

# Coding Email for Automation

This document describes how to code HTML assets so they can most easily be used with the automation script developed to generate multiple versions of an email with links, etc. filled in.

Coding for the script uses a "handlebar" or "mustache" syntax, where the data points to be filled in are enclosed in double braces, for example:

```
{{ DataPoint }}
```

The data point names can contain letters, numbers and the underscore ( \_ ). Special characters and spaces are not allowed. Ideally, the data point names used in the HTML should match the column titles from the data file.

The data inserts can occur anywhere in the code. Here are some examples:

```
<strong>{{DEALER_NAME}}</strong><br /><br />
{{DEALER_ADDRESS}}<br />
{{DEALER_CITY}}, {{STATE}} {{ZIP}}<br />
<a href="tel:{{PHONE}}" style="color:#000001;text-decoration:
none;">{{PHONE}}</a>
```

If there is selected text in a different language within the message, you can also define language on the HTML element containing it: