

Swiftpage

Quick Start Guide To:

[[Mail Merges]]

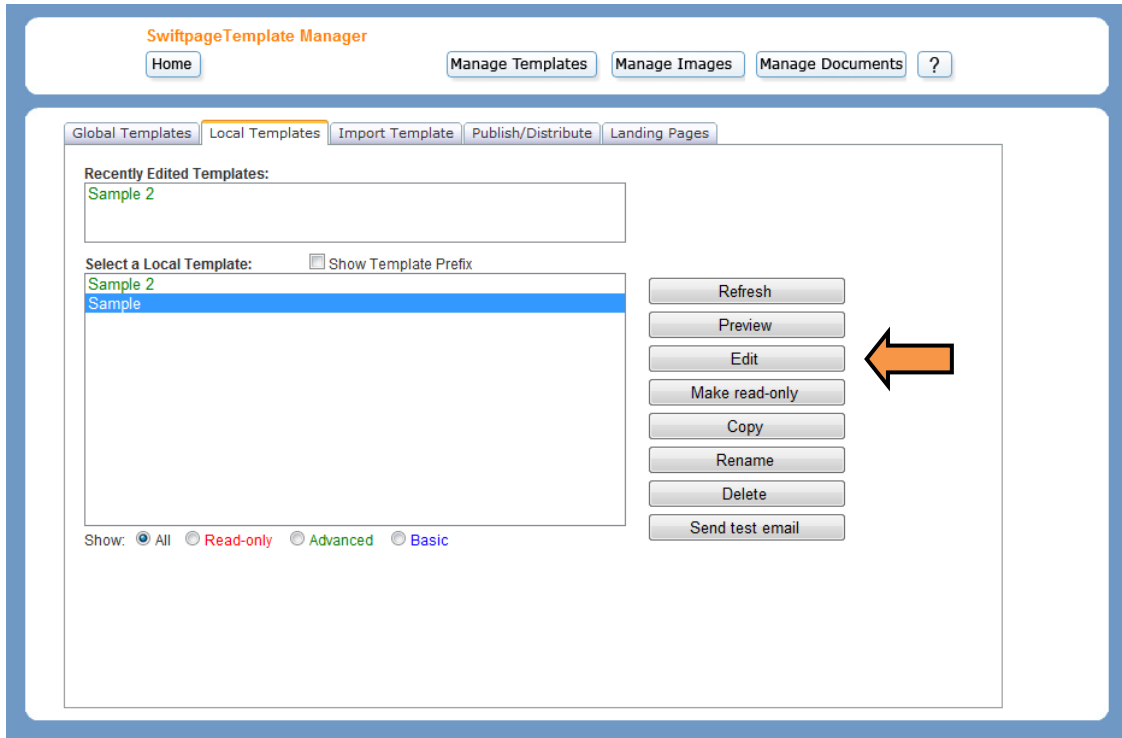
A mail merge allows you to populate a designated location within your email with data from your database. This is an extremely helpful feature as it allows you to personalize mass emails with a variety of information. You could, for instance, use it to directly address each contact by their first name or to include each recipient's account number. This Quick Start Guide provides information for inserting mail merges into your email templates.

1. Go to www.Swiftpage.com.
2. Enter your account details at the top of the screen and click Submit.
3. Once you are on the Swiftpage Connect portal, click Template Editor.

