

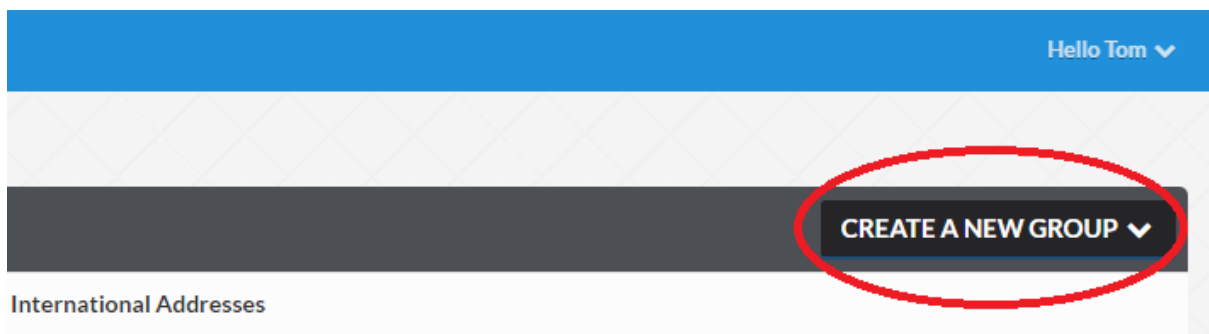
Dynamic Content / Data Variables

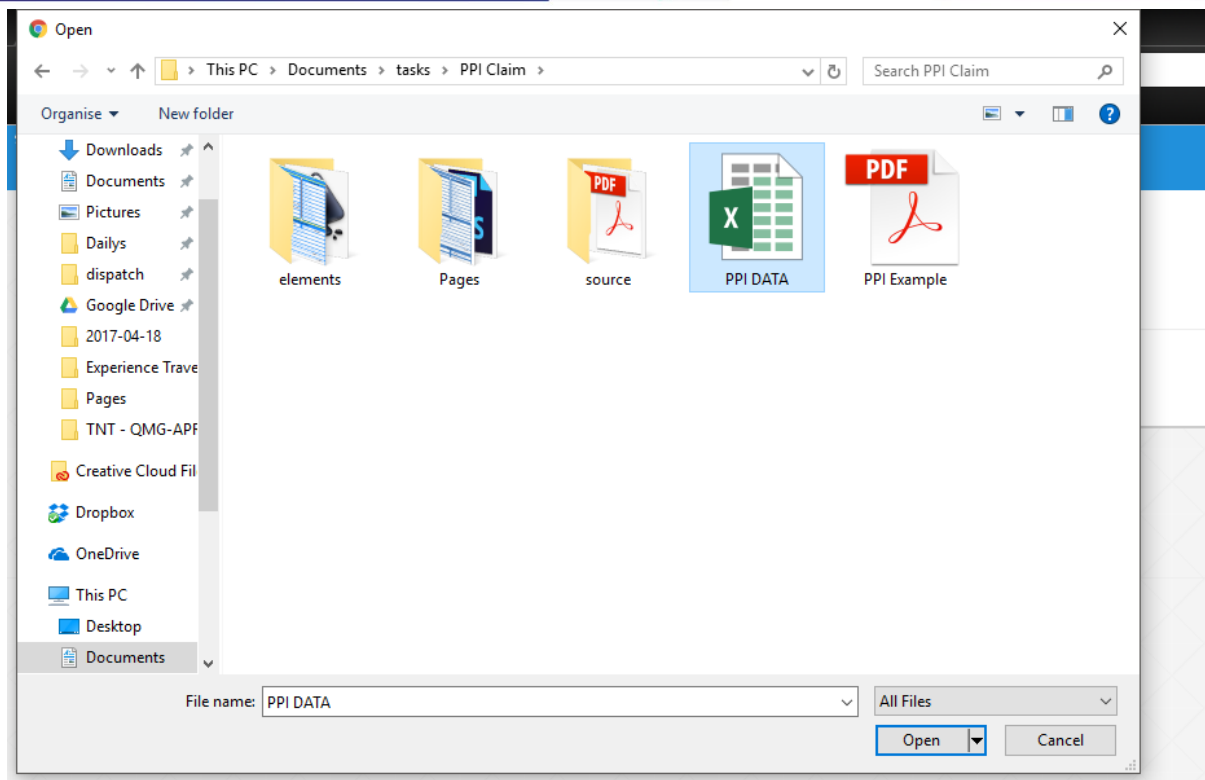
Initial Setup

Make sure you have the data you want to use dynamically in fields in your excel document / csv:

PPF DATA - Local																	Tom Scott	
File Home Insert Page Layout Formulas Data Review View Developer ACROBAT Tell me what you want to do																		
Cut Copy Paste Format Painter			Calibri 11 A Bold Italic Underline Text Color Background Color Merge & Center			General Number Conditional Formatting			Normal Red Good Neutral Calculation Check Cell Explanatory Input Linked Cell Note			Insert Delete Format Autosum Fill Sort & Find Filter & Select Clear						
Clipboard			Font			Alignment			Number			Styles			Cells Editing			
G12																		
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	
	Title	First Name	Last Name	Address Line 1	Address Line 2	Address Line 3	City	County	Postcode	Outbrief	Case Number	Lender	DOB	Emp Status	Emp Name	Job Title	Site	
1	Mr	Joe	Bloggs	64 Fascination Street	Northshore		Devon	EX31 1AA	111222111-2223 ADS/12E	AS123884-E	Bank of Something Somewhere (BOSS Group)		14/02/1979	Working Full Time	Homemade Burger	Burger Artist	61	
2	Miss	Jane	Doe	7 Greenslate	Torquay		Devon	TQ2 5HP	111345122-2223 ADS/11A	AT125584-A	Bothersome Investment Bank		05/11/1987	Unemployed	N/A	N/A	N/A	
3	Ms	Amelia	Adams	The Mound	Peter Tavy		Tavistock	PL19 9NR	189232593-2223 ADS/13R	AU131254-S	Get it now, Regret it later Ltd.		13/03/1991	Working Part Time	Split Ends	Hairdresser	As	
4	Mr	Oliver	Baker	25 Garrowby Drive	Liverpool		Lancashire	L36 4PF	142345391-2223 ADS/27D	AV117631-U	Bank of Something Somewhere (BOSS Group)		21/09/1982	Self Employed	N/A	Freelance Graphic Designer	Nc	
5	Mrs	Emily	Smith	33 Wollaton Road	Derby		Derbyshire	DE21 4HW	177145288-2223 ADS/30T	AW324572-L	Get it now, Regret it later Ltd.		30/04/1949	Retired	N/A	N/A	N/A	
6	Reverend	Jack	Clark	5 Deesford Lane	Clarlbeston Road		Clarlbeston	Pembrokeshire	SA63 40H	144321274-2223 ADS/05H	AX022312-P	Bothersome Investment Bank		01/02/1964	Working Full Time	Church of England	Priest	

Upload the data (if you haven't already)





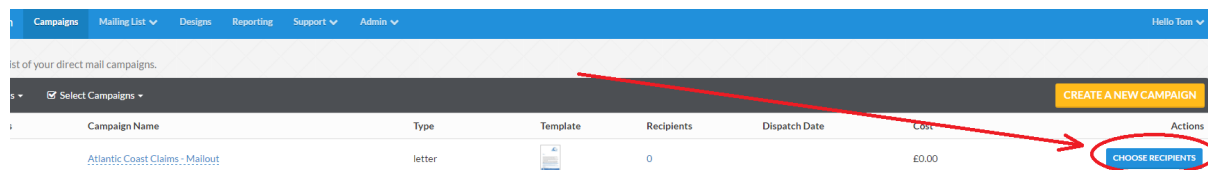
Make sure that all the fields you want to show in your mail piece are present in the mapping screen, and there are all assigned as a date or as a Custom Heading:

ortion of your data and how we have mapped the headings. We found 8 contacts in total.

