



HOW TO: USE MERGE TAGS

MailChimp

MailChimp

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HELLO.

You can use MailChimp's merge tags to dynamically add content to your email. Include something as simple as a subscriber's first name, or build an entire newsletter using nothing but merge tags. This guide will show you how to use merge tags and what they look like when they're live.

MERGE TAGS FOR FORMATTING CUSTOM LIST INFORMATION

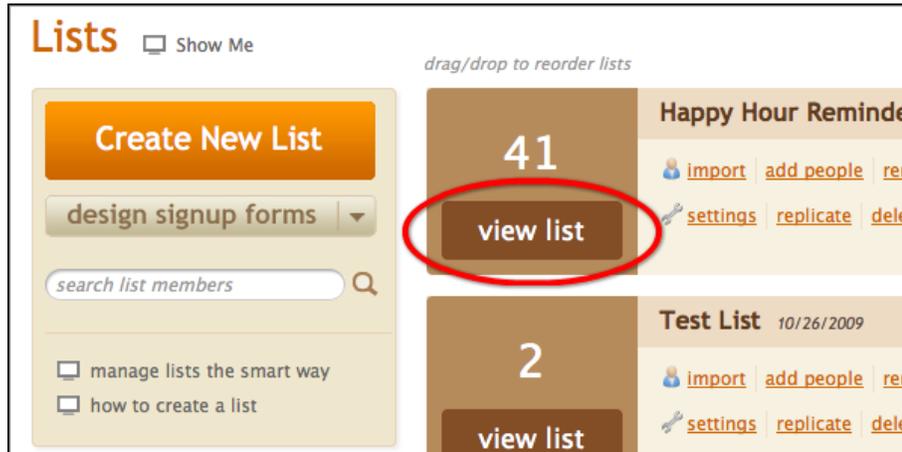
You can create your own merge tags based on information included in your list, such as subscribers' names and interests, and then use MailChimp's formatting tags to format them.

For example, you may collect list members' first and last names, locations and interests when they sign up for your newsletter. You can use merge tags to personalize a newsletter by including members' names the salutation. Here's how you do it.

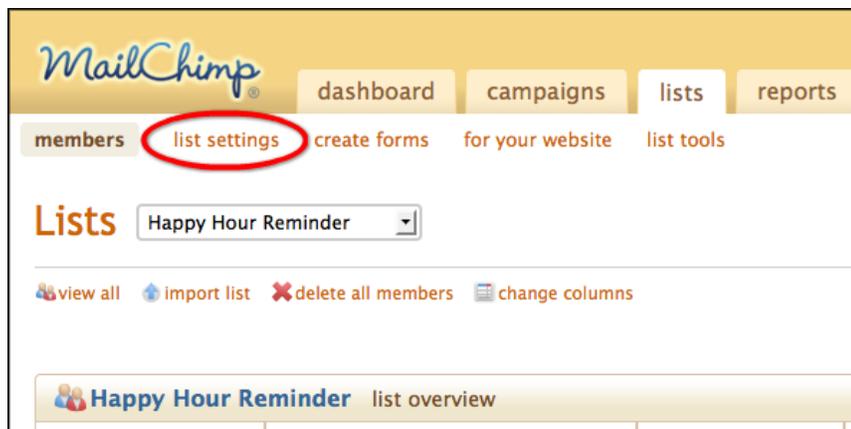
1. Click **Lists** from the MailChimp dashboard.



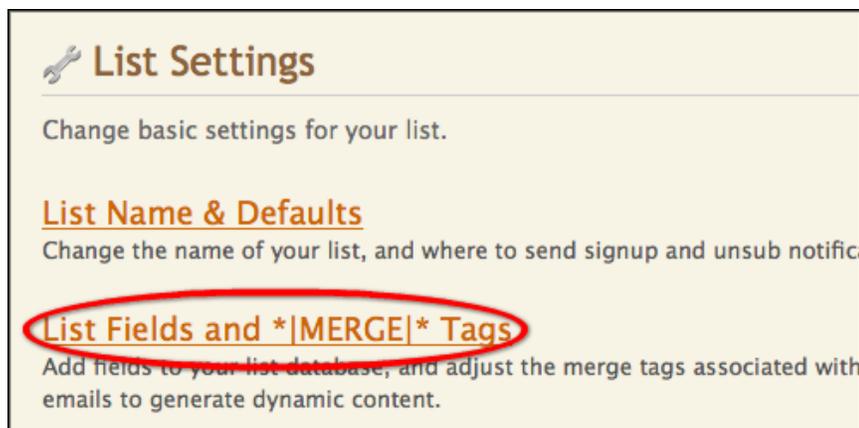
2. Select a list.



3. Click *List Settings* near the top of the page.



4. Choose *List Fields and */MERGE/* Tags*.



5. Choose one of the values on your list like *FNAME* (first name).

build your signup form			
Field Label	Field Type	Required?	Stick this tag in your content:
<input type="text" value="Email Address"/>	email	ALWAYS	* EMAIL * or you can use * MERGE0 *
<input type="text" value="First Name"/>	text	<input checked="" type="checkbox"/>	* <input type="text" value="FNAME"/> * or you can use * MERGE1 *
<input type="text" value="Last Name"/>	text	<input checked="" type="checkbox"/>	* <input type="text" value="LNAME"/> * or you can use * MERGE2 *

You can also add your own merge tags if you've collected other information about your list, like interest groups.

build your signup form			
Field Label	Field Type	Required?	Stick this tag in your content:
<input type="text" value="Email Address"/>	email	ALWAYS	* EMAIL * or you can use * MERGE0 *
<input type="text" value="First Name"/>	text	<input type="checkbox"/>	* <input type="text" value="FNAME"/> * or you can use * MERGE1 *
<input type="text" value="Last Name"/>	text	<input type="checkbox"/>	* <input type="text" value="LNAME"/> * or you can use * MERGE2 *
<input type="text" value="Interest Group"/>	text	<input type="checkbox"/>	* <input type="text" value="GROUP"/> * or you can use * MERGE3 *

You can add up to 30 custom fields in your signup form. That seems like an awful lot of information, but if you collect data like location, age, gender and various interests, you can create sophisticated campaigns that target different segments of your list.

Now that you know how to locate and create custom tags with your list information, here are some ways you can format the tags.

|TITLE:YOUR_MERGE|

Suppose you'd like to include the first name of each of your subscribers in the email you send them. However, you're not sure if all your subscribers properly capitalized their first names when they signed up for your list. One person may have entered his name as "JOHN" and another might have signed up as "sAlly".

