University of Colorado
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CU eComm Program

Email Marketing List of Data Tags

Data Tags allow administrators to display data from the database within the email message.For example, you can include the member's first and last name in the salutation: **Dear Natasha Spivey**. In addition, you can use these tags to include deep links directly into the registration process (**Registration Link**), the online directory update process (**Update Link**) or the webbased optout process (**Unsubscribe Link**).

· **Class Note Link** – Inserts a link to the Class Notes page of the Online Community.

· **Class Notes date range** – Inserts most recent 5 Class Notes submitted between Jan. 1, 1990 to Jan. 1, 2020. Administrators may edit the number of Class Notes and the date range.

· **Class Notes last #n** – Inserts the last 5 Class Notes submitted. Administrators may edit the number of Class Notes.

· **Class Notes this month last #n**– Inserts the last 5 Class Notes submitted for the current month. Administrators may edit the number of Class Notes.

· **Client ID** – Inserts the member's Client ID from the database.

· **Last name** – Inserts the data contained in the Last Name field of the database.

· **Mailing address city** – Inserts the city stored in the Harris database.

· **Mailing address country code** – Inserts the country code stored in the Harris database.

· **Mailing address country**– Inserts the country stored in the Harris database.

· **Email Address** – Inserts the member's Email Address from the database.

· **Events Link** – Inserts a link to the Event Calendar on the Online Community.

· **Events date range** – Inserts next 2 upcoming events between Jan. 1, 1990 to Jan. 1, 2020. Administrators may edit the number of events displayed and the date range.

· **Events next #n** – Inserts the next 2 upcoming events. Administrators may edit the number of events displayed.

· **Events this month next #n** – inserts next 2 upcoming events for the current month. Administrators may edit the number of events displayed.

· **First Name** – Inserts the data contained in the First Name field of the database.

· **Form**: <Form Name> Inserts a link to the Donation/Membership form listed. Email Marketing Reports will track every time a member clicks on the Form link, and whether the member made a donation or joined.

IMPORTANT!

The form *must* reside in the Harris Donation or Membership Builder tool.

· **Forward to a friend** – Inserts a link for the recipient to forward the email to a friend.

· **HPC ID** Inserts the member's HPC ID (Harris ID) from the database.

· **Mailing address fax** – Inserts the fax number stored in the Harris database.

· **Mailing address name** – Inserts the name stored in the Harris database.

· **Mailing address phone** – Inserts the phone number stored in the Harris database.

· **Mailing address state** – Inserts the state stored in the Harris database.

· **Mailing address Street 1** – Inserts the data stored in the Street 1 field in the Harris database.

· **Mailing address Street 2** – Inserts the data stored in the Street 2 field in the Harris database.

· **Mailing address street 3** – Inserts the data stored in the Street 3 field in the Harris database.

· **Mailing address URL address** – Inserts the URL stored in the Harris database.

· **Mailing address zip** – Inserts the zip stored in the Harris database.

· **Open Count** – Tracks when a member initially opens the HTML version of the email message.

· **Preferred class year** – Inserts class year contained in the Preferred Class field of the online

· **Unsubscribe link** – Inserts an unsubscribe/optout link. Email Marketing Reports will track when a database member clicks on this link and if he/she actually unsubscribed.

· **Registration link** – Inserts a link to the Registration page of the Online Community. Broadcast Reports will track every time a member clicks on the Registration link, as well as if he/she actually registered at that time.

· **Security Info** – Inserts the security info contained in the online database. The Security Info (Access Code) is required to validate a member's record on step 3 of the registration process.

· **User ID** – Inserts the data contained in the User ID field of thedatabase.

· **User update link** – Inserts a link to the MyPage. Member will be prompted to login. Email Marketing Reports will track when a member clicks on this link and if he/she actually updates his/her profileinformation.

IMPORTANT!

When merging content with an Email Address list, certain data tags such as Registration Link are considered invalid. Email Address lists should be targeted to nonmembers of the Harris database; therefore, the Registration Link, which links members to the 3rd step of the registration process, is not needed. The following data tags are valid for an email list: **First Name**, **Last Name**, **Email Address**, **Open Count**, **Mailing Address tags**, and **Unsubscribe Link**.