

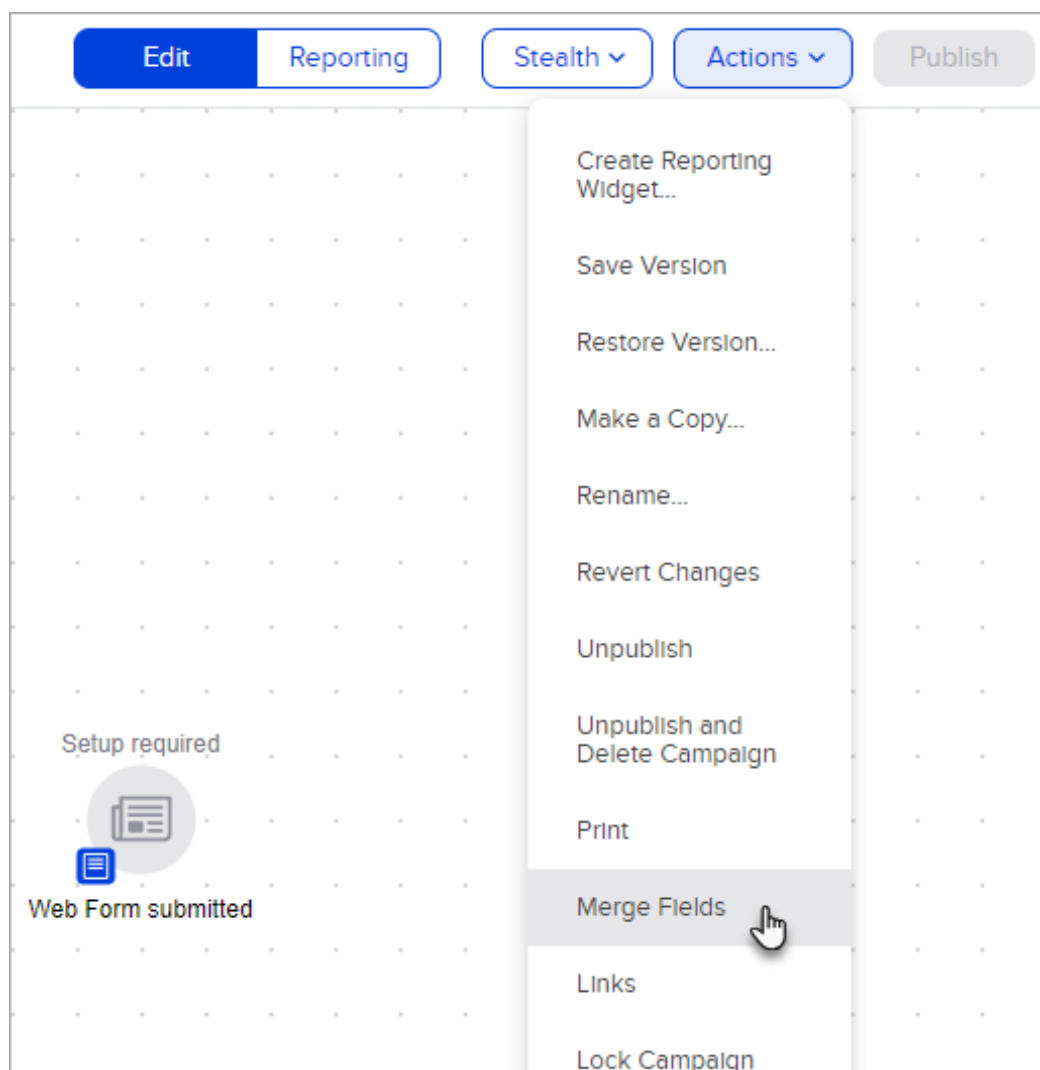
Campaign Merge Fields🔗

Campaign merge fields are useful time-savers when information in your campaign changes frequently. For example, if you have five emails in a campaign that all reference a constantly changing date, a campaign merge field will save you from editing all five emails every time the date changes; all you have to do is change the value of the campaign merge field.

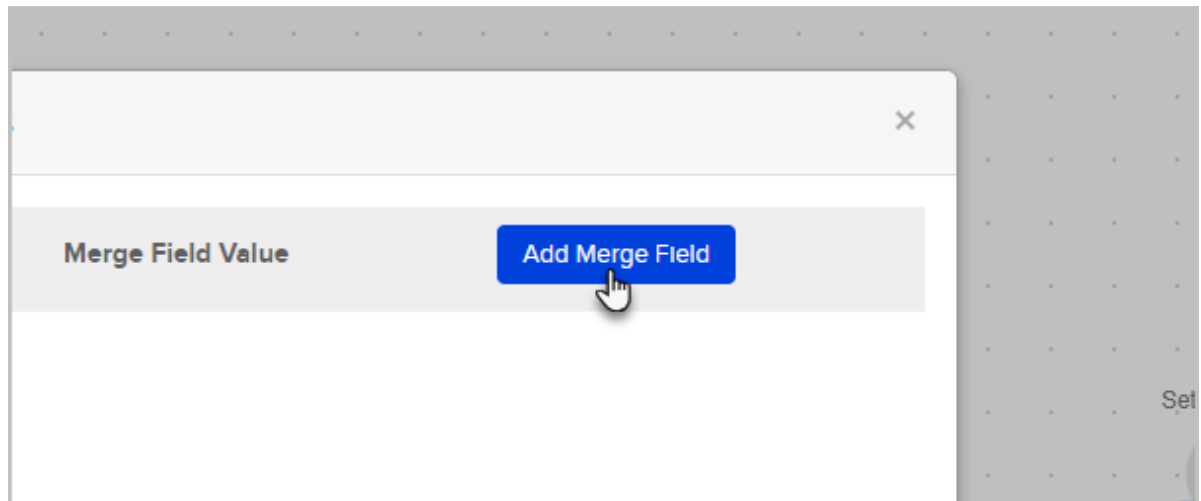
- The merge field can only be text
- There is no limit to the amount of campaign merge fields you can create
- A campaign merge can only be used in the campaign that it was created in
- Campaign merge fields are available to use in any email from the campaign that it was created in

Create a Campaign Merge Field...

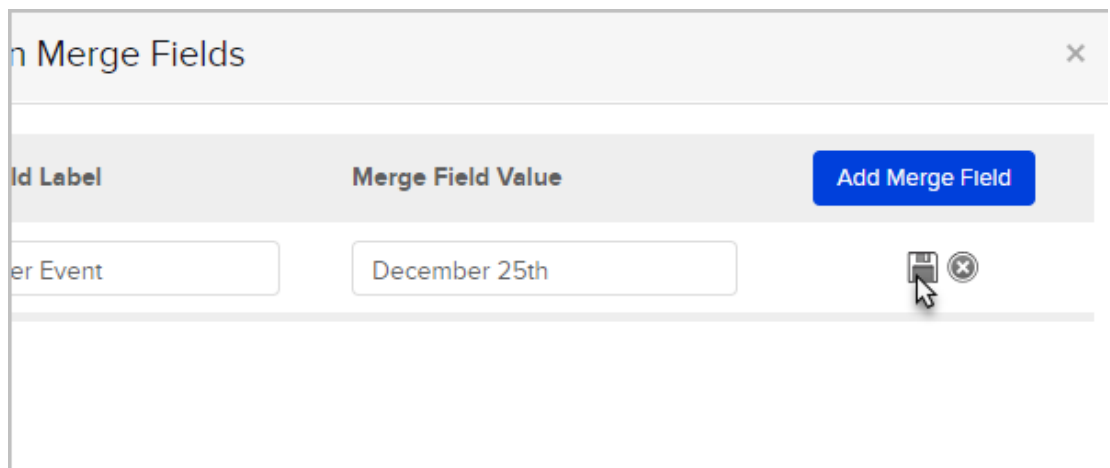
1. While inside your campaign, click on the **Actions** button and select **Merge Fields**.