To make sure the names are displayed correctly in your email, you can use `*|TITLE:FNAME|*` and it will convert them to “John” and “Sally” when you send your email.

Here’s what the merge tag looks like when you add it to your template:



And here’s how it appears when your subscribers receive your email:

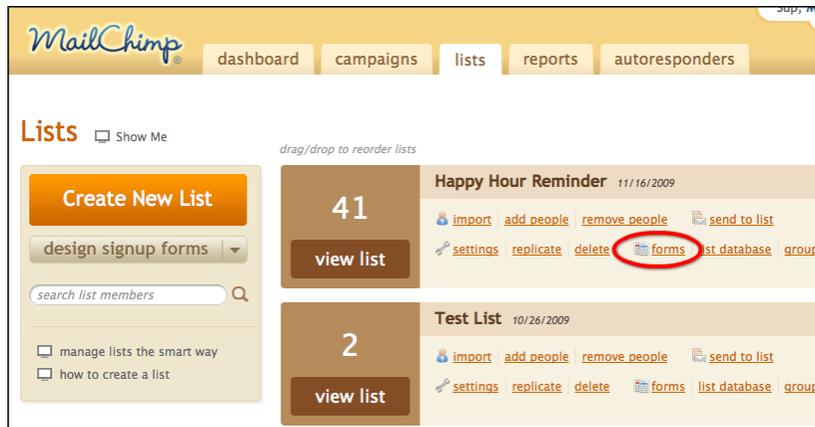


Predefined Values

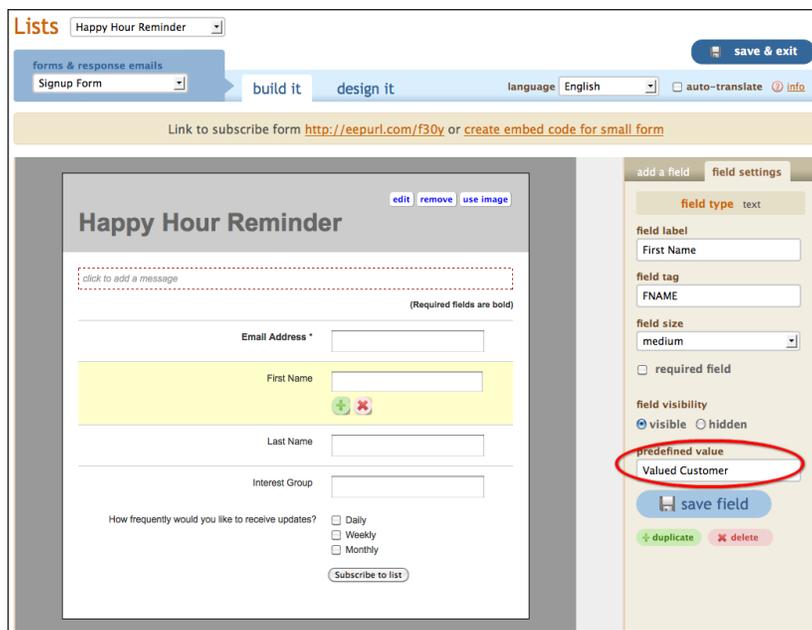
In the example above, your customer’s first name is dynamically merged into the campaign when you send. But what if you don’t have your customer’s first name? You may have his email

address, but not his first name. In this case, make sure you don't leave a blank space where his first name should be. Instead of "Time for a Check-Up,!", a predefined value can fix this scenario to say, "Time for a Check-Up, Valued Customer!" You can create predefined values in the signup form editor.

From the **Lists** tab, click **Forms** for the appropriate list:



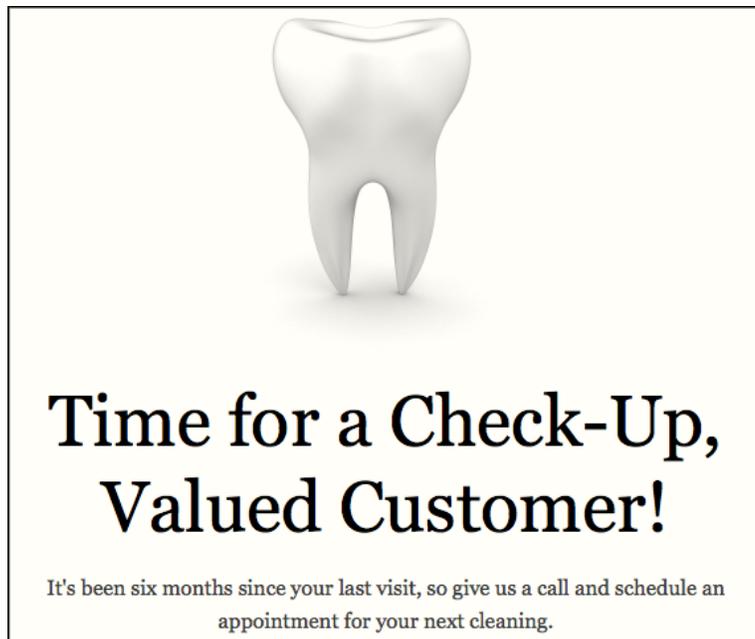
You're taken to your signup form by default. Click the field you want to give a predefined value and modify the field settings. Add "Valued Customer" or another predefined value and click **Save Field**.



Here's what your email would look like without a first name *or* a predefined value:



Not very professional, right? Here's how it looks without a first name but *with* a predefined value. Much nicer!



