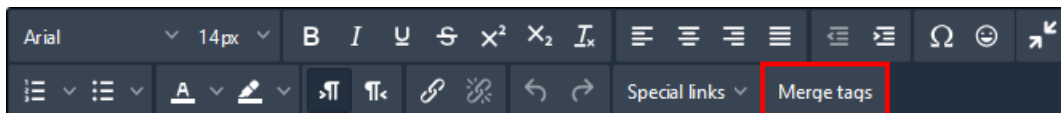Page Scrape emails allow you to populate an email with content that is housed elsewhere on the web.

In this article:

- Insert a Page Scrape Merge Tag
- Page Scrape FAQs

Insert a Page Scrape Merge Tag

1. Within an email design, insert a text block.
2. When editing a text block, select **Merge tags** in the text toolbar.
3. On the resulting dialogue, select or search for **Page Scrape URL**
4. Paste the URL of the webpage you'd like to scrape.
5. Click **Save**.
6. Send a test email to preview your page scrape display.

Ascent360 treats the Page Scrape as a merge tag when sending the email, which is why your URL is surrounded by square and curly brackets.

Page Scrape FAQs

Can I add additional content to the email?

Yes! You may add additional rows and content as you see fit. We recommend leaving the row with the Page Scrape URL merge tag unaltered, but you may add additional styling around the Page Scrape.

What content gets scraped from the email?

All of the content on the destination page is scraped and placed in the email. If there are elements on the destination page that you don't want in the email, we recommend creating a dedicated webpage to be used for the scrape that only contains the relevant elements. This may require the help of your website admin/developers.

- When building your page, avoid using complex elements like menus, search bars, headers/footers, and JavaScript.
- You may wish to use robots.txt to prevent SEO conflicts with your non-page-scrape version of the page.

Can I add styling to the Page Scrape content?

You won't be able to alter the style of the Page Scrape content (apart from the styling of the row) from within the Designer. Ascent360 recommends adding inline styling to the HTML on your destination page to ensure that the content is styled correctly.

Because Page Scrape only uses the HTML and not an external style sheet, inline styling is the best way to achieve proper styling.

What is Page Scrape used for?

Page Scrape is often used for information that is frequently changing like ski lift statuses, snow reports, and weather forecasts.

Can I preview the Page Scrape in the email designer?

No. The destination page is scraped during the email send process. The best way to preview your Page Scrape is to send yourself a test email.