PERSONALIZATION
CHEAT
SHEET

We all get emails that address us by name, but the art of personalizing emails can span way beyond the standard name-inserted-automatically technique you're probably most familiar with.

Any information that subscribers submit to your web form can (and should) be used to make your emails more effective and specific to each person that receives them.

When used properly, this kind of personalization can increase the numbers of subscribers who open and click on your messages. This guide will show you how you can accomplish this.

First, you'll learn how to add personalization variables to your emails. Then you'll be introduced to a list of commonly used variables, and you'll discover how you can use each one.

Finally, you'll learn how to create your own custom variables so you can provide your subscribers with an email experience as unique as your brand.

You'll also see several examples of personalization done well. Some of these examples are from AWeber customers, and some are from other marketers who send exceptionally personalized messages.

Either way, you can replicate any of their strategies in an AWeber account.

How to Personalize

When editing your message, click the "Personalize" button in the toolbar of the message editor. A list of variables will appear. Click on the variable you want to use and it will be inserted in your message wherever your cursor was.
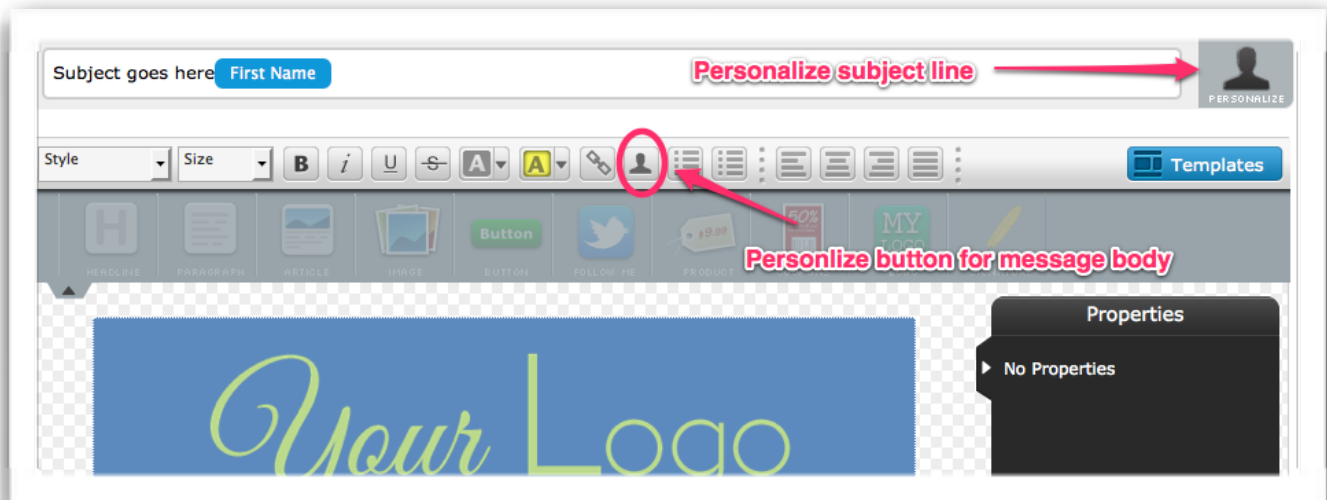
Note: You can also type the variable into your message wherever you would like it to appear, but be certain that you are copying it exactly as it is shown, otherwise the information will not be inserted correctly.
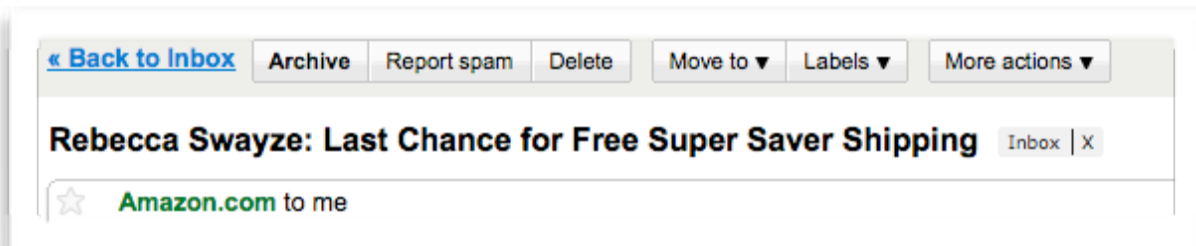
Standard Personalization Variables