|LOWER:YOUR_MERGE|

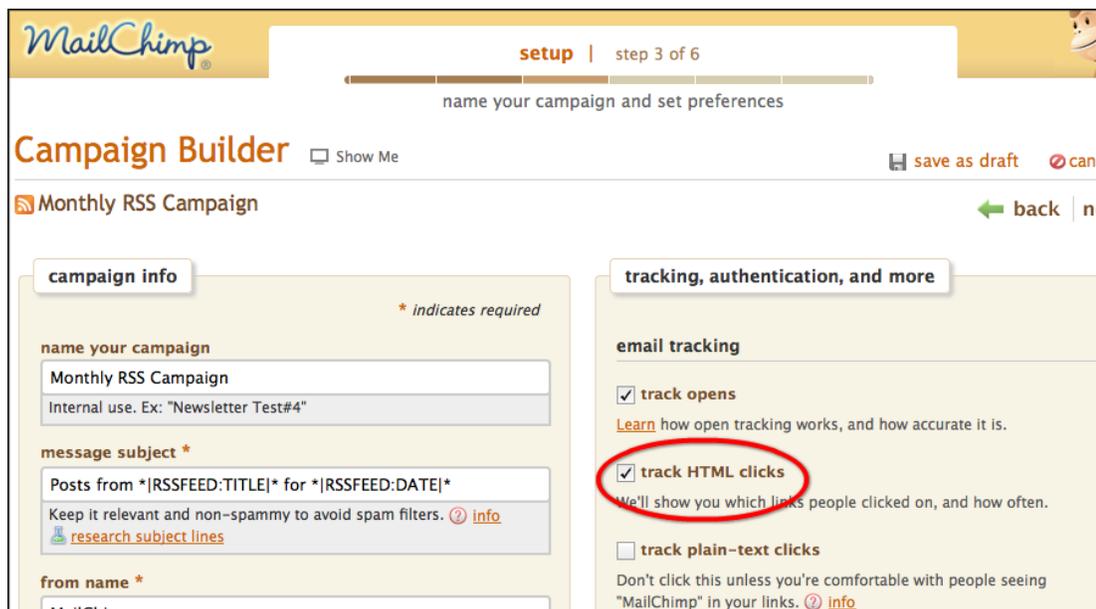
Similar to the ***|TITLE:YOUR_MERGE|*** tag above, this tag makes everything in the content of your custom field lower case. If a subscriber were to enter “BANanaS” in a custom field, this tag would change it to “bananas” in the newsletter.

|UPPER:YOUR_MERGE|

Similar to the ***|TITLE:YOUR_MERGE|*** tag above, this tag makes everything in the content of your custom field upper case. If a subscriber were to enter “BANanaS” in a custom field, this tag would change it to “BANANAS” in the newsletter.

|URL:YOUR_MERGE|

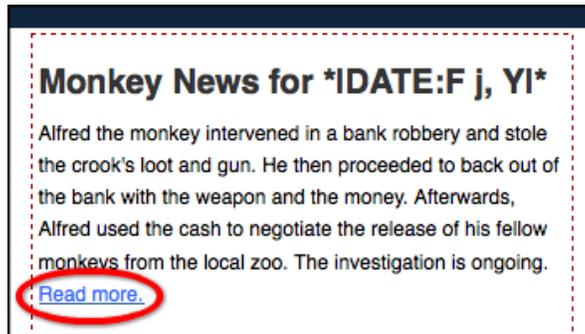
When you click **Track Clicks** on the **Create Campaign** screen, MailChimp automatically finds all your links and changes them to redirect URLs on our server. That way, when someone clicks a link in your email, they’re sent to MailChimp, then immediately redirected to their intended destination. That’s how we’re able to track clicks.



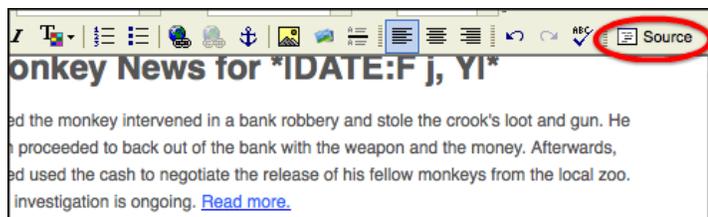
You may have a situation where you only want to track certain links in your email, but not all of them. For example, maybe you’re sending links to sensitive financial information and you don’t want the links redirected through MailChimp’s servers. In

that case, you can leave the **Track Links** option unchecked, and add this merge tag to URLs you want us to track.

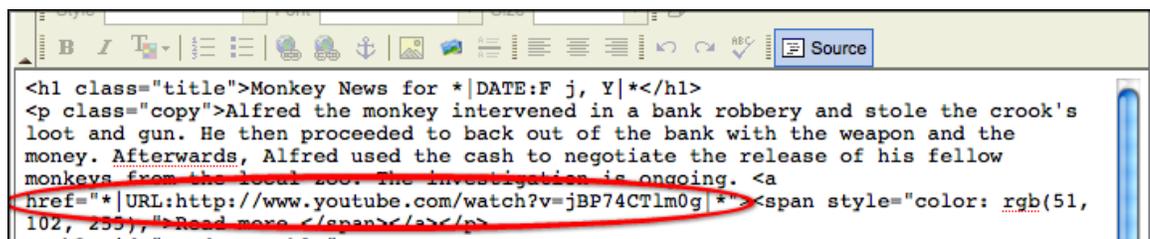
For example, here's a specific link you want to track in your email:



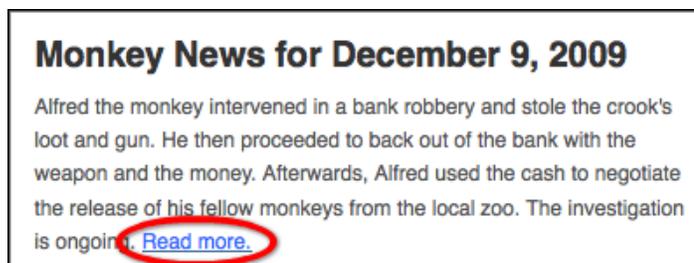
To track it, click **Source** from within the editor:



Add the merge tag within the HTML tag:



The link appears like any other to your subscribers, but now we're tracking clicks:



|HTML:YOUR_MERGE|

This tag prints all the content of your custom field without escaping. For example, if the content of your field includes `Bananas!`, using a merge tag like

|UPPER:YOUR_MERGE| would change the content to “BANANAS!” in your email. In other words, that merge tag just strips HTML tags without recognizing them. This merge tag just passes the HTML tags through, so the content would be rendered “Bananas!” in your email.

Here’s an example of a custom field that could include HTML tags you want to pass to your email:

List Fields and ***|MERGE|*** Tags for **Test List**

build your signup form

Field Label	Field Type	Required?	Stick this tag in your content:
Email Address	email	ALWAYS	* EMAIL * or you can use * MERGE0 *
First Name	text	<input type="checkbox"/>	* FNAME * or you can use * MERGE1 *
Last Name	text	<input type="checkbox"/>	* LNAME * or you can use * MERGE2 *
Interests	text	<input type="checkbox"/>	* INTERESTS * or you can use * MERGE3 *

