Use Merge Tags to leverage your data and add a greater level of personalization for your emails. Merge tags will dynamically insert information relating to the recipient based on data in Ascent360.

In this article:

- Add Merge Tags to Email Body
- Add Merge Tags to Email Subject
- Testing Merge Tags
- Merge Tag Considerations

Add Merge Tags to Email Body

Merge Tags are available in any text content block within the email designer. In a text box, click **Merge Tags** on the text toolbar.
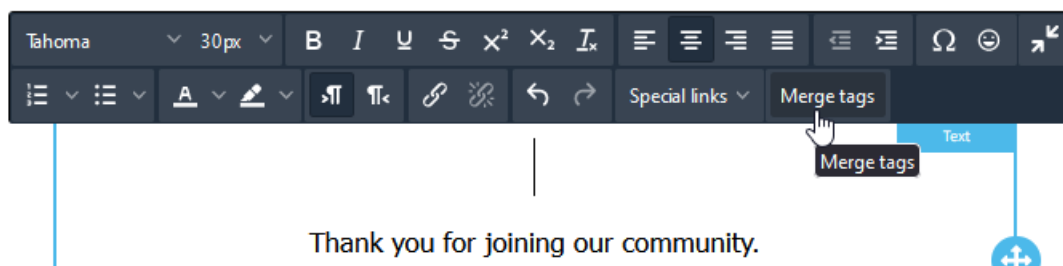
On the resulting modal, select a database field from the drop-down. You can also configure an optional **Default Value** that will be used if the value for the recipient is blank. After selecting a field and default value, select **Insert**.

Ascent360 will automatically insert merge tag notation with the following convention: {{[*Field* | *"Default Value"*]}}

Once inserted, please do not alter the merge tag notation, including the rounded and square brackets.

Add Merge Tags to Email Subject

Merge tags are also available in the subject of an email. To insert into an email subject, select **Insert Merge Tags**

+ under the **Subject** text box.

Subject

Welcome, ☺

Insert Merge Tags +

Configure a field and default value, as applicable. Select **Insert**.

Subject

Welcome, {{[FNAME|"Bike Lover"]}}! ☺

Insert Merge Tags +

Testing Merge Tags

Merge tags will not pull through to test emails. Ascent360 executes different steps when sending a test email versus sending a live email. When sending a test, Ascent360 sends a test email to the provided address; it will not reference an individual database record to attribute opens, clicks, etc. Because the test email does not reference a database record, it has no information to pull for the purposes of inserting a merge tag.

Merge tags will still be inserted for the live email send.

Merge Tag Considerations

By default, only some individual and transaction level fields are available as Merge Tags. If you would like to expose an additional field please follow the steps below

- Navigate to Database Insights > Data > Data Dictionary
- Find the field you would like make avalible as a merge tag and double click the **No** under "Show in email output" column and switch it to yes.
- Next, click in the blank area under the column called Email Alias Name to the right of the field you are editing and enter the name that will be displayed in the email designer.

Data Dictionary

location | | | | | | | Download | Manage Columns | Schedule Refresh | | Save

CATEGORY NAME	AS360 ALIAS NAME	EMAIL ALIAS NAME	SOF ORD	POPULATION RATE	DISTINCT COUNT	DESCRIPTION	SHOW IN AUDIENCE SELECTOR	SHOW IN MAIL OUTPUT	SHOW IN EMAIL OUTPUT	SHOW IN BI VIEW
Geographic	Timezone		55	100.0%	4	The individual's Time zone, based on location data.	No	Yes	No	Yes
Customer Aggregates	Last Store		1...	51.9%	3	The most recent location where the customer made a purchase.	Yes	Yes	No	Yes
Customer Aggregates	Preferred Store		1...	51.9%	3	The location the individual prefers shopping determined by the most number of purchases...	Yes	Yes	No	Yes
Data Sources and Dates	Location	Location	66	100.0%	4	A meta-data field which is present in every row of every clients' CDP. The field typically re...	Yes	Yes	Yes	Yes
Contactability	SPAM Law Authority		44	100.0%	2	Denotes which SPAM Law should be applied to the individual, based on location and dom...	Yes	Yes	No	Yes

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- **Click the save button and the field will now be avalible in the email designer as a merge tag.**