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What are merge fields?

Utopia merge fields offer a way to include dynamic information inside of static email/eBook templates.

This description makes it sound complicated, but all it means is that you can create a single template for promotional emails/ebooks that will automatically include the correct information for the particular property you're promoting or subscriber you're emailing. In the below example, I'm using a merge field which will fetch the first name of each email recipient:

Merge field inside editor

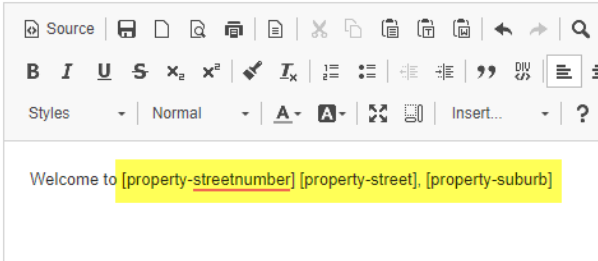
Email received by subscriber

NEWSLETTER TITLE GOES HERE	NEWSLETTER TITLE GOES HERE
Dear [subscriber-firstname], Checkout this month's Property News Update by First National Real Estate.	Dear Andrew, Checkout this month's Property News Update by First National Real Estate.

The next example includes property data merge fields inside the a text section of an eBook to display the property address (street number, street name and suburb). These merge fields would be suitable for use in an eBook template - whenever you create a new eBook based on this template and link it to a property in your database, these merge fields will be automatically replaced in the eBook with the relevant property data.

Merge fields inside eBook text editor

Text in eBook replaced with data of linked property

Content	
	Welcome to 39 Claremont Crescent, Hoppers Crossing

How to use merge fields

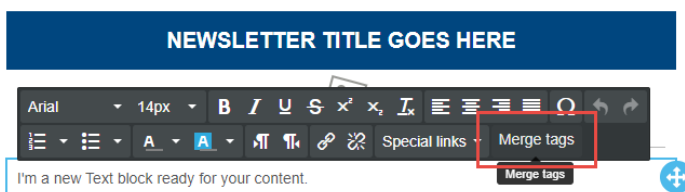
Utopia merge fields can be used in nearly any area of Utopia that you can edit text, though not all merge fields will work or make sense in all situations. For example, merge fields for fetching subscriber information won't work in eBooks, since eBooks are not linked to subscribers but rather to properties. Likewise the property data merge fields won't work inside email promotions as these promotions cannot be linked to to any particular property.

You can copy one of the appropriate merge fields from the list at the end of this document and paste it directly into Utopia, though both eBooks and the BeeFree email builder have shortcuts for easily adding appropriate merge fields. We'll briefly cover the process of adding merge tags to both email promotions and eBooks.

Email promotions

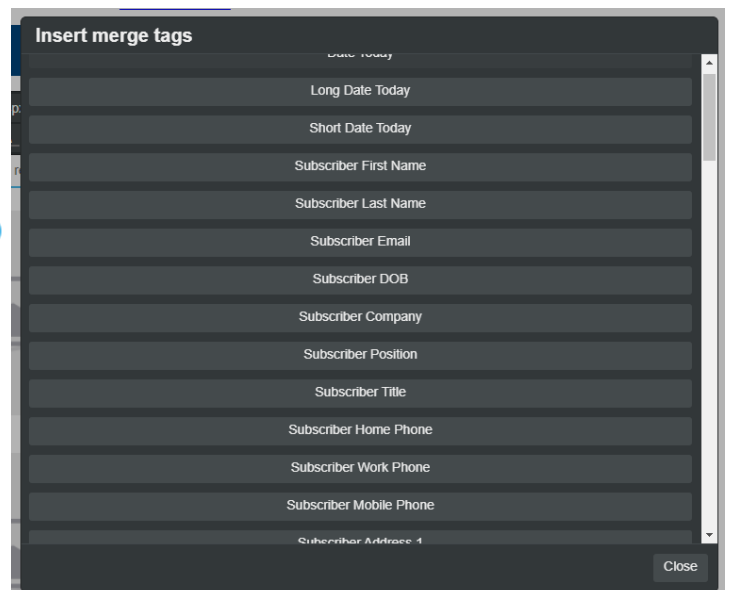
1.

