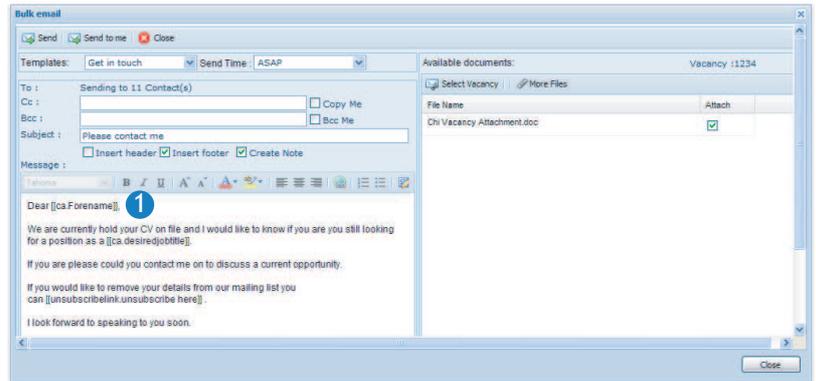


Placeholders

Placeholders allow you to import information from your database into your bulk emails and mail merge templates. The Placeholder is automatically replaced with customised data from your database before the template is generated.

 Chameleon-i supports the use of placeholders. Placeholders are specific character strings that are replaced with data just before an email is sent or a letter is generated. They are most useful when used in conjunction with sending Bulk Emails or Mail Merge templates, so that the resultant documents can contain personalised data, such as Dear John, Dear Susan etc.

Important note: Placeholders must be surrounded by double-square brackets and do not contain spaces. They must be spelt exactly correctly, it is recommended that you copy and paste placeholder syntax from this document to your email or template. Incorrect syntax in placeholders will result in badly formed emails.



Bulk Email Placeholders

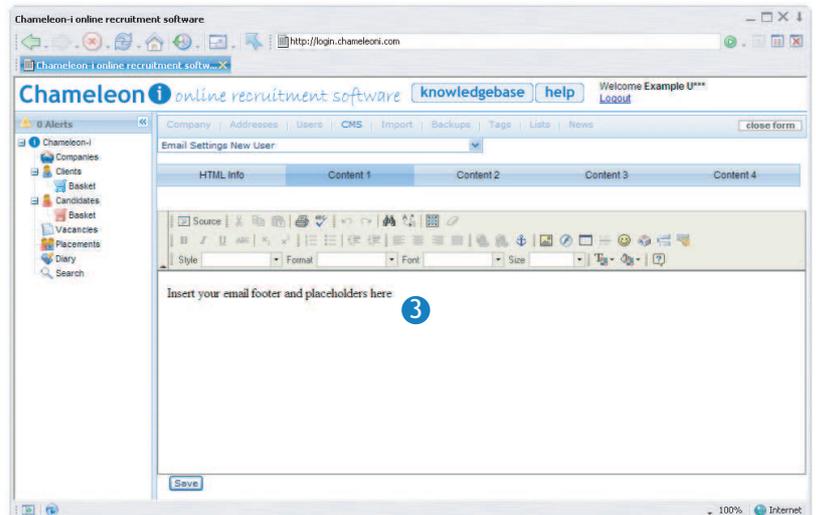
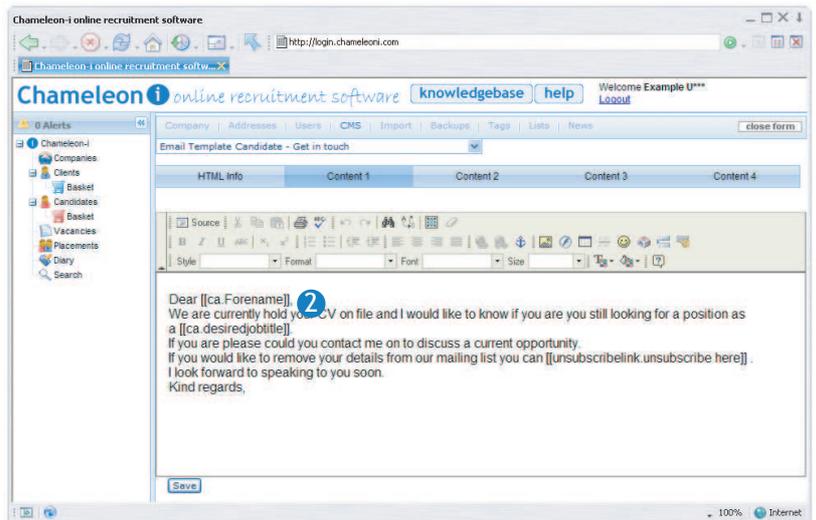
 Placeholders can be placed in the email subject or body text fields of the bulk email screen.

