

How to...

PERSONALISATION



How to... Personalisation

Add that personal touch to your email with the drop of a block, using Personalisation Tags created from details in the Subscriber database in your NewZapp account.

This panel contains pre-made Personalisation Tags for the following items:

- ✓ Title
- ✓ First name
- ✓ Last name
- ✓ Company name
- ✓ Email address
- ✓ View online link
- ✓ Confirm

You can also create your own Custom Tags to insert additional data associated with your subscribers.

See: [How to... Custom Tags](#)

When your email is sent, NewZapp will automatically **replace the Tag** with **actual data** stored in your account, per Subscriber.

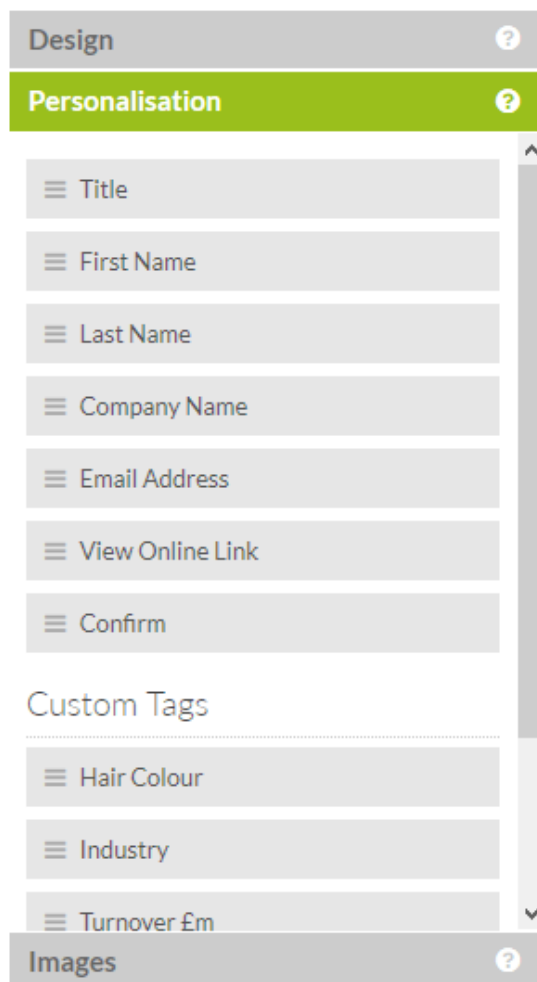
The one exception to this is the 'View Online Link' Tag which is a link that the system automatically inserts for you. You do not need Subscriber data stored in your account for this purpose.

If there is no data stored for a Subscriber then the Tag will be replaced in the email with by nothing (no characters) unless you have a default value saved in your **Settings** area under **Personalisation**.

See: [How to... Settings](#)

Using Personalisation Tags

Simply drag and drop a Tag into position on your email within an existing text block. Drop it at the point you want the Tag to pull Subscriber data into your content.



The Tag will appear in the editor in the form of **[example]** and will convert into a real value for each recipient when the email is sent. You can style this text in the same way as normal text, e.g. colour or bold it, but you **must not** respell, capitalise or add spaces to the text between the '[' symbols as this will break the functionality.

Examples of Using Personalisation Tags

If a subscriber has a first name saved as John, then you may use this data in your email like so:

Hi [firstname],
Welcome to this month's edition of our news round-up.

When the email arrives in John's inbox the content in his email will read:

Hi John,
Welcome to this month's edition of our news round-up.

When the email arrives in the inbox of a Subscriber for whom you don't have a first name stored the content in their email will read:

Hi ,
Welcome to this month's edition of our news round-up.

Unless you have saved a default value in your Settings, such as "everyone". In that instance, when the email arrives in the inbox of a Subscriber for whom you don't have a first name stored the content in their email will read:

Hi everyone,
Welcome to this month's edition of our news round-up.

For more information on getting the most from your NewZapp account, visit our [Help Centre](#) or contact us on support@newzapp.co.uk.