

What Is Variable Data?

Variable data makes your personal cards more personal, and your business cards more effective!

Our card designer allows you to personalize each individual card you send with text unique to that recipient, such as a name, special promotional code or some other piece of information. When you design your card, our tool will help you insert special placeholders for variable text. Then, you'll upload a list containing the values for those variables for each recipient. When we print your cards, each one will show the values you provided.

This tutorial will help you understand what personalizations are possible and how to use variable data on your cards.



What Variables Can I Use?

Getting started is simple. First, decide which variables you would like to include. You may choose from the following:

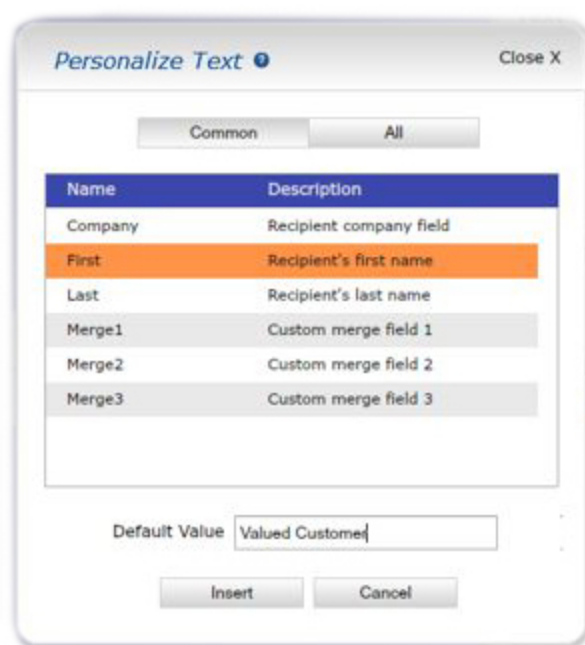
- Prefix
- First Name
- Middle Name
- Last Name
- Suffix
- Nickname
- Title
- Department
- Company
- Address 1
- Address 2
- City
- State/Province
- Zip Code
- Country
- Home Phone
- Personal Website/URL
- Merge1
- Merge2
- Merge3

Merge1, Merge2 and Merge3 are custom variables that can be used to hold any data not covered by the other fields.

When uploading your list to our system, please ensure that you include data in the fields you would like to include.

How Do I Use It?

- When writing your message using our design tool, instead of typing the recipient's name, company, or city, simply add a variable data placeholder. When our system sees the placeholder it will find the corresponding replacement values from your selected address list.
- To create a placeholder, click the Personalize Each Card button in the text options panel on the right side of the design tool and a pop-up will guide you through the process.
- Buttons at the top of the window allow you to toggle between commonly used variables and all available variables.
- After choosing the variable, you may also specify the Default Value you would like to use when your list doesn't have a value. For example, the Default Value for ^First^ might be "Valued Customer". This field is optional, and can be left empty if desired. If there is no Default Value and your list doesn't have a value, nothing will show where the placeholder is.
- When you've completed your selections, press Insert and the placeholder will be added where you text cursor currently is.



Example:

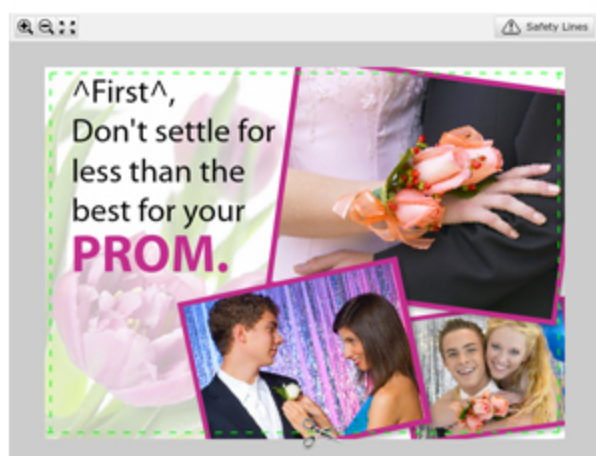
If you insert:

Dear ^Prefix^, ^First^ ^Last^, We would like to thank you and all of the staff at ^company^ for all that you have done!

The following will print:

Dear Dr. Angela Quinn,
We would like to thank you and all of the staff at Quinn Medical Imaging for all that you have done!

You will be able to see if the Variable Data is working properly when you view your PDF Proof.



If your proof is not populating the data from your address list, please check to make sure that your address list is properly completed and has data in all of the merge fields you intend to use.

Helpful Hints

- **Merge data can only be populated within text added by our design tool, not an image of ^First^**
- The formatting you see on your placeholder, such as font, size and color will apply to all of the text content from your list. If your placeholder is in bold, for example, all of the text that appears there will be bold. The capitalization you have within your list is exactly how it will appear on the card.
- When you decide to use Variable Data, make sure all the addresses in your address list have data in the fields you want to use. If you decide to say "Hi ^First^," but have omitted the first name of the recipient in your address book, the place holder will be blank on that postcard unless you specify a Default Value.
- If you are going to put one placeholder immediately following another, you must put a space between them. For example, do not put ^First^^Last^ in your message. Instead, put ^First^ ^Last^. Notice the space between the placeholder ^First^ and the placeholder ^Last^.
- You may put any punctuation after a place holder without inserting a space between the place holder and the punctuation. For instance, if you are placing a comma (,) after the ^Last^ do not add a space before the comma.
- If you want your message to read:
Dear Dr. Angela Quinn,

You must enter:
Dear ^Prefix^, ^First^ ^Last^,

Note that the comma after the last name must be typed in your message. Also note that the period after "Dr" is entered as part of the message and is not included in the prefix field within your address list. If you do have a period after "Dr" in the prefix column of your address list, then there is no need to enter it into your message.

If you have any questions or need help making your postcard, please feel free to contact us at 1-888-681-1214 or email us at customersupport@amazingmail.com.