

JangoMail Tutorial

Personalizing Emails 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 emails are coming from different people within your organization. Personalization can be done on these following email properties:

```
Subject
Message
From Email Address
From Display Name
Reply-To Address
CC Address
BCC Address
Attachment 1
```

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

```
EmailAddress
FirstName
LastName
DateOfBirth
```

All four of these fields can be used to personalize an email to a List 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 emails.

You can also automatically [append social media](#) data to your Email List. To learn more about how to implement this, read our [announcement on this feature](#).

How To Use:

To insert a field into your email 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 List or your own database. Your email 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 email would be sent as:

Subject: Product Update for Dave

Message: Dear Dave,

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

Subject: Product Update for Valued Customer

Message: Dear Valued Customer,

Personalizing the From Email 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 email to all ABC customers offering commission-free trades for the month of September. BUT, you want each email 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 List called "Customers", and the fields in the List are:

```
EmailAddress  
FirstName  
LastName  
StockbrokerName  
StockbrokerEmail
```

Continuing from the example above, to send a mass email to all customers of ABC Financial Services so that each recipient gets the email 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 email. 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 List with the following fields:

EmailAddress
FirstName
LastName

You could send an email 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.