2. Click the **Add Merge Field** button



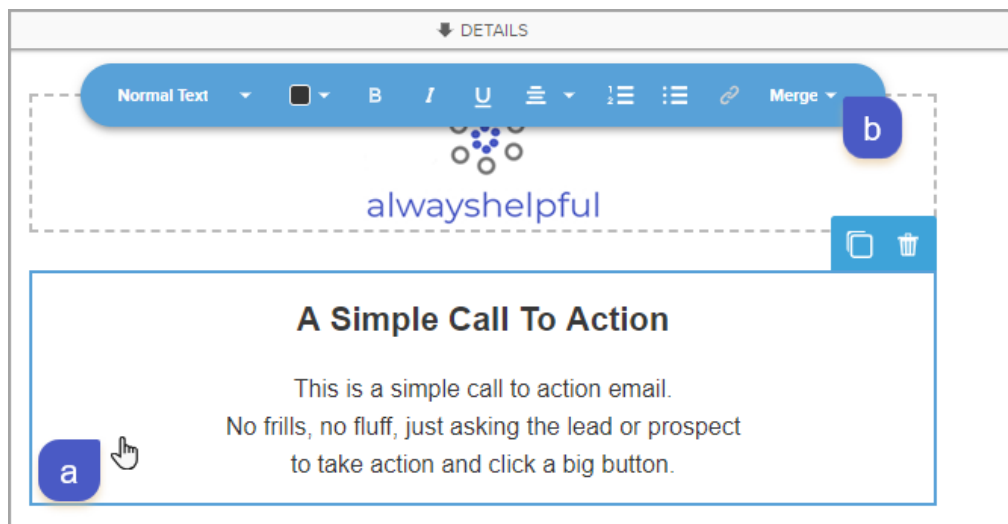
3. Enter the Merge Field Label and Value.
 - a. **Merge Field Label** - This is the name of the merge field. Only you will see this.
 - b. **Merge Field Value** - The actual value that will be merged into the email.
 - c. Click the **Save** icon to save your changes.



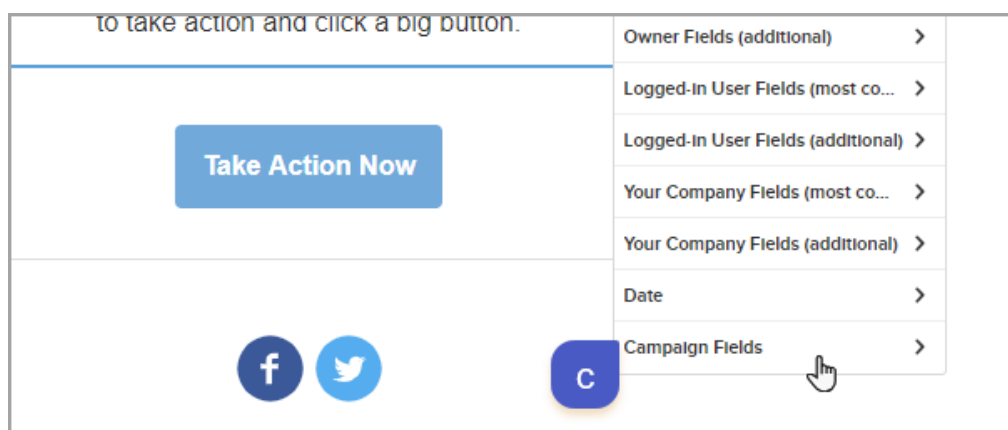
4. Repeat these steps to add more merge fields.

To insert a Campaign Merge Field into an email...

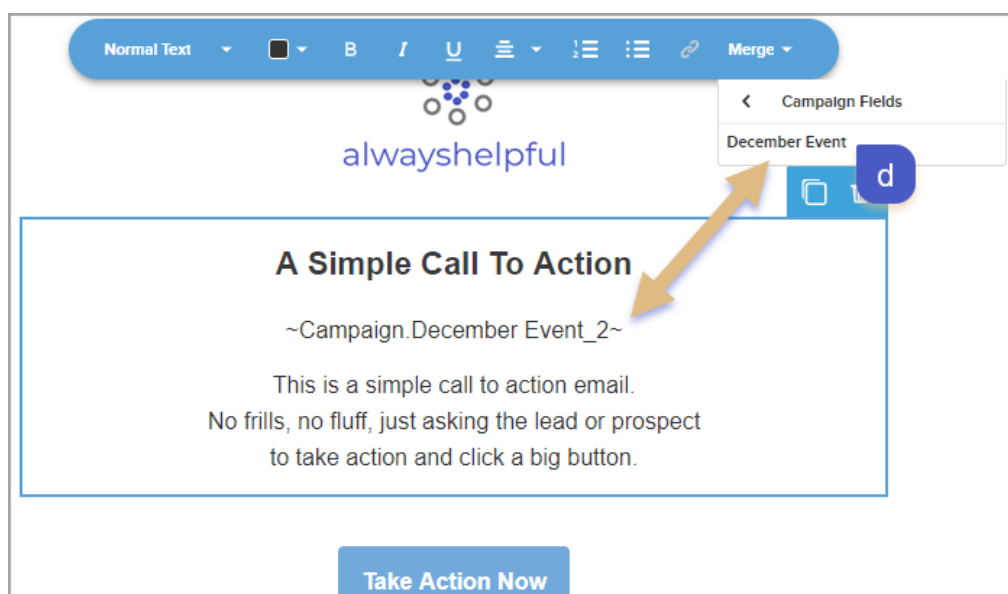
1. Open the email you would like to modify
 - a. Click inside the email where you would like to insert the merge field
 - b. Click the **Merge** drop-down.



c. Campaign Merge Fields are at the bottom of the merge drop-down list.