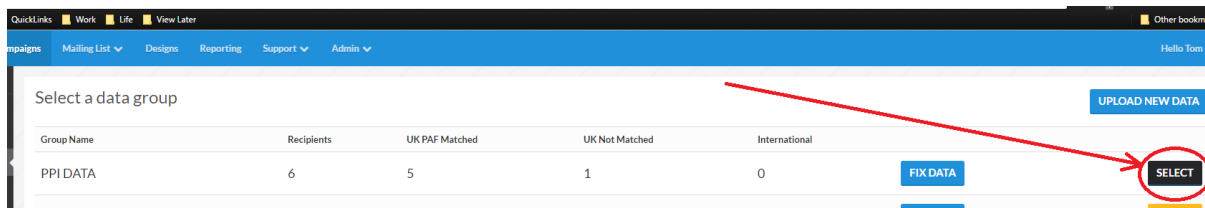
tch your column headings with ours so we know how to correctly import your data.
drop down boxes to make sure headings are mapped to ours correctly.
reading if we do not have a heading to match yours.
a US date format (mm/dd/yyyy) please change the heading to tell us.
y data columns that you do not want imported.

City	County	Postcode	OurRef	Case Number	Lender	DOB	Emp Status	Emp Name	Job Title
City / Town / Address	County / State / Addr	Postal Code / Zip / Ad	Custom Heading	Custom Heading	Custom Heading	Custom Heading	Custom Heading	Custom Heading	Custom Heading
	Devon	EX31 1AA	111222111-2223 ADS/12E	AS123884-E	Bank of Something Somewhere (BOSS Group)	14/02/1979	Working Full Time	Homemade Burger Co.	Burger Artist
	Devon	TQ2 5HP	111345122-2223 ADS/11A	AT125584-A	Bothersome Investment Bank	05/11/1987	Unemployed	N/A	N/A
Tavistock	Devon	PL19 9NR	189232533-2223 ADS/11A	AU131254-S	Get it now. Regret it later ...	13/03/1991	Working Part Time	Split Ends	Hairdresser

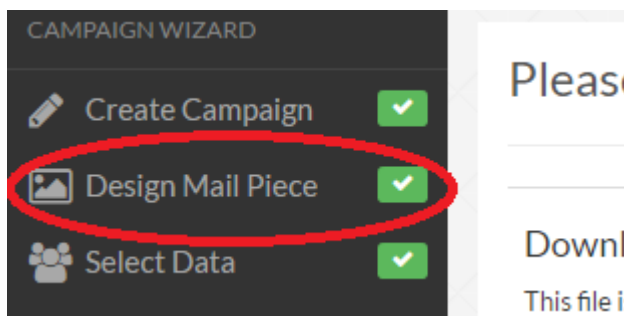
Back in the campaign menu, Select the campaign you wish to use the variables in,



And attach the data to the campaign

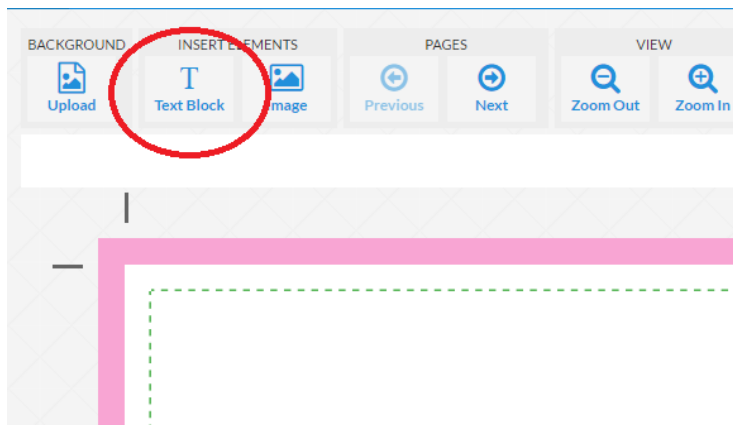


Now, choose 'Design mail piece'



Adding Data Variables to a Creative

Now select 'Text Block' from the toolbar:

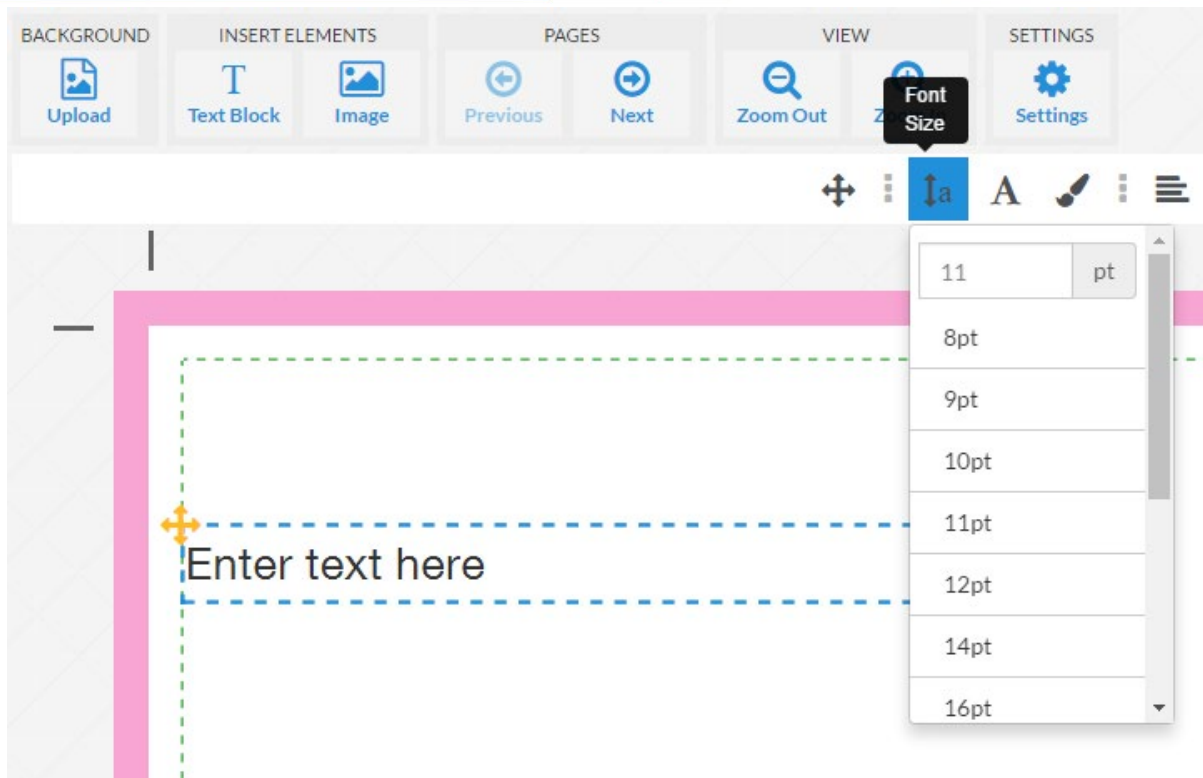


You'll see that a new text block has appeared with the filler text 'Enter text here'. Click on the text block and then choose a size and font to match your design:

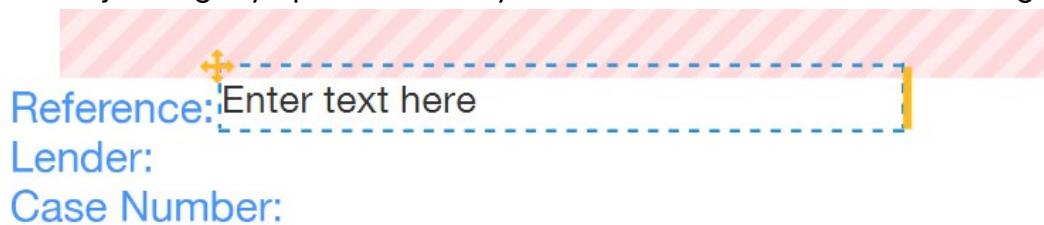


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Now drag the box to where you want it to display on your mail piece, allowing for a small vertical adjustment upon PDF generation, as a rule you should position the text block just slightly up from where you want it to sit in the finished design.