 Alternatively place them in email templates managed in the CMS screen via the **Admin** panel.

 Data Placeholders can also be used in the header and footer text options in the CMS screen via the **Admin** panel.

Important note: Placeholders work in the context of an entity. Supported entities are Client, ClientCompany, Candidate and Vacancy. If your email text includes a placeholder from a particular entity it is important that your mail has a record from that entity group assigned. E.g if you choose ca.forename (candidate forename) then your mail must have at least one candidate to send to, or the placeholder will fail to replace with data.

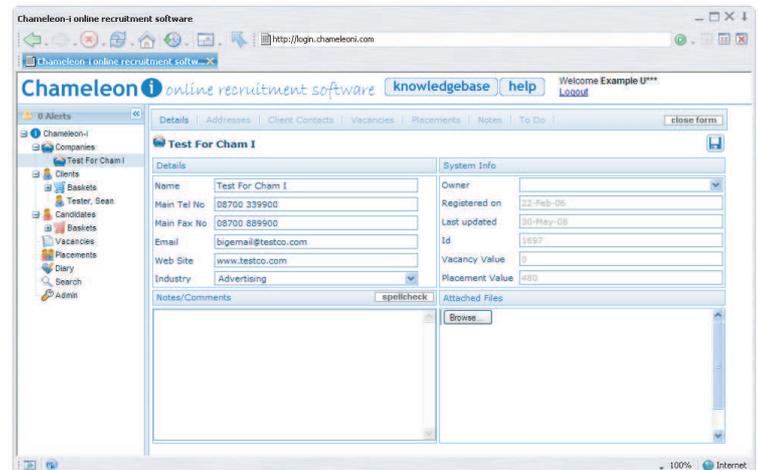
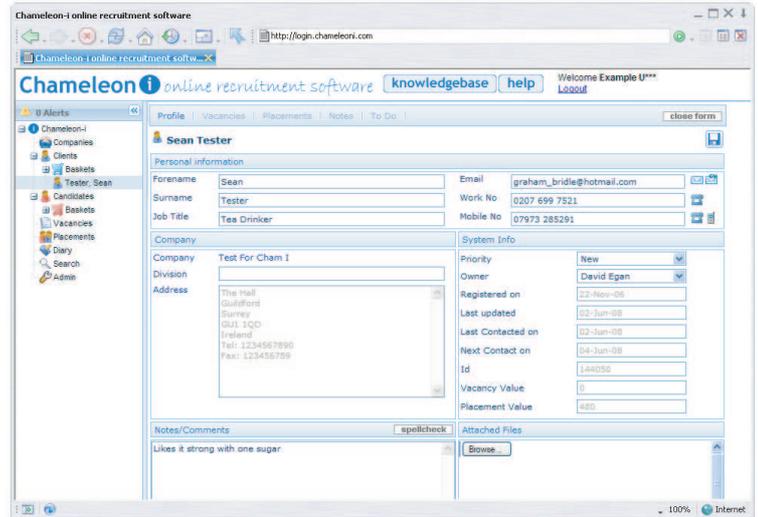
Important note: Before releasing emails to your contacts you should send test emails to yourself to be sure that you are satisfied with the format they are delivered in. You can do this either by creating dummy records with your email address in, or in bulk email using the "Send to me function" which will send one copy of your mail to you for approval.



