditional flavors with innovative techniques, resulting in mouthwatering creations that will leave your taste buds begging for more.

Your title goes here

Your title goes here


Back
FAQ Element
Save
Send or Schedule
Paragraph
Arial
14px
1.25
Edit FAQ
Left
List Item 1
List Item 2
List Item 3
Add Item
Chevron Up
Chevron Down
Chevron Right
Plus Circle
Minus Circle
Plus
Minus
Arrow Up

Icon Position: Right

Icon (close): Plus Circle

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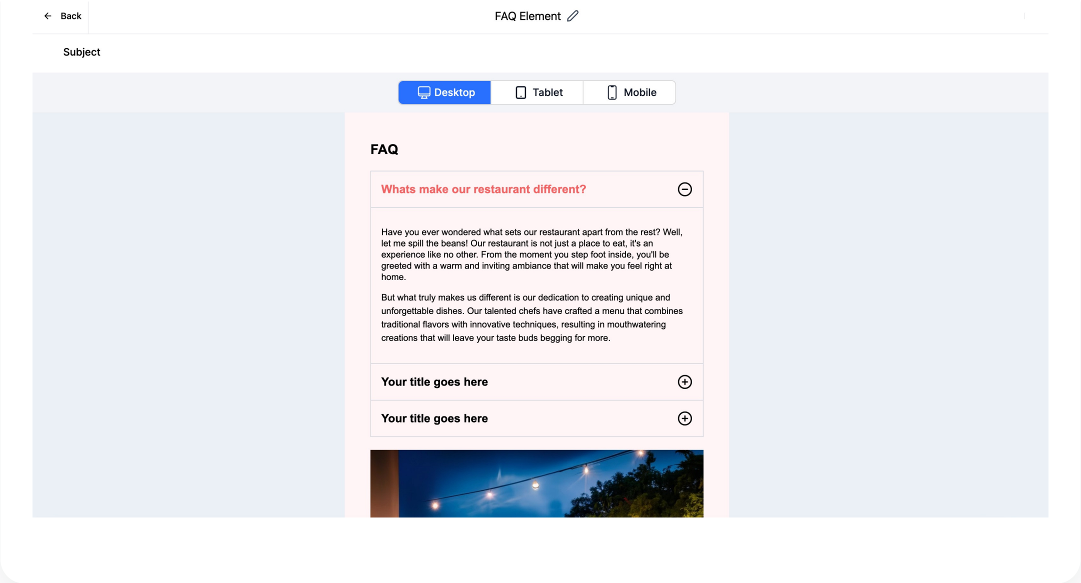

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