+ add a field

save cancel

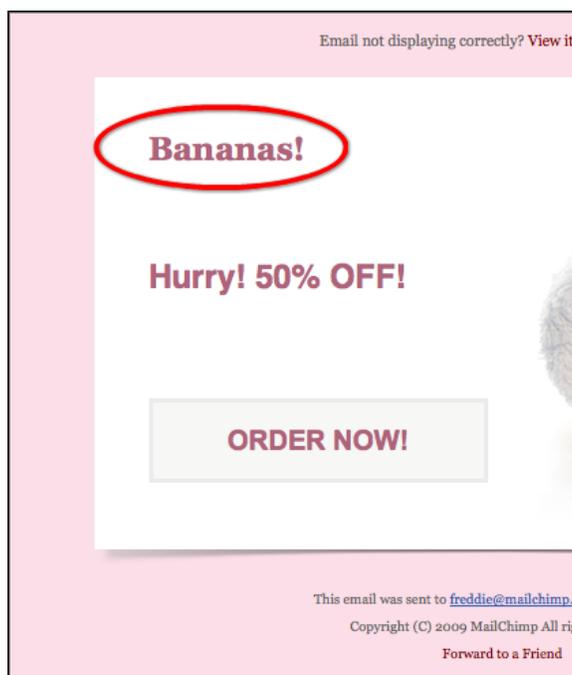
Here’s the content of a list member’s custom field:

Membership Status	Active
Email Address	trasksart@gmail.com
First Name	Aaron
Last Name	Trask
Interests	<code>Bananas!</code>

Here's what the merge tag looks like when you add it to your template:



And here's how it appears when your subscribers receive your email:



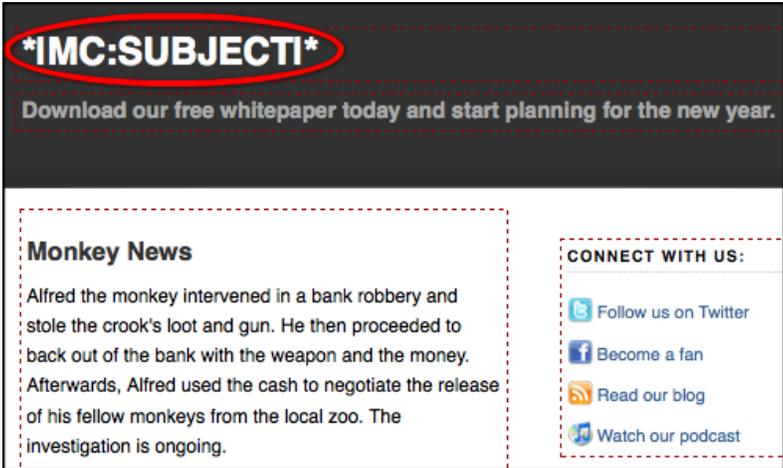
MERGE TAGS FOR CAMPAIGN INFORMATION

These tags display various details of your campaign and dynamic date insertion.

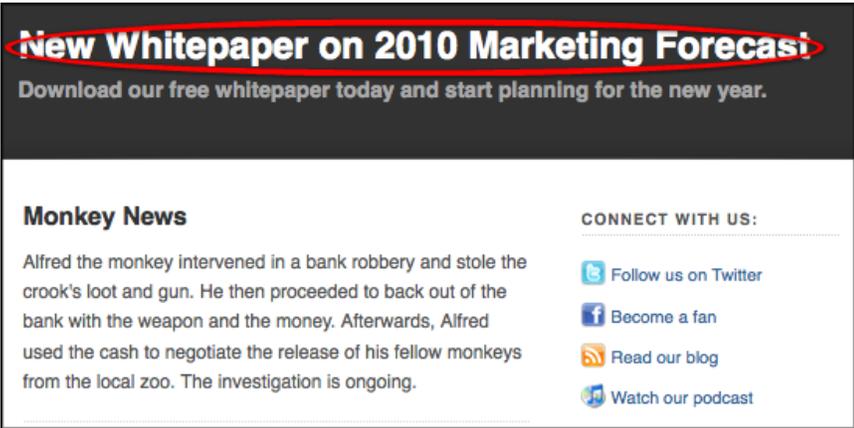
|MC:SUBJECT|

This merge tag adds the subject line of your email into the body wherever you place the tag. Note, however, that it does not work with A/B split tests.

For example, here's what the merge tag looks like when you add it to your template:



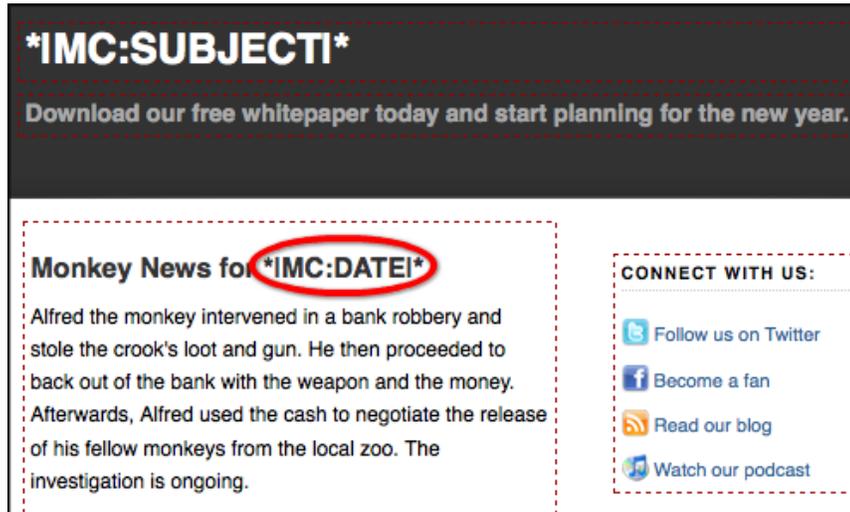
And here's how it appears when your subscribers receive your email:



|MC:DATE|

This tag shows the current date as month/day/year.

Here's what the merge tag looks like when you add it to your template:



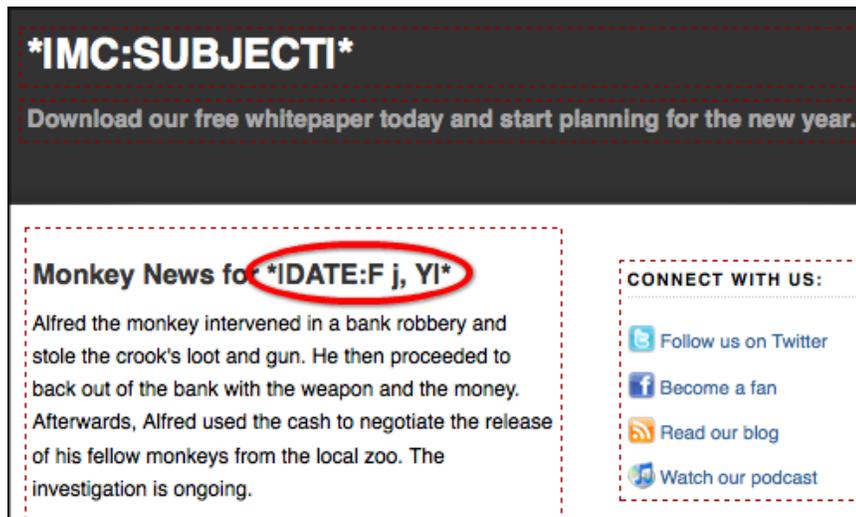
And here's how it appears when your subscribers receive your email:



|DATE:FORMAT|

This tag is a more customizable version of ***|MC:DATE|***. It shows the current date in a format that replaces “FORMAT”. For example, ***|DATE:m/d/y|*** will show the numeric month, numeric day and numeric year, separated by slashes. View a full reference of date options on [the PHP website](#).

Here’s what the merge tag looks like when you add it to your template:



And here’s how it appears when your subscribers receive your email:



|EMAIL|

The *|EMAIL|* merge tag pulls in the recipient's email address into your content as listed in your list database.

Here's what the merge tag looks like when you add it to your template:



And here's how it appears when your subscribers receive your email:



|FORWARD|

This tag adds a link that allows your subscribers to forward your email to others.

Here's what it looks like when you add the tag to your template:



And here's how it appears when your subscribers receive your email:



Now, that's not very helpful because the subscriber doesn't understand what the link is for or where it goes. So you have to do a little extra work in order to make this tag useful.

Instead of dropping the tag in the editor, click the **Source** button:



Then add the tag within the following HTML tag:

```
This email was sent to <span style="color: rgb(255, 153, 0);">freddie  
<p id="copyright">Copyright (C) 2009 *|LIST:COMPANY|* All rights reserved  
<a href="*|FORWARD|*">Forward to a Friend</a>
```

That way, the subscriber will see the tag as a link they can click, and the link will take them to a webpage where they can forward your email.



MERGE TAGS FOR LIST INFORMATION

These tags display various details of your list and the company information associated with it.

|LIST:NAME|

This tag displays the name of the list where you're sending the campaign.

Here's what it looks like when you add it to your template:



And here's how it appears when your subscribers receive your email:



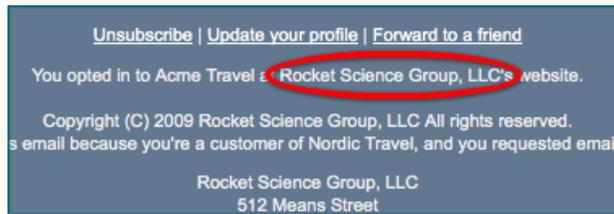
|LIST:COMPANY|

This tag displays the name of the company in the list's contact information.

Here's what it looks like when you add it to your template:



And here's how it appears when your subscribers receive your email:



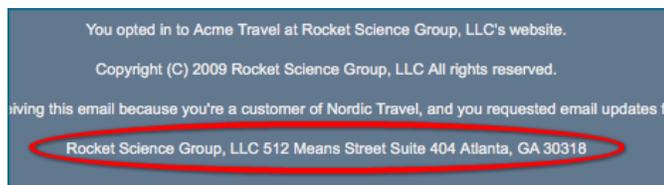
|LIST:ADDRESS|

This tag displays the contact address for the list where you're sending the campaign as text.

Here's what it looks like when you add it to your template:



And here's how it appears when your subscribers receive your email:



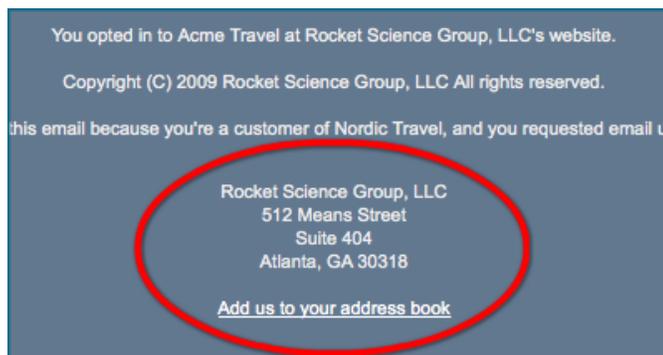
|LIST:ADDRESS_HTML|

This tag displays the contact address for the list where you're sending the campaign with a link to download as an HTML hCard.

Here's what it looks like when you add it to your template:



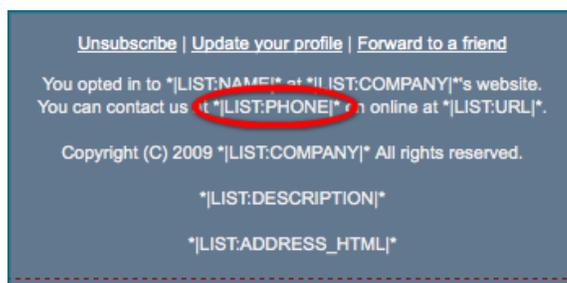
And here's how it appears when your subscribers receive your email:



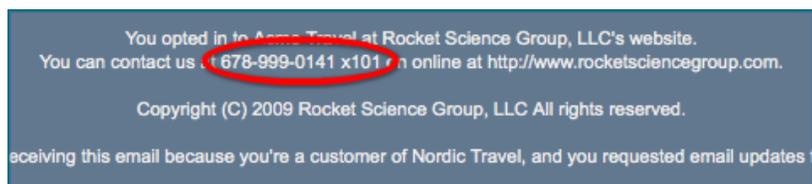
|LIST:PHONE|

This tag displays the contact phone number for the list where you're sending the campaign.

Here's what it looks like when you add it to your template:



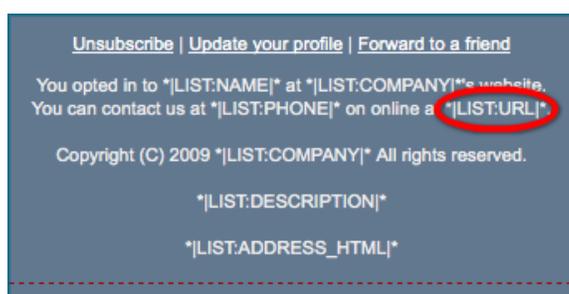
And here's how it appears when your subscribers receive your email:



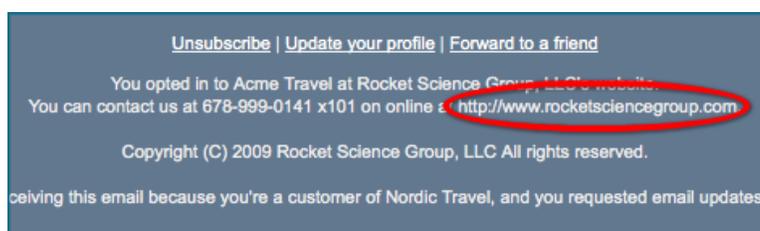
|LIST:URL|

This tag displays the contact web address for the list where you're sending the campaign.

