

# Campaign Merge Fields

This article applies to:

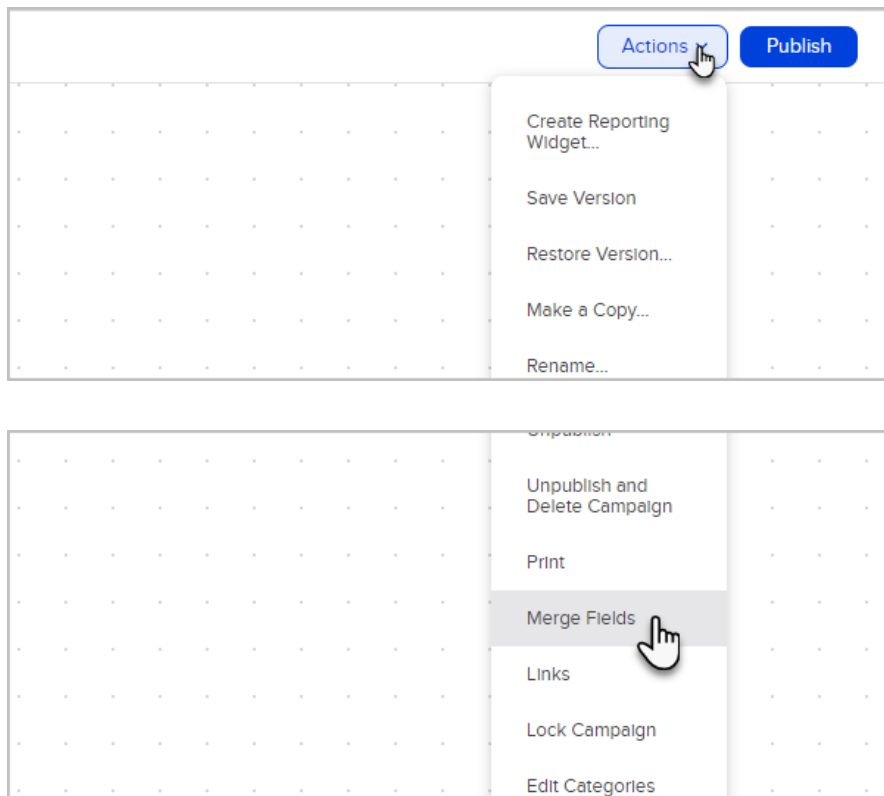
Pro  
Max

Campaign merge fields are useful time-savers when information in your automation changes frequently. For example, if you have five emails in an automation that all reference a constantly changing date, a campaign merge field will save you from editing all five emails every time the date changes. All you have to do is change the value of the campaign merge field.

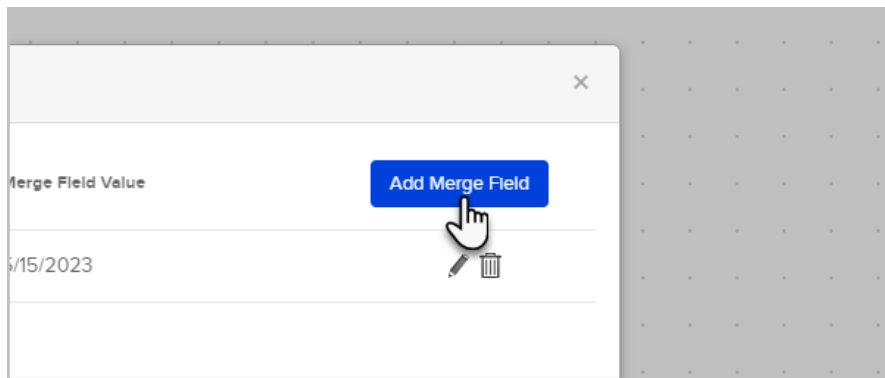
- The merge field can only be text
- There is no limit to the amount of campaign merge fields you can create
- A campaign merge can only be used in the automation that it was created in