Here's a breakdown of the standard variables already set up and available for you to use in AWeber:

Names

{!name}

The {!name} variable displays the subscriber's full name wherever the value is entered. This means that whatever is filled out in the name field on your form will be displayed.
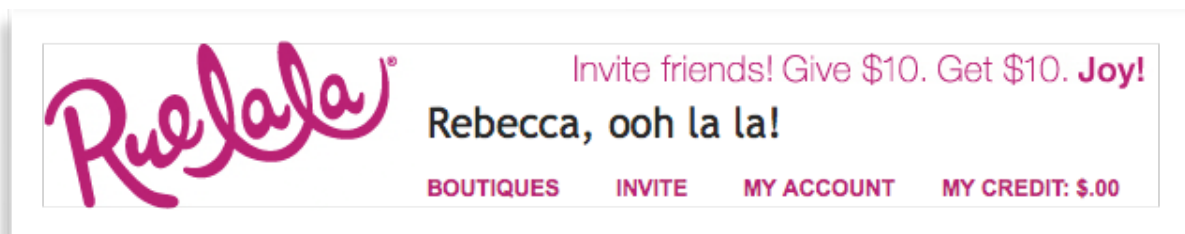
For Example:

{!firstname}

The {!firstname} variable displays each subscriber's first name (whatever s/he put in the "name" field of your form, up to the first space).
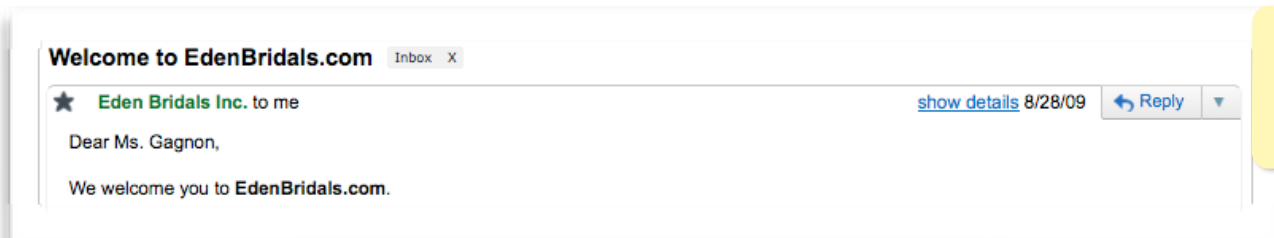
For example:

{!lastname}

The {!lastname} variable displays each subscriber's last name (whatever s/he put in the "name" field of your form, **after** the first space).
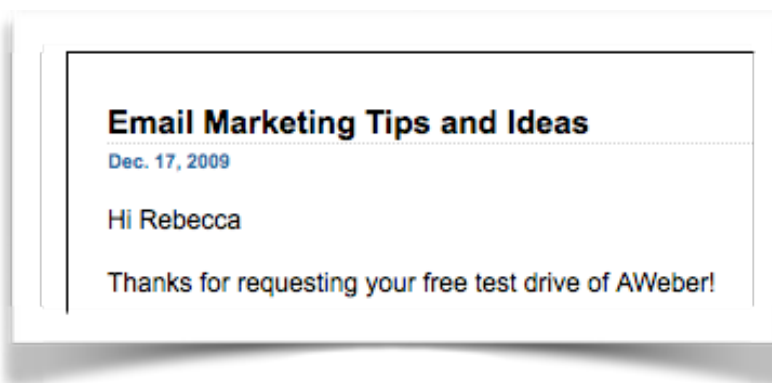
For Example

Welcome to EdenBridals.com Inbox X	
★ Eden Bridals Inc. to me	show details 8/28/09 ↩ Reply ▼

Dear Ms. Gagnon,

We welcome you to **EdenBridals.com**.