Here's what it looks like when you add it to your template:



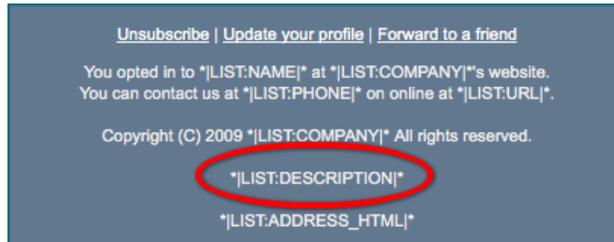
And here's how it appears when your subscribers receive your email:



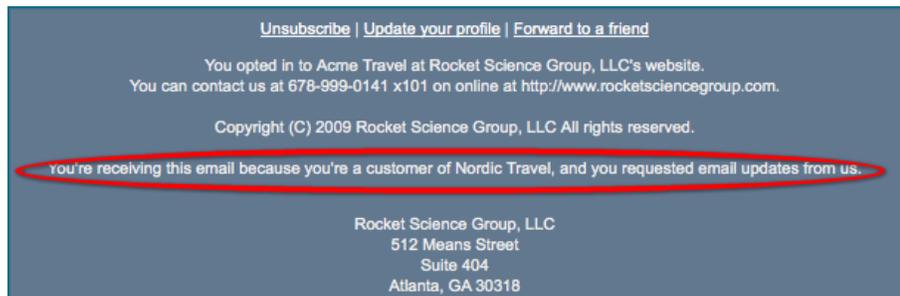
|LIST:DESCRIPTION|

This tag displays an explanation of how your subscribers opted in to your list.

Here's what it looks like when you add it to your template:



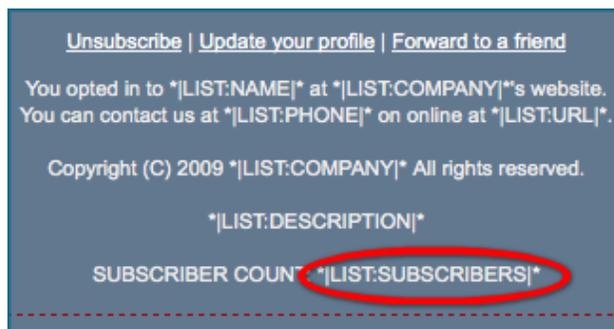
And here's how it appears when your subscribers receive your email:



|LIST:SUBSCRIBERS|

This tag displays the current number of active subscribers to your list.

Here's what it looks like when you add it to your template:



And here's how it appears when your subscribers receive your email:



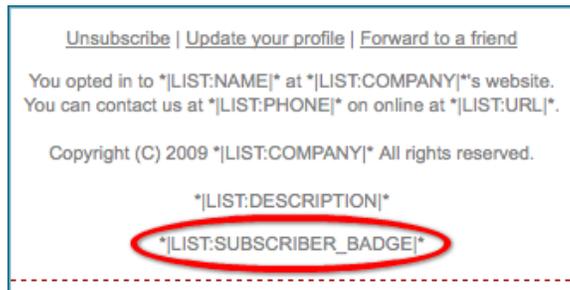
|LIST:SUBSCRIBER_BADGE|

This tag displays a formatted HTML block showing how many active subscribers are on your list. You can also use

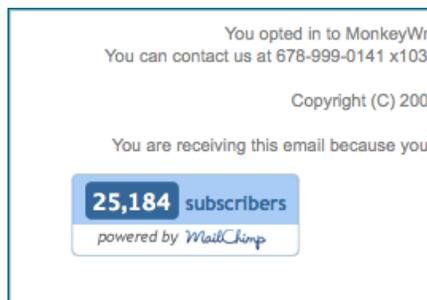
|LIST:SUBSCRIBER_BADGE1| through

|LIST:SUBSCRIBER_BADGE4| for more styles.

Here's what it looks like when you add it to your template:



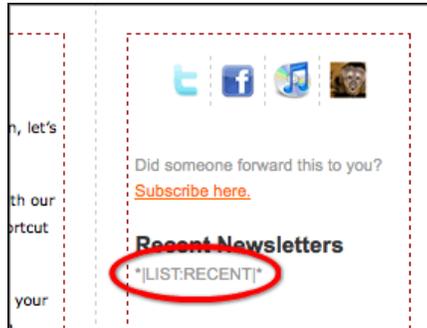
And here's how it appears when your subscribers receive your email:



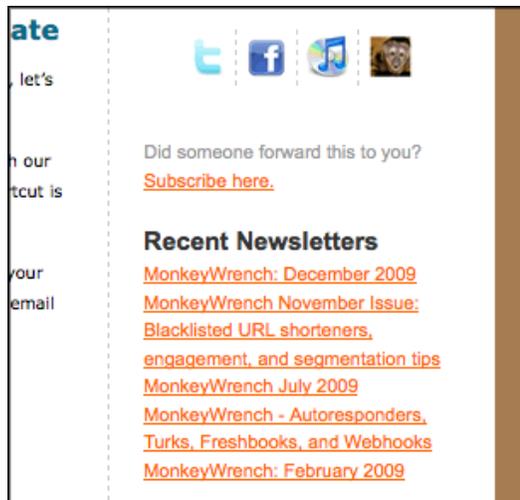
|LIST:RECENT|

This tag displays links for the 5 most recent campaigns sent to your list. You can hack it like `*|LIST:RECENT10|*` to show the most recent 10 (any positive number will work). We recommend including this tag in the welcome email you send to new subscribers. That way, they can see what kind of content they'll be receiving in your newsletter.

Here's what it looks like when you add it to your template:



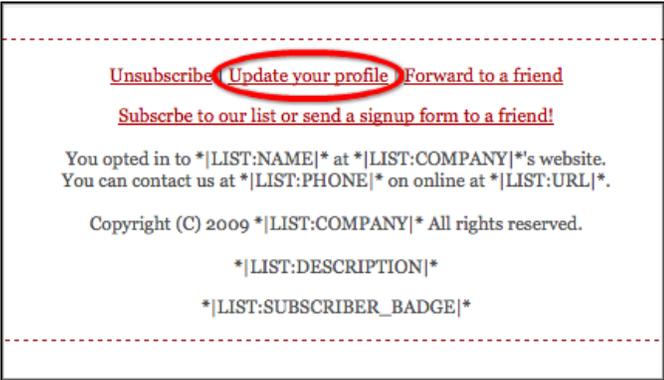
And here's how it appears when your subscribers receive your email:



|UPDATE_PROFILE|

This tag displays a link that allows your subscribers to update their profiles and subscription preferences. MailChimp includes this link in your emails by default, but it's helpful to know in case you're building your own template.

