Advanced Editor User's Guide

Constant Contact®
Connect. Inform. Grow.

1601 Trapelo Road
Suite 329
Waltham, MA 02451
www.constantcontact.com

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Preface

This guide describes how to customize emails using the Constant Contact Advanced Editor. While the Wizard allows you to make many changes to your emails, the Advanced Editor gives you a far greater ability to make additional changes.

Audience

The Advanced Editor User Guide is for account holders who want to customize their emails beyond the standard templates. Users should be familiar with web design tools, including HTML and XHTML.

What This Guide Contains

The following table lists the contents of this guide.

Item	Description	Location
Custom Emails	Brings together all of the tools - styles, tags, and variables - and provides an overview of steps to design and test your email.	Chapter 1
Best Practices	Discusses email design basics, and some limitations of HTML and XHTML code.	Chapter 2
Exploring the Advanced Editor	Discusses why you might want to use the Advanced Editor and introduces you to the user interface. Also includes a brief overview of XHTML.	Chapter 3
Using Constant Contact Tags	Describes how to use Constant Contact tags to modify the layouts of permission reminders, footers, and links that Constant Contact provides.	Chapter 4
Using Predefined Variables	Lists the predefined variables and explains how they are used to personalize your emails.	Chapter 5

Conventions

The following are the text conventions used in this guide.

Typeface	Explanation	Example
italics	In text, italics are used for emphasis. In reference information, italics denotes values you supply	count=*[number]*
`courier`	Words in courier font denote keywords and sample code.	name = `[name of block]`
bold	Bold text indicates clickable items in a user interface.	Click **Preview**

Terms Used in this Book

The following table lists terms and acronyms used in this document:

Term	Definition
account properties	Information that Constant Contact stores about your account, such as your contact name, address, and web site, and makes them available in emails.
Advanced Editor	Editing environment that allows you to place your own code into Constant Contact to create a custom email.

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Term	Definition
clicks	A statistic on the Reports tab that tracks the number of unique clicks on click-through links.
click-through links	Links in your email to your website that are tracked. Constant Contact tracks the href attribute supplied in the anchor tag.
Constant Contact tags	XML tags for customizing your emails.
contact	An email user who has given you permission to send emails.
contact properties	Information that Constant Contact stores about your contacts and makes them available in emails for you to personalize your messages.
CSS	Cascading Style Sheets that define how to display HTML elements.
email	The HTML formatted email message that you create by using the Constant Contact Wizard. You can customize this email using the Advanced Editor before sending it to your list of contacts.
email client	Application that displays email messages. It can be either a client-side application running on an individual computer (such as Outlook, Eudora, or Communicator) or a web-based email application running on a web site (such as Yahoo! or Hotmail). Most email clients support only a subset of HTML.
link tracking	Constant Contact reports statistics on links defined in emails to keep track of how many contacts open the emails and click to your web site from the email.
template	The set of instructions which creates an email.
opens	Those emails your contacts received and viewed.
XHTML	EXtensible Hyper Text Markup Language. It is a stricter and cleaner version of HTML, which is almost identical to HTML 4.01, and is aimed to replace HTML.
XML	Web application standard for transmitting data independent of software and hardware. Allows web developers to define custom tags for use in XHTML documents.

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Constant Contact offers many different ways for you to create custom emails. This chapter brings together all of the tools – styles, tags, and variables – to provide an overview of steps to design and test your email.

Overview

Creating a custom email involves importing your own design (in HTML or XHTML).

Note

Most common is to create your HTML or XHTML in another editor, such as HomeSite or Dreamweaver, and to import that code.

The basic steps to create a custom email include:

1. Design your email.
2. Create and edit the email in the Advanced Editor.
3. Preview the email to test it.
4. Debug the email.
5. Test the email by sending it to yourself.
6. Click all links in the email to make sure they work.

Preparing Your Design

Before adding your custom design into an email, you need to completely design and view the code in a web design tool such as Dreamweaver or HomeSite.

Note

Remember that HTML or XHTML emails do not display the same way in every email client. Consider setting up a test list of contacts who use a variety of email clients.

If you intend to use the XHTML functions, convert your HTML code to XHTML before adding it to the Advanced Editor. For a list of common coding mistakes that occur when using XHTML, see "Common XHTML Errors" on page 11.

Note

The Advanced Editor checks your code for syntax errors, but it is not intended to be a full-blown web editor tool.

You can use either HTML or XHTML for your custom email. Each language has advantages and disadvantages as shown in the following table:

Custom Template	Advantage	Disadvantage
HTML	• Simpler. • Automatically tracks click through links.	• No control over Constant Contact features, including contact variables. • Can't use Constant Contact tags (the only property that is supported is <greeting/>)

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Custom Template	Advantage	Disadvantage
XHTML	• More robust than HTML. • Can use Constant Contact tags. • Can modify styles with the style sheet.	• Requires strict XHTML. • Must add additional code to your links in the Advanced Editor to enable click-through tracking.

A Note About Link Tracking

Constant Contact reports statistics on email opens and click-throughs. "Opens" are those emails your contacts received and viewed. "Click-throughs" report on contacts who clicked on a link in your email.

The Opens count is useful but not completely accurate. Opens track when a 1px by 1px image that we embed in the email is loaded. Therefore, it does not track text-only emails or email clients that open emails without images. However, if contacts click a link, it is tracked as an open, since contacts obviously opened the email if they clicked on a link. So, Constant Contact tracks *implied* Opens.

Click-throughs are based on unique clicks rather than the number of times a contact clicks on a particular link. Therefore, if the same contact clicks on a link more than once it is only counted as one click-through.

Image Maps

In a custom HTML email, if an image map tag exists, and the hyperlink is to a mailto: link, if the tag is closed like the following example...

```
<area shape="rect" coords="88,23,166,38"
href="mailto:info@constantcontact.com"/>
```

...the hyperlink will be inactive. Simply removing the closing forward slash will make the link active again.

- Leaving a closing forward slash in a normal hyperlink to a URL will work in a custom HTML email.
- Leaving a closing forward slash after a mailto: link in a custom XHTML email will work.

But -

- Leaving a closing forward slash after a mailto: link in a custom HTML email will NOT work.

Alert

Constant Contact does not track image maps or mailto: links.

Creating a Custom Email

If you have your own HTML design, you can copy it into the custom template.

Using Your Own Code

To create a custom email from your own code:

1. Login to your Constant Contact account.
2. Click the **Emails** tab.
3. From the Emails tab, click **Create**.

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4. Type a name for your email, and click **Next**.
5. In the Template Selection screen, choose **Use My Own Code**.

OR

1. Login to your Constant Contact account.
2. From the Emails tab, click **Create**.
3. Type a name for your email, and click **Next**.
4. Select Use the **Classic Email Wizard** and click **Next**.
5. In the Template Picker, select **Custom** > **Custom Template** and click **Next**.

   a. Choose either:

- **HTML** – If you are supplying HTML code, or not using dynamic content.
- **XHTML** – If you are supplying strict XHTML code and use Constant Contact tags (dynamic content.)

   b. Click **Next**.

   c. Enter all relevant information in the **Message Header**, **Personalization** and **Message Footer** sections.

   d. Click **Advanced Editor**.

   e. In the **HTML** mode, add your HTML (or XHTML) code.

Note

When copying and pasting your code, be sure that you have only one set of the HTML tags: <html>, <title>, <head>, and <body>.

