

Campaign Monitor Template Cheatsheet

Making content editable

Title: <\$title\$>

Smaller strings such as headings

Description: <\$description\$>

Larger, multiline bodies of text

Image:

Replaceable image, providing a width value will resize each image automatically, link='true' let's you add a link via the editor

Repeater: <\$repeater\$>

Repeating block that can include a title, description and an image

Table of contents: <tableofcontents>

Automatically create TOC for repeating items

Repeater title: <\$repeater\$>

The repeater title used in a TOC

Quick links

Web version: <webversion>

Link to view email in web browser

Forward to a friend: <forwardtoafriend>

Link to web-based forward to a friend form

Unsubscribe: <unsubscribe>

Single-click unsubscribe link

Preference center: <preferences>

Link to web-based preference center form

Dates

Current day: <\$currentday\$>

Display current day (ex. 21)

Current day: <\$currentdayname\$>

Display current day (ex. Thursday)

Current month: <\$currentmonth\$>

Display current month (ex. 01)

Current month: <\$currentmonthname\$>

Display current month (ex. March)

Current year: <\$currentyear\$>

Display current year (ex. 2010)

Personalization

First name: [firstname, fallback=text]

Display subscribers first name

Last name: [lastname, fallback=text]

Display subscribers last name

Full name: [fullname, fallback=text]

Display subscribers full name

Email Address: [email]

Display subscribers email

Custom field: [custom, fallback=text]

Display custom fields that you've added