Note: Note: AWeber
If someone enters the
emails if you use a va

Dates

Sometimes you may want to reference the **current date** in an email.

By using a date variable, even if you create the message months in advance, the date shown in your email will be updated automatically when the message is sent.

For Example

Email Marketing Tips and Ideas

Dec. 17, 2009

Hi Rebecca

Thanks for requesting your free test drive of AWeber!

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You can choose to include the current date in your emails in several formats:

Desired Date Format	Use	Subscriber Sees
Long Date	{!date long+0}	January 3, 2007
Abbreviated	{!date abb+0}	Jan 3, 2007
Short w/Slash	{!date ss+0}	1/3/2007
Short w/Dash	{!date sd+0}	1-3-2007
Eurpoean w/Slash	{!date es+0}	3/1/2007
European w/Dash	{!date ed+0}	3-1-2007
Day of the Week	{!date dayname+0}	Wednesday

Note: After inserting the date variable, you can change the number 0 to another one in order to make a future date display in the message.

For example, if today is December 14, 2009, and you include the {!date long+2} variable in your email, your subscribers will see December 16, 2009.

By changing the 0 to another number, you can tell a subscriber in one follow up message just which day or date they'll get the next one, so they can know when to expect it.

You can also use a variable to display the **date someone signed up to your list**. This is helpful if you want to remind subscribers just when they subscribed.

For the most part, these variables match the current-date variables above, with "date" changed to "signdate":

Desired Date Format	Use	Subscriber Sees
Long Date	{!signdate long}	January 3, 2007
Abbreviated	{!signdate abb}	Jan 3, 2007
Short w/Slash	{!signdate ss}	1/3/2007
Short w/Dash	{!signdate sd}	1-3-2007
Eurpoean w/Slash	{!signdate es}	3/1/2007
European w/Dash	{!signdate ed}	3-1-2007
Day of the Week	{!signdate dayname}	Wednesday

Note: The signdate variables do not use the +0 that the current date variables do.

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Subscription Reminders

There are times when your subscribers may be wondering who your email is from and if they ever signed up for it. This can happen:

- If you're sending to new subscribers
- if you haven't sent an email in awhile
- if your from name changes
- if you're using a new template design

In those cases, you may want to include a reminder of when and where subscribers signed up. Since that's likely to vary, variables can help you make sure the information is correct for each person.

For Example
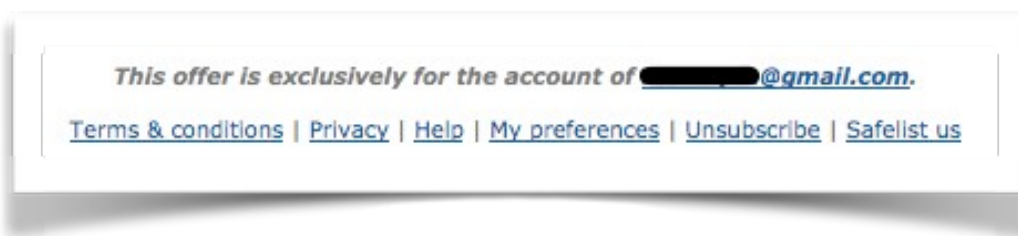
{!email}

This displays the subscriber's email address.

By displaying the addresses people signed up with, you're proving that you have a record of their subscription.

{!ad_tracking}

This shows the subscriber's ad tracking category.

Ad tracking is a value that you assign to a web form so that you can track where the subscriber came from. This is especially helpful when you have more than one form.

For example, if you have affiliates that refer your product or service to others, ad tracking is a great way to include the affiliate's information in the messages that are sent to your subscribers.

You would simply enter the affiliate ID numbers in the ad tracking fields for each assigned web form, and then the messages that you send would include the correct affiliate ID number wherever your place the variable.

