

Email Body Text

You may use the following tags when composing your email message in order to personalize it or supply with additional form/survey or report links:

Tags for generating unique Form/Survey Link

✓ [S]

You can place the link to your form/survey within your email body text. If you want to use the form/survey name as such link, just type **[S]** and the link will appear in this position.

✓ [S_text]

You can place form/survey name within your email body as a text. Just type **[S_text]** and the form/survey name will appear in this position.

✓ [ST]

You can place the link to your form/survey within your email body text. If you want to use the form/survey title as such link, just type **[ST]** and the link will appear in this position.

✓ [ST_text]

If you want to use the form/survey title as a text just type **[ST_text]** and it will appear in this position.

✓ [URL]

You can also type **[URL]** and this token will be replaced with the hyperlinked URL of your form/survey.

For example, if you write:

'We will be grateful if you give us your feedback by taking the [S]. If this link does not work, copy the URL below and paste it in your browser address bar:

[URL];

your respondents will see the following text:

'We will be grateful if you give us your feedback by taking the WEBSITE EVALUATION. If this link does not work, copy the URL below and paste it in your browser address bar:

https://keysurvey.com/f/115556/17fa/

✓ [URL_text]

If you type **[URL_text]** this token will be replaced with the non-hyperlinked URL of your form/survey.

It is possible that your respondents might have the mail agent software set up to receive messages in the plain text mode only, which means that all the hyperlinks in the text of the email invite will look just like the rest of the text and will not be clickable. That is why we highly recommend that you use the **[URL]** tag in addition to other tags, so that in case the form/survey link is not clickable, the respondents could copy the full form/survey URL and paste it directly into the address bar of their browser in order to access the form/survey.

If you do not use any of the tags listed above that generate unique form/survey links in your invitation email, the application will automatically add the hyperlinked form/survey name as well as the form/survey URL link at the end of the message for you.

Tags for personalizing the Email text

✓ [NAME]

If you are using respondent's name along with the email address for manual or bulk email invitation distribution, you can insert the name into email body text. To do it you need to type **[NAME]** and the respondent's name will appear in this position. If there is no name in the square brackets, the **[NAME]** token will be replaced with the email address.

For example, if you use address **[John Smith]j.smith@domain.com**, the **[NAME]** token will be replaced with John Smith.

Alternatively, you may list respondents' emails in the following format: **John Smith<j.smith@domain.com>**.

The **[NAME]** tag is not applicable and cannot be used when you send an email reminder.

✓ [Fx]

If you **pre-populate** some of your survey questions using the **Autofill** feature, you can insert some additional information on respondents (name, email etc.) in your email body text as well as in the questions and answer options text. To do it use the tag **[Fx]**, where x is a number of import field (column) of your **Data File**. For example, if you import respondents' names in the field (column) one,

you can address one of them in the email as '*Dear [F1]*' and tag **[F1]** will be automatically substituted by respondent's name.

▼ **[CM:Field Name]**

If you launch your survey to people from **Contact Manager** you can pre-populate invitation email with the contacts' data, such as name, email, position, address and other data depending on the **Contact Manager** settings in your account. To do it use **[CM:Field Name]** tag, where *Field Name* is the exact name of the field in the **Contact Manager**. For example, if you want to import respondents' names, you can address one of them in the email as 'Dear [CM:Name]' if this field **exists** in the **Contact Manager**. This tag will be automatically substituted by respondent's name.

▼ **[CM:Field Name|empty:text for empty field]**

If you launch your survey to people from **Contact Manager** you can pre-populate invitation email with the contacts' data, such as name, email, position, address and other data depending on the **Contact Manager** settings in your account. To do it use **[CM:Field Name]** tag, where *Field Name* is the exact name of the field in the **Contact Manager**. For example, if you want to import respondents' names, you can address one of them in the email as 'Dear [CM:Name]' if this field exists in the **Contact Manager**. This tag will be automatically substituted by respondent's name.

In a possible case of the **Contact Manager** field of reference being empty, the **[CM:Field Name|empty:text for empty field]** can be applied. Upon indicating the text you wish to pipe, the indicated text will be piped as opposed to an empty field.

[NAME] token cannot be used in the Reminder Email.

Email Alert Tags

▼ **[R]**

If you are composing a text for an **Email Alert** and you want to include a link to the response, use token **[R]**. It will be automatically substituted with the RBR (Report by Respondent) link once the email is sent. The recipient of the **Email Alert** will see one response and will be able to look through other responses using navigation buttons on top.

