Successful Mass Email Template Replacement Values

A template is used to specify the layout of the email and the information included. These are the replacement fields for use with the Mass Email Tool.

Tag	Description
<CompanyName> or <Name>	The name of the contact or Company.
<Title> or <Salutation>	The title of the individual contact or staff member of the company.
<Firstname>	The first name of the individual contact or staff member of the company.
<Initial>	The middle initial of the individual contact or staff member of the company.
<Lastname>	The last name of the individual contact or staff member of the company.
<Address>	The Address of the Contact formatted Correctly.
<Street1> or <StreetName1>	The first street in the contact's address.
<Street2> or <StreetName2>	The second street (if any) in the contact's address.
<City>	The City in the contact's address.
<Prov> or <Province> or <State>	The Province or State of the contact's address.
<Postal> or <Zip> or <PostalCode>	The Postal Code/Zip Code of the contact's address.
<Country>	The Country (if it exists) of the contact's address.
<Phone1>	Primary Phone number of the Contact.
<Phone1Ext>	Primary Phone's Extension.
<Phone2>	Secondary Phone number of the Contact.
<Phone2Ext>	Secondary Phone's Extension.
<Fax1>	Primary Fax number of the Contact.

<Fax2>	Secondary Fax number of the Contact.
<Cell>	Mobile Phone number of the Contact.
<Pager>	Pager number of the Contact.
<PagerExt>	Pager's Extension (if any).
<TollFree>	Toll Free Phone number of the Contact.
<SiteURL>	Contact's Web address.
<Email>	Contact's Email address.
<SecondaryAddress>	Secondary Address of the Contact formatted Correctly.
<SecondaryPhone1>	Secondary Phone #.
<SecondaryPhone1Ext>	Secondary Phone Extension.
<SecondaryPhone2>	Secondary Phone 2 #.
<SecondaryPhone2Ext>	Secondary Phone 2 Extension.
<SecondaryFax1>	Secondary Fax.
<SecondaryFax2>	Secondary Fax #2.
<SecondaryCell>	Secondary Mobile Phone #.
<SecondaryPager>	Secondary Pager #.
<SecondaryPagerExt>	Secondary Pager Extension.
<SecondaryTollFree>	Secondary Toll Free #.
<OpenDate>	The Opening Date of the Contact.
<CloseDate>	The Closing Date (if any) of the Contact.
<DateOfEntry>	Date that the Contact was entered into the System.
<Alias>	Other name of the contact or company.
<Birthday>	The Birth Day of the contact if it is an individual.

<Anniversary>	The Anniversary of the contact if it is an individual.
<Manager>	The individual's manager.
<Assistant>	The individual's assistant.
<UserName> or <WebLogin>	The web site login for the personnel.
<Password> or <WebPassword>	The web site password for the personnel.
<Notes>	Any Notes you have on the Contact. (be careful with this one for obvious reasons!)
<ReferralCompanyName>	The name of the referrer.
<ReferralStreet1>	Street 1 of the referrer's address.
<ReferralStreet2>	Street 2 of the referrer's address.
<ReferralCity>	The City of the referrer's address.
<ReferralPostal>	The Postal Code/Zip of the referrer's address.
<ReferralCountry>	The Country of the referrer's address.
<ReferralPhone1>	The Primary Phone number of the referrer.
<ReferralPhone1Ext>	The Primary Phone number's Extension of the referrer.
<ReferralPhone2>	The Secondary Phone number of the referrer.
<ReferralPhone2Ext>	Secondary Phone's Extension.
<ReferralFax1>	Primary Fax number of the referrer.
<ReferralFax2>	Secondary Fax number of the referrer.
<ReferralCell>	Mobile Phone number of the referrer.
<ReferralPager>	Pager number of the referrer.
<ReferralPagerExt>	Pager's Extension (if any).
<ReferralTollFree>	Toll Free Phone number of the referrer.

<ReferralSiteURL>	Contact's Web address.
<ReferralEmail>	Contact's Email address.
<ReferralSecondaryAddress>	Secondary Address of the referrer formatted Correctly.
<ReferralSecondaryPhone1>	Secondary Phone #.
<ReferralSecondaryPhone1Ext>	Secondary Phone Extension.
<ReferralSecondaryPhone2>	Secondary Phone 2 #.
<ReferralSecondaryPhone2Ext>	Secondary Phone 2 Extension.
<ReferralSecondaryFax1>	Secondary Fax.
<ReferralSecondaryFax2>	Secondary Fax #2.
<ReferralSecondaryCell>	Secondary Mobile Phone #.
<ReferralSecondaryPager>	Secondary Pager #.
<ReferralSecondaryPagerExt>	Secondary Pager Extension.
<ReferralSecondaryTollFree>	Secondary Toll Free #.

* Please note the pointy braces at the start and end of each tag, these are required.

It acceptable for a tag to appear more than once in the email if required.