Client Placeholders

The sample client screen supports the placeholders shown below.

Field	Placeholder	Example
Id	[[cl.id]]	144050
Forename	[[cl.forename]]	Sean
Email	[[cl.email]]	Sean@teabags.com
Surname	[[cl.surname]]	Tester
Work No	[[cl.worktel]]	0207 699 7521
Job Title	[[cl.jobtitle]]	Tea Drinker
Mobile No	[[cl.mobiletel]]	07978 678978
Division	[[cl.department]]	Teabags
Priority	[[cl.priority]]	New
Owner	[[cl.owner]]	David Egan
Registered On	[[cl.firstregistered]]	22-Nov-06
Last Updated	[[cl.lastupdated]]	21-May-08
Last Contacted	[[cl.lastcontact]]	15-May-08
Next Contact	[[cl.nextcontact]]	Never
Company	[[co.name]]	Test for Cham i
Address Street	[[co.street]]	The Hall
Address Suburb	[[co.suburb]]	Guildford
Address City	[[co.city]]	
Address County	[[co.county]]	Surrey
Address Postcode	[[co.postcode]]	GU1 1QD
Address Country	[[co.country]]	Ireland
Address Tel	[[co.telno]]	1234567890
Address Fax	[[co.faxno]]	1234567890
Notes/Comments	[[cl.comments]]	Likes it strong



Some company fields are also available when using client placeholders

Field	Placeholder	Example
Id	[[co.id]]	1697
Name	[[co.name]]	Test for Cham i
Email	[[co.email]]	bigemail@testco.com
Main Tel No	[[co.maintelno]]	08700 339900
Main Fax No	[[co.mainfaxno]]	08700 889900
Web Site	[[co.webpage]]	www.testco.com

Candidate Placeholders

Field	Placeholder	Example
Id	[[ca.id]]	335485
Forename	[[ca.forename]]	James
Surname	[[ca.surname]]	Tester
DOB	[[ca.dateofbirth]]	03-Apr-1984
Home No	[[ca.hometel]]	01255 666 8888
Work No	[[ca.worktel]]	0207 861 7800
Mobile No	[[ca.mobiletel]]	07973 285299
Email	[[ca.email]]	info@chameleoni.com
Street	[[ca.street]]	6 High Street
Suburb	[[ca.suburb]]	Near the bank
City	[[ca.city]]	Guildford
County	[[ca.county]]	Surrey
Postcode	[[ca.postcode]]	GU1 3EL
Country	[[ca.country]]	United Kingdom
NI No	[[ca.ninumber]]	MI 90868861
Education	[[ca.educationlevel]]	NVQ
Current Posn Job Title	[[ca.currentjobtitle]]	Tea Boy
Current Employer	[[ca. employer]]	Remedy HCMS
Notice Period	[[ca.noticeperiod]]	4
Priority	[[ca.priority]]	Not Looking
Owner	[[ca.owner]]	David Egan
Source	[[ca.source]]	AutoRecognised CV
Desired Job Title	[[ca.desiredjobtitle]]	Coffee Grinder
Permanent Remuneration	[[ca.permanent]]	12000.00
Self Employed Remuneration	[[ca.selfemployed]]	300000.00
Temporary Remuneration	[[ca.temporary]]	400.00
Contract Remuneration	[[ca.contract]]	80.00
Available	[[ca.available]]	05-Dec-2007
Travel Distance	[[ca.travelmiles]]	Any
Travel From	[[ca.hometown]]	Guildford
Contractor Company Name	[[ca.ltdcompany]]	Tester LTD
Contractor Company Reg No	[[ca.registrationnumber]]	REG 8090797
Contractor Company VAT No	[[ca.vatnumber]]	VAT 2382212
Contractor Company Address	[[ca.ltdcompanyaddress]]	12 Acacia Avenue, London, SW12 8UU
Notes/Comments	[[ca.comments]]	Makes an excellent brew.