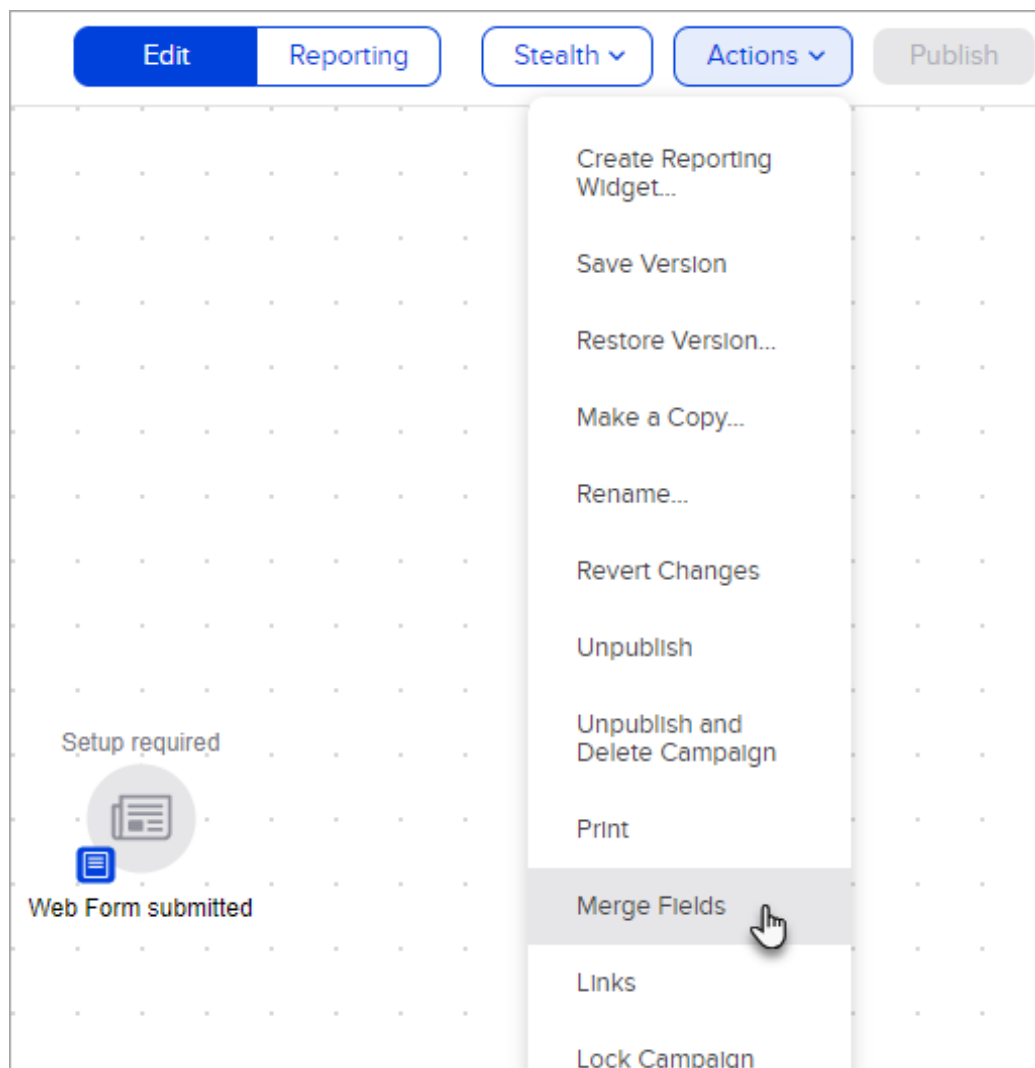


d. Click on the Merge Field and it will appear in the email.



To Edit an existing campaign merge field...

1. While inside the campaign, click on the **Campaign** button and select **Merge Fields**.



2. Click the **pencil** icon to edit an existing merge field.

