Inserting Surveys and Salutation Merge Code into an eNewsletter
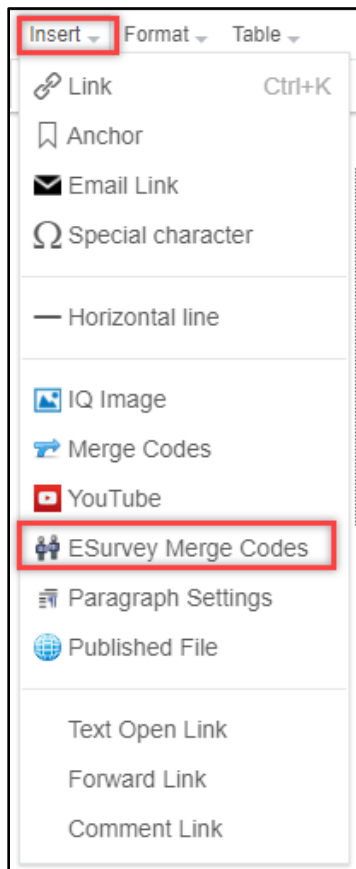
Market: Federal/State/Local, House, Senate

Description: These instructions teach users how to insert survey links and salutation merge codes into eNewsletters.

Inserting an eSurvey Merge Code

1. Open an active eNewsletter, which has not been published. Click on **Content**.

Change Layout > Content > Select Audience > Review

2. Click **Insert**. Select **eSurvey Merge Codes**.

Insert – Format – Table –

- 🔗 Link   Ctrl+K
- 🔖 Anchor
- ✉ Email Link
- Ω Special character
- — Horizontal line
- 🖼 IQ Image
- ➽ Merge Codes
- ▶ YouTube
- 👫 ESurvey Merge Codes
- 𝌆 Paragraph Settings
- 🌐 Published File
- Text Open Link
- Forward Link
- Comment Link

3. Use the recommended selections below. Select the appropriate eSurvey. Click **Insert**.

4. The merge code link will appear as **[[$$$Survey.100000$$$]]**.   When this is published, this link will appear using the title of the survey.

Inserting a Salutation Merge Code

1. Open an active eNewsletter, which has not been published. Click on **Content**.

2. Click **Insert**. Select **Merge Codes**.
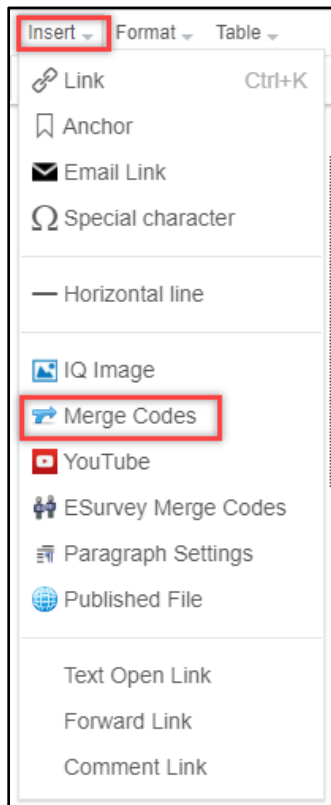
3. Under Data Source select **eNewsletter**. Under Merge Field select **saltuation_for_merging (only for outgoing email)**. Click **Insert Merge Field**.

4. The merge code will appear as **ENEWSLETTER.SALUTATION_FOR_MERGING.MERGE**.

Note: This merge code works on a hierarchy. This means that IQ will populate this field using the salutation information that was completed in a contact record. IQ will fill it using the **informal salutation**, which is the contact's first name (ex: John). If there is no informal salutation, then IQ will use the data from the **formal salutation**, which is the contact's last name (ex: Dr. Quorum). If the contact record has neither a formal nor informal salutation, IQ will populate this field using "**Friend".** Thus, in this example, it will be "Dear Friend". "Friend" can be changed to other generic greeting noun such as "Neighbor" or others. Contact your IQ Consultant for these configurations.