Campaign Merge Fields

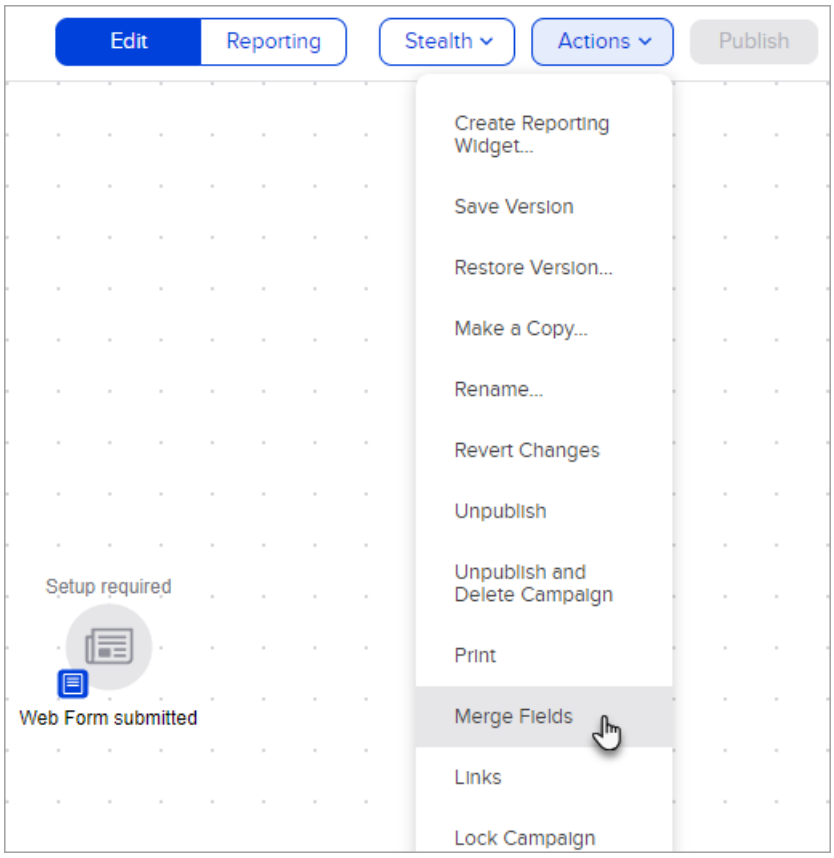
This article applies to:

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.

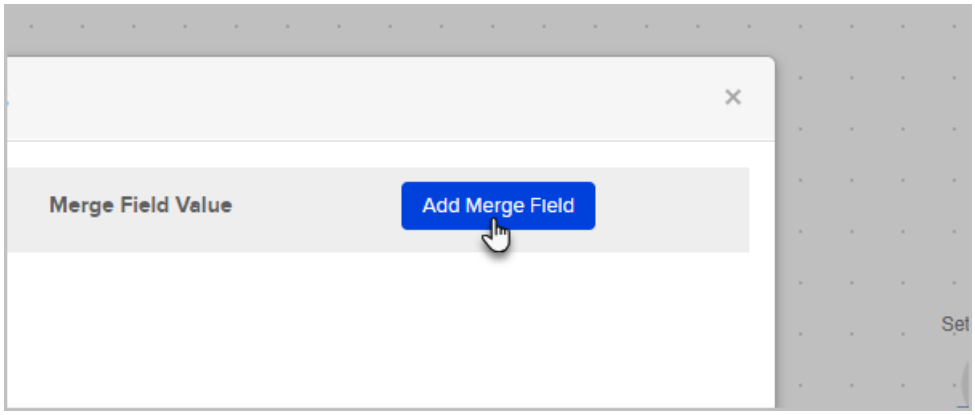
- The merge field can only be text
- There is no limit to the amount of campaign merge fields you can create
- A campaign merge can only be used in the campaign that it was created in
- Campaign merge fields are available to use in any email from the campaign that it was created in

Create a Campaign Merge Field...