{!add_url}

If someone signed up through a web form, this variable will display the URL where that form is located. The subscriber can click through to that URL to see the page where they signed up.
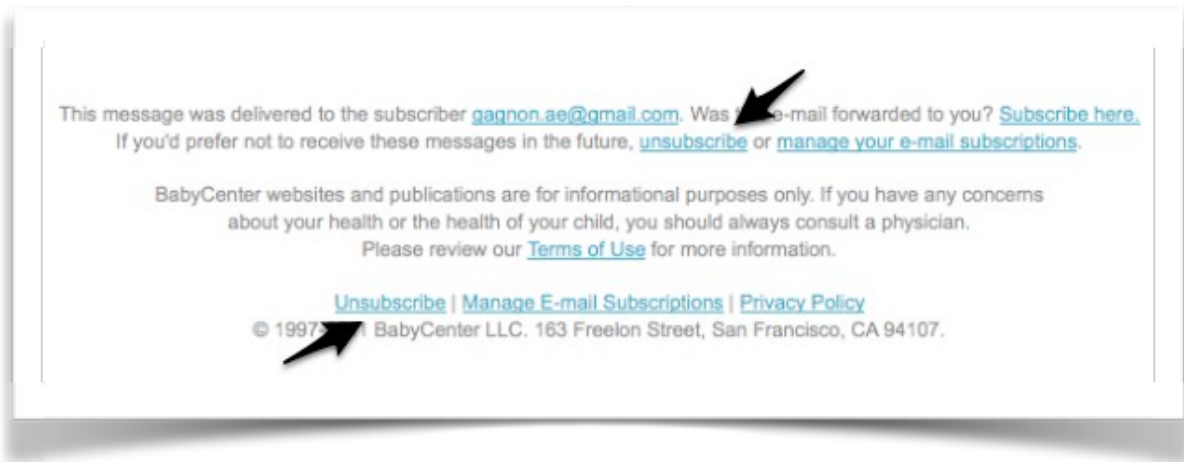
{!add_ip}

This identifies the IP address that the subscriber signed up from.

Subscription Management

{!remove_web}

Fiinally, if someone wants to be removed from your list, you'll need a link to unsubscribe available. This variable inserts an unsubscribe link wherever you place it.

Custom Fields

For those of you who ask for very specific information on your web forms, you can also use these responses in your messages to further personalize them and make them more relevant to your subscribers.

Note: You can have up to 25 custom fields for each list.

To set this up in AWeber, you just add a new field to your web form, asking for the information you're looking for.

When you save your web form, that field is automatically added to the "custom fields" section of your account for use throughout your campaign.

To insert that new custom field in your email, you would use the following variables:

{!custom variable_name} or

{!custom_fix variable_name}

Just replace variable_name with whatever name you chose for the custom field when you set it up.

(Remember, you don't have to memorize these – you'll be able to find them when you "personalize" your message, as discussed on page 3.)

For Example

You could then personalize your emails for each subscriber by referring to the car model they chose. You'd just find the spot in the message where you wanted the car name to appear and then insert the following:

{!custom car_model}

Then you could send out an email like this:

> Dear Rebecca,
>
> My name is Holly Brock. I appreciate the opportunity to help you find a vehicle that meets your needs. According to your inquiry you are looking for a Ford Fusion.

This email is doubly personalized, with both the subscriber's name and the specific car model she requested more information about.

Global Fields

Global fields work like personalization variables, but instead of storing and displaying information about subscribers in your messages, they show your information.