Click inside a text block element in your email to reveal the text editor menu. To add a merge field, click the **Merge Tags** button:

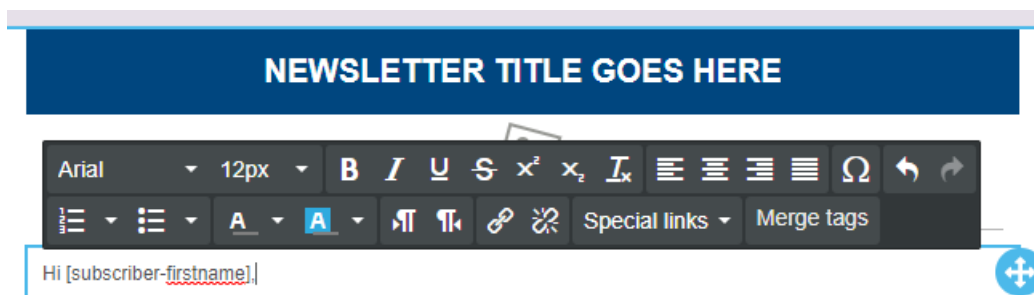


2.

From the popup that appears, select the field you wish to enter a merge tag for:



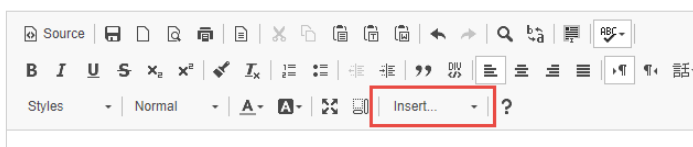
The merge tag will be added to your text block:



eBooks

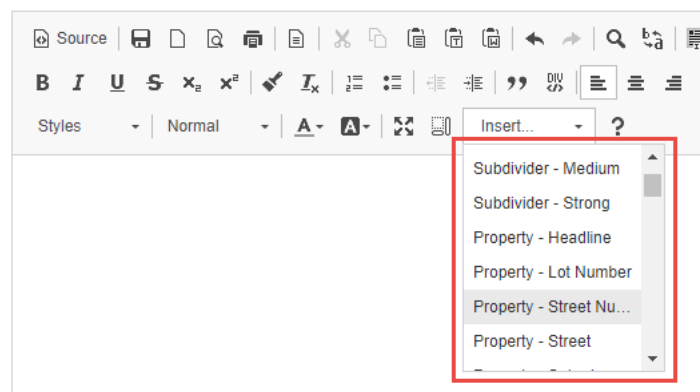
1.

To add a merge field to a text section inside an eBook, click the **Insert** button in the text editor:



2.

From the list that appears, select the merge field you wish to add to the document:



List of merge fields

For email promotions

Office tags

Tag Name	Tag code (place between square [brackets])	Corresponding Utopia field (under Utopia account settings)
Office name	client-name	Account Name
Office principal	client-principal	Contact Name
Office email	client-email	Email
Office phone	client-phone	Phone
Office fax	client-fax	Fax
Office mobile	client-mobile	Mobile
Office address 1	client-address1	Address / Address 1
Office address 2	client-address2	Address / Address 2
Office suburb	client-suburb	Suburb
Office postcode	client-postcode	Postcode
Office state	client-state	State

Agent tags

Tag name	Tag code (place between square [brackets])	Corresponding Utopia field (under staff list settings)
Agent first name	representative-firstname	Name (First Name before the first space)

Tag name	Tag code (place between square [brackets])	Corresponding Utopia field (under staff list settings)
Agent last name	representative-lastname	Name (Last name after the first space)
Agent title/role	representative-title	Title/Position
Agent email	representative-email	Email Address
Agent phone	representative-phone	Office Phone
Agent fax	representative-fax	Fax
Agent mobile	representative-mobile	Mobile Phone

Subscriber tags

Tag name	Tag code (place between square [brackets])	Corresponding Utopia field (under subscriber settings)
Subscriber first name	subscriber-firstname	First Name
Subscriber last name	subscriber-lastname	Last Name
Subscriber email	subscriber-email	Email Address
Subscriber date of birth	subscriber-dob	Date of Birth
Subscriber company	subscriber-company	Company
Subscriber title/salutation	subscriber-salutation	Title
Subscriber position	subscriber-position	Position
Subscriber home phone	subscriber-homephone	Home Phone
Subscriber work phone	subscriber-workphone	Work Phone
Subscriber mobile phone	subscriber-mobilephone	Mobile Phone
Subscriber address (1)	subscriber-address1	Address 1

Tag name	Tag code (place between square [brackets])	Corresponding Utopia field (under subscriber settings)
Subscriber address (2)	subscriber-address2	Address 2
Subscriber suburb	subscriber-suburb	Suburb/City
Subscriber state	subscriber-state	State
Subscriber postcode	subscriber-postcode	Postcode
Subscriber country	subscriber-country	Country

For eBooks

Office tags

Tag name	Tag code (place between square [brackets])	Corresponding Utopia field (under Utopia account settings)
Office Name	office-name	Account Name
Office Email	office-email	Email
Office Phone	office-phone	Phone
Office Website	office-url	Current URL
Office Fax	office-fax	Fax
Office Mobile	office-mobile	Mobile
Office Principal	office-contactperson	Contact Name
Office Address 1	office-address1	Address / Address 1
Office Address 2	office-address2	Address / Address 2
Office Suburb	office-suburb	Suburb
Office Postcode	office-postcode	Postcode
Office State	office-state	State
Office Country	office-country	Country

Agent tags

Tag name	Tag code (place between square [brackets])	Corresponding Utopia field
Agent Firstname	agent-firstname	First Name
Agent Lastname	agent-lastname	Last Name
Agent Title	agent-title	Title/Position
Agent Email	agent-email	Email
Agent Phone	agent-phone	Office Phone
Agent Fax	agent-fax	Fax
Agent Mobile	agent-mobile	Mobile Phone
Agent Signature	agent-signature	Agent signature (image)
Agent URL	agent-url	Website
Agent Description	agent-description	Professional Agent Summary

Property tags

Tag name	Tag code (place between square [brackets])
Property – Headline	property-headline
Property – Lot Number	property-lotnumber
Property – Street Number	property-streetnumber
Property – Street	property-street
Property – Suburb	property-suburb
Property – State	property-state
Property – Description	property-description
Property – Display Price	property-priceView
Property – Bedrooms	property-bedrooms
Property – Bathrooms	property-bathrooms
Property – Ensuites	property-ensuite
Property – Car Spaces	property-carspaces
Property – Living Space	property-livingspace
Property – Land Size	property-landsize
Property – Prop Img (small)	property-image-small

Tag name	Tag code (place between square [brackets])
Property – Prop Img (medium)	property-image-medium
Property – Prop Img (large)	property-image-large
Property – Prop Img (xlarge)	property-image-xlarge
Property – Prop Img (overlay)	property-image-overlay
Floor Plan (small)	property-floorplan-small
Floor Plan (medium)	property-floorplan-medium
Floor Plan (large)	property-floorplan-large
Floor Plan (xlarge)	property-floorplan-xlarge
Inspection Description	inspection1_inspection
Inspection Date	inspection1_inspection_date
Inspection Time	inspection1_inspection_times
Property Features	property-features
Statement of Information – Link	statementOfInformation_link
Statement of Information – URL	statementOfInformation_url
Statement of Information – Text	statementOfInformation_text
Vendor name	vendor-name