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<td><code>&lt;ConfirmOptIn&gt;</code>...<code>&lt;/ConfirmOptIn&gt;</code></td>
</tr>
<tr>
<td></td>
<td><code>&lt;Footer&gt;</code>...<code>&lt;/Footer&gt;</code></td>
</tr>
<tr>
<td></td>
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<td></td>
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<td></td>
<td>Index</td>
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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.

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

Conventions

The following are the text conventions used in this guide.

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

Terms Used in this Book

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

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>account properties</td>
<td>Information that Constant Contact stores about your account, such as your contact name, address, and web site, and makes them available in emails.</td>
</tr>
<tr>
<td>Advanced Editor</td>
<td>Editing environment that allows you to place your own code into Constant Contact to create a custom email.</td>
</tr>
<tr>
<td>Term</td>
<td>Definition</td>
</tr>
<tr>
<td>-----------------------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>clicks</td>
<td>A statistic on the Reports tab that tracks the number of unique clicks on click-through links.</td>
</tr>
<tr>
<td>click-through links</td>
<td>Links in your email to your website that are tracked. Constant Contact tracks the href attribute supplied in the anchor tag.</td>
</tr>
<tr>
<td>Constant Contact tags</td>
<td>XML tags for customizing your emails.</td>
</tr>
<tr>
<td>contact</td>
<td>An email user who has given you permission to send emails.</td>
</tr>
<tr>
<td>contact properties</td>
<td>Information that Constant Contact stores about your contacts and makes them available in emails for you to personalize your messages.</td>
</tr>
<tr>
<td>CSS</td>
<td>Cascading Style Sheets that define how to display HTML elements.</td>
</tr>
<tr>
<td>email</td>
<td>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.</td>
</tr>
<tr>
<td>email client</td>
<td>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.</td>
</tr>
<tr>
<td>link tracking</td>
<td>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.</td>
</tr>
<tr>
<td>template</td>
<td>The set of instructions which creates an email.</td>
</tr>
<tr>
<td>opens</td>
<td>Those emails your contacts received and viewed.</td>
</tr>
<tr>
<td>XHTML</td>
<td>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.</td>
</tr>
<tr>
<td>XML</td>
<td>Web application standard for transmitting data independent of software and hardware. Allows web developers to define custom tags for use in X-HTML documents.</td>
</tr>
</tbody>
</table>
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:

<table>
<thead>
<tr>
<th>Custom Template</th>
<th>Advantage</th>
<th>Disadvantage</th>
</tr>
</thead>
<tbody>
<tr>
<td>HTML</td>
<td>• Simpler, • Automatically tracks click through links.</td>
<td>• No control over Constant Contact features, including contact variables. • Can’t use Constant Contact tags (the only property that is supported is &lt;greeting/&gt;)</td>
</tr>
</tbody>
</table>
### Custom Template

<table>
<thead>
<tr>
<th>Advantage</th>
<th>Disadvantage</th>
</tr>
</thead>
<tbody>
<tr>
<td>XHTML</td>
<td>Requires strict XHTML.</td>
</tr>
<tr>
<td>• More robust than HTML.</td>
<td></td>
</tr>
<tr>
<td>• Can use Constant Contact tags.</td>
<td></td>
</tr>
<tr>
<td>• Can modify styles with the style sheet.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Must add additional code to your links in the Advanced Editor to enable click-through tracking.</td>
</tr>
</tbody>
</table>

### 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...

```html
<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 HTML 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**.
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 X-HTML 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.
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
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.
  ```html
  <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:
  ```html
  <ul>
    <li>Coffee</li>
    <li>Tea</li>
    <ul>
      <li>Black tea</li>
      <li>Green tea</li>
    </ul>
    <li>Milk</li>
  </ul>
  <!-- Often forgotten. -->
  ```
- Make sure the HTML end tags appear in the same order as their corresponding begin tags. The following is an example of incorrect code:
  ```html
  <tr>
    <td align="center"><font size="2"
      face="Verdana,Arial,Helvetica">Email:</b>
    <input type="text" name="ea" size="25">
    </input>
    <input type="submit" name="go" value="Go">
    <!-- Wrong Order -->
  </td>
  </tr>
  ```

This is the correct order:
Use quotes for all attribute values. For example, `<table width="100%">`.

You cannot minimize attributes. For example:

```html
<hr noshade>
```

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

```html
<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:

```html
<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:

```css
.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.
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.

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>
```
Constant Contact generates this in the email:

```html
<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.

---

**&nbsp; and &amp;**

The HTML standard does not support multiple blank spaces; they are treated as a single space. Use the special character `&nbsp;` 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 `&amp;`, 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:

```html
<!-- 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.
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.
The Advanced Editor window displays.

**Note**

Style mode is only available when you choose XHTML.
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.
• *Style – Displays the style sheet defined by the template.

**Advanced Editor**

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:

```html
<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:
- 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.
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.

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Available Tags</th>
</tr>
</thead>
<tbody>
<tr>
<td>Property</td>
<td></td>
<td>&lt;SimpleURLProperty&gt;...&lt;/SimpleURLProperty&gt;</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>Standard tag that requires no editing.</td>
<td>&lt;Greeting/&gt;</td>
</tr>
<tr>
<td>Message header, body, and footer</td>
<td></td>
<td>&lt;ConfirmOptIn&gt;...&lt;ConfirmOptIn&gt;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>&lt;Footer&gt;...&lt;Footer&gt;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>&lt;Forward&gt;...&lt;/Forward&gt;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>&lt;PermissionReminder&gt;...&lt;/PermissionReminder&gt;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>&lt;SignupBox&gt;...&lt;/SignupBox&gt;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>&lt;SignupLink&gt;...&lt;/SignupLink&gt;</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>To modify</th>
<th>Constant Contact Tags to Use</th>
<th>See Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Message header</td>
<td>&lt;PermissionReminder&gt;...&lt;/PermissionReminder&gt;</td>
<td>29</td>
</tr>
<tr>
<td>Message footer</td>
<td>&lt;Footer&gt;...&lt;/Footer&gt;</td>
<td>30</td>
</tr>
</tbody>
</table>
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**

<table>
<thead>
<tr>
<th>Element</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Message Header</td>
<td>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.</td>
</tr>
<tr>
<td>Personalization</td>
<td>Contains the greeting for the email. Allows you to edit how the greeting appears in your email.</td>
</tr>
</tbody>
</table>
**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**

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>class</td>
<td>[text]</td>
<td>Name of the style class (from the Style mode) that contains font and color information for this tag.</td>
</tr>
<tr>
<td>welcomeletter</td>
<td>true</td>
<td>Send the contact welcome letter.</td>
</tr>
<tr>
<td></td>
<td>false</td>
<td>Do not send the contact welcome letter. This is the default.</td>
</tr>
</tbody>
</table>

**Example**

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

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>align</td>
<td>left</td>
<td>Align the entire footer to the left.</td>
</tr>
<tr>
<td></td>
<td>center</td>
<td>Center the entire footer. Default value.</td>
</tr>
<tr>
<td></td>
<td>right</td>
<td>Align the entire footer to the right.</td>
</tr>
<tr>
<td>calign</td>
<td>left</td>
<td>Left-align the content within the footer. Default value.</td>
</tr>
<tr>
<td></td>
<td>center</td>
<td>Center the content within the footer.</td>
</tr>
<tr>
<td></td>
<td>right</td>
<td>Right-align the content within the footer.</td>
</tr>
<tr>
<td>look</td>
<td>stack</td>
<td>Display your physical address as a column.</td>
</tr>
<tr>
<td></td>
<td>row</td>
<td>Display your physical address as a row. Default value.</td>
</tr>
</tbody>
</table>

**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.

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

**Displayed Result**

In the Email

![Email Marketing by Constant Contact](image_url)

look=“stack”
calign=“right”
<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.

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

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

```html
<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.
<PermissionReminder>...</PermissionReminder>
Adjusts the alignment of the permission reminder that displays in an email.

