
Advanced Editor User Guide



Constant Contact®

Reservoir Place
1601 Trapelo Road, Suite 246
Waltham, MA 02451

Phone: 781-472-8100

Fax: 781-472-8101

<http://www.constantcontact.com>

[email:support@constantcontact.com](mailto:support@constantcontact.com)

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Preface

This guide describes how to customize email campaigns using the Constant Contact Advanced Editor. While the Wizard allows you to make many changes to your email campaign, you may want the finer-grain control of the Advanced Editor to make additional changes.

Audience

The Advanced Editor User Guide is for readers who want to customize their email campaigns using the Advanced Editor. Users should be familiar with web design tools, including HTML and XHTML.

Conventions

The following are the text conventions used in this guide.

Typeface	Explanation	Example
AbBbCc	In text, <i>italics</i> are used for emphasis. In reference information, <i>italics</i> denotes values you supply.	count= <i>[number]</i>
AbBbCc	Words in <code>courier</code> font denote keywords and sample code.	name= <i>[name of block]</i>

Terms Used in this Book

The following table lists terms and acronyms used in this document:

Term	Explanation
account properties	Information that Constant Contact stores about your account, such as your contact name, address, and web site, and makes them available in email campaigns.
Advanced Editor	Constant Contact editing environment that allows you to make changes to your email campaign that are not available in the Wizard.
click-through links	Subscribers who clicked on a link in your email campaign to your website. Constant Contact tracks the <code>href</code> attribute supplied in the anchor tag.
Constant Contact tags	XML custom tags for implementing Constant Contact templates, properties, and the Wizard.

Term	Explanation
CSS	C ascading S tyle S heets that define how to display HTML elements.
email campaign	The HTML formatted email message that you create by using the Constant Contact Wizard. You can customize this campaign using the Advanced Editor before sending it to your list of subscribers.
email client	Application that displays email messages. It can be either a client-side application running on an individual computer (such as Outlook, Eudora, or Communicator) or a web-based email application running on a web site (such as Yahoo! or Hotmail). Most email clients support only a subset of HTML.
link tracking	Constant Contact reports statistics on links defined in email campaigns to keep track of how many subscribers open the emails and click to your web site from the email.
subscriber	An email user who has given you permission to send email campaigns.
subscriber properties	Information that Constant Contact stores about your subscribers and makes them available in email campaigns for you to personalize your messages.
template	A master set of instructions from which to create an email campaign. To create an email campaign, you choose from one of several templates that Constant Contact provides.
opens	Those emails your subscribers received and viewed.
Wizard	The user interface you use to create a Constant Contact email campaign from a template.
XHTML	EX tensible HY per TE xT M arkup L anguage. It is a stricter and cleaner version of HTML, which is almost identical to HTML 4.01, and is aimed to replace HTML.
XML	Web application standard for transmitting data independent of software and hardware. Allows web developers to define custom tags for use in XHTML documents.



Exploring the Advanced Editor

The Constant Contact Advanced Editor allows you to make changes in your email campaign that you cannot do in the Wizard. While the Wizard allows you to make many changes to the colors and fonts and contents of your email campaign, there are some occasions where you'll want to customize your email campaign even more.

This chapter provides an overview of the Advanced Editor. Later chapters explain how to perform tasks in the editor. This chapter covers:

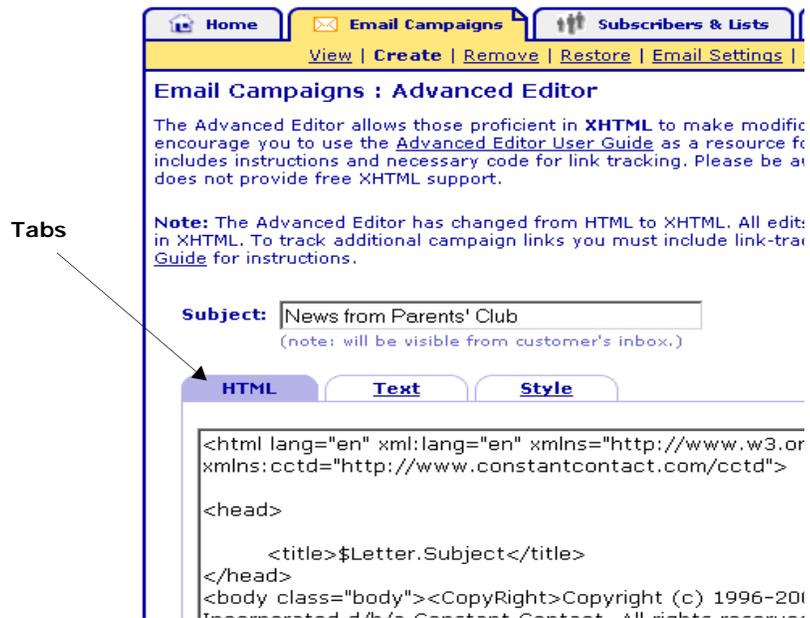
- Advanced Editor user interface
- A look at the code in the Advanced Editor
- Constant Contact editing environment
- Constant Contact tags
- Email campaigns versus web pages
- Working in the Advanced Editor

Advanced Editor User Interface

To go to the Advanced Editor, in the Wizard click the Advanced Editor link on the bottom left of the window and the Advanced Editor window appears as shown on the next page. The Advanced Editor is sometimes referred to as the Constant Contact editing environment.

The tabs at the top of the editors indicate the editor's three modes:

- **HTML** – Displays the instructions for generating an email campaign. The code includes Constant Contact properties and tags in addition to HTML tags.
- **Text** – Displays the layout instructions for generating a text-based email campaign.
- **Style** – Displays the style sheet defined by the template.



HTML View

When you first open the Advanced Editor, the current view is HTML. However, you may notice that this is not ordinary HTML. The Advanced Editor displays code that includes many Constant Contact specific tags such as:

```
<OpenTracking />  
<Introduction> </Introduction>
```

These are **EX**tensible **M**arkup **L**anguage (XML) tags. XML is a common web technology that web developers use to describe specialized data in a standard way. Constant Contact XML tags describe data specific to managing email campaigns and for displaying our email campaigns in the Wizard.

XML is quickly becoming popular in web development because it allows for a *standard* way to transmit *unique* data. A web application can define an XML tag set and as long as it is written in **XHTML**, any XML-enabled device can handle the data. XHTML is essentially the latest version of HTML; which has stricter syntax rules to improve performance and avoid platform-specific issues.

The World Wide Web offers extensive information on XHTML. One useful resource is the World Wide Web Consortium (W3C), a non-profit organization which is responsible for standardizing HTML and other web standards. Go to <http://www.w3schools.com> for tutorials and reference information.

Text View

Text View displays the instructions for generating a text-based email campaign. It contains all the Constant Contact tags that get expanded when the email campaign is sent out. To view how a text email campaign will look when you send it, click Preview.

Style View

If you are proficient in HTML, you will recognize the Style tab is a style sheet that contains style definitions to control display information such as fonts and colors:

```
.MAINTEXT{
  FONT-FAMILY: Georgia,'Times New Roman',Times,serif;
  FONT-SIZE: 10pt;
  COLOR: #000000;
}
.BODY{
  BACKGROUND-COLOR: #FFFFFF;
  MARGIN: 10px;
}
.TITLETEXT{
  FONT-FAMILY: Georgia,'Times New Roman',Times,serif;
  FONT-SIZE: 16pt;
  COLOR: #996600;
}
```

More about styles in "Using Styles" in Chapter 3.

A Look at the Code in the Advanced Editor

When you open the Advanced Editor, it's bound to look daunting. What are you looking at? This is the set of HTML instructions that determines how to display the email campaign. It includes Constant Contact tags used to build the Wizard that you used to create your email campaign.

First, let's look at something familiar. You will recognize common HTML elements such as tags, spacer images, and comments.

HTML in the Advanced Editor

All email campaigns have the following basic HTML structure:

```
<html>
<head>
  <title> <!--Title that appears on Subject line of
email campaign-->
  </title>
```

```
</head>
<body>
    ...Content of HTML document...
</body>
</html>
```

You will see some common HTML tags that control how the document looks:

```
<p> </p>
<div> </div>
<table>
    <tr>
        <td>
        </td>
    </tr>
</table>
```

The HTML code you see in the Advanced Editor is strict XHTML, which means that it must include a minimum set of tags and all tags must have beginning and end tags. For example, HTML allows `<p>` to start paragraphs and assumes that the next `<p>` it encounters starts the next paragraph. XHTML makes no assumptions and requires an `</p>` to denote the end of a paragraph. If you add code in the Advanced Editor, the code must also be strict XHTML. XHTML is very similar to HTML, but when you begin using XHTML, you will run into common coding errors. These common errors are described in "Common Errors When Converting to XHTML" in Chapter 2.

Spacer Images

By browsing the code in the Advanced Editor, you will likely see many lines that use a spacer image (`spacer.gif`) like the following code:

```
<table border="0" cellpadding="0" cellspacing="0"
width="100%">
<tr>
    <td colspan="1" rowspan="1"></td>
</tr>
</table>
```

This is a common way for web designers to control layout. The spacer image is a 1 pixel by 1 pixel transparent GIF and it expands to the width and height specified. In the above example, `spacer.gif` draws a row that is 600 pixels wide by 5 pixels high.

Comments

Comments are interspersed throughout the code to indicate blocks of related information such as:

```
<!-- BEGIN: Logo Include -->  
    ... Content of Logo Include block...  
<!-- END: Logo Include -->
```

By browsing the comments within the code displayed in the Advanced Editor, you can get an idea of the basic sections that are defined within this email campaign. For example, campaigns tend to have the following sections:

- Title
- Introduction
- Sections based on the category of templates: newsletter articles, events, promotions, press releases, and so on
- Closing
- Contact information or email signature

Constant Contact provides an extensive catalog of templates for many categories of email campaigns, from business letters to press announcements. And within each category, you have a variety of different styles from which to choose: from “professional,” to “traditional,” to “hip.” By browsing through the many categories of templates in the Template Picker, you get an idea of the number of templates available.

Constant Contact Editing Environment

When you click the Advanced Editor link from the Wizard to enter the Constant Contact editing environment, you might naturally assume that you see the results of changes you made in the Wizard. But you don't.

The Advanced Editor displays the set of instructions to build the email campaign. Constant Contact uses these same set of instructions to build the Wizard you used to create your campaign. That is, when you chose a template category and style from the Template Picker, Constant Contact generates a Wizard according to the template instructions. You are viewing these instructions in the Advanced Editor.

To see your Wizard changes, click Preview, from either the Wizard or the Advanced Editor. Constant Contact then displays your campaign according to the instructions shown in the Advanced Editor, using the information you supplied in the Wizard as shown in the following figure.

Template Instructions appear in the Advanced Editor

Combined with Values Supplied in the Wizard



Preview Email Campaign

Note

Clicking Preview simulates the process of generating an email campaign which occurs when you schedule the campaign.

View HTML Source

From Preview, you can right click and view the HTML source code that Constant Contact generates, as shown in the code snippet below. Notice that this HTML code looks more familiar. Now that Constant Contact has expanded the information to hold the values you supplied in the Wizard, you are looking at plain HTML:

```
<div>  
  <font color="#FF0000" face="Verdana, Arial, Helvetica,  
  sans-serif" size="4" style="FONT-FAMILY: Verdana, Arial,  
  Helvetica, sans-serif;FONT-SIZE: 14pt;FONT-WEIGHT:  
  bold;COLOR: #FF0000;">
```

This is my headline.

```
  </font>  
</div>
```

Your subscribers receive this code in their mailboxes.