---

6. In the **Style** mode, define the styles referenced in the HTML code.

Note

Style section is only available when using XHTML and only supports . style classes. <style> tags are usable in HTML emails, but are not supported in all HTML clients. Use only alphanumeric characters in style names to avoid errors. Do *not* include comments in Style mode.

---

7. Click **Preview** to determine if the email displays as expected. See "Debugging your Email" if you run into problems.
8. If you are using XHTML, you may add contact variables to personalize your emails as described in "Common Tasks Using Contact Properties" in chapter 5.
9. If you are using XHTML, refer to "Types of Tags" in chapter 4 to see what Constant Contact tags you might want to use to further customize your email.
10. Update the Text version of the email in the same way you updated the HTML version by repeating the above steps. Insert the desired text just after the </CustomBlock> tag:

```
<Text>
<Greeting/>
</Text>
```

Note

The code in Text View must also be strict XHTML.

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11. Perform final testing before scheduling your email as described in "Testing your Email."

Debugging your Email

As you work in the Advanced Editor, click Preview periodically to see your progress. If errors occur, no preview displays. Instead, error messages display in red above the Advanced Editor text window.

Tip: Line Numbers Reported by Advanced Editor

Constant Contact reports the *approximate* line number on which an error appears. The line number reported is not always the exact location of the error. Rather, it reports the line containing the end tag of the block in which the error occurred.

To locate the line:

1. Select all (Ctrl-A) the text in the window.
2. Copy (Ctrl-C) and paste (Ctrl-V) the contents into any text editor that supports line number, such as Notepad.
3. If using Notepad, type Ctrl-G and the line number reported to locate the error. (Format>Word Wrap must be turned off for this feature to work.)

In the following example, even though the error occurred in line 5, the line number reported is 7, which is the end tag of the code element that contains the tag in question.

```
1. <table>
2. <tr>
3. <td>
4. Some custom text here:
5. <br> <!-- Invalid XHTML syntax -->
6. More custom text here
7. </td> <!-- Line number of reported error-->
8. </tr>
9. </table>
```

Testing your Email

Once your email previews correctly, you need to make some final checks:

- If you used contact variables, create a test list and schedule the email to yourself.
- Click all your links to make sure they work.
- Different email clients render HTML and XHTML email differently. It's recommended that you send a test email to several of your friends who use different email clients.

Note

Contact variables will not show up in emails that have been sent using the **Preview** mode. For example, the name reflected in a test email's greeting will always be that of the contact person for the account. Similarly, if you include custom fields in your email, these will show in the test email as "Custom Field 1", "Custom Field 2", and so on.

Common XHTML Errors

When adding XHTML code in the Advanced Editor, you may get errors if your code does not adhere to XHTML strict

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guidelines. This section lists some common errors. It also describes exceptions where Constant Contact veers from the standard to allow support of a variety of email applications.

Make sure that your document has one set of the following tags:

- <html>...</html>
- <head>...</head>
- <title>...</title>
- <body>...</body>

Note

Previously, you could have duplicates of these tags. Now each set can appear only once in a single email.

- You will see that Constant Contact tags are in upper and lower case; standard XHTML must be in lower case only.
- Always use closing tags, i.e., </p>. A common error is to forget to close your image tags, as shown below.

```
<a href="http://parentsclub.biz">
<img src="http://parentsclub.biz/images/homepage.gif" >
<!-- End Image Tag often forgotten! -->
</a>
```

Note

XHTML supports empty tags such as <OpenTracking />

- Close all list elements (<li>). For example:

```
<ul>
<li>Coffee</li>
<li>Tea
<ul>
<li>Black tea</li>
<li>Green tea</li>
</ul>
</li> <!-- Often forgotten. -->
<li>Milk</li>
</ul>
```

- Make sure the HTML end tags appear in the same order as their corresponding begin tags. The following is an example of incorrect code:

```
<tr>
<td align="center"><font size="2"
face="Verdana,Arial,Helvetica"><b>Email:</b>
<input type="text" name="ea" size="25"> </input>
<input type="submit" name="go" value="Go"> </font>
<!-- Wrong Order -->
</input> </td>
</tr>
```

This is the correct order:

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```
<tr>
<td align="center"><font size="2"
face="Verdana,Arial,Helvetica"><b>Email:</b>
<input type="text" name="ea" size="25"> </input>
<input type="submit" name="go" value="Go"> </input>
<!-- Correct Order -->
</font></td>
</tr>
```

- Use quotes for all attribute values. For example, <table width="100%">.
- You cannot minimize attributes. For example:

  ```
  <hr noshade>
  ```

  is a valid HTML element as the "noshade" attribute only has one possible value that is "noshade". In XHTML you would write

  ```
  <hr noshade="noshade" />
  ```

  as the “noshade” attribute cannot be minimized.
- For <img> tags, the id attribute replaces the name attribute. For compatibility, common XHTML practice is to supply both attributes as shown:

  ```
  <img src="picture.gif" id="picture1" name="picture1" />
  ```

Note

Constant Contact emails do not use the id attribute, but you can add it in the Advanced Editor.

- Use CSS styles to set fonts; the HTML <font> tag is deprecated. Also deprecated are the <s>, <strike>, and <u> tags.

Note

XHTML recommends that you replace the HTML <font> tag with CSS styles; however, you will use *both* in Constant Contact.

- As a best practice, use style sheets as well as align and other positioning attributes.

Note

You will notice that Constant Contact uses deprecated tags such as align and valign. Even though the tags are deprecated in XHTML, you can still use them in your Constant Contact emails.

- Use style sheets to define types of lists. Avoid using <dir>, <menu>, and <ol> tags. For example:

```
.EventList {
color: #000066;
text-align: left;
}
```

Note

Email applications use a subset of HTML, streamlined for email transmissions. Each email application uses its own set of HTML tags; there’s no standard subset shared among vendors. So, emails may display differently depending on the email client your contacts use.

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2 Best Practices

Building HTML emails presents many unique problems. Not only does the email have to look good and meet the standards for most email clients, it has to be effective at communicating a specific message. Without careful coding techniques, your design can result in the recipient not seeing what you originally intended for them to see.

Here are some guidelines to help insure your well-designed template creates an effective custom email and displays correctly.

General Design Guidelines

With the Advanced Editor, you can make expansive changes to your emails. However, for best results, follow these best practices and coding constraints.

Know Your Audience

Know who you are talking to. As long as you know your contacts' email preferences, you can customize your emails accordingly.

Tables, Width, and Nesting

Use tables to better control exact positioning of graphical elements within the design. Table width is typically 600 pixels, the optimum width for displaying emails in most email applications. Do not nest more than four levels of tables, as this causes problems in some email applications.

Color Flexibility

Don't use more than five colors in an email. Additionally, the colors should complement each other.

Coding Standards

Custom XHTML templates must be XHTML compliant. The following are some Constant Contact best practices.

<font>

Even though the <font> tag is deprecated, use this tag to specify font styles. If you reference a class on the font tag, Constant Contact automatically generates the <font> attributes and inline styles. This is to support some web-based email applications that strip inline styles.

For example, you have the following style defined in the Style section:

```
.MainText {
FONT-FAMILY: Arial, Helvetica, sans-serif;
FONT-SIZE: 12pt;
FONT-WEIGHT: bold;
COLOR: #312200;
}
```

And the following code in your custom template:

```
<font class="MainText">some text here</font>
```

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Constant Contact generates this in the email:

```
<font style="FONT-FAMILY: Arial, Helvetica, sans-serif;
FONT-SIZE: 12pt;FONT-WEIGHT: bold;COLOR: #312200;">some text
here</font>
```

Note

The above example shows how the code works in XHTML using the Style section.

---

and &

The HTML standard does not support multiple blank spaces; they are treated as a single space. Use the special character   to force multiple spaces. This is also useful if you want to specify a non-breaking space.

If you use an ampersand (&) in your design, Constant Contact converts it to &, which is required for XHTML.

HTML Comments

Make liberal use of comments throughout your code to help identify main sections within the HTML code. For example:

```
<!-- BEGIN: Introduction Section -->
HTML coding here
<!-- END: Introduction Section -->
```

Using Style sheets

Every XHTML email has its own internal style sheet, which Constant Contact converts into inline styles when the email is sent.

All styles must be defined as a class and each class selector must begin with a period.

Additional Email Design Resources

You can find a lot of information about designing emails effectively on the Constant Contact website. Some links include:

- From the home page, click **Learning Center**.
- Log in to the Constant Contact website, then click **Get Help**. Click **Frequently Asked Questions**. Search **Emails: Create**, with keyword phrase of **Coding in HTML**.
- http://www.w3schools.com is a great resource for beginners as well as those who are already comfortable with coding. This resource allows you to choose from Basic and Advanced topics.

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3 Exploring the Advanced Editor

This chapter provides an overview of the Advanced Editor, and covers:

- An introduction to the Advanced Editor
- The difference between an email and a web page

Introduction

To open the Advanced Editor:

1. Log in to Constant Contact.
