

# Legacy email builder transition

Last modified on: 01/21/2025 10:29 am MST

Tags: Keap-Pro Keap-Max Max-Classic



## Updates to this transition will be available here

**[4.11.2024] Shut down the legacy email builder for free trial and net new apps**

**[3.11.2024] Second email to to customers**

**[8.30.2023] Initial email to customers**

**[7.10.2023] Updated this document based on the revised transition plan**

**[5.1.2023] The legacy email builder is in maintenance mode: This means that only critical bugs will be addressed moving forward.**

We have exciting updates planned for 2025: We will be consolidating the various email builders into one single, unified builder. The new builder provides a better user experience thanks to cutting-edge technology and a modern email experience with our new drag-and-drop editor for designing mobile responsive emails and landing pages, new features, and additional security.

The legacy builder was built using an older framework that is no longer actively developed or supported by the development community. Browser support for this framework will eventually go away, and the legacy builder will no longer be available.

It's our goal to make this transition as easy as possible, and to make that happen, we are doing the following three things:

1. Automatically transitioning previously sent legacy emails and saved legacy templates to the new email builder.
2. Timing is flexible: All you need to do is convert them to the new builder whenever you'd like
3. Prioritizing feedback and suggestions to provide a robust email builder and make this transition painless.

Note: The legacy email builder described in this article is currently in **maintenance mode** - this means that only critical issues will be addressed moving forward.

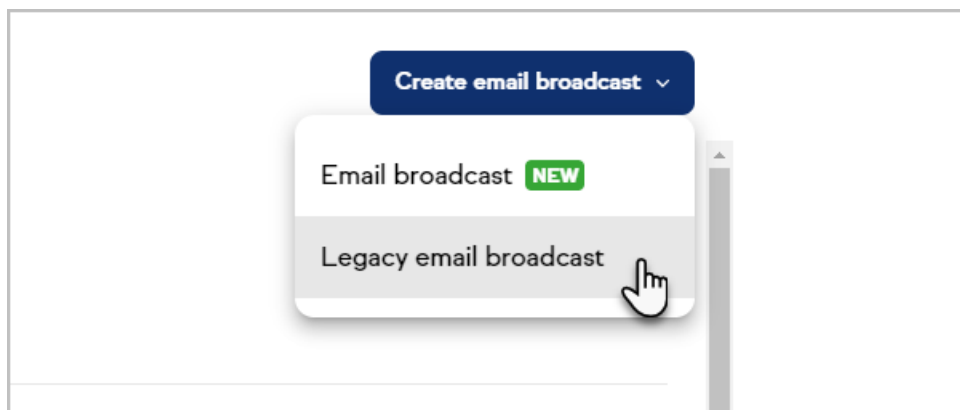
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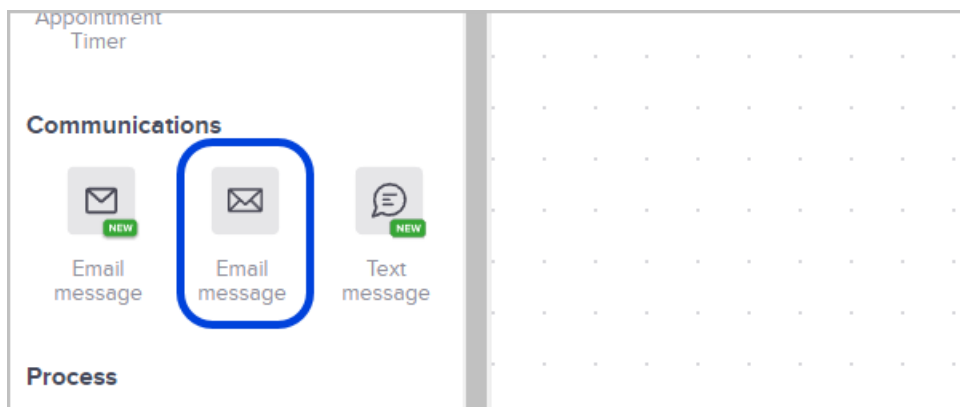
### Where is the legacy email builder?

