

Using Merge Fields

Merge fields can be added to both the subject and body of an email message. Merge fields allow the user to auto-populate unique information from their records to personalize their message when sending mass emails. For example, you can add the lead's first name or company to personalize your message and catch the attention of your recipients. Only standard fields can be used for merge fields. Merge fields can be added when using an email template in Amped.

Email Template

Subject * Special Offer for Members at \$leads-company\$

Select Field Type: Lead Fields ▼

- None--
- Account Fields
- Contact Fields
- Lead Fields**
- User Fields
- Facebook Fields

Company Name ▼ \$leads-company\$

Message

view ▼ Format ▼ Table ▼ Tools ▼

Hi \$leads-firstname\$,

We would like to offer all members of \$leads-company\$ a one-time, special discount! Contact \$users-first_name\$ \$users-last_name\$ at \$users-email1\$ for more information.

We look forward to hearing from you!

**If no value exists for a merge field, the merge code will be sent to the recipient of your email.*