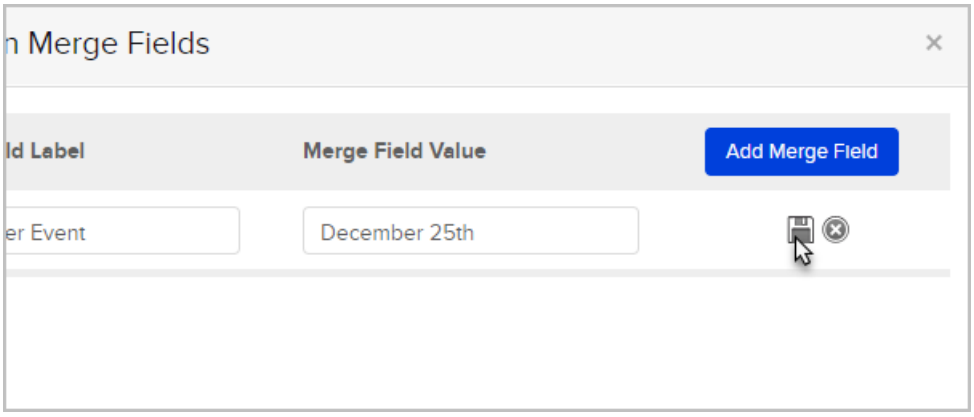
1. While inside your campaign, click on the **Actions** button and select **Merge Fields**.



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



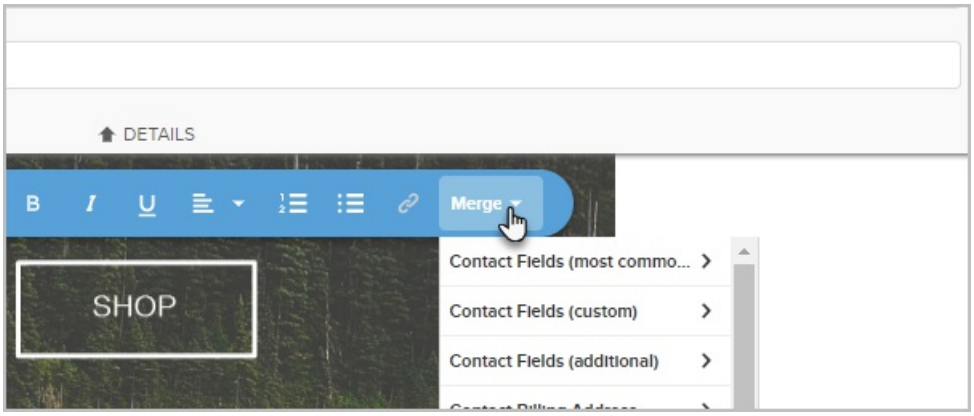
3. Enter the Merge Field Label and Value.
    a. **Merge Field Label** - This is the name of the merge field. Only you will see this.
    b. **Merge Field Value** - The actual value that will be merged into the email.
    c. Click the **Save** icon to save your changes.



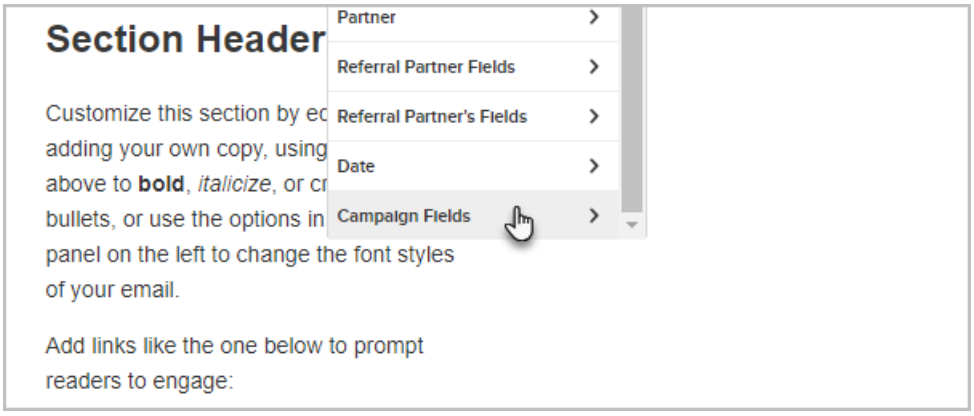
4. Repeat these steps to add more merge fields.

