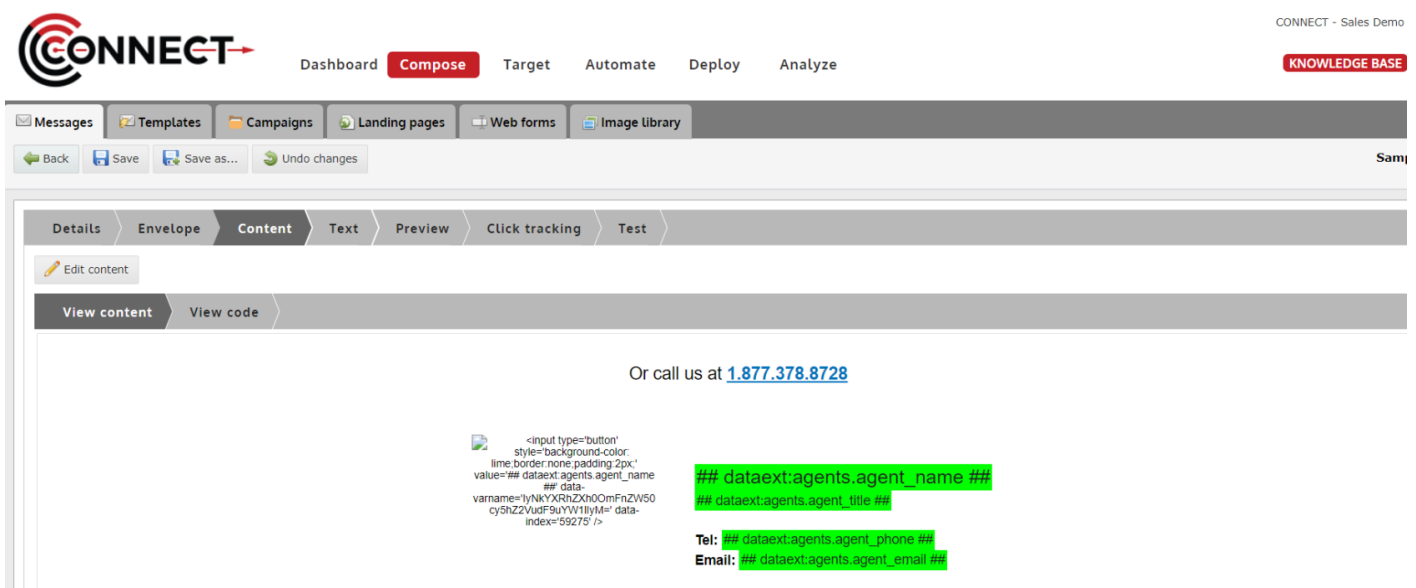


# How to Use Fields for Dynamic Content

Dynamic variables are a great way to personalize your message with information you've collected in your DataMart about the user (Name, Address, Recent Purchases, etc.).

This will help you engage your customers on a much more personal level.

## 1. The ## Tag

















The screenshot shows the CONNECT interface for composing a message. The top navigation bar includes 'Dashboard', 'Compose' (highlighted), 'Target', 'Automate', 'Deploy', and 'Analyze'. A 'KNOWLEDGE BASE' button is on the right. Below the navigation bar, there are tabs for 'Messages', 'Templates', 'Campaigns', 'Landing pages', 'Web forms', and 'Image library'. The 'Messages' tab is active, showing a message editor. The editor has a toolbar with 'Back', 'Save', 'Save as...', and 'Undo changes'. The message content area shows a preview of a message with the text 'Or call us at [1.877.378.8728](tel:1.877.378.8728)'. Below this, there is a code editor showing the HTML for a button. The button's value is set to a dynamic variable: `value='## dataext:agents.agent_name ##'`. The code editor also shows the variable name: `varname='lyNkYXphZKnOQmFnZV50cy5hZ2VudF9uYWV1IiYmM=' data-index='59275' />`. To the right of the code editor, the dynamic variable is shown in a green box: `## dataext:agents.agent_name ##`. Below this, the 'Tel:' and 'Email:' fields are also shown with dynamic variables: `Tel: ## dataext:agents.agent_phone ##` and `Email: ## dataext:agents.agent_email ##`.

- To pull information from the DataMart into your message, it is as easy as placing the "Field Name" in where you would like the information to appear in your template.
- Adding ## in front of and after the Field name to label it as a Dynamic Variable (see example).
- This will work in the subject line as well.

## 2. Field Names

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Action	Name	Type	Display	Identifier
	Email	Email	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	FirstName	Text	<input type="checkbox"/>	<input type="checkbox"/>
	LastName	Text	<input type="checkbox"/>	<input type="checkbox"/>
	Address	Text	<input type="checkbox"/>	<input type="checkbox"/>
	City	Text	<input type="checkbox"/>	<input type="checkbox"/>
	Province	Text	<input type="checkbox"/>	<input type="checkbox"/>
	PostalCode	Text	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	BirthMonthYear	DateTime	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Birthday	DateTime	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Language	Text	<input type="checkbox"/>	<input type="checkbox"/>
	PreferredStore	Number	<input type="checkbox"/>	<input type="checkbox"/>
	ProductInterest	Text	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	IsPremium	Text	<input type="checkbox"/>	<input type="checkbox"/>
	LoyaltyNumber	Text	<input type="checkbox"/>	<input type="checkbox"/>

To view the available fields in your DataMart and the Field Name that needs to be referenced in your message, follow these steps:

1. Click on the Target Tab
2. Click on the Datamart Fields Button
3. The fields names are located under the Name header.

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