Candidate reference page

Placeholder

[[ca.Referee1Address]]
[[ca.Referee1Company]]
[[ca.Referee1Email]]
[[ca.Referee1Fax]]
[[ca.Referee1JobTitle]]
[[ca.Referee1Mobile]]
[[ca.Referee1Tel]]
[[ca.Referee1Name]]
[[ca.Referee1Notes]]

Example

Returns the first referee's full address as a block of text, automatically removing any blank lines.
Returns the first referee's company name.
Returns the first referee's email address.
Returns the first referee's fax number.
Returns the first referee's job title.
Returns the first referee's mobile number.
Returns the first referee's telephone number.
Returns the first referee's name.
Inserts the notes stored against the first referee.

[[ca.Referee2Address]]
[[ca.Referee3Address]]
[[ca.Referee4Address]]

As above, inserts the relating address field from the **second** referee.
As above, inserts the relating address field from the **third** referee.
As above, inserts the relating address field from the **fourth** referee.

Vacancy Placeholders

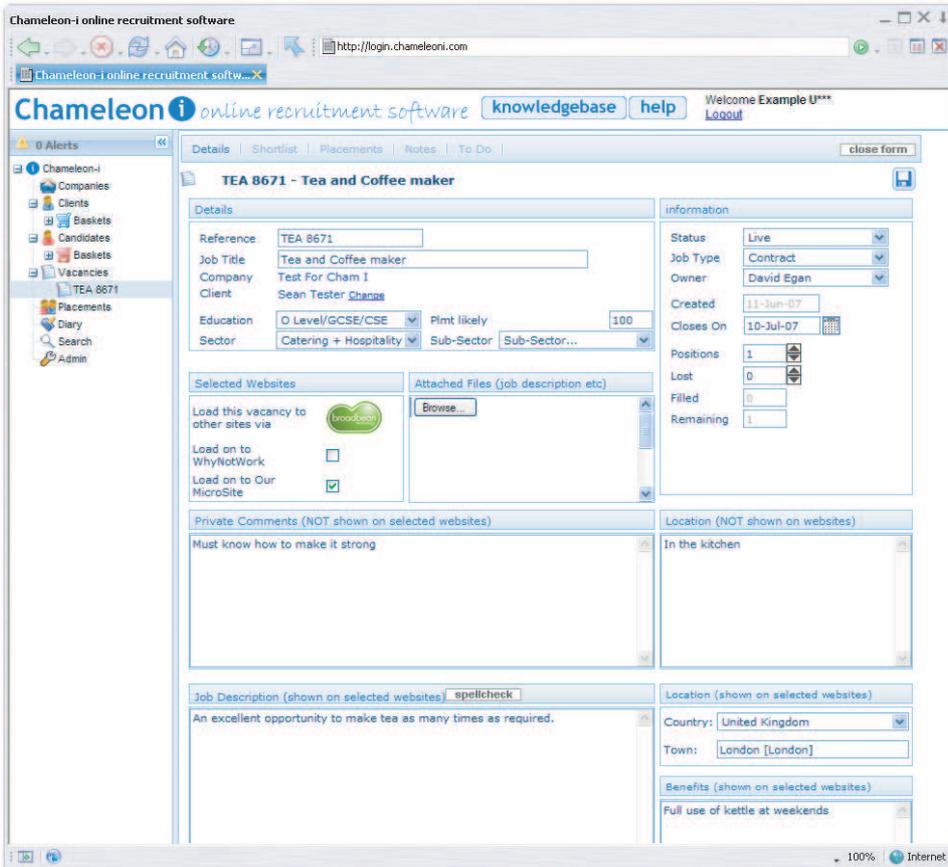
The sample vacancy screen supports the placeholders shown below.