## Create a Campaign Merge Field...

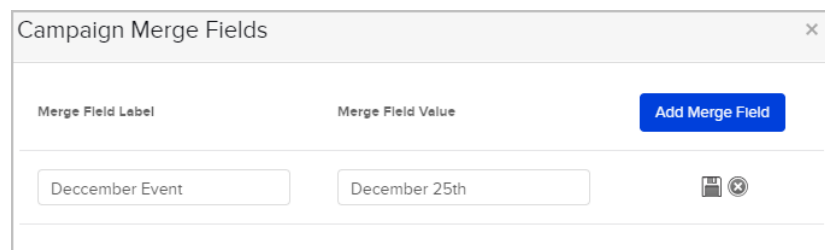
1. When editing an automation, click on the **Actions** button and select **Merge Fields**.



2. Click the **Add Merge Field** button.



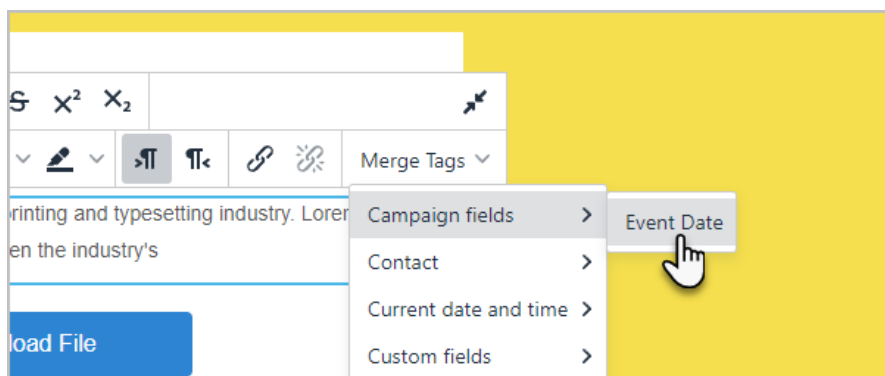
3. Enter the Merge Field Label and Value.
  - a. **Merge Field Label** - This is the name of the merge field. Only you will see this.
  - b. **Merge Field Value** - The actual value that will be merged into the email.
  - c. Click the **Save** icon to save your changes.



4. Repeat these steps to add more merge fields.

### To insert a Campaign Merge Field into an email...

1. Open the email you would like to modify
2. Click the text area where you want to insert the merge field
3. Click the **Merge Tags** drop-down.
4. Select **Campaign Fields**



5. Choose your desired merge field and it will be added to your email

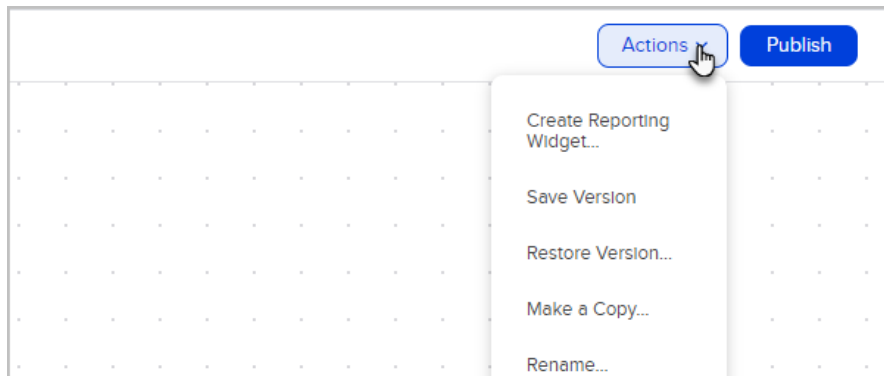
Hi ~Contact.FirstName~,

I'd like to learn more about your needs with a quick phone call before our event on ~Campaign.December Event\_1~. You can see my available times by clicking the button below. Please select a time that's convenient for you. Looking forward to connecting!

[Pick a time to meet](#)

## To Edit an existing campaign merge field...

1. When editing an automation, click on the **Actions** button and select **Merge Fields**.



2. Click the **pencil** icon to edit an existing merge field.

| Merge Field Label | Merge Field Value | <a href="#">Add Merge Field</a>   |
|-------------------|-------------------|---|
| December Event    | December 25th     |   |