The legacy email builder can be found when setting up an Email Broadcast or Automation in Max Classic, Pro, Max, and Ultimate:

*When sending a broadcast*



*When setting up an Advanced Automation*



### The New Email Builder

The legacy builder's replacement is a more sophisticated and feature-rich tool for creating beautiful custom emails. Pro and Max users have been using the new email builder since 2021 and have enjoyed features like multi-column support, emojis, a vast stock image library, a bigger selection of starter templates, much more customization options, more content blocks like a countdown timer, and much more.

### Email Consolidation Plan

Consolidating all of the various email builders into one single, unified tool will require a phased approach throughout 2025.

## ✓ (DONE) Phase 1: Getting started

- [Max/Classic] Introduce the new email builder to Campaign Builder
- [Max/Classic] Introduce the new email builder for creating an Email Broadcast
- [Pro/Max/Max/Classic] Fully supports the new email builder with content publishing
- [Pro/Max/Max/Classic] Bring critical features to the new email builder to be at parity with the legacy email builder
- [Pro/Max] Collect feedback on the new email broadcast flow
- [Max/Classic] Collect feedback on the new email builder

## (LIVE) Phase 2: New On-demand Editing Experience

[Pro/Max/Ultimate/Classic]

To help you transition to the new builder, we'll automatically copy all your legacy emails and templates (automation and broadcast emails) to the new builder. All you'll need to do is convert your legacy email to the new builder whenever you'd like!

[Click here](#) to learn how to convert your legacy email to the new builder.

Here's what you need to know about this process:

- We'll automatically copy all your legacy emails to the new builder—no date-range limitations.
- This option applies to **saved templates** and **emails not saved as templates** in Automation
- We will provide an option for the "**New email experience**". After selecting this option, you can edit your emails using the new email builder editor.
- Please note that **Drafts** will not be added to the new builder.
- This update **does not** affect scheduled broadcasts.
- This update **does not** affect published automations.
- **You don't need to worry about your automations breaking** because the legacy builder emails will continue to function, even after we eventually retire the legacy builder.
- The timing is flexible. There's no hard transition date, so you can convert your emails whenever you like as an on-demand experience.

## (NOT YET STARTED) Phase 3: Other email builders

We will replace other low-usage email builders with the new email builder. Our end goal is to provide a

consistent experience and reduce the learning curve in understanding and using multiple email builders.

Note: All legacy emails are currently in maintenance mode so we can focus entirely on providing a great user experience in the new builder. Please check our [maintenance plan](#) here.

## General FAQs

### **When I convert my email, will the subject line and preview text be included?**

- Email broadcast - No. If you have a legacy template with a subject line and/or preview text, this information will not be carried over when you convert to the new builder.
- Automation - Yes. If you have a legacy email with a subject line and/or preview text inside automation, this information will be carried over when you convert to the new builder.

### **Will emails created with the “Create HTML Email” option be carried over?**

Yes, you can convert emails created with the “Create HTML Email” option to the new builder.

### **Does the new builder support sending emails from a custom address?**

Yes, you can add any address from a domain that you have validated.

### **Will there be any charges involved in this process?**

No, Keep isn't planning to charge anyone when updating their emails or templates.

### **When should I start using the new builder?**

We **strongly encourage** you to use the new email builder for all new emails and templates from now on.

### **Why is the legacy builder being removed?**

The goal is to consolidate the different email builders and create a single, unified experience for all users. This transition will improve your experience when creating and sending emails and allow us to focus on developing new features you'll love.

### **Will legacy email templates be automatically added to the new email builder?**

Yes. We will add all previously Sent legacy emails and saved legacy templates to the new builder—no date-range limitations. Please note that Drafts will not be added to the new builder.

### **I don't save my emails inside automation. Do I need to recreate them in the new builder or save them as templates?**

No, you don't need to save your emails inside automation as templates. You can click on “New email experience” to convert your email to the new builder whenever you like.

### **Will I need to update my templates manually?**

No, our main goal is to add all the features included in the templates (hyperlinks, tags, videos, forms, images, etc.). Some features require an update (e.g., links with > 10 tags - the new email builder supports 10 tags per link. Please check the table below for more details.