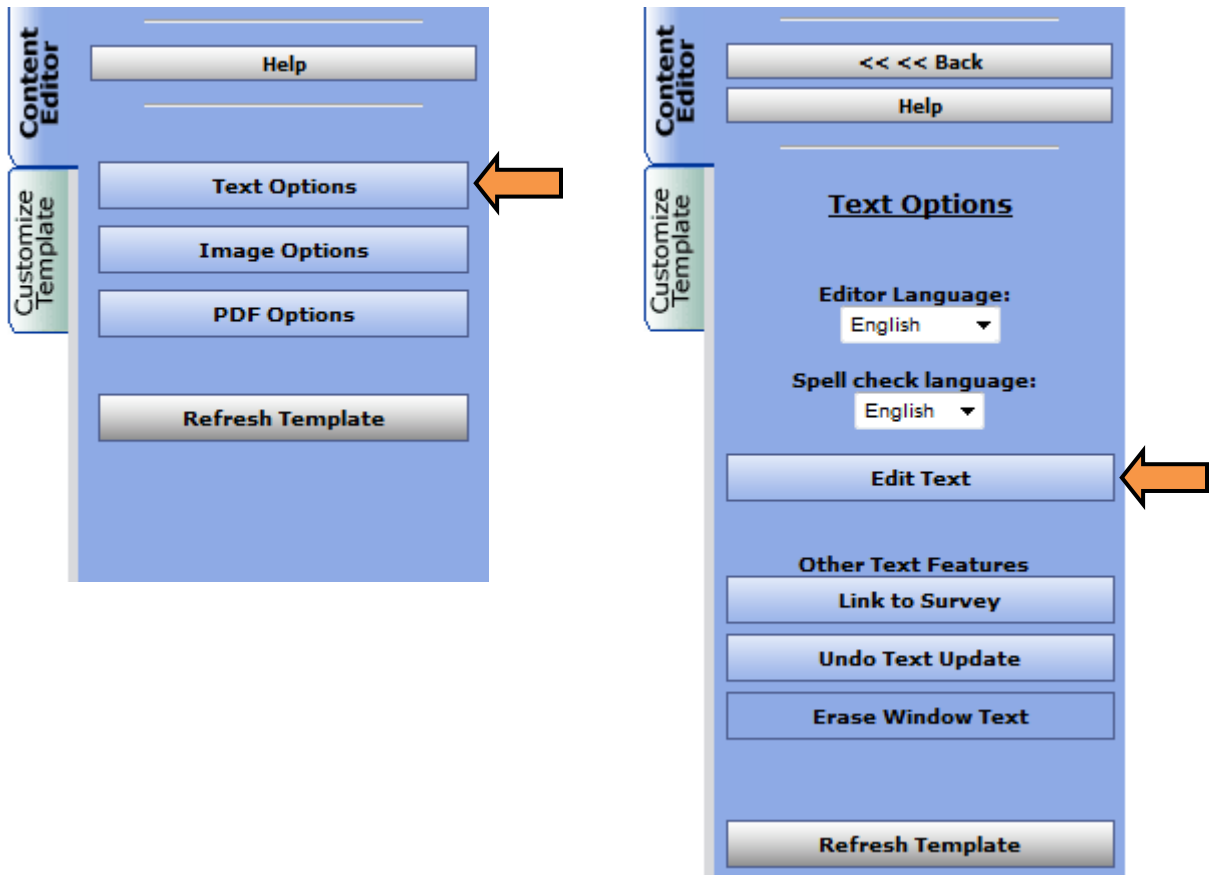


The screenshot shows the Swiftpage Connect dashboard. At the top left is the Swiftpage Connect logo. Below it is a grid of buttons: Template Editor (highlighted with an orange arrow), Reports, Call List, Drip Marketing, Leads, Send Email, List Manager, Surveys, and Social Sharing. To the right is a sidebar with a 'brightpeak' banner, account details (Account Name, UserID, Service Level, Team, Drip Marketing Service Level, Send Limit), and sections for 'Account Management' (Edit User Profile, Manage Account, Upgrade Account) and 'Support Information' (Monday-Friday, 5:00am - 8:00pm EST, Phone: 1 (877) 228-8377, Email: support@swiftpage.com).

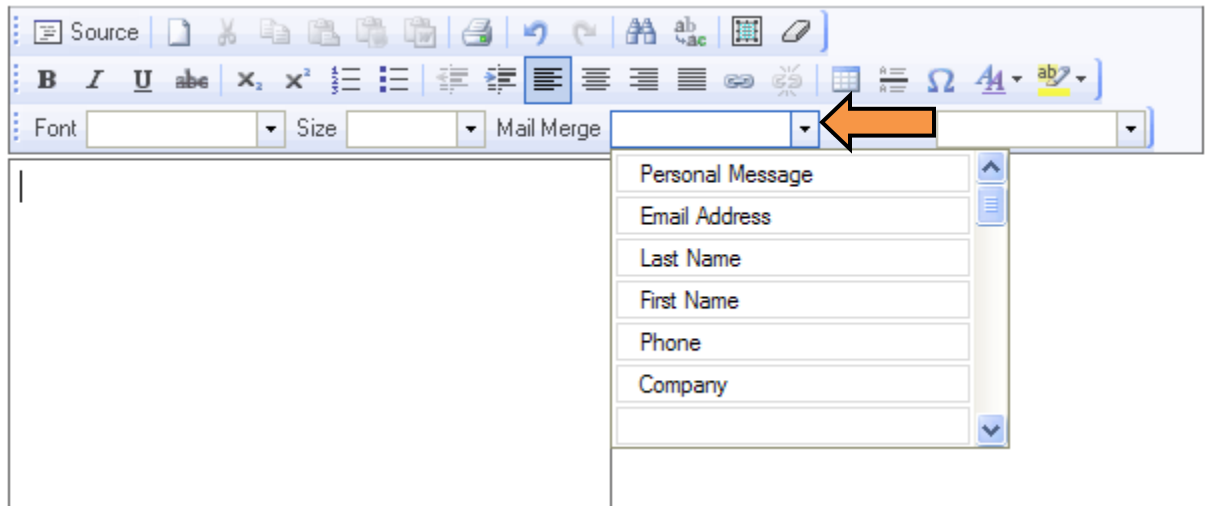
4. Highlight the template that you would like to edit and click Edit.