2. Either:

    a. Open an existing email by clicking on its name.

    b. Click Edit Email.

OR

    a. Click Create.

    b. Name the email and click Next.

        If using the **Classic Email Wizard**:

            i. Choose Custom Template and click Next.

            ii. Choose HTML or XHTML and click Next.

        If using the **New Wizard**:

            i. Choose the link "Use My Own Code" in the lower left.

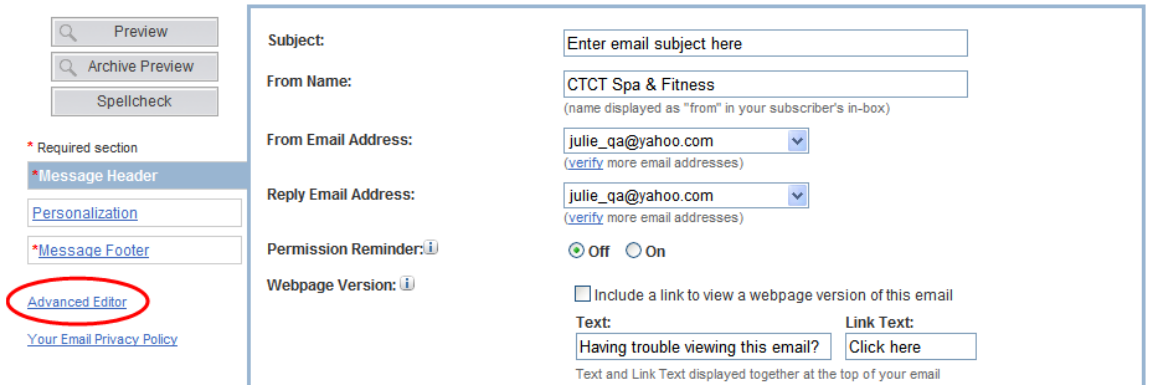
            ii. Choose HTML or XHTML and click Next.

Note

If you have HTML generated by tools like SharePoint, Dreamweaver or other web design applications, you should choose HTML. But, with HTML, you cannot use any of the fields in your email (like first name, last name, address, etc.). These commands only work in XHTML.

---

3. Click the Advanced Editor link on the bottom left of the window.



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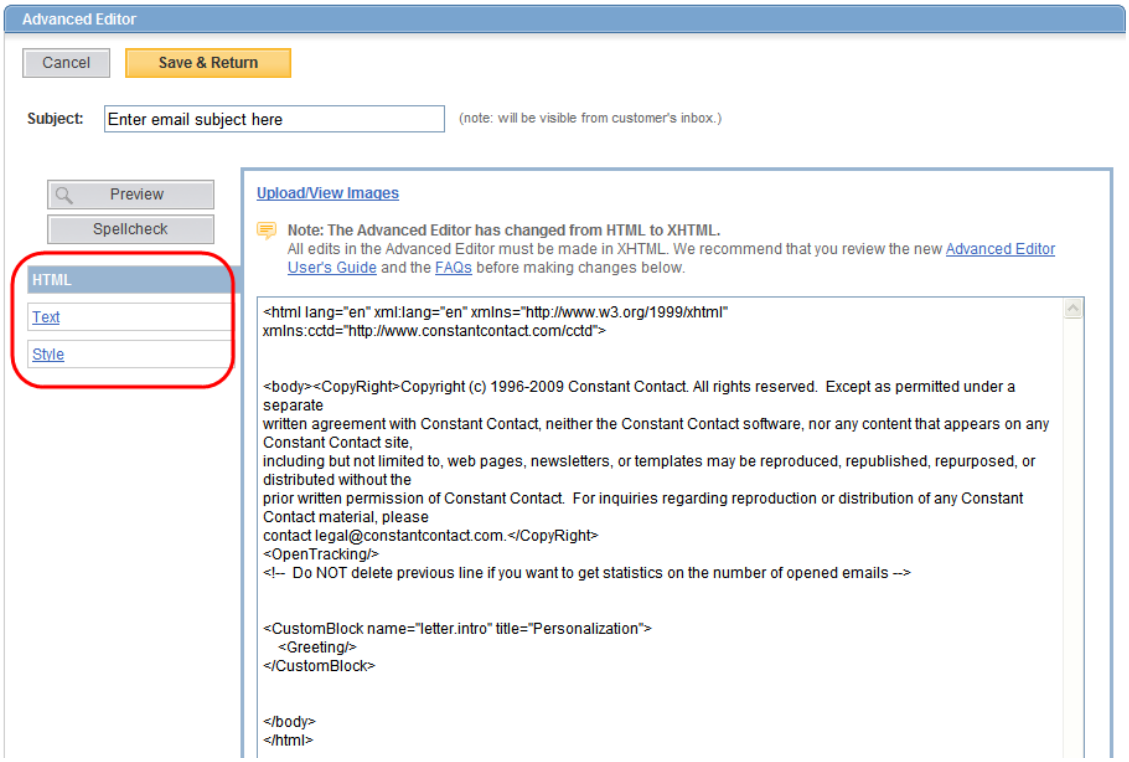
The Advanced Editor window displays.



Note

Style mode is only available when you choose XHTML.

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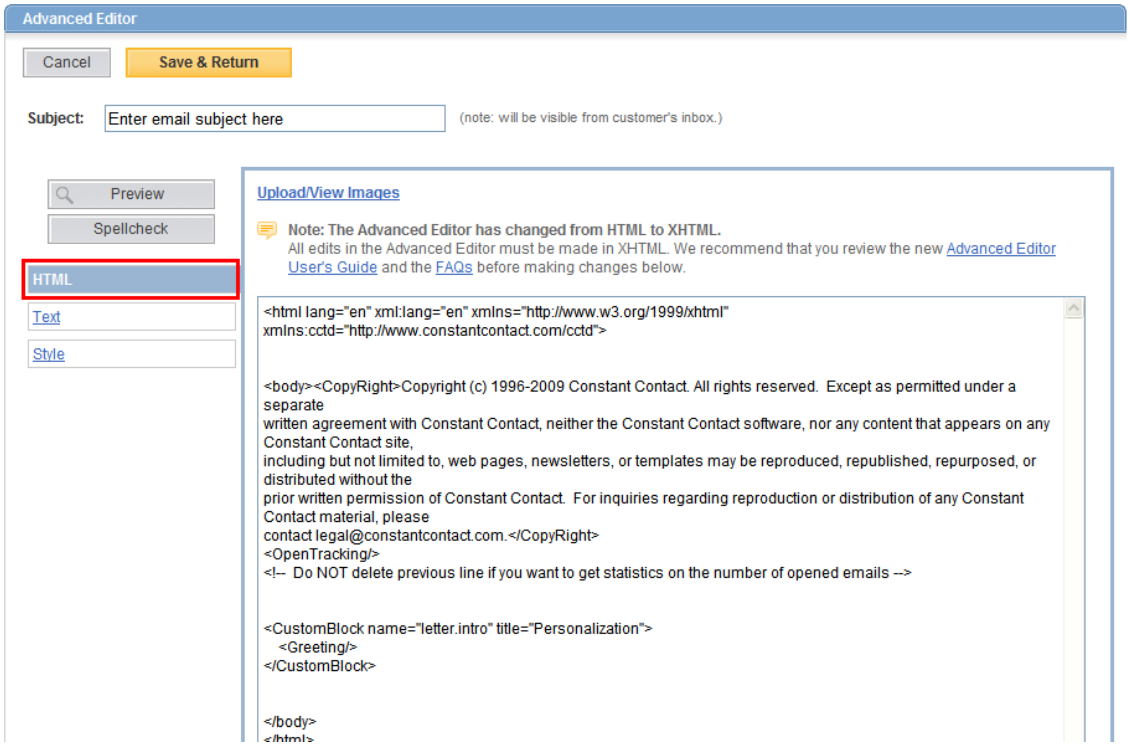
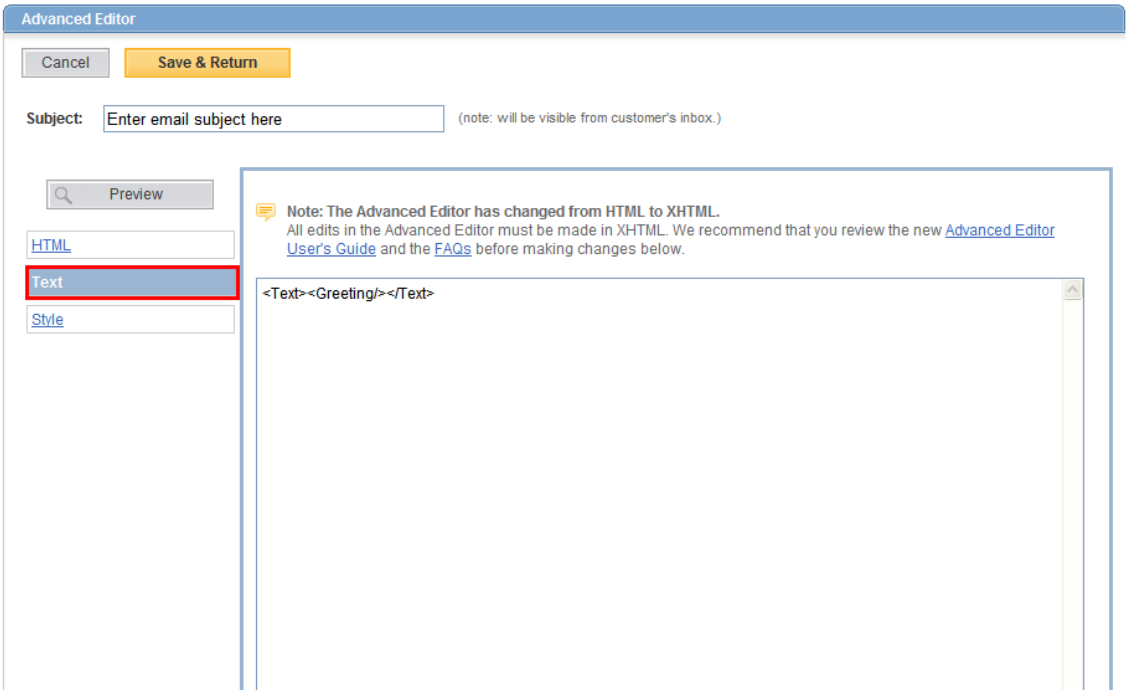
There are three links to the **editor's modes**

- HTML – Displays the instructions for generating an email. The code includes Constant Contact properties and tags in addition to HTML tags.



- Text – Displays the layout instructions for generating a text-based email.



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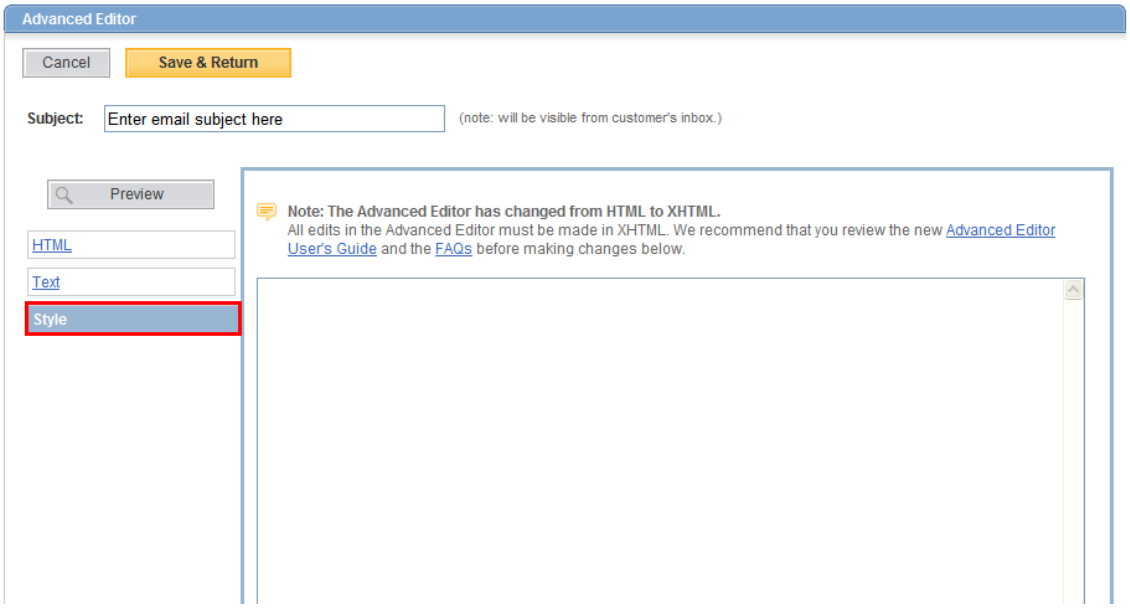
- *Style – Displays the style sheet defined by the template.



*Style mode is only available when you choose XHTML.

XHTML/HTML

When you first open the Advanced Editor, the HTML mode is selected. However, you may notice that this is not ordinary HTML. You'll see code that includes Constant Contact specific tags such as:

```
<OpenTracking />
<CustomBlockName="letter.intro"title="Personalization">
<Greeting/>
</CustomBlock>
```

These are Extensible Markup Language (XML) tags. XML allows for a standard way to transmit unique data. A web application can define an XML tag set and, as long as it is written in XHTML, any XML-enabled device can handle the data. XHTML has stricter syntax rules than HTML, to improve performance and avoid platform-specific issues. Constant Contact created unique XML tags to describe data specific to managing emails and display emails in the Wizard.

Text Mode

The Text mode displays the instructions for generating a text-based email. It contains all the Constant Contact tags that get expanded when the email is sent out.

Style Mode

You can use the Style mode for a style sheet that contains your style definitions.

Viewing Emails Versus Web Pages

With Constant Contact, you are creating web-based emails for viewing within email applications. It is important to note that emails are not full-fledged web pages intended for viewing through an Internet web browser. They are designed specifically for email viewing through email applications. These email applications can be either:

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- Email clients – programs resident on a users' computer, such as AOL, Eudora, Lotus Notes, Outlook, Outlook Express
- Web-based – where users log in to an Internet account, such as AOL web mail, Excite, Hotmail, Mail.com, and Yahoo!

Email applications use a subset of HTML, streamlined for email transmissions. Each email application uses its own set of HTML tags; there's no standard subset shared among vendors. So, emails may display differently depending on the email client your contacts use.

By using Constant Contact for emails, you have a better chance of the emails displaying appropriately in most email applications.

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4 Using Constant Contact Tags

The XHTML instructions in the Advanced Editor that build your email include Constant Contact defined tags. Some tags determine layout while others define properties to hold specific Constant Contact information.

Alert

The only tag that works in HTML is <Greeting/>. XHTML can use all tags.

Constant Contact Tag Overview

These tags are inserted into your code in the HTML mode, just like any other HTML or XHTML tags.

Alert

Do not edit Constant Contact tags in the Advanced Editor unless you are familiar with web design tools and HTML.

Types of Tags

Tags can be grouped into categories, as shown in the following table.

Category	Description	Available Tags
Property		<SimpleURLProperty>...</SimpleURLProperty>
Miscellaneous	Standard tag that requires no editing.	<Greeting/>
Message header, body, and footer		<ConfirmOptIn>...<ConfirmOptIn> <Footer>...<Footer> <Forward>...</Forward> <PermissionReminder>...</PermissionReminder> <SignupBox>...</SignupBox> <SignupLink>...</SignupLink>

Constant Contact tags are used to customize your email in the following ways:

- Use Property tags to personalize your email with contact details.
- Use Message Header, Body, and Footer tags to add links and make very minor changes to the layout.

You can use tags to make changes in each major section within the email: Message Header, Footer, and Body. The following table supplies page numbers for more information on the tags you can use within your email.

To modify	Constant Contact Tags to Use	See Page
Message header	<PermissionReminder>...</PermissionReminder>	29
Message footer	<Footer>...</Footer>	30

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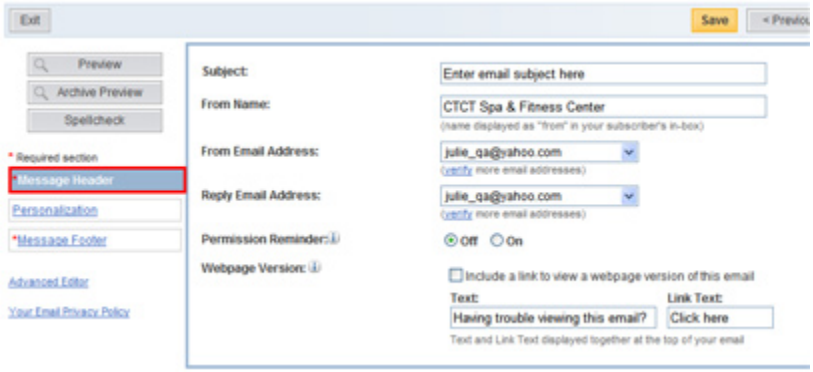
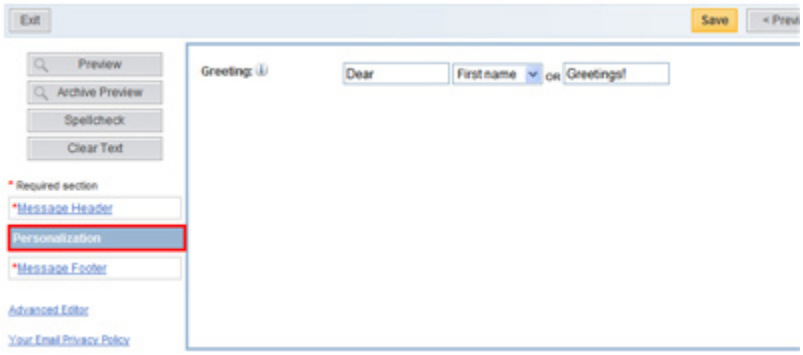
To modify	Constant Contact Tags to Use	See Page
Message body	<ConfirmOptIn>...</ConfirmOptIn>	26
	<Forward>...</Forward>	27
	<PermissionReminder>...</PermissionReminder>	29
	<PhysicalAddress>...</PhysicalAddress>	31
	<SignupLink>...</SignupLink>	32
	<SimpleURLProperty>...</SimpleURLProperty>	34

Wizard Display vs. HTML Mode Display

Element	Description
Message Header	Contains the email's subject, contact person, and from and reply email addresses. Allows you to choose to display a permission reminder at the top of your email.



Element	Description
Personalization	Contains the greeting for the email. Allows you to edit how the greeting appears in your email.



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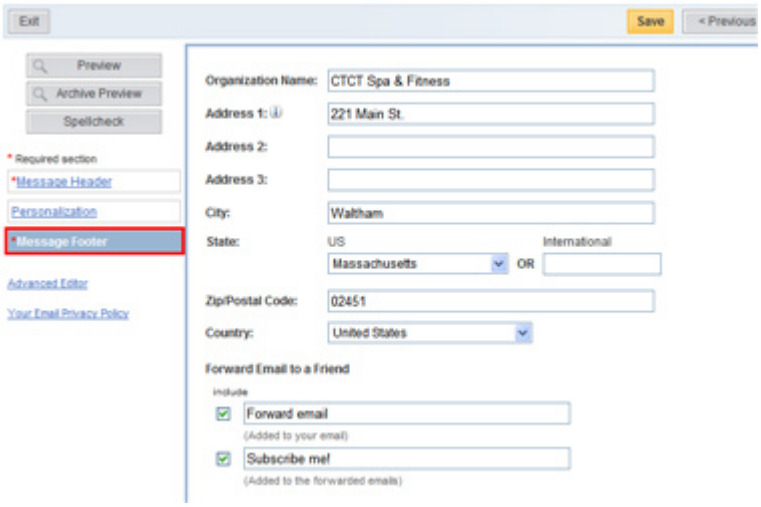
Element	Description
Message Footer	Contains general required account information such as your physical address. You can add links to allow contacts to forward this message to a friend or to join your email list.



Tag Reference

The following section provides a reference for the Constant Contact tags that are available to you. You can add and edit these tags from the HTML mode of the Advanced Editor. The tags are listed in alphabetical order.

<ConfirmOptIn>...</ConfirmOptIn>

Defines a link in your email to encourage email contacts to confirm their email addresses. This is NOT industry standard.

The <ConfirmOptin> tag is only useful for changing the appearance or behavior of the permission reminder link. Constant Contact automatically supplies this tag in an edit box when you select Permission Reminder in the Message Header tab.

Category

Message Body

Optional Attributes

Attribute	Value	Description
`class`	*`[text]`*	Name of the style class (from the Style mode) that contains font and color information for this tag.
`welcomeletter`	`true`	Send the contact welcome letter.
	`false`	Do not send the contact welcome letter. This is the default.

Example

Reference the link style by specifying a class, for example, ConfirmStyle:

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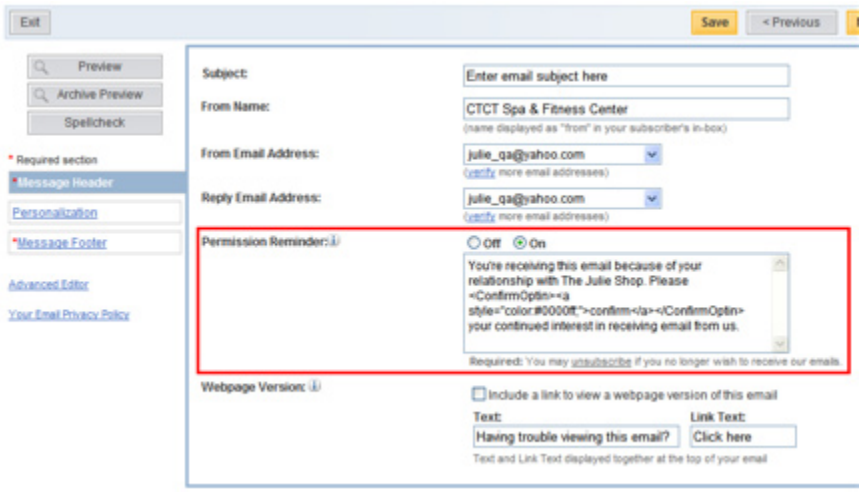
```
<ConfirmOptIn class="ConfirmStyle">
confirm
</ConfirmOptIn>
```

Displayed Result

In the Message Header tab



In the Email

You can replace the link text with an image as follows:

```
<ConfirmOptIn>
<img src="http://parentsclub.biz/images/confirm.jpg"
border="0" />
</ConfirmOptIn>
```

Additional Information

- To add styles to the <ConfirmOptIn> tag:
  a. In the Message Header Tab, turn on the Permission Reminder option.
  b. In the Advanced Editor, click the Style mode and define a style class for the ConfirmOptIn tag such as

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ConfirmStyle.

c. Return to the Message Header Tab, and in the permission reminder edit box, reference the style class by adding the class attribute to the <ConfirmOptIn> tag as shown in the example above.

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<Footer>...</Footer>

Modifies the default alignment of the email's footer section (automatically provided by Constant Contact).

The <Footer> tag is only useful for changing the alignment of the footer. No matter where you locate this footer tag in the document, Constant Contact always displays the footer at the bottom of the email and automatically supplies required information in the Message Footer Tab, including:

- Your physical address, as required by US federal anti-spam legislation.
- SafeUnsubscribe™, which indicates your company's commitment to permission-based email marketing practices. Constant Contact's SafeUnsubscribe provides an added level of security protecting both you and the recipients of your emails.
- A link to Constant Contact's standard privacy policy, stating that you will not sell, rent, or otherwise disclose any collected information. It also explains how to unsubscribe from your list.

Category

Message Footer

Optional Attributes

Attribute	Value	Description
`align`	`left`	Align the entire footer to the left.
	`center`	Center the entire footer. Default value.
	`right`	Align the entire footer to the right.
`calign`	`left`	Left-align the content within the footer. Default value.
	`center`	Center the content within the footer.
	`right`	Right-align the content within the footer.
`look`	`stack`	Display your physical address as a column.
	`row`	Display your physical address as a row. Default value.

Code Example

The following code adjusts the alignment of the <Footer> tag for your email, which is always located at the bottom of the message.

```
<Footer align="left" calign="right" look="stack" />
```

Displayed Result

In the Email

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<Forward>...</Forward>

Inserts and defines a forward link (the Forward to a Friend feature).

The forward link allows your contacts to forward the email they received from you to another email address. When a contact clicks the Forward email link in your email, the Forward to a Friend form displays. The contact can enter up to five email addresses.

Constant Contact automatically provides an option to include a forward link in the Message Footer page, and you cannot control the look of that link. Use this tag to put an additional link in another part of the email and modify its appearance.

Category

Message Body

Example

Define the class as an inline style.

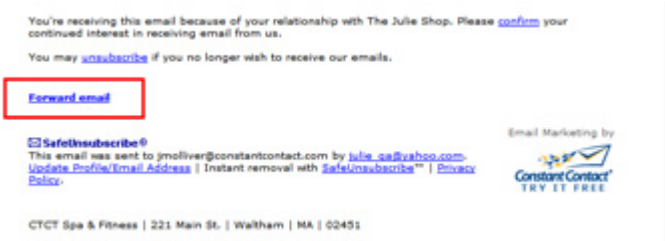
```
<Forward style="color: #6666FF; font-family: Courier, serif">
Forward Email
</Forward>
```

The following example replaces the forward link text with an image:

```
<Forward>
<img src="http://parentsclub.biz/images/forward.jpg"
border="0" />
</Forward>
```

Displayed Result

In the Email



Additional Information

- Any HTML inside this tag is ignored, except for <a> and <img> tags. If an <a> or <img> tag is provided, Constant Contact uses those tags and their attributes.

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<PermissionReminder>...</PermissionReminder>

Adjusts the alignment of the permission reminder that displays in an email.

Category

Message Header

Optional Attributes

Attribute	Value	Description
`align`	`left`	Align the permission reminder to the left.
	`center`	Center the permission reminder in the email. Default value.
	`right`	Align the permission reminder to the right.
`calign`	`left`	Left-align the content within the permission reminder. Default value.
	`center`	Center the content within the permission reminder.
	`right`	Right-align the content within the permission reminder.

Example

The following example of setting the alignment of a permission reminder:

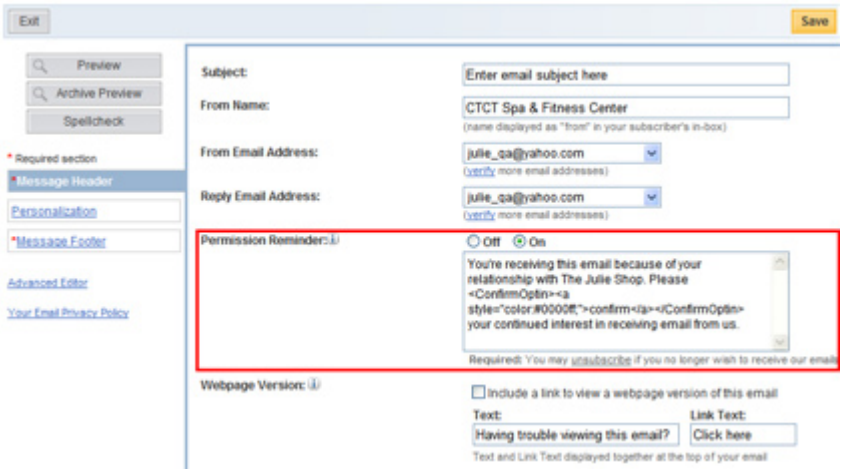
```
<PermissionReminder align="right" calign="right" />
```

The following example personalizes the permission reminder with the contact's first name:

```
<Property name="Subscriber.FirstName" />, you are receiving this
email from...
```

Displayed Result

In the Message Header Tab



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In the Email

Additional Information

- No matter where you locate a PermissionReminder tag in your code, Constant Contact always displays it at the top of the message, after the <body> tag.
- You must enable the Permission Reminder in the Message Header Tab to use this tag in the Advanced Editor.
- This tag is supported in custom XHTML; it is not supported in the custom HTML template.

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<PhysicalAddress>...</PhysicalAddress>

Inserts and formats an additional physical address within the email.

Category

Message Body

Optional Attributes

Attribute	Value	Description
look	stack	Display site owner's physical address as a column.
	row	Display site owner's physical address as a row. Default value.

Example

The following example displays your address in a column rather than a row.

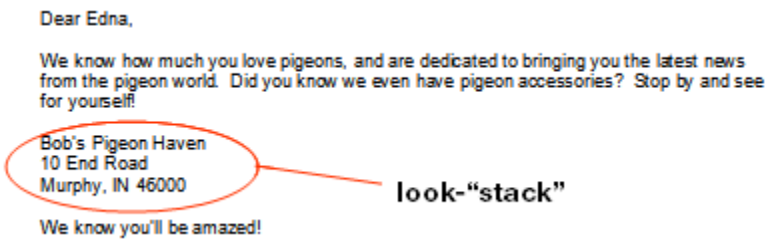
```
<PhysicalAddress look="stack" />
```

The <PhysicalAddress> tag allows you to display the physical address within the body of an email. The following code controls the layout of the address.

```
<p class="AddressStyle">
<font class="AddressStyle">
<PhysicalAddress look="stack" />
</font>
</p>
```

Displayed Result

In the Email



Additional Information

- Constant Contact automatically inserts a physical address in the footer that can be formatted using the <Footer> tag.
- Use the <PhysicalAddress> tag to display and format an additional physical address elsewhere in the email.

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<SignupLink>...</SignupLink>

Add a signup link or image to a custom XHTML email using the Advanced Editor.

Category

Message Body

Required Attributes

Attribute	Value	Description
type	optin	Insert a subscribe link to allow viewers to choose to become a contact.
	optout	Insert an unsubscribe link to allow contacts to remove themselves from the contact list.

Optional Attributes

Attribute	Value	Description
class	*[text]*	Name of the style class that contains font and color information for this property.

Example 1

The following example displays as a text link in your email.

```
<p><SignupLink type="optin">Join my mailing list</SignupLink></p>
```

Displayed Result

In the Email

Join my mailing list

Example 2

The following example displays as image in your email.

```
<p><SignupLink type="optin">
<img src="http://img.constantcontact.com/letters/images/1101093164665/jmml_education1.jpg" border="0"/>
</SignupLink></p>
```

Displayed Result

In the Email

Additional Information

- This tag is only supported in a custom XHTML template; it is not supported in the custom HTML template.

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- You can use text links and control their styles. For example define a style class called "SignupStyle" in the Style mode, and reference it as follows:

```
<p class="SignupStyle">
<SignupLink class="SignupStyle" type="optin">Opt In
</SignupLink> </p>
<p class="SignupStyle">
<SignupLink class="SignupStyle" type="optout">Unsubscribe
</SignupLink></p>
<p class="SignupStyle">
<SignupLink class="SignupStyle" type="edit">Update Profile/Email
Address
</SignupLink></p>
```

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<SimpleURLProperty>...</SimpleURLProperty>

Enables click-through tracking and formats a URL that you add in the Advanced Editor.

Category

Property, Message Body

Required Attributes

Attribute	Value	Description
`name`	*[text]*	Name of theURL or image file such as "mylink".
`type`	`plain`	Simple plain URL. Default value.
	`mailto`	A mailto link (not trackable).
	`verify`	A mailto link with a verified email address.

Optional Attributes

Attribute	Value	Description
`href`	*[text]*	URL link. this is the same as the href attribute in the anchor <a> tag, if an anchor tag is specified.
`img`	*[text]*	URL of image file. If using img, do not use label attribute or image will not display. If neither image or label is specified, Constant Contact will use the value of href as its label.
`label`	*[text]*	Label of a hyperlink. If using label, do not use img attribute or label will not display. If neither image or label is specified, Constant Contact will use the value of href as its label.
`track`	`true`	Include tracking for the URL. Default value.
	`false`	Do not include tracking for the URL.

Example:

The following example tracks a text link specified with the SimpleURLProperty (Custom XHTML):