The following format: **[R]** *hypertext* **[\R]** allows customizing the hyperlinked text which will appear in the Email instead of the link to the completed response.

You can also use the additional **"language"** parameter which allows displaying the RBR in a language specified by this parameter.

For instance,

- **[R language="fromBrowser"]** - will display the report by respondent in the language, chosen in the browser settings.
- **[R language="fromResults"]** - will display the report by respondent in the language used during the voting process.
- **[R language="en"]** - will display the report by respondent in English. You may change the language abbreviation to the specific language you prefer.
- **[R language="en"]** *hypertext* **[\R]** will display the RBR in a particular language and allows customizing the hyperlinked text.

▼ **[RPDF]**

If you are composing a text for **Email Alert** and you want to include the link to the PDF version of the report by respondent, use the **[RPDF]** token. It will be automatically substituted by the link to the PDF version of the response once the email is sent.

The following format: **[RPDF]** *hypertext* **[\RPDF]** allows customizing the hyperlinked text which will appear in the Email instead of the link to the completed response.

You can also use the additional **"language"** parameter which allows displaying the RBR in a language specified by this parameter. Just add this parameter to the **[RPDF]** tag to specify in which language it should be displayed.

For instance,

- **[RPDF language="fromBrowser"]** - will display the report by respondent in the language, chosen in the browser settings.
- **[RPDF language="fromResults"]** - will display the report by respondent in the language used during the voting process.
- **[RPDF language="en"]** - will display the report by respondent in English. You may change the language abbreviation to the specific language you prefer.
- **[RPDF language="en"]** *hypertext* **[\RPDF]** will display the RBR in a particular language and allows customizing the hyperlinked text.

▼ [RnoNav]

If you are composing a text for **Alert to respondent**, and you want to include a link to report by respondent without the navigation buttons, use token **[RnoNav]**. It will be automatically substituted by the RBR link once the email is sent. The recipient of the **Email Alert** will be able to view only one particular response.

The following format: [RnoNav] hypertext [\RnoNav] allows customizing the hyperlinked text which will appear in the Email instead of the link to the completed response.

You can also use additional "**language**" parameter which allows displaying the RBR in a language specified by this parameter. Just add this parameter to the [RnoNav] tag to specify the language in which you want to display the response.

For instance,

- [RnoNav language="fromBrowser"] - will display the report by respondent in the language, chosen in the browser settings.
- [RnoNav language="fromResults"] - will display the report by respondent in the language used during the voting process.
- [RnoNav language="en"] - will display the report by respondent in English. You may change the language abbreviation to the specific language you prefer.
- [RnoNav language="en"] hypertext [\RnoNav] will display the RBR in a particular language and allows customizing the hyperlinked text.

▼ [RnoHidden]

If you are composing a text for **Alert to respondent**, and you want to include a link to individual report without the hidden questions, use the [RnoHidden] token. It will be automatically substituted with the RBR link once the email is sent. The recipient of the **Email Alert** will only see the questions which were visible to respondent during voting. However, this tag does not hide the autofilled questions which are hidden in the form using **Advanced Show/Hide** logic.

The following format: [RnoHidden] hypertext [\RnoHidden] allows customizing the hyperlinked text which will appear in the Email instead of the link to the completed response.

You can also use additional "**language**" parameter which allows displaying the RBR in a language specified by this parameter. Just add this parameter to the [RnoNav] tag to specify the language in which you want to display the response.

For instance,

- [RnoHidden language="fromBrowser"] - will display the report by respondent in the language, chosen in the browser settings.
- [RnoHidden language="fromResults"] - will display the report by respondent in the language used during the voting process.
- [RnoHidden language="en"] - will display the report by respondent in English. You may change the language abbreviation to the specific language you prefer.
- [RnoHidden language="en"] hypertext [\RnoHidden] will display the RBR in a particular language and allows customizing the hyperlinked text.

Tags for adding the Unsubscribe option

▼ [REMOVE]

You can also allow your respondents to unsubscribe from receiving invitations or reminder messages to take the same survey in future. To do it, you need to use the token **[REMOVE]** within your email body text. This token will be replaced with the following hyperlinked text: **Remove from list**. If respondents click this link, their email addresses will be automatically added to the Opt-out list for this specific survey. The list of all respondents who have unsubscribed from the survey can be found on the Opt-outs tab of the Status Report, which can be downloaded from the Manage Responses page of your survey.

