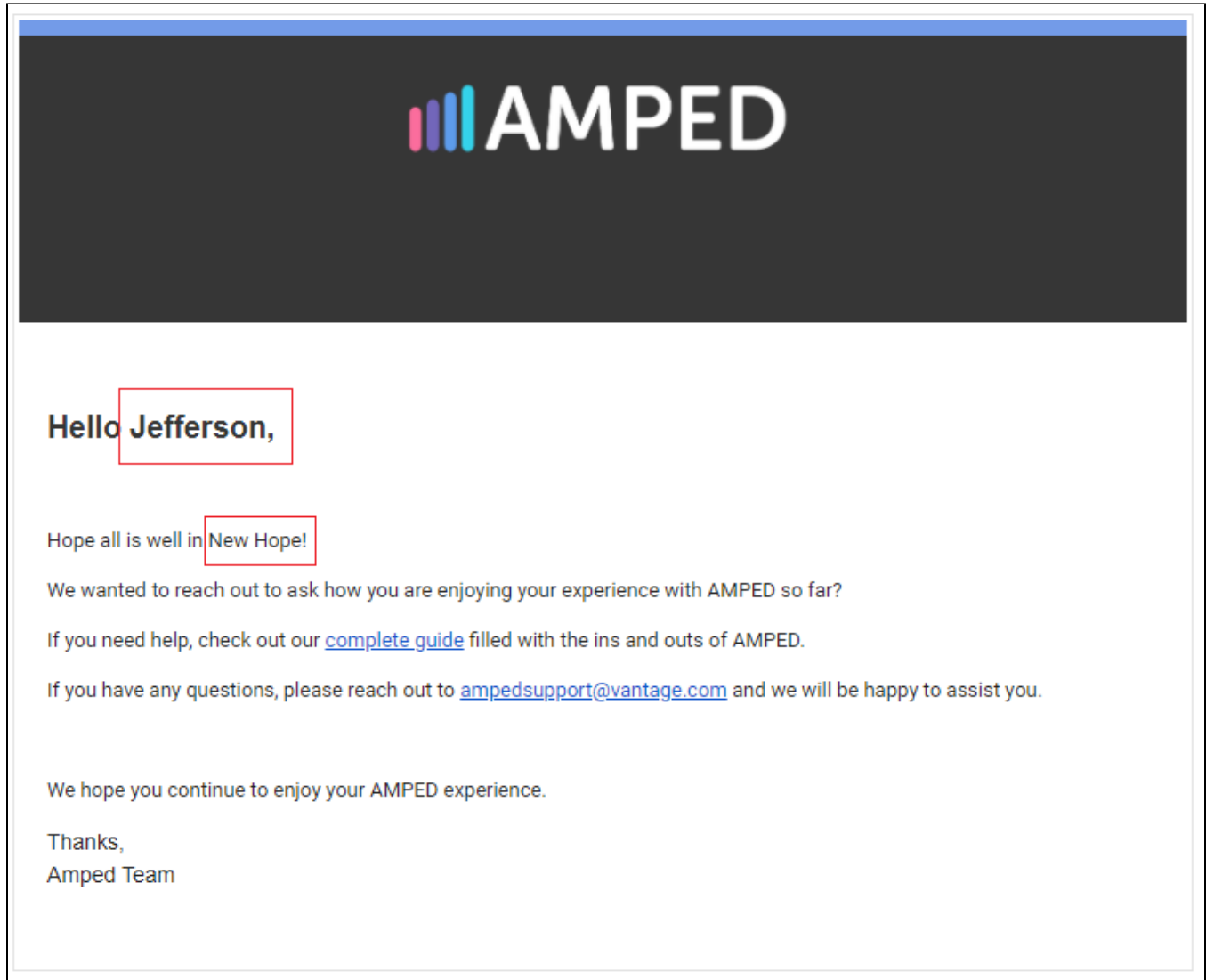


Using Merge Fields for an Improved Response Rate

Setting up email campaigns in the [Campaigns Module](#) is an efficient and effective way to send out mass emails to your customers, but you don't want to send out emails that *look* like a mass email. No more "Dear Customer," "Hello Friend," or other impersonal addresses that make the user think they are part of a mass marketing email.

Using [merge fields](#), you can send emails to a list of leads or contacts with one click while still addressing each recipient. Including merge fields in your email will tailor your content to each recipient, respectively.



In this email, you see that the sender has addressed the contact by first name – "Jefferson" – and wished the contact well in their city – "New Hope." Instead of immediately seeing "Mass Marketing," the user sees a personable, one-on-one message with meaning.

The merge fields in mass emails will automatically change to the recipient's record information.

Addressing the recipient(s) by his or her first name could improve response rate by as much as 54% and increase repeat purchases by as much as 60%.

Using Merge Fields

Merge fields can be included in your mass emails. Below is a list of the most used fields.

Commonly Used Merge Fields for Leads

- Salutation: \$leads-salutation\$
- First Name: \$leads-firstname\$
- Last Name: \$leads-lastname\$
- Product/Service of Interest: \$leads-cf_2689\$

Commonly Used Merge Fields for Contacts

- Salutation: \$contacts-salutation\$

- First Name: \$contacts-firstname\$
- Last Name: \$contacts-lastname\$

Requesting a Template with Merge Fields

To request a template email with Merge fields included, contact your administrator to have a template made for you. Include a subject line and a draft of the template with indication where merge fields should be placed.

If you have [a custom field](#) that you want to be mapped, also indicate this in your template request. If you are looking for the specific merge field of the custom field, you can ask your admin for this.