

Get personal ^[1]

June 26, 2014 by [Amy Ventura](#) ^[2]

Use data tags to personalize your email with each recipient's name (and whole lot of other info, if you're feeling ambitious). Sure, most of our recipients probably realize that a computer, not a human, put their name in the email. BUT, statistics show that personalized emails have higher open rates and better engagement.

Here's a quick how-to: When you're in the "Create & Manage Content" section, click the "Work with data tags" button. Select the "personal-First Name" or "personal-Last Name" data tag from the list. When you're in the "Address & Assemble Email" section, click "More information" to the right of the "To" field; copy the tag(s) you'd like to use and paste them in the "To" field.

Source URL: <https://www.cu.edu/blog/ecommerce-blog/get-personal>

Links

[1] <https://www.cu.edu/blog/ecommerce-blog/get-personal> [2] <https://www.cu.edu/blog/ecommerce-blog/author/456>