Category
Message Header

Optional Attributes

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>align</td>
<td>left</td>
<td>Align the permission reminder to the left.</td>
</tr>
<tr>
<td></td>
<td>center</td>
<td>Center the permission reminder in the email. Default value.</td>
</tr>
<tr>
<td></td>
<td>right</td>
<td>Align the permission reminder to the right.</td>
</tr>
<tr>
<td>calign</td>
<td>left</td>
<td>Left-align the content within the permission reminder. Default value.</td>
</tr>
<tr>
<td></td>
<td>center</td>
<td>Center the content within the permission reminder.</td>
</tr>
<tr>
<td></td>
<td>right</td>
<td>Right-align the content within the permission reminder.</td>
</tr>
</tbody>
</table>

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

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

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

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

Displayed Result
In the Message Header Tab
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 X-HTML; it is not supported in the custom HTML template.
<PhysicalAddress>...<PhysicalAddress>
Inserts and formats an additional physical address within the email.

Category
Message Body

Optional Attributes

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>look</td>
<td>stack</td>
<td>Display site owner’s physical address as a column.</td>
</tr>
<tr>
<td></td>
<td>row</td>
<td>Display site owner’s physical address as a row. Default value.</td>
</tr>
</tbody>
</table>

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

```xml
<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.

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

Displayed Result
In the Email

```
Dear Edna,

We know how much you love pigeons, and are dedicated to bringing you the latest news from the pigeon world. Did you know we even have pigeon accessories? Stop by and see for yourself!

Bob’s Pigeon Haven
10 End Road
Murphy, IN 46000

We know you’ll be amazed!
```

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

### Category
Message Body

### Required Attributes

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>type</td>
<td>optin</td>
<td>Insert a subscribe link to allow viewers to choose to become a contact.</td>
</tr>
<tr>
<td></td>
<td>optout</td>
<td>Insert an unsubscribe link to allow contacts to remove themselves from the contact list.</td>
</tr>
</tbody>
</table>

### Optional Attributes

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>class</td>
<td>[text]</td>
<td>Name of the style class that contains font and color information for this property.</td>
</tr>
</tbody>
</table>

### Example 1
The following example displays as a text link in your email.

```html
<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.

```html
<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

```
Join Our Mailing List
```

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

```html
<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>
```
<SimpleURLProperty>...</SimpleURLProperty>
Enables click-through tracking and formats a URL that you add in the Advanced Editor.

Category
Property, Message Body

Required Attributes

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>name</td>
<td>[text]</td>
<td>Name of the URL or image file such as &quot;mylink&quot;.</td>
</tr>
<tr>
<td>type</td>
<td>plain</td>
<td>Simple plain URL. Default value.</td>
</tr>
<tr>
<td></td>
<td>mailto</td>
<td>A mailto link (not trackable).</td>
</tr>
<tr>
<td></td>
<td>verify</td>
<td>A mailto link with a verified email address.</td>
</tr>
</tbody>
</table>

Optional Attributes

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Value</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>href</td>
<td>[text]</td>
<td>URL link. this is the same as the href attribute in the anchor &lt;a&gt; tag, if an anchor tag is specified.</td>
</tr>
<tr>
<td>img</td>
<td>[text]</td>
<td>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.</td>
</tr>
<tr>
<td>label</td>
<td>[text]</td>
<td>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.</td>
</tr>
<tr>
<td>track</td>
<td>true</td>
<td>Include tracking for the URL. Default value.</td>
</tr>
<tr>
<td></td>
<td>false</td>
<td>Do not include tracking for the URL.</td>
</tr>
</tbody>
</table>

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

```xml
<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
In the Email

[View HTML Version] [View Text Version] View Printable Version

Dear Mike,

Click here to go to Constant Contact

Forward email
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.

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

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.
2. Click **Manage My Settings**.

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:

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

**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.
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.
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:

```html
<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.

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

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