Dynamic Content / Data Variables

This tutorial assumes you have a basic understanding of the platform. If you have not already, please check out our QuickStart guide before continuing.
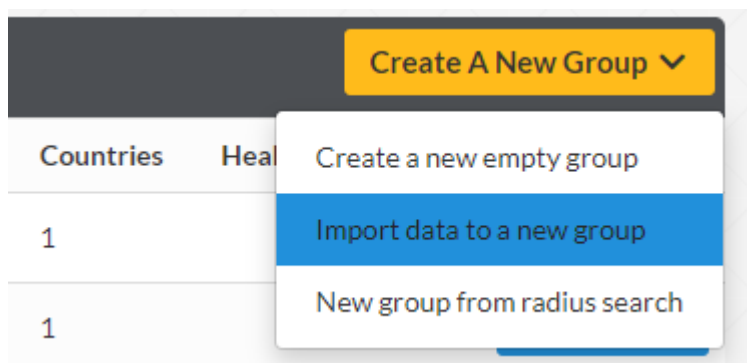
Preparing / Uploading the data

First thing to do is to make sure you have the data you want to use dynamically in fields in your excel document / csv:

In this example I will be using the **Last Meal**, **Suggested Meal** and **Offer Pct** fields and inserting those onto a 6x9 postcard.

Once you have got the data all ready, it is time to upload the data (if you have not 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 (depending on contents):

Stannp Inc.
Direct Mail Platform
Registered Address:
251 Little Falls Drive
Wilmington
DE 19801

You upload   We print   We send

US Office
Stannp Inc. 1000 N West Street
Suite 1200 #1939
Wilmington
DE 19801

Give your group a memorable name and then click **Import Data**.

Setting up the campaign

Assuming you/your designer followed the format templates, this part should be a breeze!

Head to your Campaigns list by clicking **Send Mail** and then **Bulk Campaigns.**

Then hit the **Create a New Campaign** button.
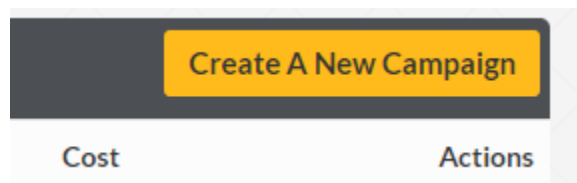
Now choose your format and options (more detail in the QuickStart Guide)

On the design screen upload your background images to your mailpiece and click **Save and Finish** and you will be ready for the next stage!

Attaching the Data

You should now be on the **Select Data** screen, you should see the data you just uploaded as the top group in the list (as they are displayed in date order), click the button to **Select** that address list.

Then click **Save Selection** to finish this step and move on the dynamic bit!

Adding Data Variables (Dynamic Fields) to the Mailpiece

Saving the data will take you to the **Review and Approve** screen but we do not need this screen for now, so firstly we need to head back to the design screen by clicking **Design Mail Piece** in the left-hand menu:
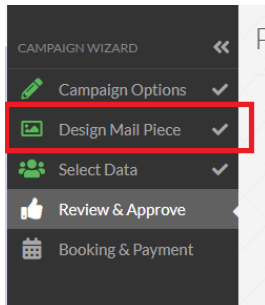
So now it is time to add some text and dynamic fields to this mailpiece!

To do that, select 'Text Block' from the toolbar:
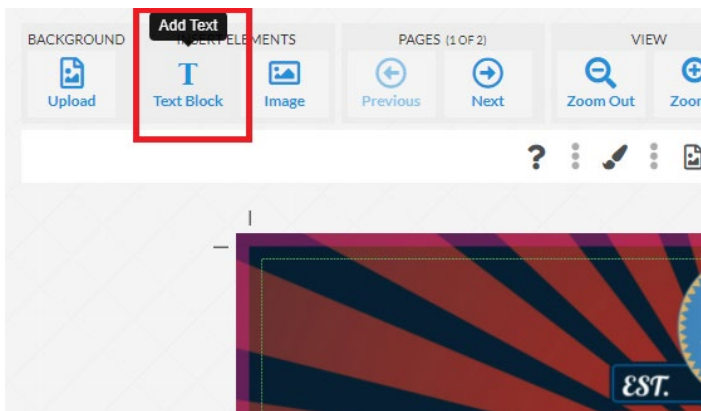
You should now see that a brand-new text block has appeared with the filler text *'Enter text here'*.

Click on the text block and then choose a color, size, and font to match your design. Then drag it into position. If the font you want to use is not in the list, scroll to the bottom of the list, and click **Upload Font File** and upload the font from your computer.
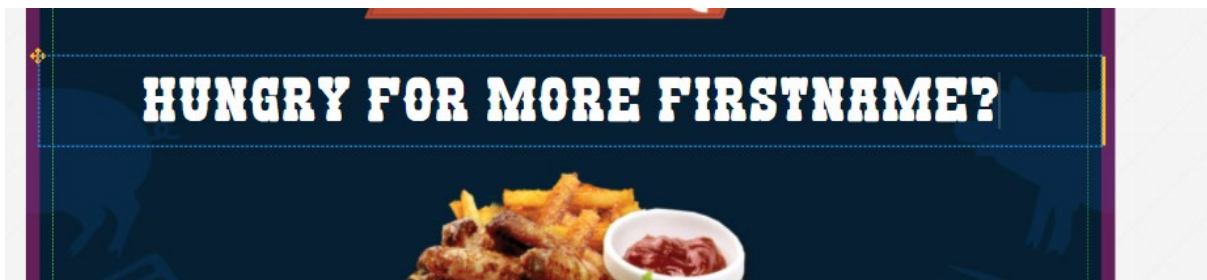
As you can see, I want to have the recipient's first name appear on the front of the postcard, but if I saved it now and sent this is would just say 'FIRSTNAME' instead of their name.

To include their first name as a dynamic field I have two options,

1. If I know the **field name** (exactly as it is shown in the recipient groups screen) I can wrap the field in curly brackets like this: **{firstname}**.
2. If I do not know the exact name, I can select the field from the **Insert data variables** dropdown found here:

Now the textbox will show a different value for each recipient provided it can be found in the data!

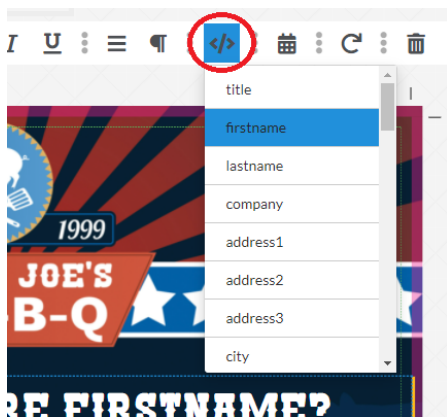Repeat this step for all the fields you want to use on your document, be aware that the text boxes might move slightly from the design screen to the sample because of the way that internet browsers handle them, but what is in the sample pdf is exactly how it will be printed.

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**
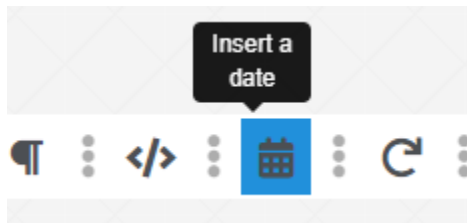
And then just choose from the different kinds of available dates.

That is it! You have added dynamic content to your mailpiece!

Head to the following section to see how it should look in the sample!

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Dynamic Content Samples example

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

Screenshot of the data used *(sample recipient highlighted in yellow)***:**

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	title	firstname	lastname	company	address1	address2	address3	city	State	zipcode	country	Last meal	suggested meal	offer pct
2	Mr	Steve	Parish	Stannp Inc.	1000 N West Street	Suite 1200 #1939		Wilmington	DE	19801	US	Bless Her Wings	Scorchin' Buffalo Wings	10
3	Mr	John	Smith	Acme Ltd	251 Little Falls Drive			Wilmington	DE	19801	US	Hey Darlin' Combo Meal	Bar-B-Q Mix-up Platter	20
4	Mr	Truman	Malone		4889 Whitetail Lane			Dallas	TX	75207	US	Yes Ma'am Burger Stack	Stars n' Stripes Burger	15
5	Mrs	Vanesa	Chambers		886 Cerullo Road			Louisville	KY	40203	US	Yellow Jacket Stinger Wings	Hot as Hell Combo	10
6	Miss	Luna	Gage		3680 Elm Drive			Garden City	NY	11530	US	Hunker Down Donut pile	Bourbon Cherry Pie	5
7	Mrs	Kayla	Barnett		4062 Kembery Drive			Hickory Hills	IL	60457	US	Sweet as a Peach Pie	Patriot Pecan Pie	5
8	Mr	Dwight	Falconer		3163 Austin Secret Lane			West Valley City	UT	84119	US	Scorchin' Buffalo Wings	Hot as Hell Combo	5
9														