Field	Placeholder	Example
Id	[[vac.id]]	114415
Company	[[vac.companyname]]	Test For Cham I
Client	[[vac.clientname]]	Sean Tester
Reference	[[vac.reference]]	TEA 8671
Job Title	[[vac.jobtitle]]	Tea and Coffee maker
Education Level	[[vac.educationlevel]]	O Level/GCSE/CSE
Status	[[vac.state]]	Live
Job Type	[[vac.jobtype]]	Contract
Owner	[[vac.userid]]	David Egan
Close Date	[[vac.closedate]]	10-Jul-2007
Positions	[[vac.positions]]	1
Private Comments	[[vac.privatecomments]]	Must know how to make it strong
Job Description	[[vac.jobdescription]]	Excellent opportunity to make tea.
Location	[[vac.location]]	In the kitchen
Town	[[vac.town]]	London
Benefits	[[vac.benefits]]	Full use of kettle at weekends
[Contract] Pay Rate	[[vac.payrate]]	99.00
[Contract] NI %	[[vac.nipercentage]]	12.80
[Contract] Cost per Day	[[vac.costperday]]	792.00
[Contract] Charge Rate	[[vac.chargerate]]	109.00
[Contract] Rates Per	[[vac.ratesper]]	Hour
[Contract] Value Per Day	[[vac.valueperday]]	872.00
[Contract] Mark Up %	[[vac.markuppercentage]]	10.10
[Contract] Profit Per Day	[[vac.profitperday]]	80.00
[Contract] Start Date	[[vac.earlieststartdate]]	11-Jun-2007
[Contract] End Date	[[vac.enddate]]	10-Jul-2007
[Contract] Hours Per Day	[[vac.hoursperday]]	8.00
[Contract] Cost Per Day	[[vac.costtotal]]	51480.00
[Contract] Duration (Weeks)	[[vac.durationwks]]	13.00
[Contract] Days Per Week	[[vac.daysperweek]]	5.00
[Contract] Value Total	[[vac.valuetotal]]	56680.00
[Contract] VAT Pay Rate	[[vac.vatpayrate]]	17.50
[Contract] VAT Charge Rate	[[vac.vatchargerate]]	17.50
[Contract] profit Total	[[vac.profittotal]]	5200.00

Vacancy Placeholders

Continued...

Field	Placeholder	Example
[Perm] Salary From	[[vac.salaryfrom]]	12000.00
[Perm] Salary To	[[vac.salaryto]]	12000
[Perm] Bonus	[[vac.bonus]]	1000.00
[Perm] Fee	[[vac.fee]]	1200.00
[Perm] Fee percentage	[[vac.feepercentage]]	9.17
[Perm] Benefits Value	[[vac.benefitsvalue]]	500



The screenshot displays the Chameleon online recruitment software interface. The browser address bar shows <http://login.chameleon.com>. The page title is "Chameleon online recruitment software" with navigation links for "knowledgebase" and "help". A user is logged in as "Example U***" with a "Logout" link.

The main content area shows a form for a job vacancy titled "TEA 8671 - Tea and Coffee maker". The form is divided into several sections:

- Details:** Reference (TEA 8671), Job Title (Tea and Coffee maker), Company (Test For Cham 1), Client (Sean Tester [Change](#)), Education (O Level/GCSE/CSE), Pmt likely (100), Sector (Catering + Hospitality), Sub-Sector (Sub-Sector...).
- Information:** Status (Live), Job Type (Contract), Owner (David Egan), Created (11-Jun-07), Closes On (10-Jul-07), Positions (1), Lost (0), Filled (0), Remaining (1).
- Selected Websites:** Includes a "Load this vacancy to other sites via" section with a "Load on to Our MicroSite" checkbox checked.
- Attached Files:** A "Browse..." button for uploading job descriptions.
- Private Comments:** A text area containing "Must know how to make it strong".
- Location:** Country (United Kingdom), Town (London [London]).
- Job Description:** A text area containing "An excellent opportunity to make tea as many times as required." with a "spellcheck" button.
- Benefits:** A text area containing "Full use of kettle at weekends".

The interface includes a sidebar with navigation options like "Companies", "Clients", "Baskets", "Candidates", "Vacancies", "Placements", "Diary", "Search", and "Admin". The status bar at the bottom shows "100% Internet".

