



Custom HTML emails

Custom HTML emails allow users to create and send custom HTML emails directly from within the portal. Custom HTML emails allow for greater flexibility, customization and personalization of customer communications. Users can also include third party tracking tags so they can better understand the success of email campaigns.

Sending a custom HTML email

To send a custom HTML email, select Marketing > Communications from the main navigation.

Select 'Create new template', and then select 'Custom HTML' from the new Editor type drop down as shown in the images below

The screenshot shows the 'Your templates' section of a user interface. At the top, there are tabs for 'Your templates' and 'System templates'. Below the tabs, there is a 'Your current templates' section with a 'Create new template' button, a 'Settings' button, and an information icon. A table lists the current templates:

Template name	Type	Created	End date	No. sent	Status
TEST	eShot Visit Based	2/7/20	Until cancelled		In Development

Create your communication

Template name

Template type ?

Editor type

Parameter type ?

Please select owner level

A list of owner levels for selection, each with a checkbox and a search icon:

- Stonegate
- North west
- Venue 1

Cancel

OK



HTML editor

Selecting 'Custom HTML' will open a new HTML editor, rather than the standard drag and drop creator.

Marketing > Communications
Custom HTML 2

Eshot subject: Custom HTML 2

Merge tags

```
1
2 <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-trans
3 <html xmlns="http://www.w3.org/1999/xhtml">
4
5 <head>
6 <meta http-equiv="Content-Type" content="text/html; charset=UTF-8" />
7 <title>Welcome</title>
8 <meta name="viewport" content="width=device-width, initial-scale=1.0"/>
9 </head>
10
11 <body bgcolor="#FFFFFF">
12 <table border="0" cellpadding="10" cellspacing="0" style=
13 "background-color: #FFFFFF" width="100%">
14 <tr>
15 <td>
16 <!--[if (gte mso 9)](IE)]>
17 <table width="600" align="center" cellpadding="0" cellspacing="0" border="0">
18 <tr>
19 <td>
20 <![endif]-->
21
22
```

Summary

Venues and parameters

- Owning level
- Included venues
- Include visitors from
- Continue until

Filter your users by demographics

Configure rules for this Eshot to determine wh

+ Add new rule set

Merge tags

From within the HTML editor, users insert 'Merge tags', which are dynamically populated with a unique value.

For example, placing a venue name merge tag (%%VENUE.NAME%%) inside a custom HTML email will insert the name of the venue visited.

There are currently merge tags available for venue name and visitor first name.

Merge tags

Venue name
%%VENUE.NAME%%

Visitor firstname
%%USER.FIRSTNAME%%



HTML preview

All HTML emails can be previewed. Please note, if the email includes merge tags, these will appear as merge tags rather than the dynamically populated data as shown below.

Marketing > Communications
Custom HTML 2

You are currently in preview mode and are not permitted to make changes to this eshot, please

Eshot subject: Custom HTML 2

Merge tags

The preview shows a purple logo at the top. Below it is a white box containing the following text: "Hi %%USER.FIRSTNAME%%,", "Welcome to %%VENUE.NAME%%", and "Thanks for joining our free community for marketers. We're excited to share everything that we know about marketing, automation, and growing your business." Below the text is a profile picture of Jenny Smith, Community Manager at COG.

Summary

Venue	Visitors
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Right sidebar options: Venues and parameters, Owning level, Included venues, Include visitors from, Continue until, Filter your users by, Configure rules for this eshot, Add new rule set