

Insert a Personalisation token in a header banner Image

In Marketo Engage, inserting personalization tokens directly into the text of a header banner image requires a bit of a workaround since Marketo doesn't support dynamic image editing out of the box. However, you can achieve this by using a combination of HTML and CSS. Here's a step-by-step guide to do this:

1. **Create the HTML Structure:** Use an HTML email template or a landing page template where you can control the HTML content. Add a `div` or `span` element where you want the personalized text to appear.
2. **Insert Personalization Token:** Place the personalization token within the HTML element. Marketo personalization tokens look like this: `{{lead.First Name}}`.
3. **Style the Text Over the Image:** Use CSS to position the text over the image. This can be achieved by using absolute positioning within a relatively positioned container.

Here is an example of how you can do it:

html

Copy code

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width,
initial-scale=1.0">
  <style>
    .banner-container {
      position: relative;
      width: 100%;
      max-width: 600px; /* Adjust as per your requirement */
    }
    .banner-image {
      width: 100%;
      height: auto;
    }
    .banner-text {
      position: absolute;
      top: 50%; /* Adjust to position text vertically */
      left: 50%; /* Adjust to position text horizontally */
      transform: translate(-50%, -50%);
      color: white; /* Text color */
    }
  </style>
</head>
<body>
  <div class="banner-container">
    <img alt="Banner image" class="banner-image" data-bbox="111 409 830 906"/>
    <div class="banner-text">
      {{lead.First Name}}
    </div>
  </div>
</body>
</html>
```

```

        font-size: 24px; /* Adjust as needed */
        font-weight: bold; /* Adjust as needed */
        text-shadow: 1px 1px 5px rgba(0, 0, 0, 0.7); /* Optional:
for better visibility */
    }
</style>
</head>
<body>
    <div class="banner-container">
        
        <div class="banner-text">
            Hello, {{lead.First Name}}!
        </div>
    </div>
</body>
</html>

```

Steps to Implement in Marketo:

1. **Create/Edit the Email Template or Landing Page Template:**
 - Go to the Design Studio in Marketo.
 - Create a new email or landing page template or edit an existing one.
 - Insert the HTML and CSS code as shown above into the template.
2. **Replace Image URL:**
 - Ensure the `src` attribute of the `img` tag points to your banner image URL hosted either on your server or within Marketo's image library.
3. **Insert Personalization Token:**
 - Make sure to use the correct syntax for the personalization token. You can insert any available token by selecting it from the token picker in the Marketo editor.
4. **Preview and Test:**
 - Use the preview feature in Marketo to ensure the personalization works correctly. Send test emails or use preview mode for landing pages to see the personalization in action.

This approach allows you to overlay text with personalization tokens on images, giving the appearance of dynamic, personalized images. Ensure your email or landing page templates are mobile-responsive and that the text remains readable on different devices.

Updated code:

```
<div class="banner-container" style="position: relative; text-align: center;">  
<div class="banner-text" style="position: absolute; bottom: 0; left: 50%; transform:  
translateX(-150%); background-color: rgba(255, 255, 255, 0.8); padding: 10px; font-size:  
16px;">Hello, {{lead.First Name:default=there}}!</div>  
</div>
```