Constant Contact Tags

The XHTML instructions in the Advanced Editor that build your email campaign include Constant Contact defined tags. Some tags determine layout. Other tags define properties to hold specific Constant Contact information.

Constant Contact Tags for Defining Properties

Constant Contact has several tags for defining properties that hold information about your email campaign. These include:

- `<ImageProperty>`
- `<Property>`
- `<PropertyPair>`
- `<SimpleURLProperty>`
- `<URLProperty>`

The value for these properties are stored in a Constant Contact database. Before creating your email campaign in the Wizard, these Constant Contact properties contain the default values as specified in the template. When you supply information in the Wizard and save it, the Constant Contact properties are updated with your information. Constant Contact dynamically builds the email campaign at Preview, getting the current values for the Constant Contact properties from its database.

For example, the following Constant Contact `<Property>` tag displayed in the Advanced Editor defines a property named `letter.title` that holds the title of your email campaign:

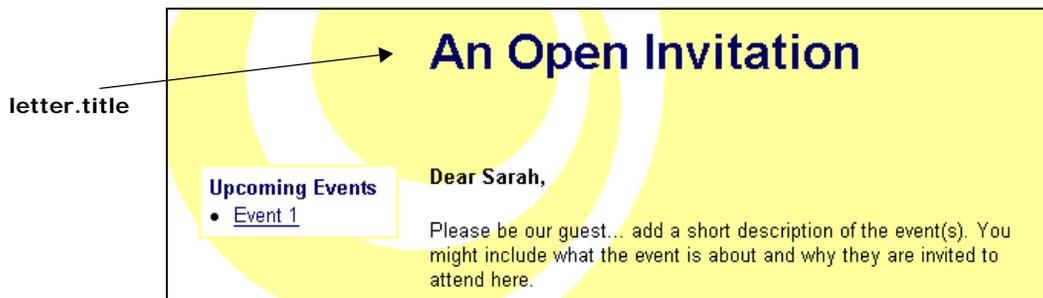
```
<Property font="TitleText" name="letter.title"  
title="Title" type="single"/>
```

By editing the title box in the Wizard:



The screenshot shows a wizard window titled "Introduction". It has a "Clear Text" button in the top right. Below the title bar, there are two input fields. The first is labeled "Header Image or Logo URL" and contains the text "http://parentsclubs.biz/images/logo.gif". Below it is a smaller text "(e.g. http://imgcc.com/logo.gif)". The second field is labeled "Title" and contains the text "An Open Invitation". An arrow labeled "letter title" points to the "Title" field.

The letter.title property now contains the value "An Open Invitation" which you see when you click Preview:



Constant Contact Tags for Layout

Several Constant Contact tags are used in conjunction with HTML to control the layout of your email campaign. For example, Constant Contact has tags for common layout blocks such as Introduction, Closing, Article, Promotion, Coupon and so on.

These tags also control the Wizard layout. For example, a campaign containing the code:

```
<Article>  
  ...code to layout article campaign and that appear on  
  article page of Wizard  
</Article>
```

creates the Wizard as shown below. The article appears as a button on the sidebar and when clicked displays this article page. The article title appears as a label on the button and on the banner of this page. Any Constant Contact tags defined within the <Article> block appear on this Wizard page.



Note

Many of the Constant Contact tags determine the appearance of the Wizard and have no affect on the email campaigns generated. Only a few Constant Contact tags are designed for modifying your campaign. These are listed in "List of Tags for Use in Email Campaigns" on page 5-1.

Email Campaigns versus Web Pages

With Constant Contact, you are creating web-based email campaigns for viewing within email applications. It is important to note that email campaigns are not full-fledged web pages intended for viewing through an Internet web browser. They are designed specifically for email viewing through email applications.

These email applications can be either:

- *Email clients*, programs resident on a users' computer, such as AOL, Eudora, Lotus Notes, Outlook, Outlook Express
- *Web-based*, where users log in to an Internet account, such as AOL web mail, Excite, Hotmail, Mail.com, and Yahoo!

Email applications use a subset of HTML, streamlined for email transmissions. Each email application uses its own set of HTML tags; there's no standard subset shared among vendors. So, email campaigns may display differently depending on the email client your subscribers use to view their messages.

By using Constant Contact for email campaigns, you have a better chance of the email campaigns displaying appropriately in most email applications. That's because Constant Contact has identified idiosyncrasies in some email

clients and have devised HTML “work-arounds” to ensure that email campaigns also display well in these particular email programs.

Working in the Advanced Editor

The Advanced Editor is for making changes that are not available in the Wizard. For example, you might want to:

- Move sections of layout to a different area of the email campaign
- Add or modify styles
- Reformat permission reminder or footer information using Constant Contact tags

The remainder of this book describes the various customizations you can make.

Chapter 2 provides an overview of the steps to follow when using the Advanced Editor to customize your email campaign.

Chapter 3 describes how to use styles to modify colors and fonts of properties defined in your email campaigns. It also includes an overview of XHTML and cascading style sheets (CSS).

Chapter 4 details the Constant Contact properties you use to personalize your campaigns. You can use these properties in the Wizard as well as the Advanced Editor.

Chapter 5 describes how to use Constant Contact tags to modify the layouts of permission reminders, footers, and links that Constant Contact provides.

Chapter 6 lists the steps to convert a custom email campaign you currently have so that you can take advantage of new Constant Contact features.



Customizing Email Campaigns

Constant Contact offers many different ways for you to customize email campaigns depending on what you want to do. This chapter provides an overview of the steps you follow to design and test your email campaign.

Typically, when customizing an email campaign, you start out by choosing a template from one of the many standard templates available in the Template Picker. But if you need more control over your HTML layout, you may want to start out with the custom template. This chapter includes instructions to follow when you use the custom template.

Customizing a Campaign from a Standard Template

By starting with a standard template to create your email campaigns, you can begin using your campaigns quickly. As you become more familiar with the Constant Contact environment, you might want to tailor your email more.

What to Customize in the Advanced Editor

You can use the Advanced Editor to modify your email campaign for a more unique look. You can:

- Make minor changes to the layout, like changing the location of sidebars
- Modify or add more styles than are available through the Wizard
- Make your campaigns more personal by using the information you have about your subscribers (this is also available through the Wizard)
- Modify the way Constant Contact lays out the campaign's required footer and optional permission reminder

Best Practices in Email Campaign Design

With the Advanced Editor, you have the ability to make expansive changes to your email campaigns. However, for best results, Constant Contact has a few suggestions for you to consider.

KNOW YOUR AUDIENCE

Know your audience. As long as you know your subscribers' email preferences, you can customize your email campaigns accordingly.

MAXIMIZE PERFORMANCE

Constant Contact email campaigns are designed to be as small as possible to maximize performance. For example, we do not use the HTML alt or id attributes in image tags to avoid wasted characters. Keep that in mind when designing custom campaigns.

NESTED TABLES

We use tables to better control exact positioning of graphical elements within our campaigns. Our main table width is typically 600 pixels, the optimum width for displaying your campaigns in most email applications. We have found that nesting more than four levels of tables can cause problems in some email applications.

<DIV></DIV>

Some email applications do not recognize the XHTML `
` tag for specifying line breaks. The `
 </br>` syntax poses more display problems for other email applications. Constant Contact recommends that you work-around these restrictions by specifying line breaks as follows:

```
<!-- BEGIN: spacer code in place of <br /> -->
    <div>
        line of text to display
    </div>
<!-- END: spacer code in place of <br /> -->
```

Note

Constant Contact handles `
` correctly in the Wizard. This applies only when adding code in the Advanced Editor.

&NBSP;

The HTML standard does not support multiple blank spaces and all multiple spaces are treated as a single space. To force multiple spaces, you can use the special character, ` `. This character is also useful when you want to put space between two elements, but the browser should not break these two parts in separate lines.

When you use the special characters ` ` in your email campaigns, Constant Contact automatically converts the ampersand (&) to the escape sequence, `&`, which is required for XHTML.

 TAG

Even though Constant Contact campaigns use styles, you often see the deprecated `` tag used throughout the campaigns in the Advanced Editor. This is to support some web-based email applications that strip even inline styles. For details, see “Using the Font Tag with Style Classes” on page 3-6.

Creating an Email Campaign

The tasks involved in creating a custom campaign are as follows:

- 1 From Email Campaigns > Create choose the template category and style you want from the Template Picker.

- 2 Enter all relevant information in each page of the Wizard.

Be sure to modify the Global Colors and Fonts page to make any desired global style changes.

- 3 Click the Advanced Editor to enter the Constant Contact editing environment to make your changes.

The <Copyright> tag appears at the beginning of the body tag to display a copyright comment in the HTML source of a sent campaign. Constant Contact does not allow you to edit this information.

- 4 In the Style tab, modify or add any CSS styles you want to reference in the HTML code. Refer to “Adding Styles” on page 3-5 for more details.

Note

Use only alphanumeric characters in style names to avoid errors. You can use any CSS styles; however, not all styles are supported in email applications. Do *not* include comments in the Style tab.

- 5 Click Preview to determine if the campaign displays as expected. See “Debugging your Email Campaign” on page 2-3 if you run into problems.

- 6 If desired, add subscriber properties to personalize your email campaigns as described in “Common Tasks Using Subscriber Properties” on page 4-7.

- 7 Refer to “Customizing Campaigns with Tags” on page 5-3 to see what Constant Contact tags you might want to use to further customize your email campaign.

- 8 Update the Text version of the campaign in the same way you updated your campaign in the HTML tab. Copy and paste your changes from the HTML tab to the Text Tab and make any necessary changes to improve the Text View.

Note

The code in Text View must also be strict XHTML.

- 9 Perform final testing before scheduling your email campaign as described in “Testing your Email Campaign” on page 2-4.

Debugging your Email Campaign

As you work in the Advanced Editor, click Preview periodically to see your progress. If errors occur, no preview displays. Error messages appear in red above the Advanced Editor text window.

Tip: Line Numbers Reported by Advanced Editor

Constant Contact reports the *approximate* line number on which an error appears. To locate the line, select all the text in the window: set the mouse in the text window and choose Edit > Select All (Ctrl-A), copy (Ctrl-C) and paste (Ctrl-V) the contents into any text editor such as Notepad, that supports line numbers. Type Ctrl-G and the line number reported to locate the error.

The line number reported is not always the exact location of the error. Rather, it reports the line containing the end tag of the block in which the error occurred. In the following example, even though the error occurred in line 5, the line number reported is 7 which is the end tag of the root node that contains the tag in question.

```
1. <table>
2. <tr>
3.     <td>
4.     Some custom text here:
5.     <br> <!-- Invalid XHTML syntax -->
6.     More custom text here
7.     </td> <!-- Line number of reported error-->
8. </tr>
9. </table>
```

Testing your Email Campaign

Once your email campaign previews as desired, you'll want to make some final checks:

- 1 If you use subscriber properties, create a test interest category and schedule the email campaign to just yourself.
- 2 Click on all your links to make sure you entered them correctly.

Common Errors When Converting to XHTML

When adding XHTML code in the Advanced Editor, you may get errors if your code does not adhere to XHTML strict guidelines. This section describes some common errors you may run across when using XHTML in the Advanced Editor. It also calls out circumstances where Constant Contact must veer from the standard to support a variety of email applications.

- 1 Make sure that your document has one set of the following tags:
 - <html>...</html>
 - <head>...</head>
 - <title>...</title>

- `<body>...</body>`

Note

Previously, Constant Contact was lenient if you included duplicates of these tags. Now it requires that each set appear only once in a single email campaign.