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

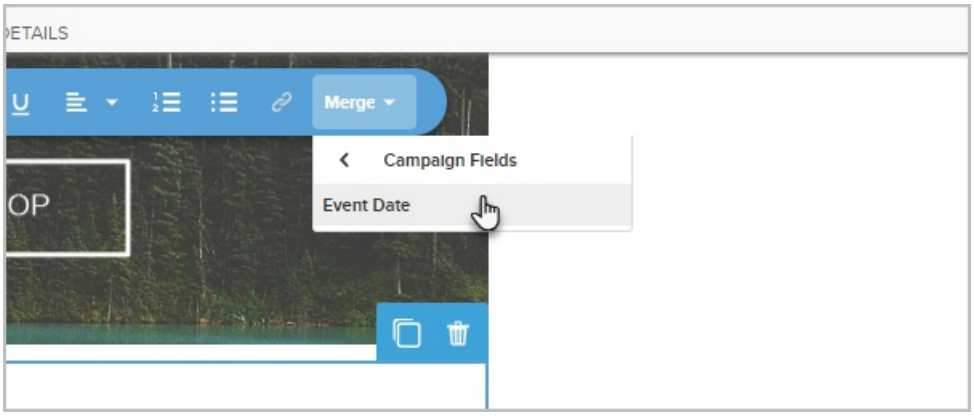
1. Open the email you would like to modify
    a. Click inside the email where you would like to insert the merge field
    b. Click the **Merge** drop-down.



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

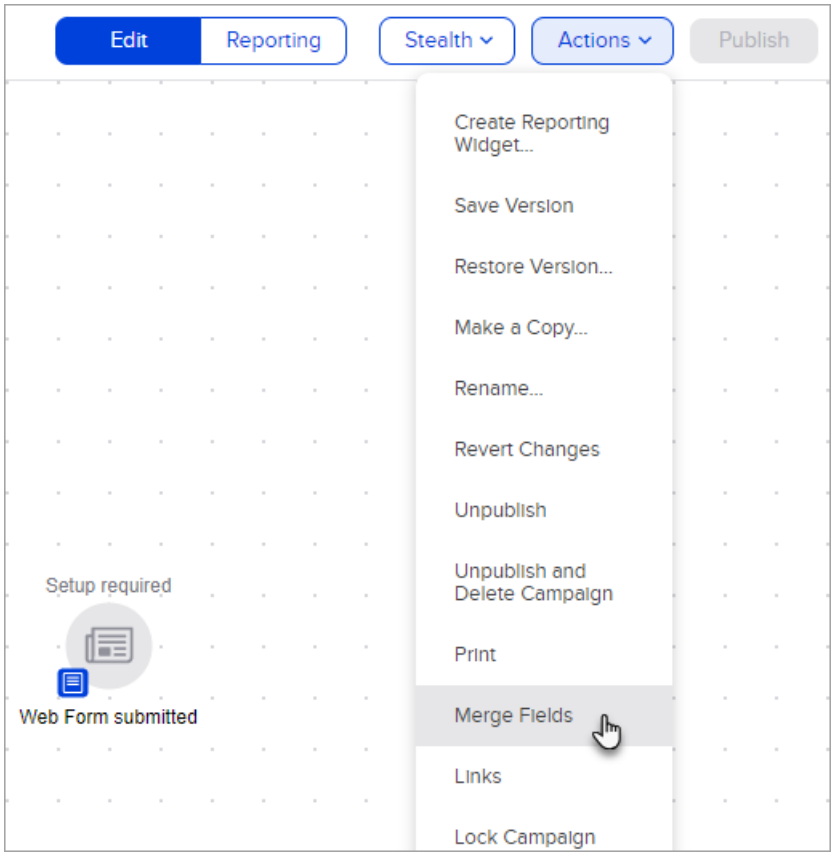
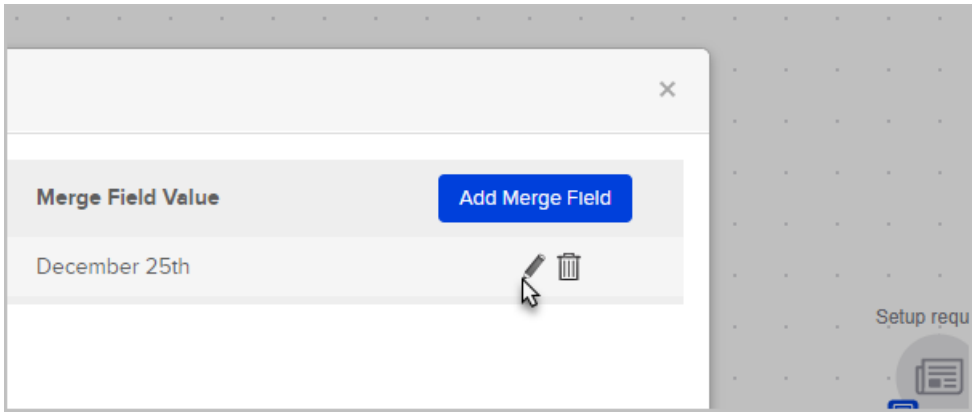


d. Click on the **Merge Field** and it will appear in the email.



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.