

This page lists macro expressions available solely within the **Email marketing** application. To facilitate easy access, individual macro expressions are exposed via the following objects:

- [Recipient](#)
- [Email](#)
- [EmailFeed](#)

To add these expressions, click **Insert macro** (#) on the editor toolbar and select the appropriate option under the **Context specific objects** section.



Notes

- All expressions described below are *context macros*, which means they must be enclosed in `{% %}` parentheses when entered into text or other general fields.
- For personalization of email widgets, we recommend using only the macros described below. Using other types of macros may significantly reduce the performance of the system.

Recipient

The *Recipient* entity exposes the following properties of individual recipients:

Property	Return type	Description
FirstName	string	Resolves into the <i>First name</i> property of the recipient, as specified in the associated contact information.
LastName	string	Resolves into the <i>Last name</i> property of the recipient, as specified in the associated contact information.
Email	string	Resolves into the <i>Email</i> property of the recipient, as specified in the associated contact information.
PersonalID	int	Resolves into the <i>PersonalID</i> property of the recipient, which identifies the persona assigned to the recipient.



Note

When processing macros for marketing emails, the system uses two separate resolving phases:

- General macro expressions are resolved only once and the result is used for all email recipients
- Macro expressions containing the *Recipient* entity are resolved separately for each email recipient

If you need to use variables from general macros within macros containing the *Recipient* entity, add the **|resolver** **subscriber** parameter to the end of the expression that defines the variables. For example:

```
{% defaultText = "Hello there!" |resolver subscriber %}  
{% Recipient.FirstName == String.Empty ? defaultText : "Hello, " + Recipient.  
FirstName + "!"; %}
```

The *(resolver)subscriber* parameter added to the first macro ensures that the expression is resolved in the second phase along with the second *Recipient* macro.

Important: Only use the *(resolver)subscriber* macro parameter for scenarios where variable sharing is necessary. The system resolves such expressions separately for each recipient, which may reduce performance when sending a large number of emails.

i If no recipients are available when previewing emails containing the *Recipient* macro, a fake contact with name **Anthony Stark** is used.

Email

The *Email* entity exposes properties of individual emails.

Note: The *Email* entity and all its macros are only available when editing email templates of the *Email* type and within the content of marketing email issues based on these templates.

Property	Return type	Description	Notes
Name	string	Resolves into the <i>Name</i> property of the given email.	
Subject	string	Resolves into the <i>Subject</i> property of the given email.	
Preheader	string	Resolves into the <i>Preheader</i> property of the given email.	The usage of this macro in open conditions or loops is not supported.
SenderName	string	Resolves into the <i>Sender name</i> property of the given email.	
SenderEmail	string	Resolves into the <i>Sender email address</i> property of the given email.	
ViewInBrowserUrl	string	Resolves into a URL that allows recipients to view the email in a browser.	

EmailFeed

The *EmailFeed* entity exposes the following properties of individual [email feeds](#):

Property	Return type	Description	Notes
Name	string	Resolves into the <i>Name</i> property of the email feed under which the macro resolves.	
SubscriptionConfirmationUrl	string	Resolves into a link to the subscription approval page, as defined by the <i>Approval page URL</i> property of the given newsletter.	Only available for <i>Double opt-in</i> templates.
UnsubscribeFromEmailFeedUrl	string	Resolves into a link to the unsubscription page, as defined by the <i>Unsubscription page URL</i> property of the given email feed.	
UnsubscribeFromAllEmailFeedsUrl	string	Resolves into a link to the unsubscription page, as defined by the <i>Unsubscription page URL</i> property of the given email feed.	

Furthermore, the following macro method can be used with the *EmailFeed* entity.

Method	Return type	Parameters	Description
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GetAbsoluteUrl	string	<ul style="list-style-type: none">EmailFeed email Feedstring relativePath	<p>Converts a relative path passed by the <i>relativePath</i> parameter into an absolute URL (using the Base URL configured for the email feed represented by the <i>EmailFeed</i> entity).</p> <p>Example: <code>{% EmailFeed.GetAbsoluteUrl("/graphics/image.png") %}</code></p>
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