- 2 Be consistent using upper- and lowercase HTML tags. The Advanced Editor cannot recognize the set if the cases do not match.
- 3 Always use closing tags such as `</p>`. XHTML supports empty tags such as `<OpenTracking />`. A common error is to forget to close your image tags as follows:

```
<a href="http://parentsclub.biz">
  
  <!-- End Image Tag often forgotten! -->
</a>
```

- 4 The most common problem area when converting HTML to XHTML is with nested lists. HTML didn't complain if you forget to close an inside list element `` like this:

```
<ul>
  <li>Coffee</li>
  <li>Tea
    <ul>
      <li>Black tea</li>
      <li>Green tea</li>
    </ul>
  </li> <!-- Often forgotten. -->
  <li>Milk</li>
</ul>
```

- 5 Make sure the HTML end tags appear in the same order as their corresponding begin tags:

```
<tr>
  <td align="center"><font size="2"
face="Verdana,Arial,Helvetica"><b>Email:</b>
  <input type="text" name="ea" size="25"> </input>
  <input type="submit" name="go" value="Go"> </font>
  <!-- Wrong Order -->
  </input> </td>
</tr>
```

This is the correct order:

```
<tr>
  <td align="center"><font size="2"
face="Verdana,Arial,Helvetica"><b>Email:</b>
  <input type="text" name="ea" size="25"> </input>
  <input type="submit" name="go" value="Go"> </input>
  <!-- Correct Order -->
  </font></td>
</tr>
```

- 6 Use quotes for all attribute values such as: `<table width="100%">`
- 7 You can no longer minimize attributes. For example:

```
<input readonly>                <!-- Wrong -->  
<input readonly="readonly" />    <!-- Correct -->
```

- 8 For `` tags, the `id` attribute replaces the `name` attribute to define a unique reference identifier. For compatibility, common XHTML practice is to supply both attributes as shown:

```

```

Note

Constant Contact campaigns do not use the `id` attribute, but you can add it in the Advanced Editor if you desire.

- 9 Use CSS styles to set fonts; the HTML `` tag is deprecated. Also deprecated: `<s>` and `<strike>` tags that define strike-through text and `<u>` that defines underline text.

Note

XHTML recommends that you replace the HTML `` tag with CSS styles; however, you will use *both* in Constant Contact. For details, see “Using the Font Tag with Style Classes” on page 3-6.

- 10 With the addition of style sheets, `align` and other positioning attributes in various HTML tags have been deprecated. XHTML references discourage their use.

Note

You will notice that Constant Contact uses deprecated tags such as `align` and `valign`. Even though the tags are deprecated in XHTML, you can still use them in your Constant Contact email campaigns.

- 11 Use style sheets to define types of lists. Avoid using `<dir>`, `<menu>`, and `` tags.

Using the Custom Template

If you have your own HTML design, you can use the custom template for your email campaign, instead of one of the standard Constant Contact templates.

Before You Begin

Constant Contact offers both HTML and XHTML formats for the custom campaign. Each format has advantages and disadvantages for you to consider as the following table shows:

Custom Template	Advantages	Disadvantages
HTML format	<ul style="list-style-type: none">• Simpler• Automatically tracks click-through links	<ul style="list-style-type: none">• No control over Constant Contact features including subscriber properties• Does not track opens*

Custom Template	Advantages	Disadvantages
XHTML format	<ul style="list-style-type: none"> • More robust than HTML format • Can use Constant Contact tags • Can modify styles with the style sheet • Provides error checking • Tracks opens* • Converts styles to inline 	<ul style="list-style-type: none"> • Requires strict XHTML • Must add additional code to your links in the Advanced Editor to enable click-through tracking*

* For more information on links, see the section on “Link Tracking” below.

Link Tracking

Constant Contact reports statistics on email Opens and Click-throughs. “Opens” are those emails your subscribers received and viewed. “Clicks” report on subscribers who clicked on a link in your email campaign to your website.

The Opens count is useful but not completely accurate. Constant Contact can track Opens only if the email includes images because it is actually tracking the href attribute of the anchor tag. Therefore, it does not track text-only emails or email clients that open emails without images explicitly. However, if subscribers click a text-only link, Constant Contact tracks it as an Open as well, since subscribers obviously opened the email if they clicked on a link. So, Constant Contact tracks *implied* Opens.

Clicks are based on unique clicks rather than the number of times a subscriber clicks on a particular link. Therefore, if the same subscriber clicks on a link more than once we only count that as one click-through.

Preparing your Design

Before adding your custom design into an email campaign using the Advanced Editor, we recommend that you completely design and view your code in a web design tool such as Dreamweaver or HomeSite. If you intend to use the XHTML format, consider converting your HTML code to XHTML before adding it to the Advanced Editor. For a list of common coding mistakes that occur when using XHTML, see page “Common Errors When Converting to XHTML” on page 2-4.

The Advanced Editor will parse your code for syntax errors but it is not intended to be a full-blown web editor tool.

Creating a Custom Email Campaign

The tasks involved in creating a custom campaign are as follows:

- 1 In the Template Picker, choose Custom Category and Custom Template category.

Choose either:

- HTML – To supply HTML code
 - XHTML – To supply strict XHTML code and use Constant Contact tags
- 2 Enter all relevant information in each page of the Wizard. Be sure to modify the Global Colors and Fonts page to make any desired global style changes.
 - 3 In the Advanced Editor, HTML tab, add your HTML (or XHTML) code below the line:

```
<!-- Enter your custom HTML here. -->
```

Note

When copying and pasting your code, be sure that you have only one set of the HTML tags: <html>, <title>, <head>, and <body>.

- 4 In the Style tab, define the CSS styles you want to reference in the HTML code. Refer to “Adding Styles” on page 3-5 for more details.

Note

Use only alphanumeric characters in style names to avoid errors. You can use any CSS styles; however, not all styles are supported in email applications. Do *not* include comments in the Style tab.

- 5 Click Preview to determine if the campaign displays as expected. See “Debugging your Email Campaign” on page 2-3 if you run into problems.
- 6 If desired, add subscriber properties to personalize your email campaigns as described in “Common Tasks Using Subscriber Properties” on page 4-7.
- 7 If you are using XHTML, refer to “Customizing Campaigns with Tags” on page 5-3 to see what Constant Contact tags you might want to use to further customize your email campaign.
- 8 Update the Text version of the campaign in the same way you updated the HTML version by repeating the above steps. Insert the desired text just after the </CustomBlock> tag:

```
<Text><CustomBlock name="letter.intro"  
title="Personalization">  
~~~~~  
<Greeting/></CustomBlock></Text>
```

Note

The code in Text View must also be strict XHTML.

- 9 Perform final testing before scheduling your email campaign as described in "Testing your Email Campaign" on page 2-4.

Note

If you already have a custom email campaign that you want to use with new Constant Contact features, you need to convert your campaign. Go to Chapter 6 for step-by-step instructions to follow.



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- .
- . **CUSTOMIZING EMAIL CAMPAIGNS**
- . Creating a Custom Email Campaign
- .

Using Styles

With the Constant Contact Advanced Editor, you can modify and add styles in the Advanced Editor to have greater control over your email campaign look. This chapter provides an overview of Cascading Style Sheets (CSS), and describes how to use them in the Advanced Editor. It covers:

- Cascading Style Sheets (CSS)
- Adding Styles

Cascading Style Sheets (CSS)

Constant Contact takes advantage of another web development standard, Cascading Style Sheets (CSS). Styles control how to display HTML elements and helps separate HTML elements that define presentation layout from others that determine content. An advantage of using styles is that they can ripple through, or cascade, to affect all HTML elements associated with that style throughout the document.

External Style Sheets, Internal Styles, and Inline Styles

Styles can be defined in files external to your HTML documents, at the top of an HTML document, or with a specific HTML element.

- **External** style sheets enable you to change the appearance and layout of all the pages on your web site at once by editing a single CSS document. To make a global change across all web pages, simply change the style in this external file, and all elements in any linked Web pages are updated automatically. You define an external style sheet in the head section at the top of each HTML document with a <link> tag as follows:

```
<head>
<link rel="stylesheet" type="text/css"
href="websitestyles.css" />
</head>
```

- **Internal** styles are used to define those visual elements that are unique to a single document. You define internal styles at the top of an HTML document (in the head section) by using the <style> tag, like this:

```
<head>
<style type="text/css">
.body {
    background-color: #ffffff;
    margin : 10px 0px 10px 0px;
    font-weight: bold
}
```

USING STYLES

How Constant Contact Uses Styles

```
</style>  
</head>
```

- **Inline** styles apply to a single occurrence of an HTML element. To use inline styles you use the style attribute in the HTML tag. The style attribute can contain any CSS property:

```
<p style="color: sienna; margin-left: 20px">  
This is a paragraph  
</p>
```

How Constant Contact Uses Styles

When viewing an email campaign in the Advanced Editor, it looks like we use internal style sheets. In the Style tab, you see how all the styles are defined for the current campaign. To add or modify style information, you edit the styles here.

However, when Constant Contact sends your email campaign, it actually generates inline styles. This is because some email browsers strip any style information that appears at the top of an email message.

Preview your campaign and then view it in source code to see how Constant Contact expands all its properties and generates HTML code. Notice that the `<style>` section has been mostly replaced by inline styles as follows:

```
<td align="left" colspan="1" rowspan="1" valign="top">  
  <font color="#000000" face="Arial, Helvetica, sans-  
  serif" size="2" style="font-family: Arial, Helvetica,  
  sans-serif; font-size: 10pt; COLOR: #000000;">
```

What's the font tag doing here? If we are using styles, the `` tag should not be necessary. However, some web-based email applications, like AOL Web Mail, strip even inline styles. For Constant Contact to ensure that your email campaign renders as expected in most email applications, it supplies font information in addition to style information. For details, see "Using the Font Tag with Style Classes" on page 3-6.

Styles in Constant Contact

In the Style tab of the Advanced Editor, you see that Constant Contact uses many CSS styles to display fonts, whitespace, and colors. You can add more styles to the class definitions in the Style tab, as long as you use standard CSS-defined syntax. You can also add new HTML elements, including Constant Contact tags, in the HTML tab, and add their class definitions in the Styles tab. The Advanced Editor incorporates this style information when generating your email campaign.

CSS Syntax

The class selector allows you to name or classify types of elements according to their type. Campaigns contain event classes to describe how to layout an

event email campaign. It defines a class for different elements in an event: its name, text, headlines, and details. In the Styles tab, the rules for each class selector are defined as follows. Notice each class selector starts with a period:

```
.EVENTNAME{
    FONT-FAMILY: Arial, Helvetica, sans-serif;
    FONT-SIZE: 12pt;
    FONT-WEIGHT: bold;
    COLOR: #000066;
}
.EVENTSUBHEADING{
    FONT-FAMILY: Arial, Helvetica, sans-serif;
    FONT-SIZE: 10pt;
    COLOR: #000000;
    FONT-WEIGHT: bold;
}
.EVENTINTROTEXT{
    FONT-FAMILY: Arial, Helvetica, sans-serif;
    FONT-SIZE: 10pt;
    COLOR: #000000;
    FONT-STYLE: italic;
    FONT-WEIGHT: bold;
}
.EVENTLINKTEXT{
    FONT-FAMILY: Arial, Helvetica, sans-serif;
    FONT-SIZE: 12pt;
    FONT-WEIGHT: bold;
}
.EVENTDETAILSHEADING{
    FONT-FAMILY: Arial, Helvetica, sans-serif;
    FONT-SIZE: 10pt;
    COLOR: #000066;
    FONT-WEIGHT: bold;
}
```

Common CSS Properties and Values

CSS style sheets contain these common CSS properties which are listed below by general category.

Property Category	Description
Background	Controls the background of an element. You can set its background to be a color or an image; position an image on the page or repeat the background image vertically or horizontally. Properties include: <code>background</code> , <code>background-attachment</code> , <code>background-color</code> , <code>background-image</code> , <code>background-position</code> , and <code>background-repeat</code> .

Property Category	Description
Text	Controls the appearance of text to change its color, increase or decrease the space between characters, align it, decorate it, indent the first line, and more. Properties include: <code>color</code> , <code>letter-spacing</code> , <code>text-align</code> , <code>text-decoration</code> , <code>text-indent</code> , <code>text-transform</code> , <code>white-space</code> , and <code>word-spacing</code> . CSS 2 specification allows you to specify <code>direction</code> (<code>left-to-right</code> or <code>right-to-left</code>), and <code>unicode-bidi</code> .
Font	Controls fonts including font-family, boldness, size, and the style of a text. Properties include <code>font-family</code> , <code>font-size</code> , <code>font-style</code> , <code>font-weight</code> . CSS 2 specification allows you to specify <code>font-size-adjust</code> , and <code>font-stretch</code> .
Border	Defines the borders around an element such as their style, color, and width. Properties include: <code>border</code> , <code>border-color</code> , <code>border-style</code> , and <code>border-width</code> . You can also set different properties to each side of a border independently with: <code>border-bottom</code> , <code>border-right</code> , <code>border-left</code> , <code>border-top</code> , <code>border-color</code> , <code>border-style</code> , and <code>border-width</code> .
Margin	Defines the space around elements. You can use negative values to overlap content; and you can set the top, right, bottom, and left margins independently using separate properties. A shorthand margin property allows you to change all the margins at once. Properties include: <code>margin</code> , <code>margin-bottom</code> , <code>margin-left</code> , <code>margin-right</code> and <code>margin-top</code> .
Padding	Controls the space between the element border and the element content. Negative values are <i>not</i> allowed. You can change the top, right, bottom, and left padding independently using separate properties. A shorthand padding property allows you to control multiple sides at once. Properties include: <code>padding</code> , <code>padding-bottom</code> , <code>padding-left</code> , <code>padding-right</code> , and <code>padding-top</code> .
List	Sets the style and image of list-item markers, and where to place them. Properties include: <code>list-style</code> , <code>list-style-image</code> , <code>list-style-position</code> , <code>list-style-type</code> . A CSS 2 property is <code>marker-offset</code> , which allows you to specify the length of the marker offset.

Adding Styles

The Style tab in the Advanced Editor allows you to define styles as an internal style sheet. The Style tab is available when using XHTML format.

Note You can use any of the CSS styles in your email campaigns. However, not all styles are supported in email applications. Also, use only alphanumeric characters in style names.

Adding Style Definitions

In the Style tab of the Advanced Editor, you can define styles as if this is your email campaign's internal style sheet. You can add any style information as long as you follow CSS syntax.

To add styles:

- 1 In the Style tab define your styles. For example:

```
.body{
  color: #000179;
  background-color: #00008B;
  font-family: Verdana, Geneva, Arial, Helvetica, sans-serif;
  font-size: medium;
}
```

Note Do not include comments in the Style tab.

- 2 In the HTML tab, reference your style. For example:

```
<body class="body">
```

When Constant Contact generates the email campaign, it converts the internal style sheet to inline styles automatically for you. This ensures that more email clients display your styles as intended.

Adding Style Definitions to Constant Contact Tags

If you are using XHTML, you can add styles to Constant Contact tags as you do with other HTML tags. The following example changes the style of a greeting. In the style tab:

```
.greeting{
  font-weight: bold;
  font-size: larger;
}
```

In the HTML tab, reference your style as follows:

```
<p class="greeting">  
  <Greeting />  
</p>
```

Some Constant Contact tags, such as the Forward tag, support the class attribute for you to modify styles. In the style tab:

```
.forwardstyle{  
  font-weight: bold;  
  font-size: small;  
  color: #00008B;  
  text-align: center;  
}
```

In the HTML tab, Forward is referenced as follows:

```
<Forward class="forwardstyle">Forward to a  
Friend</Forward>
```

The class inside the Forward tag affects only the anchor <a> tag. You may need to add additional code to get the results you want. For example:

```
<p class="forwardstyle"><Forward class="forwardstyle">  
  Forward to a Friend</Forward> </p>
```

Using the Font Tag with Style Classes

Even though Constant Contact campaigns use styles, you often see the deprecated tag used throughout the campaigns in the Advanced Editor. This is to support some web-based email applications that strip even inline styles. When adding style information within your email campaign, you will want to follow the same practice:

Constant Contact recommends that you use a font tag and a separate class for your font-family, font-size, and color attributes. This way, Constant Contact can convert the font-related attributes to an inline style.

You will notice that Constant Contact uses separate font class styles. For example, to set the style of title, it uses two classes, .TitleText and .TitlePadding, as follows:

```
.TITLETEXT{  
  FONT-FAMILY: Verdana, Arial, Helvetica, sans-serif;  
  FONT-SIZE: 16pt;  
  COLOR: #FFFFFF;  
  PADDING-LEFT: 5px;
```

```

}
.TITLEPADDING{
    TEXT-ALIGN: left;
    PADDING-LEFT: 5px;
}

```

The code for referencing the two classes is as follows. Notice the TitleText class is within a font tag:

```

<td class="TitlePadding" colspan="1" rowspan="1">
    <font class="TitleText">
        <Property font="TitleText" name="letter.title"
title="Title" type="single"/>
    </font>

```

By referencing TitleText within a font tag, Constant Contact converts the class, TitleText, to the following inline style:

```

<font color="#FFFFFF" face="Verdana, Arial, Helvetica,
sans-serif" size="4" style="FONT-FAMILY: Verdana, Arial,
Helvetica, sans-serif; FONT-SIZE: 16pt; COLOR:
#FFFFFF; PADDING-LEFT: 5px;">
    Parents' Club Newsletter
</font>

```

In your code, to retain font information for most email applications, do the following:

- 1 Create a separate style class to define font information as follows:

```

.MyIntroStyle{
    FONT-FAMILY: serif;
    FONT-SIZE: 10pt;
    COLOR: #FF0000;
}

```

- 2 Reference the style within a font tag. For example:

```

<p>
    <font class="MyIntroStyle">Creating a second paragraph
with my style information.
    </font>
</p>

```



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Using Constant Contact Properties

Constant Contact defines two sets of properties that can be useful for you to include in your email campaigns:

- **Account properties** supply information about your account. Constant Contact gets this information from you when you set up and configure your account and stores it to display as default values in many templates. Previously, these were referred to as site owner properties.
- **Subscriber properties** supply information about your subscribers so that you can personalize your email campaigns according to information you have collected.

This chapter shows how to use account and subscriber properties in your email campaign.

Account Properties

Constant Contact account properties are those standard properties about your organization that are likely to be the same in most, if not all, of your email campaigns.

Constant Contact gets the account properties when you set up and configure your account. It stores the values of these properties in an internal database. Templates use some of these properties to set default values. This is how your company's name shows up automatically in various text boxes of the Wizard.

List of Account Properties

The following table lists the account properties used by Constant Contact. It also lists where you can find the properties in the existing templates so that you can see how these properties appear in XHTML.

Account	Constant Contact Property	Template Usage
Organization name	Account.OrganizationName	Title on Introduction page of all templates. Also used in any prompt for your organization name.
Website address	Account.SiteURL	Web Site on Email Signature page in business letters, events, and promotions. Also used as default value for Text Link URL anywhere a URL appears.
Signature phone number	Account.SignaturePhone	Phone on Contact Info page in newsletters and press announcements, and Email Signatures page in business letters, events, and promotions.

USING CONSTANT CONTACT PROPERTIES
Account Properties

Account	Constant Contact Property	Template Usage
Signature email address	Account.SignatureEmail	Email address on Contact Info page in newsletters and press announcements, and Email Signature page in business letters, events, and promotions.
Signature name	Account.SignatureName	Contact Name on Contact Info page in press announcements and newsletters, Signature Name on Email Signature page in business letters, events, and promotions, and Signature name on Intro page of Modern and Stylish Outline newsletters.
Default forward to a friend link name	Account.FWTFLink	Forward Email to a Friend checkbox on Message Footer page of all templates.
Default subscribe link name	Account.FWTFSubscribeLink	Subscribe Me checkbox in Message Footer page of all templates.
Default logo URL	Account.LetterLogoURL	Logo URL on Introduction page of all templates.
Default letter signature image	Account.SignatureImageURL	Signature URL on Email Signature page of business letters, events, and promotions. Signature URL on Intro page of Modern and Stylish Outline newsletters.
Physical address line 1	Account.AddressLine1	Address on Event pages of most event templates, and address on Message Footer page of all templates.
Physical address line 2	Account.AddressLine2	Address on Event pages of most event templates, and address on Message Footer page of all templates.
Physical address line 3	Account.AddressLine3	Address on Event pages of most event templates, and address on Message Footer page of all templates.
City	Account.City	City on Event pages of most event templates, and address on Message Footer page of all templates.
State (full name)	Account.State	State on Event pages of most event templates, and address on Message Footer page of all templates.
Country	Account.Country	Not used in current templates.
US state two-letter abbreviation	Account.USState	Not used in current templates.

Account	Constant Contact Property	Template Usage
Country code	Account.CountryCode	Not used in current templates.
Physical address postal code	Account.PostalCode	Zip code on Event pages of most event templates, and address on Message Footer page of all templates.

Changing Account Properties Globally

Use the Email Settings menu to change the value of many account properties that automatically appear in the Wizard. This changes the settings for all future email campaigns.

From the Constant Contact main menu, go to Email Campaigns > Email Settings.

Note

Email settings affect future email campaigns; your current email campaigns, in draft or scheduled state, will not be modified.

Subscriber Properties

Subscriber properties allow you to personalize email campaigns by displaying the information that Constant Contact keeps on your subscribers.

List of Subscriber Properties

Constant Contact keeps track of the following subscriber information:

Subscriber	Constant Contact Property	Input File Headings
Email address	Subscriber.Email	Email Address, E-mail Address, or Email
First name	Subscriber.FirstName	First Name
Middle name	Subscriber.MiddleName	Middle Name
Last (family) name	Subscriber.FamilyName	Last Name
Mailing address line 1	Subscriber.AddressLine1	Address Line 1
Mailing address line 2	Subscriber.AddressLine2	Address Line 2
Mailing address line 3	Subscriber.AddressLine3	Address Line 3
Mailing address city	Subscriber.City	City
State two-letter code	Subscriber.StateCode	State
State name	Subscriber.State	State
Postal (zip) code	Subscriber.PostalCode	Postal Code
Sub Postal (zip) code	Subscriber.SubPostalCode	Sub Postal Code

Subscriber	Constant Contact Property	Input File Headings
Country code	Subscriber.Country.Code	Country
Country name	Subscriber.Country.Name	Country
Home phone number	Subscriber.HomePhoneNumber	Home Phone
Company name	Subscriber.CompanyName	Company Name
Work phone number	Subscriber.BusinessPhoneNumber	Work Phone
Job title	Subscriber.JobTitle	Job Title
Custom field 1	Subscriber.CustomText1	Custom field 1
Custom field 2	Subscriber.CustomText2	Custom field 2
Custom field 3	Subscriber.CustomText3	Custom field 3
up to4
Custom field 15	Subscriber.CustomText15	Custom field 15

Subscriber Data

Constant Contact can keep track of any data about your subscribers that you have collected when you upload your subscriber list. Another way to populate your subscriber list is by adding the Site Visitor Signup Form to your web site. For details on this, from the Constant Contact main window, go to:

More Features > Site Visitor Signup >Edit Visitor Signup Form

Uploading Subscriber Data

Any data you have collected about your subscribers can be used in Constant Contact email campaigns. In addition to the standard contact information, Constant Contact can collect information in fifteen custom fields, which gives you great flexibility in writing personal email campaigns.

For example, say you write a newsletter for an organization of sports car owners and your database contains each car's make, model, year, and color for most owners. You can store the car's make in custom field 1, model in custom field 2, and so on. You might use Job Title to keep track of your organization's officers or "premium" subscribers.

To upload subscriber data, do the following:

- 1 Save a copy of your database in comma separated values (CSV) format
- 2 Rename the column headings to match Constant Contact subscriber properties as listed in the above table. Decide what information you might want to include in email campaigns, and rename the headings to Custom field 1, Custom field 2, and so on. The headings do not need to be in any particular order and case does not matter--City is the same as city.
- 3 From the Constant Contact main menu, choose:
Subscribers and Lists > Add & Import Subscribers

Tip: You can use subscriber data in conjunction with interest categories to direct email campaigns to a subset of your mailing list. For example, you could create a general interest category named “Corvette” and add only those subscribers who have Corvettes to that interest category. You can export subscribers from one Constant Contact and reload them into another.

Where Properties Appear in the Advanced Editor

Typically, account and subscriber properties appear in the Advanced Editor where the associated property is defined with Constant Contact tags:

- Property
- PropertyPair

Property Tag

The <Property> tag instructs Constant Contact to get the value of the property when it generates an email campaign. For example, most campaigns contain code similar to the following to display a title so that your organization or company name appears by default as the title of the email campaign:

```
<!-- BEGIN: Title Text -->  
  <IfPropertyExists name="letter.title">  
    <div align="center">  
      <font class="TitleText"><Property  
font="TitleText" name="letter.title" title="Title"  
type="single"/></font>  
    </div>  
  </IfPropertyExists>  
<!-- END: Title Text -->
```

As shown in the figure below, when you preview or actually send the campaign, Constant Contact looks up the value that you supplied in the Title edit box of the Wizard to display the title:



PropertyPair Tag

You will often see account properties defined with the PropertyPair tag, which is a convenient template tag to define a set of tags, where the first tag holds the label and the second tag holds the value.

In this example, an email address is created with the name letter.signature.email that contains the account email address which is stored as \$Account.SiteURL.

```
<PropertyPair name="letter.signature.url" title="Website Address">  
  <div>  
    <Property name="letter.signature.url.name" type="single"/>  
    <SimpleURLProperty href="$Account.SiteURL" name="letter.signature.url" track="true" type="plain">  
      <a class="SignatureLink" href="$Account.SiteURL" shape="rect">$Account.SiteURL</a>  
    </SimpleURLProperty>  
  </div>  
</PropertyPair>
```

As shown in the figure below, the email signature block displays a label and then the value for email address, phone, and web site:



Explanation of <Property> Tag

Most of the *attributes* within the Property tag are used to control how the tag appears within the Wizard and so they are ignored in your email campaign. To become familiar with the code, though, here's an example of a more complete property tag and an explanation of its attributes:

```
<Property
  name="letter.article1.text1" <!--Name of this
property-->
  title="Paragraph 1"
<!--Wizard: title appears above the text input or text
box-->
  type="paragraph" <!--For Wizard: draw a text box-->
  font="ArticleText">
<!--Wizard: add Font Icon to allow user to change fonts-->
/>                                <!--Close property tag-->
```

Common Tasks Using Subscriber Properties

This section describes how to use subscriber properties in your email campaigns.

Adding Subscriber Information

Adding subscriber information is similar to adding account properties. To add a subscriber property in your email campaigns, you insert it within the Constant Contact IfPropertyExists and Property tags as shown:

```
<p>
  Welcome to
  <IfPropertyExists name="Subscriber.City">
    <Property name="Subscriber.City"/>,
  </IfPropertyExists>our fair city!
</p>
```

The IfPropertyExists tag displays its contents only if the property name, subscriber.city, displays. If subscriber.city exists, the IfPropertyExists tag displays its contents, a comma.

Welcome to Boston, our fair city!

If it does not exist, IfPropertyExists tag displays nothing.

Welcome to our fair city!

A common error is to forget a closing `</IfPropertyExists>` tag and enclosing your text within `<p>` and `</p>` tags.

Note

When previewing your email campaign after adding your subscriber properties, Constant Contact is not actually resolving the values of any subscriber data. Instead, it matches as much information as possible from your account information and supplies general descriptions for the rest. The actual properties get populated only when the campaign is scheduled and sent. As a final test for subscriber properties, you might want to set yourself up as a subscriber and then schedule the campaign to just yourself.

Using Subscriber Custom Field Information

Here is an example using subscriber custom fields. The subscriber list for this campaign is for a parents' club of a boy's school. The Job Title field contains information about club officers; custom field 1 contains the subscriber's student's name, and custom field 2 contains his graduation year.

```
<p>
As <Property name="Subscriber.JobTitle"/> of our
organization, we want to offer you a special service.
Your son <Property name="Subscriber.CustomText1"/>
of the Class of <Property name="Subscriber.CustomText2"/>
will be ordering his class ring soon. For your efforts, we
are providing you with a coupon that entitles you to a 25%
discount.
</p>
```

Note

Constant Contact currently does not support conditional code, so you cannot test for the existence of the subscriber properties. To use this code, you must be sure that your database does not contain empty values for the custom fields you are using.

This is how the email campaign with subscriber properties appears in preview. Constant Contact supplies the current values of the subscriber properties, which, at this point, are default values, "Job Title," "Custom Field 1," and "Custom Field 2."

Preview



When you schedule the email campaign, Constant Contact expands the subscriber properties to those defined for your subscribers, in this case they are "Record'g Secretary," "Zachary," and "2006."



Where to Locate Properties

To replace a paragraph in an email campaign, you are actually replacing the entire property tag with your text. Locate where to put your paragraph, and find the current property.

In this case, the paragraph is within a <ForEach> loop (which allows the Wizard user to add additional paragraphs). Since the Wizard code is meaningless in your email campaign, you can comment out the entire paragraph:

```
<!-- <ForEach end="15"
name="letter.intro.paragraph$repeat" start="1"
type="property">
  <p>
    <Property font="MainText"
name="letter.intro.paragraph$repeat" title="Introductory
Paragraph" type="paragraph">
Please be our guest... add a short description of the
event(s). You might include what the event is about and
why they are invited to attend.
    </Property>
  </p>
</ForEach> -->
```

Replacing the introductory paragraph with this paragraph.

Note

To avoid necessary coding errors, we recommend that you enclosed the unwanted code in a comment, instead of removing it altogether.

To add to the current paragraph, place your text *after* the property tag but before the end paragraph tag as shown:

```
<Property font="MainText"
name="letter.intro.paragraph$repeat" title="Introductory
Paragraph" type="paragraph">
    Please be our guest... add a short description of the
event(s). You might include what the event is about and
why they are invited to attend.
</Property>
Appending to the paragraph.
</p>
```

AVOID FOREACH LOOPS

When adding information, be sure to avoid locating anything within a `<ForEach>` loop. In the following example, we've added a forward link (using the `<Forward>` tag) inside a `<ForEach>` loop and outside the loop. Only the link located outside the loop shows up.

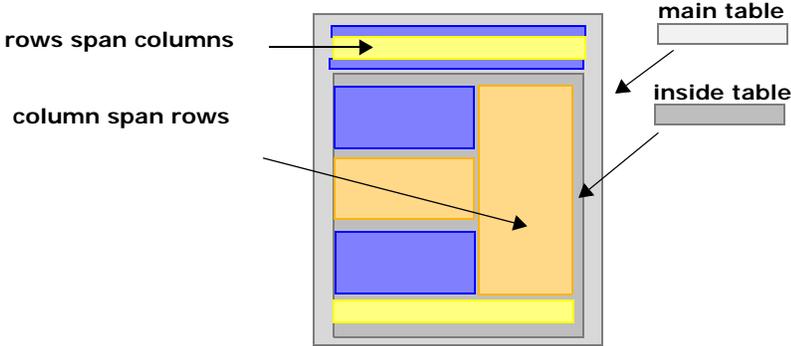
```
<ForEach end="15" name="letter.intro.paragraph$repeat"
start="1" type="property">
<p>
    <Property font="MainText"
name="letter.intro.paragraph$repeat" title="Introductory
Paragraph" type="paragraph">
Please be our guest... add a short description of the
event(s). You might include what the event is about and
why they are invited to attend.
    </Property>
</p>
<p>
    <Forward class="ForwardStyle">Link Inside ForEach Loop
</Forward> </p> <!--Doesn't show up!-->

