

How to Personalise Messages with Placeholders

Placeholders are great for adding a personal touch to your SMS text messages. They may also be known as merge tags or merge fields.

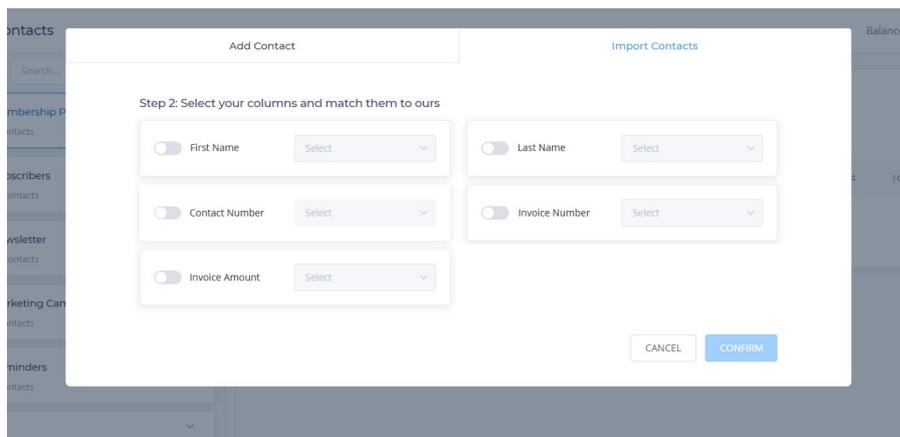
Setting Up Your Contact List

In this example, you want to send a message to a list of clients to remind them to pay their outstanding invoices. You want to not only address the client by name, but mention the invoice number and amount owing in each message as well.

Once you have your database ensure you have included name, contact number, invoice number and invoice amount, in the form of a spreadsheet with labelled columns. It may look like this:

	A	B	C	D	E	F	G
1	First Name	Last Name	Contact Number	Invoice Number	Invoice Amount \$		
2	Gillian	Anderson	0412456789	A1200441	2840		
3	Julia	Roberts	0412569102	A1705747	2669		
4	Jack	Nicholson	0412681415	A1341133	698		
5	Hugh	Grant	0412793728	A1863566	3983		
6	Kanye	West	0412906041	A1051912	3850		
7	Helen	Mirren	0413018354	A1228899	1182		
8	Matt	Damon	0413130667	A1523203	2394		
9	Eddie	Murphy	0413242980	A1868928	1377		
10	Brad	Pitt	0413355293	A1180539	2537		
11	Tom	Hanks	0413467606	A1498314	4491		
12	Angelina	Jolie	0413579919	A9931950	8176		
13	Frasier	Crane	0413692232	A4141234	2022		
14	Miles	Davis	0413804545	A5328403	4329		
15	Michael	Jackson	0413916858	A3794367	7218		
16	Ed	Sheeran	0414029171	A8394681	5008		
17	Chris	Martin	0414141484	A3345958	3206		
18	Gwyneth	Paltrow	0414253797	A9898154	9907		
19	Chris	Evans	0414366110	A5683402	911		
20	Benedict	Cumberbatch	0414478423	A3949022	7795		
21	Nicholas	Cage	0414590736	A3920333	4427		
22	Ashton	Kutcher	0414703049	A8629872	1966		
23	John	Legend	0414815362	A6914971	7085		
24	Chrissy	Tegan	0414927675	A8238371	6806		
25	Olivia	Wilde	0415039988	A5369542	1763		
26	Demi	Moore	0415152301	A3127657	6653		
27	Kate	Winslet	0415264614	A6927785	8826		
28	Mariah	Carey	0415376927	A8838237	2311		
29	Kate	Hudson	0415489240	A1287752	9321		
30	Bruce	Willis	0415601553	A9189293	3867		
31	Alicia	Keys	0415713866	A9627717	6318		
32	Natalie	Portman	0415826179	A9478461	4703		
33	Lionel	Richie	0415938492	A8427319	686		

Then within the dashboard, as you import your contacts from your database, in the form of a CSV file, you'll be prompted to match your column names with our standard placeholders. Ensure that you choose match first name, last name and contact number with their corresponding columns. For Invoice Number and Invoice amount, choose Custom String 1 and Custom String

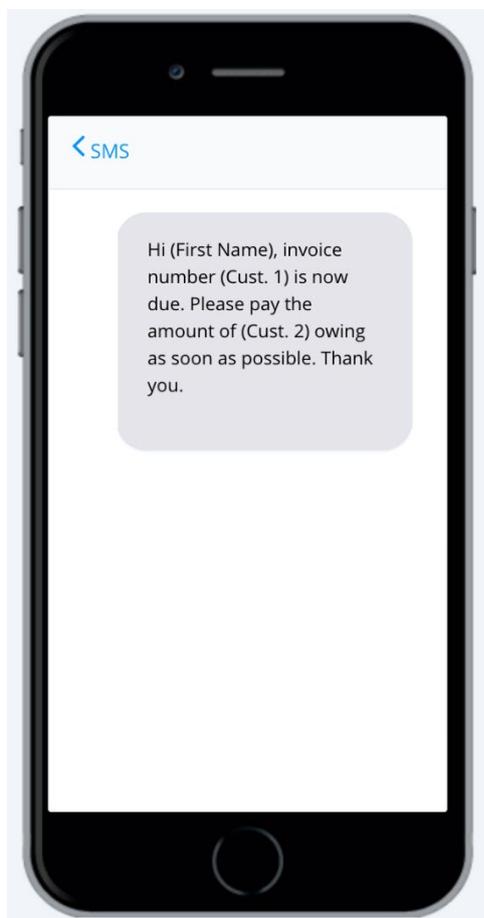


Adding Placeholders To Your Message

When crafting your text message, determine where you would like your custom information to be placed. For example:

*Hi **Jack**, invoice number **A1341133** is now due. Please pay the amount of **\$698** owing as soon as possible. Thank you.*

Note where Jack, A1341133 and \$698 and swap them out with (First Name), (Cust. 1) and (Cust. 2) respectively:



If done correctly, on the send preview screen you will see the data pulled through from the first row of your database.

If you're having trouble setting up your placeholders, ensure you are not manually adding the information in each field. The placeholder relies on the fields of the contact list. It will not pull any details if you manually enter the number.

If you still have any questions about our placeholders, please reach out to one of our friendly customer support team members with our 24/7 live chat.