Special Placeholders

- 1 `[[unsubscribelink.text]]` - This is used to give recipients of your emails a link to click where they can opt out of receiving any further email generated by the Bulk Email. Recipients can successfully unsubscribe if they match the email address on your database.

The correct syntax for the unsubscribe link is `[[unsubscribelink.text]]` – when the mail is sent this will be replaced with a hyperlink to the unsubscribe page with your text inserted.

E.g `[[unsubscribelink.dont send me any more emails]]` will be translated to dont send me any more emails.

Clients wishing to have a personalised unsubscribe page should contact Remedy HCMS sales team.

Important note: We strongly recommend that the unsubscribe link is placed in the footer of your emails along with appropriate text. Spam filters often look for the presence of an unsubscribe link and omitting it increases the likelihood of your mails being marked as spam.

- 2 `[[vacancylink.text]]` – for clients with Chameleon-i microsities only. Used when a vacancy is selected in candidate bulk emails and is translated to a link to the microsote job details page.

E.g `[[vacancylink.view full job details]]` will be translated to view full job details

Tip: This link relies on the Microsite URL field to be correctly set in the Admin panel.

- 3 `[[alertedlink.url:text]]` – used to insert a link in an email, that will cause an alert in Chameleon-i to be raised when the recipient clicks the link. This placeholder has two user parameters to be set, these must both be present and are seperated by a colon.

URL: The url that the recipient should be sent to
e.g `www.chameloeni.com`
TEXT: The text the link in the email should show

E.g `[[alertedlink.www.chameleoni.com:view our website here]]` will be translated to view our website here and when the recipient clicks the link will raise an alert in Chameleon-i.

- 4 `[[ca.mirositepassword]]` - Created specifically for users with integrated websites. If you send an email with this placeholder in it and the password is blank, the system will create one then insert it in the email.

- 5 The following placeholders pull the interview information from the Wizard:

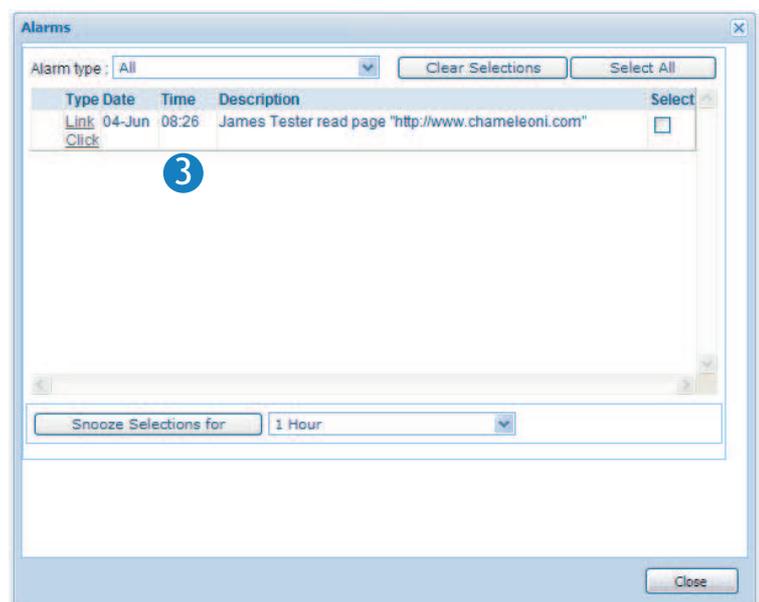
Interview Time: `[[ddlActionTime]]`

Interview Date: `[[caActionDate]]`

Company: `[[lblCompany]]`

Position: `[[lblRequirement]]`

Interviewer: `[[lblClient]]`



Letter Placeholders

Placeholder

[[ca.addressblock]]

[[cl.addressblock]]

[[todaysdate]]

[[MyName]]

[[MySignature]]

Example

Returns the candidates full address as a block of text, automatically removing any blank lines.

Returns the clients full address as a block of text, automatically removing any blank lines.

Returns todays date in the format 01-Apr-2009.

Returns your full name that is logged in Admin panel in the users tab.

Inserts the signature image file stored in the Admin panel in the user account.