

# JangoMail Tutorial

## Personalizing E-mails in JangoMail

### Overview:

JangoMail has powerful personalization capabilities that go far beyond just personalizing the Subject and Message with the recipient's first and last name. You can also send personalized attachment files, or make it look like your e-mails are coming from different people within your organization. Personalization can be done on these following e-mail properties:

Subject  
Message  
From E-mail Address  
From Display Name  
Reply-To Address  
CC Address  
BCC Address  
Attachment 1

Any fields and corresponding values that are in your JangoMail Group or your own database can be used for personalization. For example, if you have a JangoMail Group defined with the following fields:

EmailAddress  
FirstName  
LastName  
DateOfBirth

All four of these fields can be used to personalize an e-mail to a Group member. The same principle applies if you are using JangoMail to connect to your own database. For example, if you are connecting to an Access database with a particular table with certain fields, each of those fields can be merged into your outbound mass e-mails.

### How To Use:

To insert a field into your e-mail for personalization, use the following syntax:

```
%%fieldname%%
```

or

```
%%fieldname**default value%%
```

If you just enter %%fieldname%%, JangoMail will replace that text with the actual field's value. If the value is blank, then it will appear blank.

If you enter `%%fieldname**default value%%`, JangoMail will replace that text with the actual field's value, but if the value is blank, the words in between the `**` and the `%%` will appear instead.

### **An Example:**

Assume you are working with the four above-mentioned fields, either as part of a JangoMail Group or your own database. Your e-mail could look like:

Subject: Product Update for `%%FirstName**Valued Customer%%`

Message: Dear `%%FirstName**Valued Customer%%`,

In this example, if a `FirstName` exists for the recipient, and if that name is "Dave", the e-mail would be sent as:

Subject: Product Update for Dave

Message: Dear Dave,

If the `FirstName` field was blank for a recipient, the e-mail would be sent as:

Subject: Product Update for Valued Customer

Message: Dear Valued Customer,

### **Personalizing the From E-mail Address, From Name, Reply-To, CC and BCC Addressess:**

Why would anyone want to personalize these fields?

There are situations in which the ability to personalize these fields is beneficial. Here's an example. Let's say you are the marketing director for ABC Financial Services. ABC Financial Services employs many stockbrokers, and each stockbroker has many clients. You, as the marketing director for the firm, want to send out a promotional e-mail to all ABC customers offering commission-free trades for the month of September. BUT, you want each e-mail to go out like it came from their individual stockbroker, not you, and not ABC Financial Services.

Personalizing any of these fields works just like personalizing the Subject and Message. Use the `%%FieldName%%` notation or the `%%FieldName**Default Value%%` notation. For example, let's say you have a JangoMail Group called "Customers", and the fields in the Group are:

```
EmailAddress
FirstName
LastName
StockbrokerName
StockbrokerEmail
```

Continuing from the example above, to send a mass e-mail to all customers of ABC Financial Services so that each recipient gets the e-mail from his/her individual stockbroker, you would set the following when composing the message:

From Display Name: %%StockbrokerName%%  
Subject: Commission Free Trades for September  
Message: [message goes here]  
Reply-To Address: %%StockbrokerEmail%%

### **Sending Personalized Attachments:**

There are situations where it may be beneficial to have the ability to personalize attachments in a mass e-mail. Let's look at another example. Let's say you are in charge of the billing division for a large company. At the end of every month, your proprietary billing system generates invoices as Acrobat PDF files for each of your 1,000 customers. You now have 1,000 PDF files, and each one needs to go to the right customer. Let's assume that the PDF file's name is always based on the customer's last name. So John Smith's file would be named Smith.pdf. Let's say you have a JangoMail Group with the following fields:

EmailAddress  
FirstName  
LastName

You could send an e-mail through JangoMail that looks like:

From Display Name: ABC Billing System  
Attachment 1: %%LastName%%.pdf

### **How do you send the attachment files to JangoMail?**

You must FTP them to **ftp://client.jangomail.com/Attachments/** prior to sending your email campaign. You may use your existing JangoMail username and password as your FTP credentials.