

AreteX™ Dynamic Content Tag Reference

For the Welcome/Account Email

AreteX™ uses dynamic content tags to allow you to customize your welcome email. When you put a dynamic content tag into your email document, AreteX™ replaces it with matching "real" information. Below is a list of most dynamic tags available to you for your welcome email.

You can see an example of dynamic content tag usage by selecting the "CSS Diagrams" button, then selecting "Welcome/Account"

Also see the file "new_account.html" in the email templates sub directory for another example of how dynamic content tags are used.

Dynamic Tag	Substitution Value
Business Information - (Most of this information is taken from the information you provide in your AreteX™ Account contact screen)	
[Biz.business_name]	Your business name
[Biz.address]	Your mailing address
[Biz.phone]	Your primary phone number
[Biz.customer_service_phone]	Your customer service number. This must match the customer service number you provided to your payment card processor.
[Biz.email]	Your primary email address
[Biz.public_email]	Your "public" email address
[Biz.contact]	Your primary contact name
Customer Information - (Most of this information is supplied by the customer on the order form. They can change it later in their CAM.)	
[Customer.firstname]	Customer first name
[Customer.lastname]	Customer last name
[Customer.email]	Customer email address (uniquely identifies customer to AreteX™)
[Customer.street]	Billing address street
[Customer.city]	Billing address city
[Customer.state]	Billing address state
[Customer.zip]	Billing address zip code
[Customer.used_coupon_code]	If they used a tracking code in their order, this is it.
[Customer.business_name]	Customer's business name

Order Information - (Order specific information, most of it generated by AreteX™ or supplied by the credit card processor.)

[Order.total]	Total paid at time of order
[Order.order_number]	Order number (generated by AreteX™)
[Order.offer_terms]	Conditions under which the customer's card will be charged.
[Order.masked_pan]	Masked payment account number. The last four or five digits are visible.
[Order.card_type]	Type of credit card used (Visa, Master Card, Discover etc.)
[Order.txn_id]	Credit card transaction number. Uniquely identifies order.

App Specific Information - In this case, the App is your WordPress site.

[App.site_url]	The URL of your WordPress site.
[App.site_title]	The name of your WordPress site.