</ForEach>
<p>
    <Forward class="ForwardStyle">Link after ForEach Loop
</Forward> </p> <!--Link shows up!-->
```

TABLES

When adding properties in the middle of your campaign, it's important for you to understand its overall layout. Like many web-based documents, Constant Contact templates use nested tables to control the document's layout. Our templates define an outermost table to specify the size of the entire document and then use inner tables to layout the title, sidebar, main text, and closing

sections as shown below. Some rows span all columns of a table and some columns span all rows to get the desired visual effect.



Before you add any information to your campaign, you might want to browse through the code looking for definitions of tables `<table>`, rows `<tr>`, and row contents `<td>`, to get a general idea of how the document is laid out.



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USING CONSTANT CONTACT PROPERTIES

Common Tasks Using Subscriber Properties

Using Constant Contact Tags

When viewing a Constant Contact email campaign in the Advanced Editor, you will see widespread use of Constant Contact tags. Most of these tags are strictly for creating templates and their accompanying Wizards. However, you may find occasion to use some Constant Contact tags in your email campaigns. This chapter provides details on the tags you can use. It also lists those tags that you see in the Advanced Editor that Constant Contact ignores when generating your email campaigns.

Alert

Do *not* edit Constant Contact tags in the Advanced Editor unless you are familiar with web design tools and HTML.

Constant Contact Tag Overview

This section lists the Constant Contact tags for:

- End-users who want to modify their email campaigns
- Template designers who are creating templates for end-users

List of Tags for Use in Email Campaigns

The following table lists all the Constant Contact tags available to you for modifying email campaigns.

Constant Contact Tag	Description
<code><ConfirmOptIn>...</ConfirmOptIn></code>	Insert a confirm opt in tag to encourage subscribers to confirm their email addresses.
<code><Footer>...</Footer></code>	Adjust alignment to the footer section that is automatically supplied.
<code><Forward>...</Forward></code>	Add your own style to a Forward to a Friend link.
<code><IfPropertyExists>...</IfPropertyExists></code>	Add the enclosed HTML text if the named property has a value.
<code><PermissionReminder>...</PermissionReminder></code>	Control the alignment of the permission reminder which is located in the Message Header if you choose the option in the Wizard.
<code><PhysicalAddress>...</PhysicalAddress></code>	Insert the physical address.

Constant Contact Tag	Description
<code><Property>...</Property></code>	Insert a Constant Contact subscriber property.
<code><SignupBox>...</SignupBox></code>	Insert a site visitor signup box.
<code><SignupLink>...</SignupLink></code>	Insert a signup link to perform a signup options: <code>optin</code> , <code>optout</code> , or <code>edit</code> the interest categories.
<code><SimpleURLProperty>...</SimpleURLProperty></code>	Insert an image or plain hypertext link that Constant Contact tracks. Use this to track those links you add directly in the Advanced Editor.

List of Tags for Template Designers

The following Constant Contact tags are those you see in the Advanced Editor but are used *only* by template designers.

Constant Contact Tag	Description
<code><Article>...</Article></code>	Insert an article block. Appears in Constant Contact newsletter templates.
<code><BuyURL>...</BuyURL></code>	Describes the generated URL used by Amazon and PayPal integrations.
<code><Copyright>...</Copyright></code>	Display the Constant Contact copyright notice to appear in the HTML source of sent email campaigns. Ignored in Preview.
<code><Coupon>...</Coupon></code>	Insert a coupon block. Appears in some newsletter and event templates.
<code><CustomBlock>...</CustomBlock></code>	Insert a block of your own design. Appears in most templates to add design features such as a sidebar or a Quick Links section.
<code><DateProperty>...</DateProperty></code>	Insert the current date in desired format. Appears in newsletter, business letter, and event templates.
<code><ForEach>...</ForEach></code>	Repeat this block <code>count</code> times. Appears in most templates to allow the Wizard user to add an unspecified number of blocks such as additional paragraphs within a block or additional blocks within an email campaign.
<code><Greeting>...</Greeting></code>	Insert a personal greeting block.
<code><ImageProperty>...</ImageProperty></code>	Insert the default image URLs that are stored in your Constant Contact account properties.
<code><Introduction>...</Introduction></code>	Insert an introduction block. Appears in most templates.
<code><PayPal>...</PayPal></code>	Specify the content to be included if PayPal is enabled for the product promotion and account.

Constant Contact Tag	Description
<code><ProductView>...</ProductView></code>	Describes how the generated content of an Amazon product is displayed.
<code><Promotion>...</Promotion></code>	Insert a promotion block. Appears in any templates that contain promotions such as newsletters, promotions, and seasonal templates.
<code><PropertyPair>...</PropertyPair></code>	Define a pair of properties where the first tag holds the label and the second tag holds the value.
<code><Style>...</Style></code>	Define the template's style sheet. Appears at the top of each campaign.

Customizing Campaigns with Tags

After using the Wizard to create your email campaign, you may notice that some information from the Wizard does not appear in the code you view in the Advanced Editor. This is because Constant Contact provides some basic functionality and requirements for every campaign. The Wizard automatically displays the following pages:

Element	Description
Message Header	Contains the email campaign's subject, contact person, and from and reply email addresses. The Wizard also allows you to choose whether to display a permission reminder at the top of your email campaign.
Message Footer	Contains general required account information such as your physical address. Use the Wizard to add links to allow subscribers to forward this message to a friend or to join your email list.
Global Fonts and Colors	Contains style information for many elements that appear in the Wizard.

You can use the following Constant Contact tags to make changes to the sections within the email campaign. Some of these Constant Contact tags apply only to a specific section; you can use other Constant Contact tags within the body of your campaign. The following table supplies page numbers for more information on the tags you can use within your email campaign.

To modify	Constant Contact Tags to Use	See Page
Message Header	<code><PermissionReminder></code>	5-12
Message Footer	<code><Footer></code>	5-7

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. **USING CONSTANT CONTACT TAGS**
. Customizing Campaigns with Tags
.

To modify	Constant Contact Tags to Use	See Page
Message body	<ConfirmOptIn> <Forward> <IfPropertyExists> <PhysicalAddress> <Property> <SignupBox> <SignupLink> <SimpleURLProperty>	5-5 5-9 5-11 5-14 5-16 5-17 5-18 5-20

<ConfirmOptIn>...</ConfirmOptIn>

Inserts a link in your email campaign to encourage email subscribers to confirm their email addresses.

Constant Contact automatically supplies this tag in a Wizard edit box when you choose to add a permission reminder in the Message Header page. You can also use this tag in the Advanced Editor to locate the confirm link elsewhere in your email campaign.

To add styles to the <ConfirmOptIn> tag in the Wizard, do the following:

- 1 In the Wizard, turn on the Permission Reminder option.
- 2 In the Advanced Editor, click the Style tab and define a style class for the ConfirmOptIn tag such as "ConfirmStyle."
- 3 Return to the Wizard, and in the Wizard's permission reminder edit box, reference the style class by adding the class attribute to the <ConfirmOptIn> tag as follows:

```
<ConfirmOptIn
class="ConfirmStyle">confirm</ConfirmOptIn>
<!-- Add class reference in Wizard -->
```

Optional Attributes

Attribute	Value	Description
class	<i>[name of style class]</i>	Name of the style class that contains font and color information for this tag.

Code Example

In the HTML tab, reference the link style as follows:

```
<ConfirmOptIn class="ConfirmStyle">
  confirm
</ConfirmOptIn>
```

In the Style tab, supply the ConfirmStyle style information as follows:

```
.ConfirmStyle
{
  FONT-FAMILY: Verdana, Arial, Helvetica, sans-serif;
  FONT-SIZE: 12pt;
  FONT-WEIGHT: bold;
  COLOR: #FF0000;
}
```

Also, you can replace the link text with an image as follows:

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USING CONSTANT CONTACT TAGS
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.

```
<ConfirmOptIn>  
    
</ConfirmOptIn>
```

Displayed Result

You are receiving this email from Pivot Points because you purchased a product/service or subscribed on our website. To ensure that you continue to receive emails from us, add jtravis@roving.com to your address book today. If you haven't done so already, click to [confirm](#) your interest in receiving email campaigns from us. To no longer receive our emails, click to [unsubscribe](#).

Related Topics

- [<PermissionReminder> tag](#)

<Footer>...</Footer>

Set the alignment of an email campaign's footer section, which appears at the bottom of every Constant Contact email campaign. Add this tag to your campaign to control how the footer appears.

Constant Contact automatically supplies footer information in the Wizard that contains required information including:

- Your physical address, as required by US federal anti-spam legislation
- SafeUnsubscribe, which indicates your company's commitment to permission-based email marketing practices. Constant Contact's SafeUnsubscribe provides an added level of security protecting both Constant Contact users, and recipients of emails delivered by Constant Contact.

Note No matter where you locate this footer tag in the document, Constant Contact always displays the footer at the bottom of the email campaign.

Optional Attributes

Attribute	Value	Description
align	left center right	Set the alignment of the footer block within the entire email campaign. Default is <code>center</code> .
calign	left center right	Align the footer content within the footer block. Default is <code>left</code> .
look	stack row	Display your physical address as a row or column. Default is <code>row</code> .

Code Example

The following code adjusts the alignment of the <Footer> tag for your email campaign, which is always located at the bottom of the message.

```
<Footer align="left" calign="right" look="stack" />
```

Displayed Result

[Forward email](#)

✉ [SafeUnsubscribe™](#) Powered by
This email was sent to jtravis@roving.com, by jtravis@roving.com
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#)

Stack Footer →

 **Constant Contact**
TRY IT FREE

Parents Club
333 University Place
MyTown, MA 01951

<Forward>...</Forward>

Inserts a forward link of your own style to your email campaign. Use this tag to locate the link in the body of your email campaign and modify its appearance. The forward link allows your subscribers to forward the email they received from you to another email address.

From the Wizard Message Footer page, you can choose an option to add a forward link to your email campaign footer. But you cannot control the look of the forward tag that Constant Contact supplies in the footer.

Required Attributes

Attribute	Value	Description
class	[name of style class]	Name of the style class that contains font and color information for this tag.

Code Example

The following example references a forward link in the HTML code where the class is defined in the Style tab as follows:

```
<Forward class="forwardstyle">
  Forward Email
</Forward>
```

In the Style tab:

```
.ForwardStyle{
  FONT-FAMILY: Verdana, Arial, Helvetica, sans-serif;
  FONT-SIZE: 12pt;
  FONT-WEIGHT: bold;
  COLOR: #FF0000;
  TEXT-ALIGN: center;
}
```

The following example replaces the forward link text with an image:

```
<Forward>
  
</Forward>
```

Note

The class inside the Forward tag affects only the anchor tag. You may need to add additional code to get the results you want.

- . **USING CONSTANT CONTACT TAGS**
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This example sets the style of the forward link and the block in which it appears. For example, to center the Forward link within the paragraph block, you must assign the style to the paragraph itself as well as the Forward link:

```
<p class="forwardstyle"><Forward class="forwardstyle">  
Forward This</Forward> </p>
```

Displayed Result



<IfPropertyExists>...</IfPropertyExists>

Add the enclosed HTML code if the named property tag has a value. An empty string is treated as no value so Constant Contact does not display anything. Use this in conjunction with the Property tag to display the contents of Constant Contact subscriber properties along with additional text.

Use this tag only if you want to display additional text along with the property if it exists. Otherwise, use the Property tag by itself.

When adding new properties in the Advanced Editor, be sure to avoid placing properties within a ForEach tag.

Required Attributes

Attribute	Value	Description
name	<i>[name of property]</i>	Name of the Constant Contact property. For a list of properties to add, see "Subscriber Properties" on page 4-3.

Note

A common error is to forget a closing </IfPropertyExists> tag and enclosing your text within <p> and </p> tags.

Code Example

In the following code, the IfPropertyExists tag displays its contents, a comma, only if the property, Subscriber.City displays:

```
<p> Welcome to  
  <IfPropertyExists name="Subscriber.City">  
    <Property name="Subscriber.City"/>,  
  </IfPropertyExists>  
  our fair city!  
</p>
```

Displayed Result

The above code displays the following, if the subscriber.city property displays:

```
Welcome to Boston, our fair city!
```

If the subscriber.city property does not exist, nothing is displayed:

```
Welcome to our fair city!
```

Related Topics

- Property tag

<PermissionReminder>...</PermissionReminder>

Adjust the alignment of the permission reminder that appears in your email campaign, if you chose the option on the Wizard Message Header page.

Note

- You must enable the Permission Reminder in the Wizard to use this tag in the Advanced Editor.
- No matter where you locate a PermissionReminder tag in your email campaign code, Constant Contact always displays it at the top of the message.

Optional Attributes

Attribute	Value	Description
align	left center right	Sets the alignment of the permission reminder block within the entire email campaign. Default is center.
calign	left center right	Aligns the reminder content within the permission reminder block. Default is left.

Code Example

The following example of setting the alignment of a permission reminder block:

```
<PermissionReminder align="right" calign="right" />
```

You may choose to use the following additional code in your permission reminder edit box of the Wizard:

```
<Property name="Subscriber.Email"/>  
  <!--Subscriber's email address-->  
<Property name="Subscriber.FirstName"/>  
  <!--Subscriber's first name-->  
<Property name="Subscriber.FamilyName"/>  
  <!--Subscriber's last name-->  
<ConfirmOptIn />  
  <!--Allows subscribers to click and confirm their address-->
```

The following example personalizes the permission reminder with the subscriber's first name:

```
<Property name="Subscriber.FirstName" />, you are receiving this  
email from the Parents Club because you subscribed to our  
website. To ensure that you continue to receive emails from us,  
add parents@parentsclub.biz to your address book today. If you  
haven't done so already, click to  
<ConfirmOptin>confirm</ConfirmOptin> your interest in receiving  
email campaigns from us.
```

Displayed Result

After modifying the alignment by using <PermissionReminder> in the Advanced Editor and updating the Permission Reminder edit box in the Wizard, the permission reminder appears at the top of the message as follows:]

Janice, you are receiving this email from the Parents Club because you subscribed to our website. To ensure that you continue to receive emails from us, add parents@parentsclub.biz to your address book today. If you haven't done so already, click to [confirm](#) your interest in receiving email campaigns from us. To no longer receive our emails, click to [unsubscribe](#).

May 2004



Parents Club Newsletter
Our Premier Issue

<PhysicalAddress>...</PhysicalAddress>

Insert a physical address in the email campaign either horizontally or vertically.

The physical address appears in the footer that Constant Contact provides automatically. To control the look of the physical address in the footer, use the footer tag. Use the physical address tag to display the physical address elsewhere in the campaign.

Required Attributes

Attribute	Value	Description
look	stack row	Specifies whether the physical address appears horizontally (<i>row</i>) or vertically (<i>stack</i>). Default is <i>row</i> .

Code Example

The following example displays your address in a column rather than a row.

```
<PhysicalAddress look="stack" />
```

The <PhysicalAddress> tag allows you to display the physical address within the body of your email campaign. To control layout the address, we used the following code:

```
<p class="AddressStyle">  
<font class="AddressStyle">  
<PhysicalAddress look="stack" />  
</font>  
</p>
```

Displayed Result

May 2004

Parents Club Newsletter
Our Premier Issue

Dear Janice,
Welcome to our parents club. For the next four years, we will provide you with important information and key events to help make your son's high school career memorable.

Stop by anytime. We're at:

Parents Club
333 University Place
MyTown, MA 01951

Physical Address



<Property>...</Property>

Define a property tag to contain a Constant Contact, for example, a subscriber property. If the property is empty, Constant Contact ignores the property.

Required Attributes

Attribute	Value	Description
name	<i>[name of block]</i>	Name of the property .

Code Example

The following example creates a subscriber property to display your subscriber's city:

```
<Property name="Subscriber.City" />
```

Related Topics

- IfPropertyExists tag
- For more information on using subscriber properties, go to “Common Tasks Using Subscriber Properties” on page 4-7.

<SignupBox>...</SignupBox>

Insert a subscriber's signup box anywhere in your email campaign.

Note

Constant Contact ignores any HTML code inside this tag when it generates the email campaign

Optional Attributes

Attribute	Value	Description
button	<i>[buttonname]</i>	Label that appears on the signup box button.
size	<i>[number]</i>	Width of the signup box email address input field.
title	<i>[title]</i>	Title of the signup box that appears in its banner.

Code Example

The following example adds a Signup box to an email campaign. To control the style of the Signup box title, the code encloses the <SignupBox> tag within a paragraph block:

```
<p class="SignupBoxStyle">
<SignupBox button="Sign Up" size="15" title="Join the Parents
Club" />
</p>
```

The SignupBoxStyle is defined as follows:

```
.SignupBoxStyle{
  FONT-FAMILY: Verdana, Arial, Helvetica, sans-serif;
  FONT-SIZE: 12pt;
  FONT-WEIGHT: bold;
  COLOR: #00008B;
  TEXT-ALIGN: center;
}
```

Displayed Result



<SignupLink>...</SignupLink>

Insert a signup link that specifies the type of signup action to perform.

Required Attribute

Attribute	Value	Description
type	optin	Insert a subscribe link to allow viewers to choose to become a subscriber.
	optout	Insert an unsubscribe link to allow subscribers to remove themselves from your subscriber list.
	edit	Insert an "Edit Interest Categories" link to allow subscribers to modify the interest categories to which they subscribe.

Optional Attribute

Attribute	Value	Description
class	<i>[name of style class]</i>	Name of the style class that contains font and color information for this property.

Code Example

The following is an example using an image as a Signup link:

```
<SignupLink type="optin">  
  
</SignupLink>
```

This example supplies text links and controls their styles with SignupStyle as follows:

```
<p class="SignupStyle">  
<SignupLink class="SignupStyle" type="optin">Opt In  
</SignupLink> </p>
```

```
<p class="SignupStyle">  
<SignupLink class="SignupStyle" type="optout">Unsubscribe  
</SignupLink></p>
```

```
<p class="SignupStyle">  
<SignupLink class="SignupStyle" type="edit">Update Profile/Email  
Address </SignupLink></p>
```

Where the SignupStyle class is added to the Style tab as follows:

```
.SignupStyle{  
  FONT-FAMILY: Verdana, Arial, Helvetica, sans-serif;  
  FONT-SIZE: 12pt;  
  FONT-WEIGHT: bold;  
  COLOR: #00008B;  
  TEXT-ALIGN: center;  
}
```

Displayed Result

Signup Links



[Opt In](#)
[Unsubscribe](#)
[Update Profile/Email Address](#)

<SimpleURLProperty>...</SimpleURLProperty>

Enable click-through tracking on a URL you add in the Advanced Editor.

If you add a link in the Advanced Editor and you want Constant Contact to report when subscribers click on this link, use <SimpleURLProperty>.

Required Attributes

Attribute	Value	Description
name	<i>[name of URL]</i>	Name of the URL or image file such as "mylink". This attribute is required, but not meaningful for generating email campaigns.

Optional Attributes

Attribute	Value	Description
href	<i>[URL]</i>	URL link. This is the same as the href attribute in the anchor <a> tag, if an anchor tag is specified.
img	<i>[path to image]</i>	URL of image file or label of the hyperlink. If neither is specified, Constant Contact uses the value of href as its label.
label	<i>[labelname]</i>	URL of image file or label of the hyperlink. If neither is specified, Constant Contact uses the value of href as its label.
track	true false	Specify whether to add tracking for the URL. Default is true.
type	plain mailto	Type of URL. Default is plain.

Code Example

The following example tracks a text link specified with the SimpleURLProperty:

```
<SimpleURLProperty
  name="mylink"
  track="true"           <!--Turn on link tracking-->
  label="Our Web Site"> <!--Text that appears in email
campaign-->
  href="http://parentsclub.biz" <!--URL of your web site-->
/>                       <!--Close tag-->
```

The following example tracks an image link specified with the SimpleURLProperty:

```
<SimpleURLProperty
  name="mylink"
  track="true"           <!--Turn on link tracking
  img="http://parentsclub.biz/images/logo.gif"
  <!--Image link of your URL-->
  href="http://parentsclub.biz"
  <!--URL of your web site-->
/>                               <!--Close tag-->
```

To control the style of the link you want to insert, use the HTML anchor <a> tag. In this case, the <a> link references the style, ContactInfoLink. Any text that appears in the <a> link is ignored. Instead, you supply a label with the label attribute.

```
<SimpleURLProperty
  name="mylink" track="true"
  type="plain" label="Our Web Site"
  href="http://parentsclub.biz">
    <a class="ContactInfoLink"<!--Style of link-->
      href="http://parentsclub.biz"
      <!--Use an <a> link to reference style of label.-->
    /> Any text here is ignored.</a>
</SimpleURLProperty>
```

The following is an example of using SimpleURLProperty to insert a mailto link:

```
<SimpleURLProperty
  name="mylink"
  track="true"
  type="mailto" label="This is a mailto link"
  href="parents@parentsclub.biz"/>
</SimpleURLProperty>
```

The <SimpleURLProperty> tag gives you a lot of options. For example, you can include an HTML tag within the <a> tag to specify other standard HTML attributes such as border or align.

```
<SimpleURLProperty
  name="mylink"
  track="true"
  type="plain"
  img="http://parentsclub.biz/images/logo.gif"
  href="http://parentsclub.biz">
  <!--Close the SimpleURLProperty tag-->
    <a href="http://parentsclub.biz/images/logo.gif"
      <!--Use an <a> link to include an image with the
hyperlink-->
      
      Any text here is ignored.</a>
</SimpleURLProperty>
```



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- .
- . **USING CONSTANT CONTACT TAGS**
- . Customizing Campaigns with Tags
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Converting Custom Campaigns

If you have been using Constant Contact since before May 15, 2004, your existing email campaigns will continue to work in Constant Contact. However, you are not taking advantage of the product's new features such as automatic link tracking and the enhanced Wizard functionality. This chapter describes what to do so that you can use your existing email campaigns in the new Constant Contact editing environment.

Alert

We use the term “existing” or “old” email campaigns to mean those campaigns created before the new Constant Contact features introduced May 15, 2004. If the Wizard displays the current template name at the bottom of its window, this is a new email campaign. For example:

Current Template: Business Letters - Contemporary

Existing Custom Email Campaigns

Previously, you customized email campaigns by using the Constant Contact # variables, such as #Letter.Footer.html#. New Constant Contact email campaigns use template tags, such as <Footer>.

To convert your custom email campaign to the new Constant Contact editing environment, you can consider different approaches depending on what your customizations entail and how you created your custom campaign originally.

Using Existing Email Campaigns in Constant Contact

If you have a custom email campaign and you want to create a new email campaign by copying it, you can do so. Constant Contact recognizes the # variables, and generates an email campaign accordingly.

While these email campaigns still work, you can consider them as “deprecated” and may be unsupported at some time in the future. We recommend that you eventually convert existing custom email campaigns to the new format.

You will want to use the new Constant Contact editing environment to take advantage of:

- New Message Header page that gives you the option to add a permission reminder to the top of your email campaign
- More robust editing environment for using your own HTML code in conjunction with Constant Contact properties
- Improved, more flexible Wizard

Preparing for Converting Your Custom Campaign

To convert your custom campaign to using new Constant Contact features, you have three choices. Each approach has advantages and disadvantages for you to consider:

Template	Advantages	Disadvantages
Custom Template, HTML format	<ul style="list-style-type: none"> • Simpler • Tracks click-through links automatically 	<ul style="list-style-type: none"> • No control over Constant Contact features including subscriber properties • Does not track opens *
Custom Template, XHTML	<ul style="list-style-type: none"> • More robust than HTML format • Can use Constant Contact tags • Can add styles with the style sheet • Tracks opens • Provides error checking • Converts styles to inline 	<ul style="list-style-type: none"> • Requires strict XHTML • Must add additional code to your links to enable click-through tracking
A standard Constant Contact template	Quick start	To make any customizations, you must use XHTML in the Advanced Editor

*For more information on links see the section on “Link Tracking” on page 2-7.

Typically, which approach you use to convert your email campaign depends on how your custom campaign was created originally as described in the following scenarios.

In your old custom campaign, if you:	Then you:
Started with a standard Constant Contact template and added customizations in the Advanced Editor	Choose an equivalent standard template and recreate your custom email campaign by following the instructions on page 6-6.
Started with the Constant Contact Custom template to use your own design and the HTML code contains the #@Track function but does <i>not</i> contain # variables	Choose Custom Template, HTML format and follow the instructions for customizing the campaign on page 6-3.
Started with the Constant Contact Custom template to add your own HTML code and the code <i>does</i> contain # variables in addition to the #@Track function	Choose Custom Template, XHTML format and follow the instructions for customizing the campaign on page 6-4.

In your old custom campaign, if you:	Then you:
You created a custom campaign and you use the Wizard to modify it.	Choose a Constant Contact template that most closely resembles your design. *
* Template designers can now modify Wizard prompts, a feature not previously available.	

Steps to Follow when Converting a Campaign

This section provides a set of steps to follow when converting an existing email campaign into Constant Contact using the:

- Custom template in HTML format
- Custom template in XHTML format
- Standard template and the Wizard

Using a Custom Template in HTML Format

To convert an existing email campaign using the HTML custom template you:

- 1 View the old-style custom campaign in the Advanced Editor and select all the HTML code to copy and copy it to another place such as Notepad.
- 2 From the main menu, choose Email Campaigns > Create.
- 3 In the Template Picker, choose: Category > Custom > Custom Template > HTML format
- 4 In the Wizard, make any desired edits in each page of the Wizard. Notice that the Wizard now allows you more control over your Message Header and Message Footer.
- 5 Click Advanced Editor and paste the contents of your old-style campaign below the line:

```
<!-- Enter your custom HTML here. -->
```

Note

When copying and pasting your code, be sure that you have only one set of the HTML tags: <html>, <title>, <head>, and <body>. This requirement was not strictly enforced before.

- 6 Remove all the #@Track functions that appear in the HTML code (tracking is now automatic). For example:

```
<a href="#"#@Track(http://parentsclub.biz/images/sig.gif">
```

- 7 Remove #Letter.Header.html# or #Letter.OpenedTracking#.

CONVERTING CUSTOM CAMPAIGNS

Steps to Follow when Converting a Campaign

- 8 If your old campaign contains a footer variable, such as #letter.footer.NOLOGO.html# remove it. You now set up the message footer in the Wizard. Remove #LETTER.FWTF.URL#, as forwarding is now handled in the Wizard.
- 9 If your old campaign contains code for a signature, remove it because you can now supply it in the Wizard. Generally, code for a signature looks something like this:

```
#@If(@StringEqual(#letter.signature.email#,#__EMPTYSTRING#)
#,#__EMPTYSTRING#,
<b>email: <a
href="mailto:#letter.signature.email#">#letter.signature.em
ail#</a>
)#
```

- 10 Click Preview to determine if the campaign displays as expected.
- 11 Update the <Copyright> tag to include your copyright information or delete it, if you desire. The <Copyright> tag causes a copyright notice to display in the HTML source of sent campaigns.
- 12 Update the Text version of the campaign in the same way you updated the HTML version by repeating the above steps. Insert the desired text just after the </CustomBlock> tag:

```
<Text><CustomBlock name="letter.intro"
title="Personalization">
~~~~~
<Greeting/></CustomBlock></Text>
```

Note The code in Text View must also be strict XHTML.

- 13 Perform final testing before scheduling your email campaign as described in "Testing your Email Campaign" on page 2-4.

Using a Custom Template in XHTML Format

To convert an existing custom email campaign using the XHTML custom template you follow these steps.

- 1 View the old-style custom campaign in the Advanced Editor and select all the HTML code to copy and copy it to another place such as Notepad.
- 2 In the Template Picker, choose: Category > Custom > Custom Template > XHTML format
- 3 In the Wizard, make any desired edits in each page of the Wizard.
- 4 Click Advanced Editor, HTML tab, and paste the contents of your old-style campaign below the line:

<!-- Enter your custom HTML here. -->

Note

- When copying and pasting your code, be sure that you have only one set of the HTML tags: <html>, <title>, <head>, and <body>. This requirement was not strictly enforced before.
- Be sure to keep the <OpenTracking> tag, located near the top of the file, to get reports on opened messages.

- 5 Convert your HTML code to XHTML.
- 6 In the Style tab, define any CSS styles you want to reference in the HTML code. Refer to "Adding Styles" on page 3-5 for more details.

Note

Use only alphanumeric characters in style names to avoid errors. You can use any CSS styles; however, not all styles are supported in email applications. Do *not* include comments in the Style tab.

- 7 Replace all #@Track functions that appear in the XHTML code with the <SimpleURLProperty> tag to track click-through links. For example, in old email campaigns, URLs were tracked as follows:

```
<a href="#@Track(http://parentsclub.biz/images/sig.gif)">
```

To track click-through links in XHTML format, use the <SimpleURLProperty> tag as follows:

```
<SimpleURLProperty
  name="mylink"
  track="true"
  type="plain"
  label="Our Web Site">
  href="http://parentsclub.biz"/images/sig.gif"
</SimpleURLProperty>
```

Note

Refer to page 5-20 for a complete description of how to use the <SimpleURLProperty> tag.

- 8 Remove #Letter.Header.html# or #Letter.OpenedTracking# if they appear as they no longer apply.
- 9 If your old campaign contains a footer variable, such as #letter.footer.NOLOGO.html#, remove it. You now set up the message footer in the Wizard.
- 10 If your old campaign contains code for a signature, remove it because you can now supply it in the Wizard. Generally, code for a signature looks something like this:

```
#@If( #@StringEqual( #letter.signature.email#, #__EMPTYSTRING#)
#, #__EMPTYSTRING#,
<b>email: <a
href="mailto:#letter.signature.email#">#letter.signature.em
ail#</a>
)#
```

- 11 For # variables, determine their purpose and convert to appropriate Constant Contact tags. Refer to the conversion chart on page 6-10 for details.

Other # variables that appear in the code were likely generated by the former Constant Contact Wizard and are now ignored. See page 6-10 for a description of how the # variables map to Constant Contact tags.

- 12 Click Preview to determine if the campaign displays as expected.

Note

Since you are using XHTML, you are likely to receive errors when you try to Preview the campaign because the Advanced Editor requires strict XHTML.

- 13 Update the <Copyright> tag to include your copyright information or delete it, if you desire. The <Copyright> tag causes a copyright notice to display in the HTML source of sent campaigns.
- 14 Update the Text version of the campaign in the same way you updated the HTML version by repeating the above steps. Insert the desired text just after the </CustomBlock> tag:

```
<Text><CustomBlock name="letter.intro"
title="Personalization">
~~~~~
<Greeting/></CustomBlock></Text>
```

Note

The code in Text View must also be strict XHTML.

- 15 Perform final testing before scheduling your email campaign as described in "Testing your Email Campaign" on page 2-4.

Note

Often, the simplest way to convert an existing custom campaign is to start with another standard template. This is described below.

Using a Standard Constant Contact Template

In deciding to convert your existing custom campaign to the current Constant Contact, you often want to start out with the Constant Contact template that most closely resembles your campaign. This way, you can use the Wizard to supply as much information as possible. Then you only need to change your custom campaign to adjust the layout accordingly.

Note

When using a standard template to customize your campaign, you must use strict XHTML in the Advanced Editor.

Here are the steps you might follow to make the conversion using a standard template:

- 1 Identify the standard template that most closely resembles the layout of your custom email campaign.
- 2 In the Wizard, enter all the relevant information in each page of the Wizard. Be sure to modify the Global Colors and Fonts page to make any desired global style changes.
- 3 In the Advanced Editor, add any style definitions you have created in your custom campaign. Define the styles in the Style tab and reference them in the HTML tab. Refer to Chapter 3 for more details.

Note Use only alphanumeric characters in style names to avoid errors. You can use any CSS styles; however, not all styles are supported in email applications. Do *not* include comments in the Style tab.

- 4 Preview the campaign: at this point, it should contain the information and some styles you desire but not your layout.
- 5 To adjust your layout, copy the XHTML code from the Advanced Editor into your web edit tool of choice. Make changes to the standard XHTML tags to get your desired layout then copy the modified XHTML code back to the Advanced Editor.

Note When previewing your email campaign in the edit tool, the information you supplied in the Wizard does not show up because you are no longer viewing it in the Constant Contact environment. This makes it difficult to adjust your layout since tables expand according to its contents. As you work, you will want to occasionally copy the XHTML code into the Advanced Editor to see how your Constant Contact campaign looks.

- 6 Add Constant Contact tags.

In the Advanced Editor, you can add any Constant Contact tags that are listed in Chapter 5 to customize changes to your campaign. The footer and permission reminder (if selected) will be added automatically.

- 7 Click Preview to determine if the campaign displays as expected.
- 8 Update the Text version of the campaign in the same way you updated the HTML version by repeating the above steps. Insert the desired text just after the `</CustomBlock>` tag:

```
<Text><CustomBlock name="letter.intro"
title="Personalization">
~~~~~
<Greeting/></CustomBlock></Text>
```

Note The code in Text View must also be strict XHTML.

- 9 Perform final testing before scheduling your email campaign as described in "Testing your Email Campaign" on page 2-4.

Comparing the HTML Code between Versions

Viewing a custom campaign in the Advanced Editor allows you to see the layout instructions that Constant Contact refers to when generating an email campaign. By comparing the two versions of campaigns in the Advanced Editor, you can see that the instructions vastly differ.

To make your modifications, you do not need to fully understand the Constant Contact-specific code. However, it is helpful to get an idea of how Constant Contact tags “map” to # variables used in the previous version.

In viewing an old-style custom template in the Advanced Editor, you see # variables and #@ functions interspersed within the HTML code. Some of these variables hold the information that you supplied in the Wizard. For example, when you filled in the “Feature Headline” text field of a newsletter, the information is stored in the variable: #letter.feature.headline#.

Other variables invoked a function to perform some operation. For example, #letter.OpenedTracking# tracked links and #letter.greeting# looked up the current values of subscriber (previously called site visitor) properties.

In viewing campaigns created from the current templates, Constant Contact uses tags to hold values and perform operations. The concept is the same, yet the syntax is very different. For example, the <Greeting/> tag invokes a function to look up the current values of subscriber properties.

Comparing Code Snippets

Comparing code snippets of the two versions may be helpful in understanding the difference between the two editing environments.

DISPLAY ORGANIZATION LOGO

Old-style email campaigns use the following code to display the organization logo. It stores the logo URL in the variable #letter.headerImage#, the organization’s name, as stored in the variable, #letter.signature.sitename#.

```

```

Now, Constant Contact uses the following <ImageProperty> tag to display the organization logo. It stores the logo in the property, letter.headerlogo. If not found, Constant Contact displays nothing. The alt attribute of the HTML img tag displays the organization’s name if the mouse moves across the image. The value of organization name is stored in the Constant Contact property, \$Account.OrganizationName.

```
<ImageProperty example="(e.g.
http://roving.com/images/logo.gif)"
href="$Account.LetterLogoURL" name="letter.headerlogo"
title="Header Image or Logo URL">  
</ImageProperty>
```

This is how the above <ImageProperty> tag displays in the Wizard:



Note

Many of the Constant Contact tags determine the appearance of the Wizard and have no effect on the email campaigns generated. Only a few Constant Contact tags are designed for modifying your campaign. These are listed in “List of Tags for Use in Email Campaigns” on page 5-1.

Conversion Table

To help you understand what you are viewing in the Advanced Editor, this table compares the old-style # variables with Constant Contact template tags. The Wizard instructions are ignored in the Advanced Editor, but template designers can use them to create their own Wizard-driven email campaigns.

Old Variable	Replaced By
#LETTER.FWTF.LINK.NAM E#	<Forward> tag.
#LETTER.FWTF.URL#	<Forward> tag.
#LETTER.FWTF.HTML#	<Forward> tag.
#@TRACK	For HTML format, N/A; Constant Contact tracks links automatically. For XHTML format, use <SimpleURLProperty> tag to track links.
#Letter.Header.html#	Contained the <html>, <head>, and <body> tags that now appear in the Advanced Editor. Also included the #LetterOpenedTracking# variable to enable tracking, which is now done with the <OpenTracking> tag.
#LetterOpenedTracking #	<OpenTracking> tag.
#Letter.Footer.html#	<Footer> tag.
#Letter.Footer.txt#	<Footer> tag.
#@IfEmpty# ... #__EMPTYSTRING#	<IfPropertyExists> tag.
#@If(#@StringEqual ... #__EMPTYSTRING#	N/A.

Old Variable	Replaced By
#ArticleXStartHide#.. #ArticleXEndHide#	N/A. Where x is the number of an article, such as #Article3StartHide#. This conditional hiding of newsletter articles is no longer necessary. The Wizard allows you to add and delete articles as desired using the <ForEach> tag.
#CondHTMLCommentStart # ... #CondHTMLCommentEnd#	<!-- standard HTML comment format -->
#SiteVistor.xxx#	<Property> tag. Subscriber properties as described in Chapter 5. Where xxx is the field name such as FirstName, LastName, City, and so on.
#alert.SendMail.subject#	Letter subject. Now specified as: <Property name="letter.subject" />
Colors and fonts such as #letter.text1.face#, #letter.text.color#, and so on	N/A. Constant Contact now supports CSS styles.
#letter.greeting#	<Greeting> tag.
#Letter...StartHide# ... #Letter...EndHide#	<IfPropertyExists> tag replaces the need for conditional hiding.
#SpacerImageURL#	"http://.../images/letters/spacer.gif"
#letter.title#	Letter title. Now specified as: <Property title="letter.title" />



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