### **Which features will be carried over from legacy emails to the new builder?**

Exiting features in the Legacy builder	Features that will be carried over to the New builder	Details	Action required
Editor Tools			
Content (blocks)	Yes	All blocks will be carried over	No
Groups block	Yes	The Group block will be split into individual blocks (image, text, and button)	No
Body/Design	Yes	It includes font color, font name, and background color	No
Button	Yes	It includes style and links	No
Divider	Yes	Divider will be carried over	No
Heading	Yes	The Heading will be split into a Heading block	No
HTML code	Yes	In the legacy email, the HTML is center-aligned. In the new builder, it's left-aligned	No
Images	Yes	It includes links, tags, Alt text, size, and alignment	No
Social icons	Yes	Standard size only. It might not have the same size as in the legacy builder, but it will be very similar	No

Text block	Yes	<p>It includes style, hyperlinks, tags, merge fields, campaign links, and tags.</p> <p>Fonts available only in the legacy builder will fallback to these fonts:</p> <p>Baskerville -&gt; Arial</p> <p>Garamond -&gt; Arial</p> <p>Lucida sans -&gt; Arial</p> <p>Merriweather -&gt; Georgia</p> <p>Palatino -&gt; Book Antiqua</p> <p>Georgia -&gt; Global font</p>	Review fonts
Video	Yes	Videos will be carried over, but tags are not supported yet and won't be carried over. This feature will be available soon.	Review any tags that were applied to videos.
Appointments (only available in Pro and Max)	Yes	The links will be carried over	No
File download button	Yes	The links will be carried over	No
Signature	Yes	Single and multiple signatures will be carried over	No
Spacer	Yes	The spacer will be carried over, but it's not possible to adjust the height after the conversion.	No
Spam checks	Yes	The new builder has spam check	No
Gallery			
My Templates	Yes	All saved templates will be added to the new builder	Delete any legacy template you don't use before they are added to the new builder

Previously sent	Yes	All sent emails will be added to the new builder	No
Drafts	No	Drafts will not be added in the new builder	No
Features			
Merge fields	Yes	Merge fields will be carried over. Any merge fields in the legacy email will continue to work after being converted to the new builder. Post conversion, Merge fields only available in the legacy builder will not be supported (available to select in the Merge fields dropdown) in the new builder, i.e., Company name	No
File download hyperlinks	Yes	The links will be carried over, but it's not possible to edit the hyperlink after the conversion	No
Dynamic Content	Yes	Dynamic content will be carried over	No
Custom merge fields	Yes	Custom merge fields will be carried over	No
Tags	Yes	Tags will be carried over	No
Multiple tags per link	Yes	Up to 10 tags per link will be carried over	Review links with > 10 tags
Campaign links	Yes	Campaigns links will be carried over	No
Hyperlinks	Yes	Hyperlinks will be carried over	No
Legacy Order forms	Yes	Legacy Order forms URLs will be carried over	No
Legacy Web forms	Yes	Legacy Web forms URLs will be carried over	No
Legacy Landing Pages	Yes	Legacy Landing pages URLs will be carried over	No

**Will there be features not available in the new email builder that were available in the legacy email builder?**

Yes. Not all features in the legacy builder are available in the new builder. Our team is working on bringing critical features to the new builder. Feature requests can be submitted via the Keap app. Check out [this document](#) to see the features included in the new builder and what's coming soon!

**Will this process affect published automation?**

No. We will keep the templates and emails "as-is" in published automation. You will have time to gradually convert your templates or emails from the legacy builder to the new builder inside automation. There is no timeline for converting your emails. You can do it at your convenience as an on-demand experience.

**If I used Code Builder in the legacy email builder to build my emails from scratch, would they migrate over to the new builder?**

No. Our main focus is the legacy email builder. Emails created using any other builder will not be added to the new builder and will need to be created in the new email builder.

**Will my emails still work after the legacy builder is no longer maintained?**

Yes. Published automation **will still work**, and scheduled broadcasts will still send with the legacy builder. You will have time to gradually convert your templates or emails from the legacy builder to the new builder. There is no timeline for converting your emails. You can do it at your convenience as an on-demand experience.

**Will emails created using the legacy-legacy email builder be migrated over to the new builder?**

No. Our main focus is the legacy email builder. Emails created using any other builder will not be added to the new email builder and will need to be created in the new email builder.

**Can I still send emails using the legacy email builder from the Contacts page in Ultimate/ Max Classic?**

No. You can only send email broadcasts using the new email builder when you select Contacts/ Click on Actions/Select Send a broadcast. *This update also applies to Referral partners, Opportunities, and Reports. Everywhere the Actions menu is available in Max Classic/Ultimate with the option to Send a broadcast, users will only have access to the new email builder.*

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