

This article applies to Ascent360 users who use Acoustic to send emails.

Using Database Fields to Personalize Emails

• Setting Default Values for Fields in Acoustic

Log into Acoustic > Navigate to data > Databases > Select the database by clicking the name > Navigate to the field you want to

edit > Click edit to the left of the field name

• You will then see the field settings page

• The field labeled Default Value is where you can set the value you would like to display if someone have a blank value for that field.

- Examples: "Customer" "Valued Guest" "Subscriber" etc.
- IMPORTANT: DO NOT EDIT ANY OTHER SETTINGS ON THIS PAGE

| First Name Field Type Text ① Field type changes may invalidate queries and CRM mappings. After changing type, run a Validate check on this database and review your CRM mappings. Default Value o Required : | Field Name | | |
|---|--|--|------------------------------|
| Text | First Name | | |
| Text ✓ ① Field type changes may invalidate queries and CRM mappings. After changing type, run a Validate check on this database and review your CRM mappings. Default Value ° • equired : • • nclude in Unique Identifier : • • Dublish data in Acoustic Exchange events : • Save Cancel | Field Type | | |
| Field type changes may invalidate queries and CRM mappings. After changing type, run a Validate check on this Default Value | Text | | \sim |
| Default Value • Required : | Field type changes may in database and review your | alidate queries and CRM mappings. After changing type, RM mappings. | run a Validate check on this |
| Required : | Default Value | | 0 |
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| nclude in Unique Identifier : Publish data in Accustic Exchange events : Save Cancel | Required : | | |
| Publish data in Acoustic Exchange events : Save Cancel | nclude in Unique Identifier : | | |
| Save Cancel | Publish data in Acoustic Exchar | je events : | |
| Save Cancel | | | |
| | | | Save Cancel |

• Inserting Personalization in email

Emails > Email Campaigns > Select the email

• Before you can insert the field, the contact list or query must be applied to the email under the Email Details > Contacts >

Contact Source

• On the email building canvas, click or highlight the location for the personalization to be inserted > Click the Insert

personalization icon > Select the field from the list

| mail details | Advanced 🧭 💿 |
|--|----------------------|
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| : <i>I</i> <u>U</u> x [*] x, ;; ;; ;; ;; ;; ;; ;; ;; ;; ;; ;; ;; ;; | Family |
| | First Name |
| Dear First Name, | First Time Guest |
| | Gender |
| | |
| | GENERAL_DISCLAIMER |
| | GroupByEmail |
| | |

• The value on the email builder canvas should now display something like:

%%First Name%%

- It is important to keep all percentage signs, capitalization and spacing exactly how it was inserted in the email otherwise the personalization can break.
- Testing Personalization in email

Emails > Email Campaigns > Select the email > On the preview screen on the right side select the "Test with a Contact" icon

| | | _ |
|-----------------|---|-------|
| Device: | | 💄 🕰 🖾 |
| | | × |
| Enter Contact | Enter a valid Contact Address Test | |
| Subject line: | | |
| | | ÷ |
| ar %%FIRST NAME | If you are unable to see the message below, <u>click here to view</u> . | |

- Enter an email you would like to test with and click "Test"
- The email should refresh and display the filed value or the default value you set in step one.

| Contact: joey_test@ymail.com (Change) Subject line: If you are unable to see the message below. <u>click here to view</u> Dear Joey | Device: | |
|---|---------------------------|---|
| If you are unable to see the message below, <u>click here to view</u> Dear Joey | Contact: Subject line: | joey_test@ymail.com (Change) |
| | Dear Joey | If you are unable to see the message below, <u>click here to view</u> . |