Personalization Tags

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Personalization tags allow you to send personalized emails to your target audience. For example, you use a tag for the first name in your email for addressing your recipient. If you send the same email to a list of ten contacts, then each contact will receive the email addressed explicitly to them.

SendPad comes with the following four personalization tags for you to use in your broadcasts. You can copy these tags and use them in your broadcast email content.

Path: Audience > Personalization

First Name	{{contact.first_name}}
Last Name	{{contact.last_name}}
Email	{{contact.email}}
Phone	{{contact.phone}}

The image shared below is a demonstration of the first name personalization tag being used in the email that is created for a broadcast.