CLAIMS

1. A system comprising:

a non-transitory memory; and

one or more hardware processors coupled to the non-transitory memory and configured to read instructions from the non-transitory memory to cause the system to perform operations comprising:

receiving a request to transmit an electronic message, wherein the electronic message has a data element placeholder for first data presentable in the electronic message;

determining a message template for the electronic message;

identifying, based on the electronic message and the message template, the data element placeholder in the electronic message;

determining the first data for the data element placeholder based on text data in the data element placeholder and a first data source for the first data; and

generating, responsive to the request to transmit the electronic message, the first data in the electronic message in place of the data element placeholder for a rendering of the electronic message.

2. The system of claim 1, wherein, prior to the generating, the operations further comprise:

determining that the electronic message includes an additional element for second data presentable in the electronic message;

identifying a second data source for the second data;

determining that the second data source is external from a service provider corresponding to the system; and

preventing, based on the determining that the second data source is external from the service provider, a transmission or the rendering of the second data in the additional element.

3. The system of claim 2, wherein the operations further comprise:

providing additional text data associated with the second data in place of the second data in the additional element.

4. The system of claim 2, wherein the second data source corresponds to an unsecured source, and wherein the operations further comprise:

determining that the unsecured source uses an external application programming interface (API) for requesting the second data for the additional element,

and wherein the preventing the transmission is further based on the determining that the unsecured source uses the external API.

5. The system of claim 1, wherein the operations further comprise:

providing a user interface (UI) for a submission of stylized components to the message template manager; and

reviewing the stylized components for unauthorized content prior to a deployment with the message template manager,

and wherein the stylized components include the first data.

6. The system of claim 5, wherein the stylized components comprise internal data of the service provider generated by one or more designers for the service provider, and wherein the stylized components comprise one of hypertext markup language (HTML) or cascading style sheets (CSS) content insertable in a plurality of electronic messages in place of a plurality of data element placeholders using component identifiers in the plurality of data element placeholders.

7. The system of claim 1, wherein the data element placeholder comprises a field in one of a header, a message body, a signature block, or a footer of the electronic message, and wherein the field includes a placeholder syntax with a data pathway identifier for the first data.

8. The system of claim 1, wherein the electronic communication comprises an email, an instant message, or a chat message, and wherein the electronic communication is generated by an internal application or an internal user of a service provider associated with the system and transmitted to another internal user or an external user.

9. The system of claim 1, wherein, prior to the receiving, the operations further comprise:

providing at least one menu interface that enables the electronic message having the data element placeholder and a component identifier for the first data to be generated.

10. A method comprising:

receiving a request to transmit an electronic message, wherein the electronic message has a data element placeholder for first data presentable in the electronic message;

determining, by a message template manager, a message template for the electronic message;

identifying, by the message template manager based on the electronic message and the message template, the data element placeholder in the electronic message;

determining, by the message template manager, the first data for the data element placeholder based on text data in the data element placeholder and a first data source for the first data; and

generating, by the message template manager responsive to the request to transmit the electronic message, the first data in the electronic message in place of the data element placeholder for a rendering of the electronic message.

11. The method of claim 10, wherein, prior to the generating, the method further comprises:

determining, by the message template manager, that the electronic message includes an additional element for second data presentable in the electronic message;

identifying, by the message template manager, a second data source for the second data;

determining, by the message template manager, that the second data source is external from a service provider corresponding to the system; and

preventing, by the message template manager based on the determining that the second data source is external from the service provider, a transmission or the rendering of the second data in the additional element.

12. The method of claim 11, further comprising:

providing, by the message template manager, additional text data associated with the second data in place of the second data in the additional element.

13. The method of claim 11, wherein the second data source corresponds to an unsecured source, and wherein the method further comprises:

determining that the unsecured source uses an external application programming interface (API) for requesting the second data for the additional element,

and wherein the preventing the transmission is further based on the determining that the unsecured source uses the external API.

14. The method of claim 10, further comprising:

providing a user interface (UI) for a submission of stylized components to the message template manager; and

reviewing the stylized components for unauthorized content prior to a deployment with the message template manager,

and wherein the stylized components include the first data.

15. A non-transitory machine-readable medium having stored thereon machine-readable instructions executable to cause a machine to perform operations comprising:

receiving a request to transmit an electronic message having a data element placeholder for first data presentable in the electronic message;

determining a message template for the electronic message;

identifying, based on the electronic message and the message template, the data element placeholder in the electronic message;

determining the first data for the data element placeholder based on text data in the data element placeholder and a first data source for the first data; and

generating, responsive to the request to transmit the electronic message, the first data in the electronic message in place of the data element placeholder for a rendering of the electronic message.