Whatever you save on your list's Global Fields page can be inserted in each of your messages by using these variables:

{!global variable_name}

{!global_fix variable_name}

(Again, the "fix" option will auto-correct any capitalization errors.)
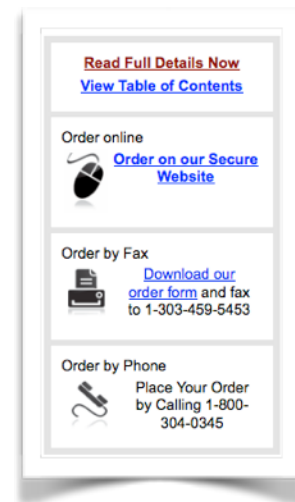
For Example

If you have a sidebar in your message template that you include a phone number in, using a global variable can make it easier to update your phone number in the future.

It will also save you time, because you won't have to go through and manually   edit each message.

{!**signature**}

This inserts your saved signature into your message.

Note: You can add your signature on the Global Fie

{!contact_address}

The {!contact_address} variable inserts your postal address in your messages. This is the address that you enter on the Global Fields page in your list, not the address that you created your account with.

Location

Whenever someone signs up to be on your list by filling out a web form on your website, AWeber records their IP address. From this IP address, we can capture certain geographic information that you can then use in your messages.

> **Note**: Because a subscriber's IP addresses does not always match where they are physically located, the information assigned to each IP address is approximate.

{!geog_country} displays the country that the subscriber signed up from

{!geog_region} displays the region where someone signed up. In the US, this is the State

{!geog_city} displays the city

**{!geog_postal}** shows the postal code, or zip code of the subscriber

{!geog_lat} and **{!geog_lon}** are used to include the latitude and longitude of the subscriber

{geog_area_code} inserts the subscriber's area code in a message.

> **Note**: While most of our customers have no use for Direct Marketing Association codes, you can use the {!geog_dma_code} variable to insert that information as well.

These variables could be useful to businesses with multiple locations or companies offering suggestions to subscribers.

For example, a movie review newsletter might include a section of movies playing near a subscriber's zipcode.
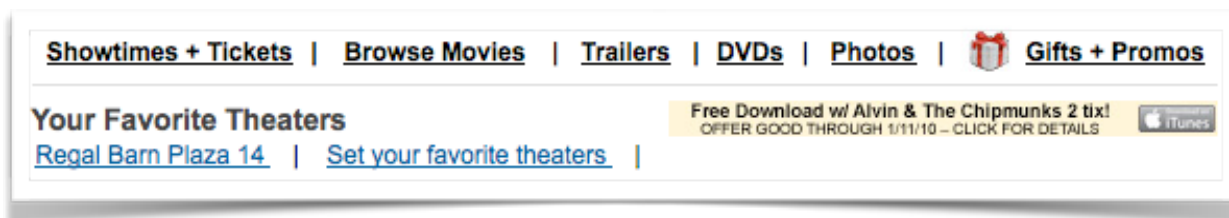
Note: These variables only pertain to the Blog Broadcast feature. They are not for use in follow up or broadcast messages.

{!rss_channel_title}

The **{!rss_channel_title}** displays the title of your feed wherever you place the variable in the body of the message template.

{!rss_channel_description}

The **{!rss_channel_description}** shows the description of your feed.

{!rss_channel_link}

Entering **{!rss_channel_link}** in the message will automatically insert a link back to your website.

{!rss_itemblock}

The **{!rss_itemblock}** variable opens an RSS Item Block in your template.

{!rss_itemblockend}

The **{!rss_itemblock}** variable closes an RSS Item Block in your template.

The "item" in this variable refers to your actual blog post. If you are sending more than one post in your blog newsletter, the content of each post will only display if you have an opening RSS Item Block at the beginning of the post and a closing RSS Item Block at the end.

{!rss_item_title}

Displays the title of your post.

{!rss_item_date}

Inserts the date of your post.

{!rss_item_description}

The **{!rss_item_description}** is the excerpt or content from your post.

Whether this is a short description or your full article depends on the settings in your blog software. Typically this is a short excerpt of the first part of your blog article, but with a few changes you can publish your full post content to your RSS feed.

{!rss_item_link}

This is just a link to the full post online.

> **Note**: The **{!rss_item_title}**, **{!rss_item_date}** and **{!rss_item_description}**
> variables will not work if you place them outside of an RSS item block - they
> have to appear after **{!rss_itemblock}** and before **{!rss_itemblockend}**

Let's look at rss variables in action. A standard blog newsletter template would look something like this:
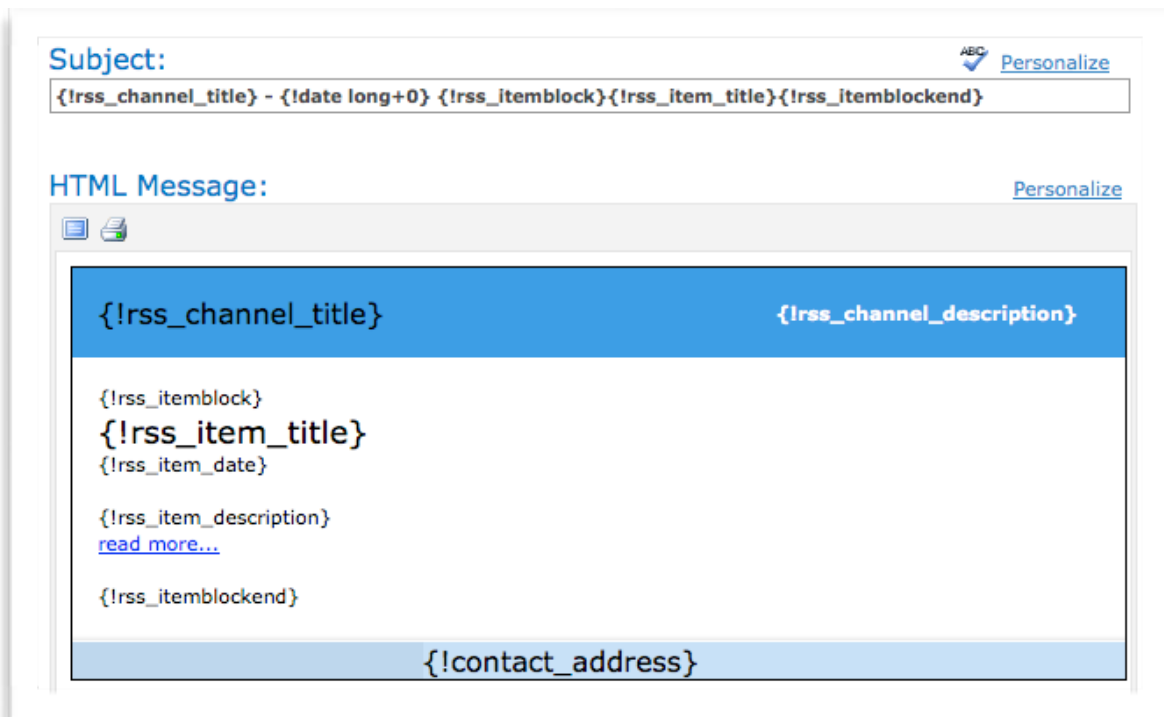
Once it pulls a new blog post, the variables are replaced with readable content, like this:

As you can see, you can use personalization variables to increase subscriber participation in your campaign - just by including the assigned variable wherever you want the information to appear.

And your choices for personalizing go far beyond name and email!

If you would like more information on personalization variables and how to use them, visit the following Knowledge Base articles:

- What is Personalization?

- How Do I Personalize My Messages?

- What Can I Personalize in My Messages?

About AWeber

AWeber is an easy-to-use email marketing tool that allows business owners and entrepreneurs to cultivate relationships with their customers. Since 1998, AWeber has been the email engine powering the growth of organizations around the world, including leading sites like Social Media Examiner and ProBlogger and industry influencers such as Peter Shankman and Ann Handley.

Today, more than 120,000 small- and midsize-businesses, entrepreneurs, agencies and nonprofits are making the most of AWeber's sophisticated segmentation and analytics capabilities, split testing applications, extensive template libraries and industry-leading deliverability and live support.

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