



Promotion Tags Cheatsheet

We've put together a list of all the tags you can use in your campaigns and templates, along with their attributes and examples. If you're after any tags in particular just use the list below to skip to the tag you want.

Making content editable

Title: <\$title\$>

Description: <\$description\$>

Image: <\$imagesrc\$>

Repeater: <repeater>

Table of Contents: <tableofcontents>

Repeater Title: <\$repeatertitle\$>

Disabling Link Tracking and Image Importing

Quick Links

Web Version: <webversion>

Forward to a Friend: <forward-toafriend>

Unsubscribe: <unsubscribe>

Preference Center: <preferences>

Dates

Current day (Number): <\$currentday\$>

Current day (Name): <\$currentdayname\$>

Current month (Number): <\$currentmonth\$>

Current month (Name): <\$currentmonthname\$>

Current year (Number): <\$currentyear\$>

Personalization

First name: [firstname, fallback=text]

Last name: [lastname, fallback=text]

Full name: [fullname, fallback=text]

Email Address: [email]

Custom fields
[customFieldName, fallback=text]