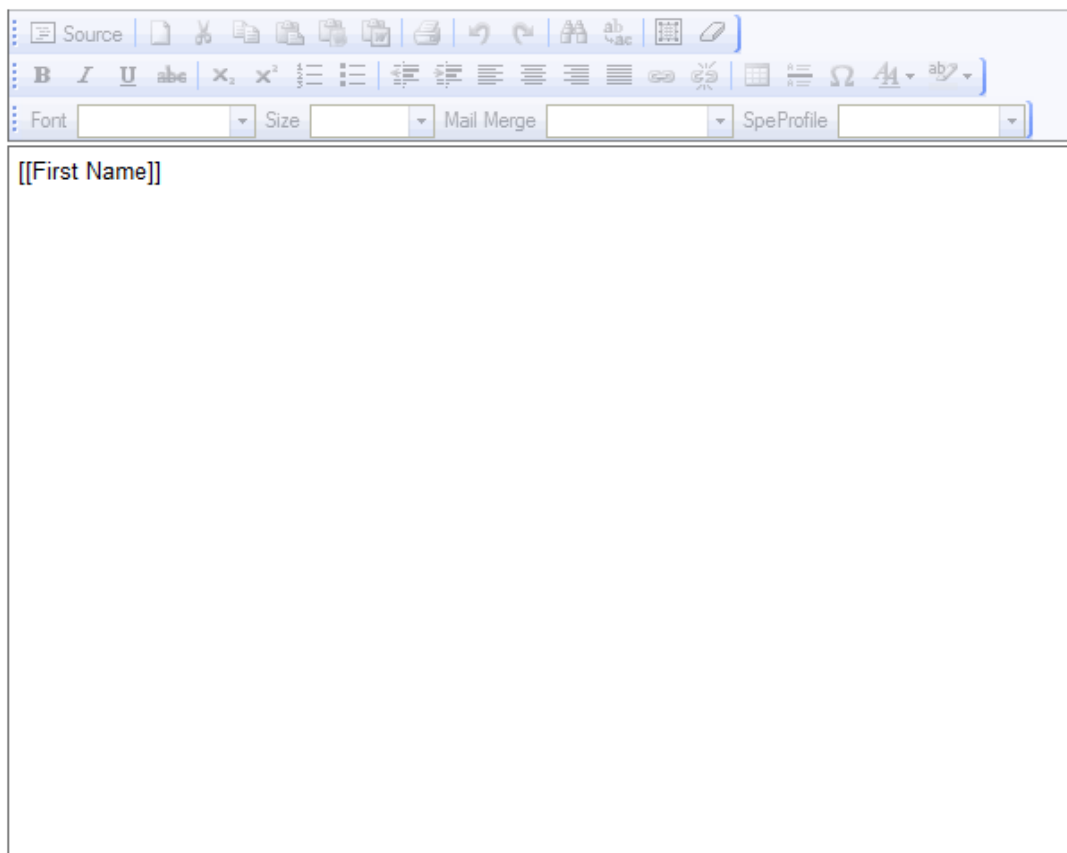
5. Click on the Content Editor tab and then select Text Options. Select the Window where you would like to include the mail merge and click Edit Text.



- Place your cursor where you want to insert the mail merge field and then click the Mail Merge drop down box.



- Click on the desired mail merge field to place it in your template.



- If you prefer, you may insert a mail merge by manually entering the database field surrounded by double brackets. For instance, a mail merge for the database field First Name would be configured as [[First Name]]. However, the mail merge must be identical to the

field name in your database for the system to recognize it and populate the information. For instance, the mail merge fields [[Name]] or [[Firstname]] will not pull the information from a database field titled First Name.