RESERVATIONS CAMPAIGNS

MERGE FIELDS BY CAMPAIGN TYPE

In addition to a standard customer campaign, you can create new types of campaigns for Memberships (Wine Club) and Reservations; these are categorized by the **Campaign Type**. For **RESERVATION TYPE** campaigns, use merge fields to insert personalized and dynamic content related to the Customer record information and the reservation details.

THE FULL LIST OF MERGE FIELDS FOR **RESERVATION** CAMPAIGNS:

Customer First Name:	[[firstname]]
Customer Last Name:	[[lastname]]
Customer company Name:	[[companyname]]
Customer Username:	[[username]]
Customer Email Address:	[[emailaddress]]
Customer Signup Date:	[[signupdate]]

Party Name:	[[partyname]]
Party Size:	[[partysize]]
Number of Tasters:	[[numtasting]]
Reservation Type:	[[reservationtype]]
Reservation Status:	[[reservationstatus]]
Reservation Date:	[[eventdate]]
Reservation Time:	[[eventtime]]
Reservation Day of Week:	[[eventweekday]]
Host Name:	[hostname]]

Subject Lines can be customized too! Drop in a merge field for a personal call to action!

Here's a list of the merge fields available in subject lines:

First Name: [[firstname]] Last Name: [[lastname]] Company Name: [[companyname]]
Customer Signup Date: [[signupdate]]
Party Name: [[partyname]] and Party Size: [[partysize]] and Number of Tasters: [[numtasting]]
Reservation Type: [[reservationtype]]
Reservation Status: [[reservationstatus]]
Reservation Day of Week: [[eventweekday]] Reservation Date: [eventdate]] Reservation Time: [[eventtime]]
Host Name: [[hostname]]