Here's how it looks in MailChimp's templates:

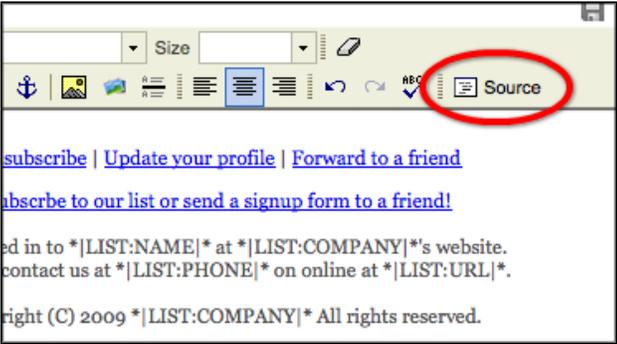


If you want to include it in your custom template, you'll have to do a little extra work. Because this tag just generates a URL, you need to edit the source and put it in an HTML tag.

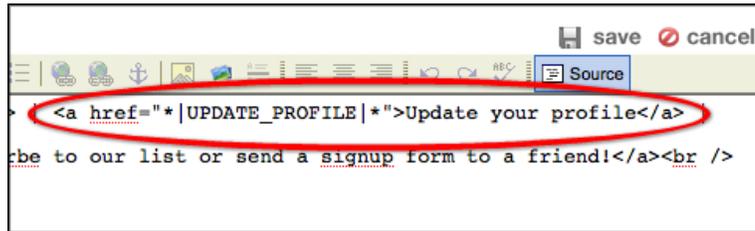
Click **Edit** in whatever section you want to place the tag.



Then click **Source** in the editing toolbar.



Place the merge tag in an HTML anchor tag.



Now your tag will be displayed the same way as in MailChimp's template above.

|UNSUBSCRIBE|

This tag displays a link that allows your subscribers to unsubscribe from your list. MailChimp includes this link in your emails by default, but if you're writing your own code or want to move the tag around in your campaign use this tag rather than copying any old unsubscribe links.

To add this tag to a custom template, follow the steps for ***|UPDATE_PROFILE|*** above, but replace that tag with ***|UNSUBSCRIBE|***.

MERGE TAGS FOR SOCIAL SHARING

These tags allow your subscribers to share your campaigns on social networks and promote your Twitter profile.

|MC:SHARE|

This tag displays links to share your campaign on popular social networking and bookmarking sites.

Here's what it looks like when you add it to your template:



And here's how it appears when your subscribers receive your email:



|SHARE:SITE_NAME1,SITE_NAME2|

This tag is similar to ***|MC:SHARE|***, but it allows you to choose what social site(s) you want to include. For example, ***|SHARE:Twitter,Facebook,Digg|***.

Here's what it looks like when you add it to your template:



And here's how it appears when your subscribers receive your email:



You can currently share on these sites:

BlinkList
Delicious
Design Float
Digg
DZone
Facebook
Google

LinkedIn
MisterWong
Mixx
MySpace
Netvouz
Newsvine
Propeller

Reddit
Slashdot
StumbleUpon
Technorati
Twitter
Webnews.de
YahooMyWeb

|TWITTER:PROFILE|

This tag displays links your Twitter background, avatar, follower count, and a follow button.

Here's what it looks like when you add it to your template:



And here's how it appears when your subscribers receive your email:



`*|TWITTER:FULLPROFILE|*`

This tag displays links your Twitter background, avatar, follower count, and a follow button, plus your most recent tweets.

Here's what it looks like when you add it to your template:'



And here's how it appears when your subscribers receive your email:



|TWITTER:TWEETS(NUM)|

This tag displays a specific number of your most recent tweets, as determined when you replace "(NUM)" with a number. For example, if you want to display your 2 most recent tweets, you'd write *|TWITTER:TWEETS2|*. You can use it with *|TWITTER:PROFILE|* to customize how your profile appears.

Here's what it looks like when you add it to your template:



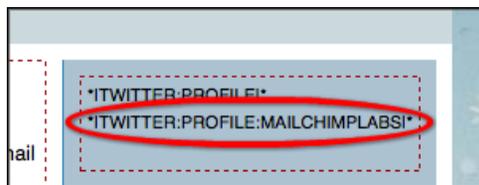
And here's how it appears when your subscribers receive your email:



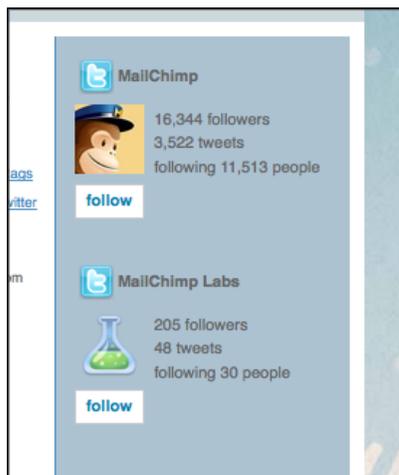
`*|TWITTER:PROFILE:USERNAME|*`

This tag is the same as `*|TWITTER:PROFILE|*` above, but it displays the profile for whatever Twitter account you use to replace USERNAME, so you can include several Twitter profiles in your email. Note, this merge tag doesn't work with protected Twitter accounts.

Here's what it looks like when you add it to your template:



And here's how it appears when your subscribers receive your email:



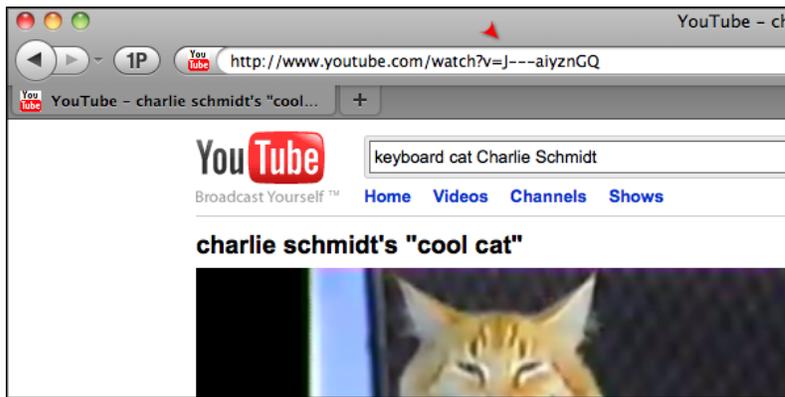
Note, you can place `:.USERNAME` in any of the Twitter merge tags, and have the tags' content be pulled from the specified user's account.