- The respondents whose links were removed from the form/survey email list in such way, can still use links from the invitation email to take the form/survey.
- When a form/survey is launched using the **Allow duplicate email addresses** option in Format Data File settings, the use of the **Remove from list** link by the respondent will opt-out the unique code rather than the email address itself. This makes it possible to send another invitation from the same form/survey to the same email address using a different unique code.

1. If a survey has been launched to the contacts from the **Contact Manager** the two options will be suggested to the survey participants: to unsubscribe from any further survey invitations from this sender;
or
2. to unsubscribe from receiving any further invites or reminders for this specific survey only. If a survey participant selected the first option their status in the **Contact Manager** response statistics table will be changed to Opt-Out, otherwise, the status will not be changed.

∨ [\[REMOVE_URL\]](#)

This tag inserts a linked unsubscribe URL instead of the hyperlinked message. Functionality remains the same as in **[REMOVE]** tag (see above).

∨ [\[REMOVE_URL_text\]](#)

This tag inserts a not linked unsubscribe URL text instead of the hyperlinked message. Functionality remains the same as in **[REMOVE]** tag (see above).

∨ [\[REMOVE lang="xx"\]](#)

Insert this tag to show the unsubscribe message in the specific language. Functionality remains the same as in **[REMOVE]** tag (see above). The list of available languages can be found [here](#).

∨ [\[REMOVE text="xx"\]](#)

Use this tag to customize the unsubscribe message for your respondents. This tag is replaced with a hyperlinked text you specified. Functionality remains the same as in **[REMOVE]** tag (see above).

Workflow Tags

∨ [\[LINK_TO_ANOTHER_SURVEY\]](#)

[LINK_TO_ANOTHER_SURVEY] tag is used in Workflow. It gets automatically replaced with a unique link to the **target** survey that the respondent should take. The **original** survey or form must contain an `<EMAIL_REPLY/>` tag to capture respondents emails in a 'Single Line text' question type.

∨ [\[LINK_TO_ANOTHER_SURVEY_<target survey id>\]](#)

[LINK_TO_ANOTHER_SURVEY_<target survey id>] tag can be used in Workflow when you have more than one Workflow plugin applied. If the plugins are triggered at the same time, the **[LINK_TO_ANOTHER_SURVEY]** tag will be replaced with multiple target form/survey links. You can use the **[LINK_TO_ANOTHER_SURVEY_<target survey id>]** tag if you need to insert a specific target form/survey link into an Email Alert, or if you would like to create separate email alerts for each Workflow plugin.

Publish to the Portal Notification Tags

∨ [\[ONLINE_PORTAL\]](#)

[ONLINE_PORTAL] tag can be used in the Notification Email, which is sent when the form is published to the Participant Portal. The tag will be replaced automatically with the Online portal link.

∨ [\[USERNAME\]](#)

[USERNAME] tag can be used in the Notification Email, which is sent when the form is published to the Participant Portal. The tag will insert the Login of the portal user.

You can also use HTML to design your email body text. Look for details on how to do it in [HTML Guide](#).

∨ [Click here to see the table with email types and tags that can be used in them](#)

Tag	Email Invitation	Reminder	Email Alert	Publish to the Portal Notification
[S] / [S_text] [ST] / [ST_text] [URL] / [URL_text]				 (Master Link will be inserted)
[NAME]				

	 (if emails are written in the following format: [NAME]email@domain.com)			
[Fx]	 (if Autofill is used)	 (if Autofill is used)	 (if Autofill is used)	
[CM:Field Name] / [CM:Field Name]empty:text for empty field	 (if launched to the Contact Manager)	 (if launched to the Contact Manager)		
[R] / [RPDF] / [RnoNav] / [RnoHidden]				
[REMOVE] / [REMOVE_URL] / [REMOVE_URL_text] / [REMOVE lang="xx"] / [REMOVE text="xx"]				
[LINK_TO_ANOTHER_SURVEY] / [LINK_TO_ANOTHER_SURVEY_<target survey id>]			 (if one of the Workflow Plugins is configured)	
[ONLINE_PORTAL]				
[USERNAME]				
Piping		 (if question was prefilled)		



- The tag works in this email type.



- The tag does not work in this email type.

The email body tags described above will not work in the **Email** which can be set up as a **Workflow Action** in **Tasks**. However, you may use Piping and pipe the information from the form, attached to the Task Definition.