```
<SimpleURLProperty name="constantcontact.url"
track="true" type="plain"
label="Click here to go to Constant Contact"
href="http://www.constantcontact.com"/>
```

Displayed Result

In your HTML code

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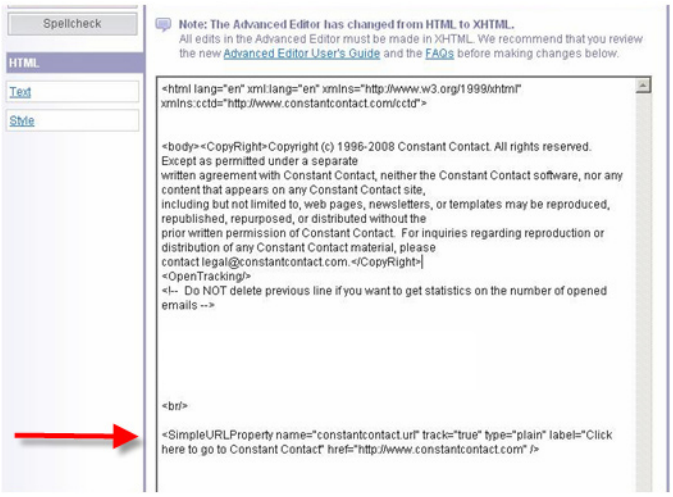
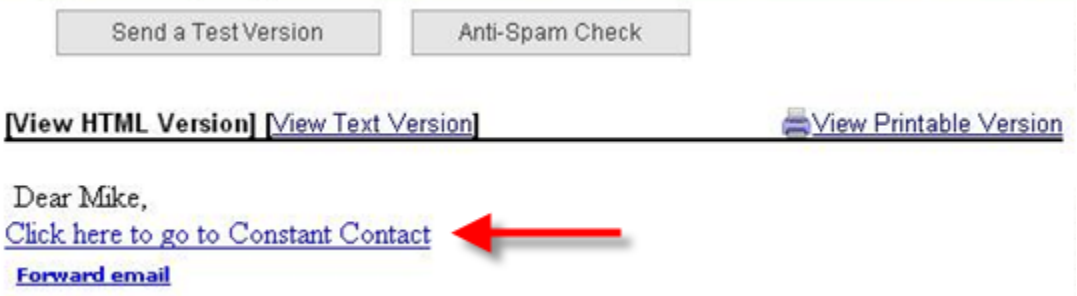


In the Email



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5 Using Predefined Variables

Constant Contact defines two sets of variables that can be used in your emails:

- Account variables are information about your account. Constant Contact gets this information from you when you set up and configure your account and stores it to display as default values
- Contact variables are information you have collected about your contacts so that you can personalize your emails.

Both types of variables are stored in a Constant Contact database that is associated with your account. This chapter discusses how to use account and contact variables in your emails.

Account Variables

Account variables are standard bits of information about your organization that are likely to be the same in most, if not all, of your emails.

These variables are used in templates to set default values, e.g., automatically display your company's name in various places in your content. You cannot add additional account variables.

The following table lists the account variables used by Constant Contact.

Account Information	Constant Contact Variable
Organization name	`Account.OrganizationName`
Website address	`Account.SiteURL`
Signature phone number	`Account.SignaturePhone`
Signature email address	`Account.SignatureEmail`
Signature name	`Account.SignatureName`
Default forward to a friend link name	`Account.FWTFLink`
Default contact link name	`Account.FWTFSubscribeLink`
Default logo URL	`Account.LetterLogoURL`
Default letter signature image	`Account.SignatureImageURL`
Physical address line 1	`Account.AddressLine1`
Physical address line 2	`Account.AddressLine2`
Physical address line 3	`Account.AddressLine3`
City	`Account.City`
State (full name)	`Account.State`
Country	`Account.Country`
US state (two letter abbreviation)	`Account.USState`
Country code	`Account.CountryCode`
Physical address postal code	`Account.PostalCode`

Global Account Variable Changes

You can change many account variables from Manage My Settings. Remember that this changes the settings for all future emails.

To change account variables:

1. From the Constant Contact main menu, click the **My Settings** tab.

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2. Click **Manage My Setings**.
3. Click **Edit Organization Info**, **Edit Signature Info**, or **Edit Address**.

Note

Email settings affect future emails; your current emails, in draft or scheduled state, will not be modified.

---

4. Make the desired changes.
5. Click **Save**.

Contact Properties

Contact properties are variables that allow you to personalize emails using the information that is stored in your Constant Contact database.

List of Contact Properties

Your database can contain the following contact information:

Contact Property	Constant Contact Variable	Input File Heading
Email address	Subscriber.Email	Email Address, E-mail Address, or Email
First name	`Subscriber.FirstName`	First Name
Middle name	`Subscriber.MiddleName`	Middle Name
Last (family) name	`Subscriber.FamilyName`	Last Name
Mailing address line 1	`Subscriber.AddressLine1`	Address Line 1
Mailing address line 2	`Subscriber.AddressLine2`	Address Line 2
Mailing address line 3	`Subscriber.AddressLine3`	Address Line 3
Mailing address city	`Subscriber.City`	City
State two-letter code	`Subscriber.StateCode`	State
State name	`Subscriber.StateName`	State
Postal (zip) code	`Subscriber.PostalCode`	Postal Code
Sub Postal (zip) code	`Subscriber.SubPostalCode`	Sub Postal Code
Country code	`Subscriber.Country.Code`	Country
Country name	`Subscriber.Country.Name`	Country
Home phone number	`Subscriber.HomePhoneNumber`	Home Phone
Company name	`Subscriber.CompanyName`	Company Name
Work phone number	`Subscriber.BusinessPhoneNumber`	Work Phone
Job title	`Subscriber.JobTitle`	Job Title
Note	`Subscriber.Note`	Note
Custom field 1	`Subscriber.CustomText1`	Custom field 1
Custom field 2	`Subscriber.CustomText2`	Custom field 2
Custom field 3	`Subscriber.CustomText3`	Custom field 3
Custom fields 4-15	`Subscriber.CustomTextn`	Custom field *n*

Contact Data

When you upload your contact list, Constant Contact keeps track of any data you collect about your contacts. Another way to populate your contact list is by adding a Join My Mailing List link to your web site.

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To collect data from new contacts:

1. Login to Constant Contact.
2. Click the **Contacts** tab.
3. Click **Join My Mailing List**.
4. Click **Edit Join My Mailing List Form**.
5. Click **Contact Info**.
6. Click the **Display** box next to each item to select the information you want to collect.
7. Specify the order you want the questions to display by typing numbers in the **Order** boxes next to each item.
8. Click **Save**.

Uploading Contact Data

Any data you have collected about your contacts can be used in your emails. In addition to the standard contact information, Constant Contact can collect information in fifteen custom fields, which gives you great flexibility in writing personal emails.

For example, say you write a newsletter for an organization of sports car owners and your database contains their car's make, model, year, and color. You can store the car's make in custom field 1, model in custom field 2, and so on. You might use Job Title to keep track of your organization's officers or "premium" contacts.

To upload contact data:

1. Save a copy of your database in one of the following formats:
   - Comma separated values (.csv)
   - Text (.txt)
   - Excel spreadsheet (.xls)

Note
Even though all three formats are supported, .csv files tend to import with the fewest errors.

---

2. Rename the column headings to match Constant Contact contact variables as listed in the above table. Decide what information you might want to include in emails, and rename the custom headings appropriately. The headings do not need to be in any particular order and case does not matter, i.e., City is the same as city.
3. From the **Contacts** tab.
4. Click **Add/Import**.

Note
You can use contact data combined with lists to direct emails to a subset of your mailing list. For example, you could create a general list named "Corvette" and add only those contacts who have Corvettes to that list. You can also merge, copy or move contacts from one list to another.

---

5. Select a list (or lists) to add names to, and click **Next**.
6. Select an option to add your list, and click **Next**.

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7. Enter the information as directed, and click **Submit Data**.

Common Tasks Using Contact Properties

Contact properties are a great way to personalize your emails and send a more effective message. This section explains how to add them to your emails.

Alert

Please note that Constant Contact properties will only work with XHTML code.

Adding Contact Information

Adding contact properties is similar to adding account variables. To add a contact property in your email, insert it as shown:

```
<p>
Welcome to
<Property
name="Subscriber.City"/>,
our fair city!
</p>
```

In this example, subscriber.city has content and will display like this:

```
Welcome to Boston, our fair city!
```

If subscriber.city has no content (null) then it will display like this:

```
Welcome to, our fair city!
```

Note

When previewing your email after adding your contact properties, Constant Contact is not actually resolving the values of any contact data. Instead, it matches as much information as possible from your account information and supplies general descriptions for the rest. The actual variables get populated only when the email is scheduled and sent. Consider setting up a list with only your email address and scheduling the email to yourself as a final test.

Using Contact Custom Field Information

Alert

Please note that contact custom fields will only work with XHTML code.

The following code is an example using contact custom fields. The contact list for this sample email is for a parents' club of a boy's school. The Job Title field contains information about club officers, custom field 1 contains the contact's student's name, and custom field 2 contains his graduation year.

```
<p>
As <Property name="Subscriber.JobTitle"/> of our organization, we
want to offer you a special service.
Your son <Property name="Subscriber.CustomText1"/>
of the Class of <Property name="Subscriber.CustomText2"/>
will be ordering his class ring soon. For your efforts, we are
providing you with a coupon that entitles you to a 25% discount.
```

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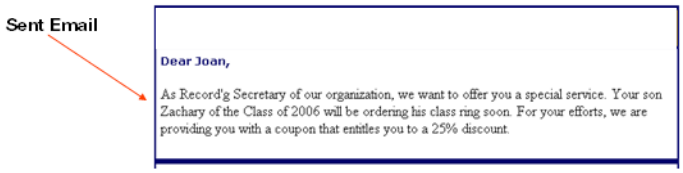
```
</p>
```

When you schedule the email, Constant Contact expands the contact variables. In this example they are "Record'g Secretary," "Zachary," and "2006."



1 Custom Emails

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