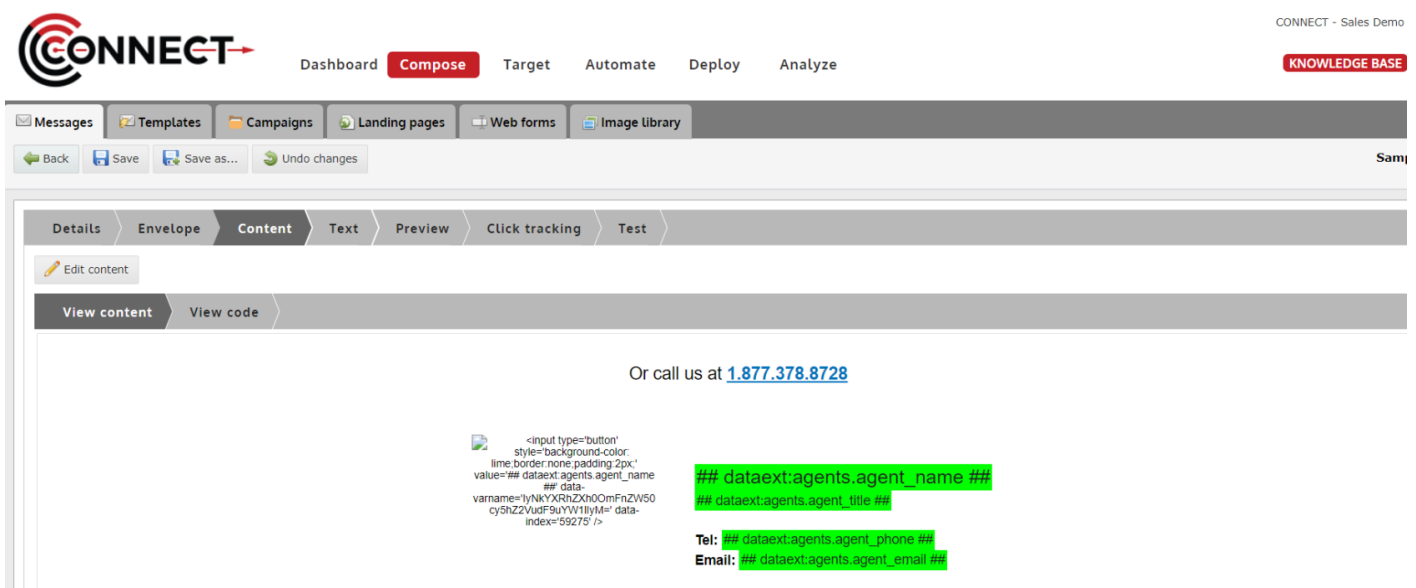# How to Use Fields for Dynamic Content

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.

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1. The ## Tag

- 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.

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2. Field Names

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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