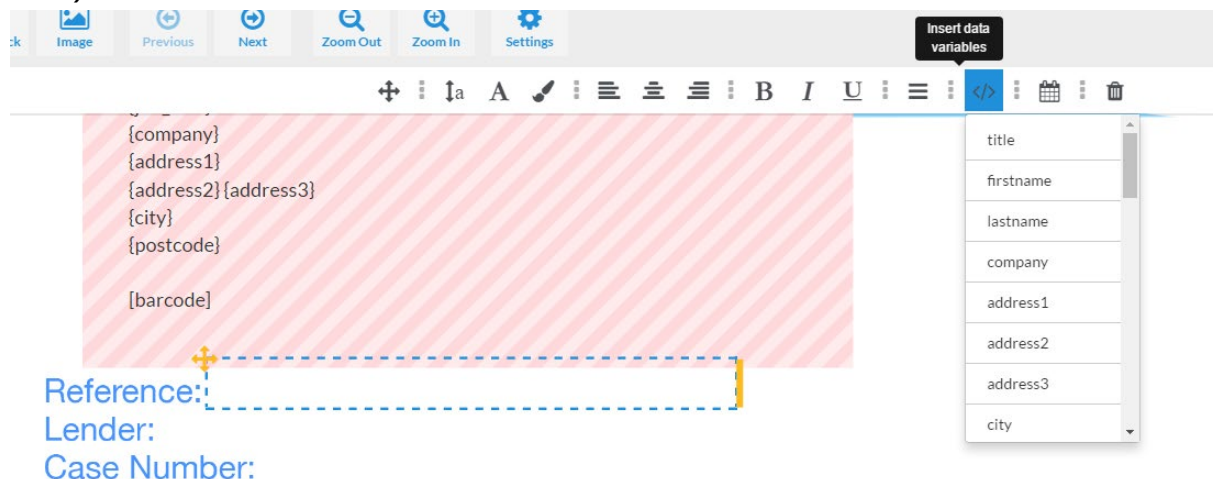
This is the most crucial step, so follow closely

I'll break this step into smaller chunks so that it is easier to follow:

1. Highlight the text in the text box and delete it



2. Now, with the text block still selected, choose **Insert data variables** (the `</>` icon) from the toolbar:

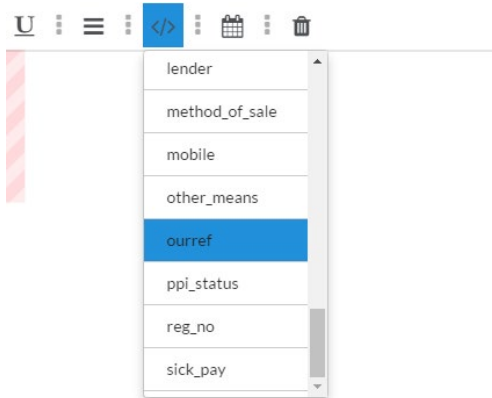


3. From the dropdown list that appears, select the data you wish to place on the page, in this example we need to add the Reference number, so I choose 'ourref' from the dropdown:

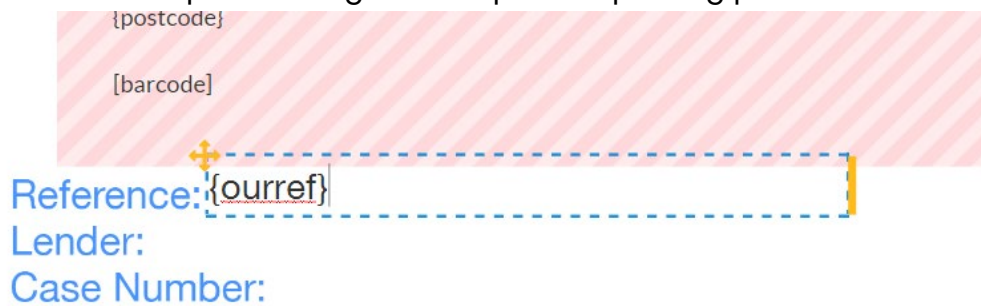


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4. Once you have chosen the variable, you'll notice that the field name has appeared in the text block, surrounded by curly brackets, this is what the system uses as a placeholder and it will automatically change this to match each recipient during the sample and printing process:

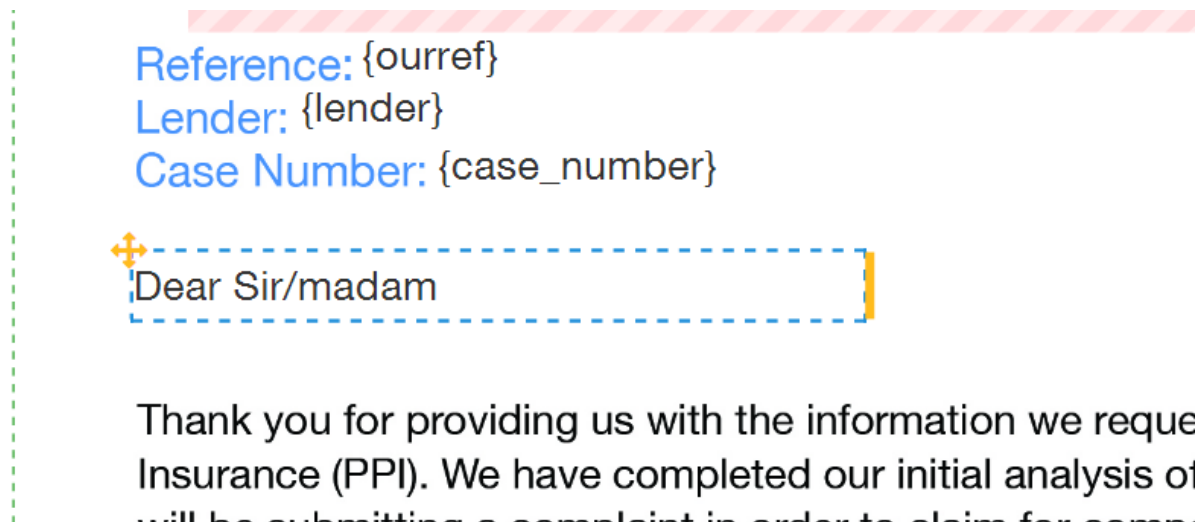


Repeat the process of creating text blocks, moving, and replacing for as many variables as you like.

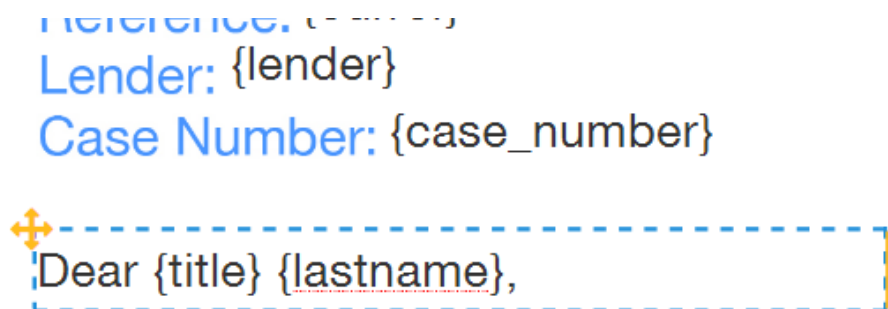


Mixing Text with Data Variables

You can also mix normal text and data variables, for example:



This is all very well and good, but a tad impersonal, If we remove the Sir/Madam and instead select 'Title' and then 'Last Name' from the insert data variables menu we get something like this:



Dynamic Dates

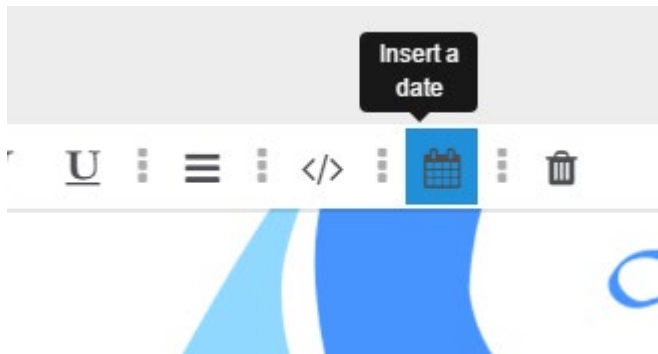
You can also insert 'today's' date, which will be the date that the mailpiece is sent out.

To do this create a text block, change font and size as shown in the previous sections and then choose **insert a date** from the toolbar instead of **insert data variables**

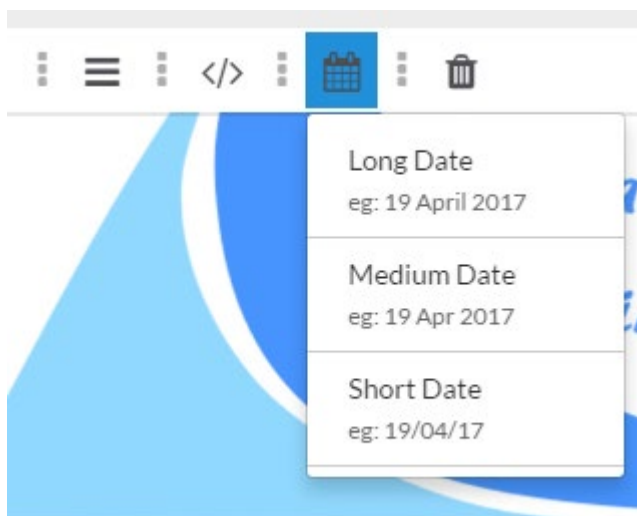


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You will be presented with a list of options to choose from:



In this example I chose Long Date.

This is how it will look:



Samples examples

This section contains a series of screenshots showing you the dynamic values being replaced (using the data and creative I have used in this tutorial).

Design	Result
<div> <div> <div>{company}</div> <div>{address1}</div> <div>{address2} {address3}</div> <div>{city}</div> <div>{postcode}</div> <div>[barcode]</div> </div> <div> <p>Reference: {ourref}</p> <p>Lender: {lender}</p> <p>Case Number: {case_number}</p> <p>Dear {title} {lastname},</p> <p>Thank you for providing us with the information Insurance (PPI). We have completed our initial an will be submitting a complaint in order to claim f</p> </div> </div>	<div> <div> <div>Priest</div> <div>5 Deepford Lane</div> <div>Clarbeston Road Priest</div> <div>Clarbeston</div> <div>SA63 4XH</div> </div> <div> <p>Reference: 144321274-2223 ADS/05H</p> <p>Lender: Bothersome Investment Bank</p> <p>Case Number: AX022312-P</p> <p>Dear Reverand Clark,</p> <p>Thank you for providing us with the information v Insurance (PPI). We have completed our initial an will be submitting a complaint in order to claim fo</p> </div> </div>
<div>  <p>{date_long}</p> </div>	<div>  <p>19th April 2017</p> </div>
<div> <p>Your Details:</p> <p>Name: {title} {firstname} {lastname}</p> <p>Date of Birth: {dob}</p> <p>Employment Status: {emp_status}</p> <p>Employers Name: {emp_name}</p> <p>Length of Service:</p> <p>Job Title: {job_title}</p> <p>Sick Pay Entitlement: {sick_pay}</p> <p>Other Means of Repayment: {other_means}</p> <p>Pre-existing Health Problems: {health}</p> </div>	<div> <p>Your Details:</p> <p>Name: Reverand Jack Clark</p> <p>Date of Birth: 01/02/1964</p> <p>Employment Status: Working Full Time</p> <p>Employers Name: Church of England</p> <p>Length of Service:</p> <p>Job Title: Priest</p> <p>Sick Pay Entitlement: 6 months or more - Half Pay</p> <p>Other Means of Repayment:</p> <p>Pre-existing Health Problems: Heart Condition</p> </div>

Note: The colour difference is due to the RGB – CMYK colour change; CMYK is industry standard for printing and thus delivers a better colour match, however the creative design screen views things in the web standard (RGB).