MERGE TAGS FOR VIDEO SHARING

Since email clients don't allow you to embed video, we make it easy for you to fake it with videos from YouTube, Vimeo and Blip. Add one of these tags to your email, along with the unique video ID from the relevant service, and we'll drop a screenshot of the video into your email that looks just like an embedded video. When your reader clicks on the image, they'll go to the hosted version of the video.

|YOUTUBE:VIDEO_ID|

For YouTube videos, the unique video ID is everything after the "=" at the end of the URL. In this case, it's "J---aiyznGQ":



Copy that ID and paste it in the YouTube merge tag, replacing "Video_ID", and paste the full merge tag in your MailChimp template. Here's what the merge tag looks like in the template builder:

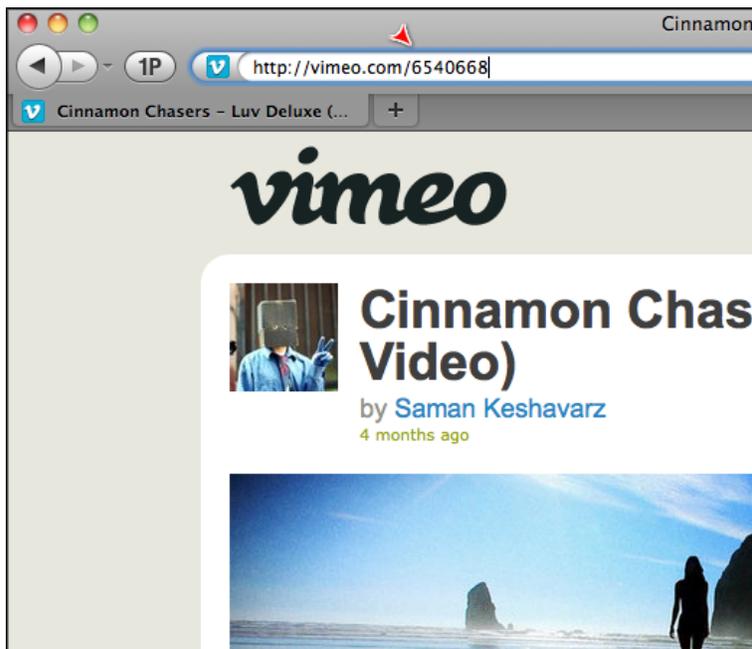


And here's how it appears when your subscribers receive your email:



|VIMEO:VIDEO_ID|

For Vimeo videos, the unique video ID is everything after the backslash at the end of the URL. In this case, it's "6540668":



Copy that ID and paste it in the Vimeo merge tag, replacing “Video_ID”, and paste the full merge tag in your MailChimp template. Here’s what the merge tag looks like in the template builder:

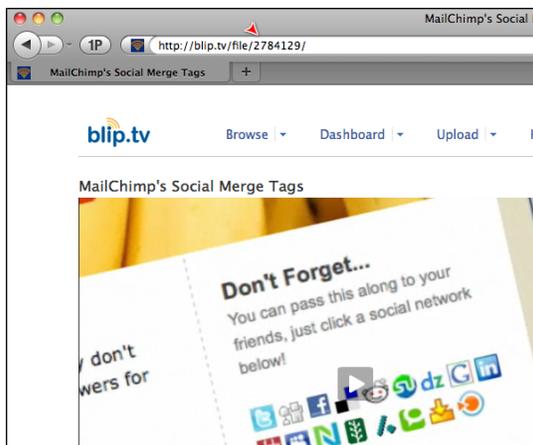


And here’s how it appears when your subscribers receive your email:

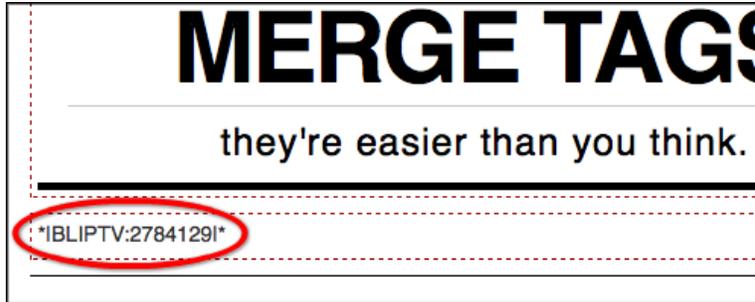


|BLIPTV:VIDEO_ID|

For Blip.tv videos, the unique video ID is everything after the backslash at the end of the URL. In this case, it’s “2784129”:



Copy that ID and paste it in the Blip.tv merge tag, replacing "Video_ID", and paste the full merge tag in your MailChimp template. Here's what the merge tag looks like in the template builder:



And here's how it appears when your subscribers receive your email:



MERGE TAG FOR EMAIL TRANSLATION

If you're sending your list to a multi-lingual audience, you may want to consider using this tag so your readers can translate it into their own languages. Just use the tag with the two-letter **language code** of the language the email is written in, and we'll add a list of all the other languages available for translation.

`*|TRANSLATE:XX|*`

Arabic: AR	French: FR	Romanian: RO
Bulgarian: BG	German: DE	Russian: RU
Catalan: CA	Greek: EL	Serbian: SR
Chinese (Simplified): ZH-CN	Hebrew: IW	Slovak: Sk
Chinese (Traditional): ZH-TW	Hindi: HI	Slovenian: SL
Croatian: HR	Indonesian: ID	Spanish: ES
Czech: CS	Italian: IT	Swedish: SV
Danish: DA	Japanese: JA	Ukrainian: UK
Dutch: NL	Korean: KO	Vietnamese: VI
English: EN	Latvian: LV	
Filipino: TL	Lithuanian: LT	
Finnish: FI	Norwegian: NO	
	Polish: PL	
	Portuguese: PT-BR	

For example, this email was written in Spanish, so the writer used `*|TRANSLATE:ES|*`, and this is how it was rendered.



RESOURCES

We hope this guide has helped you to understand MailChimp's merge tags and use them more effectively. If you have any questions that weren't addressed here, feel free to contact our support staff at mailchimp.com/support. We'll be happy to assist you.

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mailchimp.com/blog/table-of-contents-merge-tag