
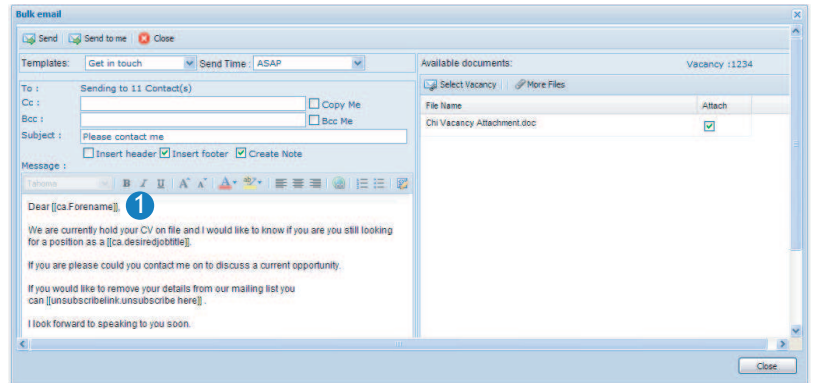


## Placeholders


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

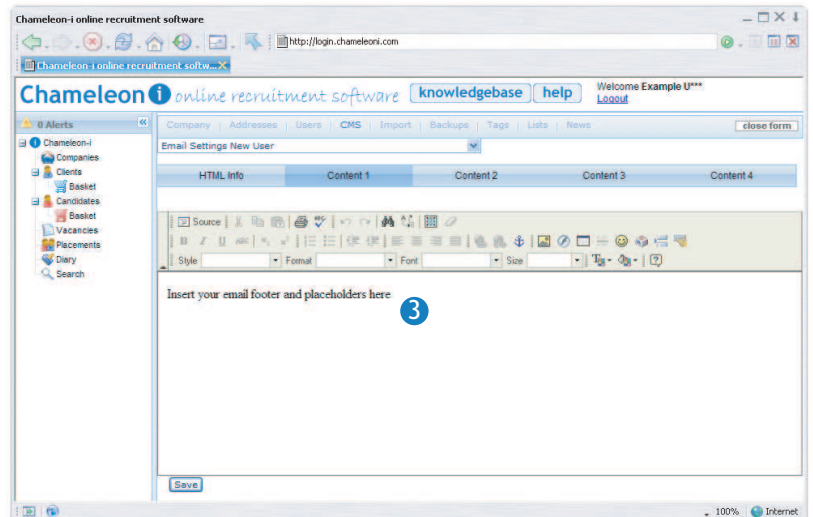
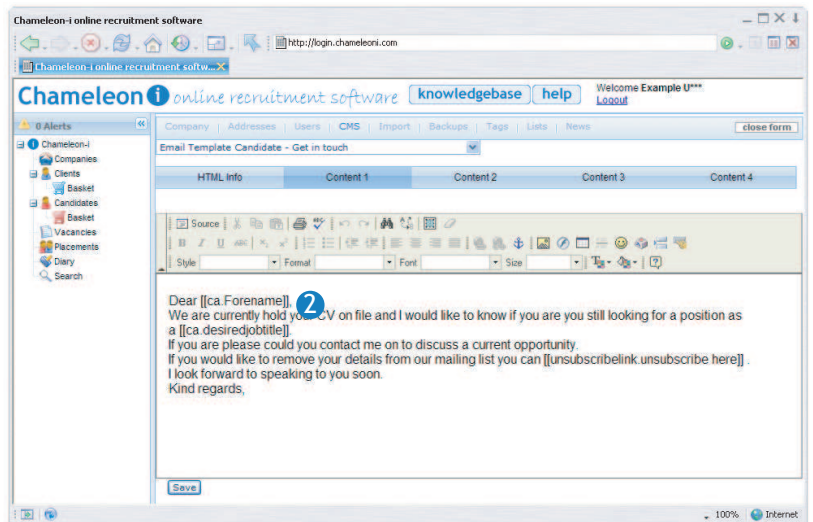
 Placeholders can be placed in the email subject or body text fields of the bulk email screen.

 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.

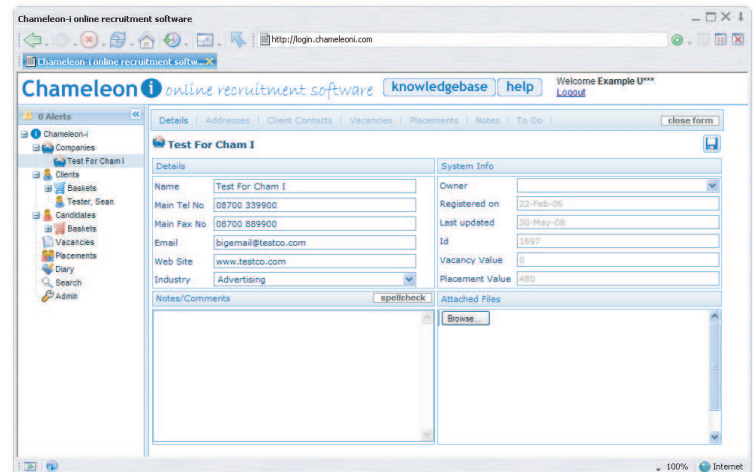
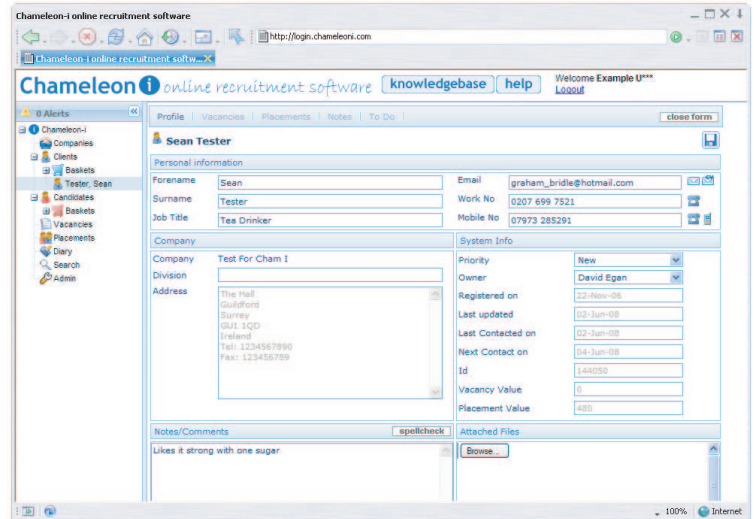
**Important note:** Before releasing emails to your contacts you should send test emails to yourself to be sure that you are satisfied with the format they are delivered in. You can do this either by creating dummy records with your email address in, or in bulk email using the "Send to me function" which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

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

[[ca.Referee3Address]]

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

[[ca.Referee4Address]]

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

## Vacancy Placeholders

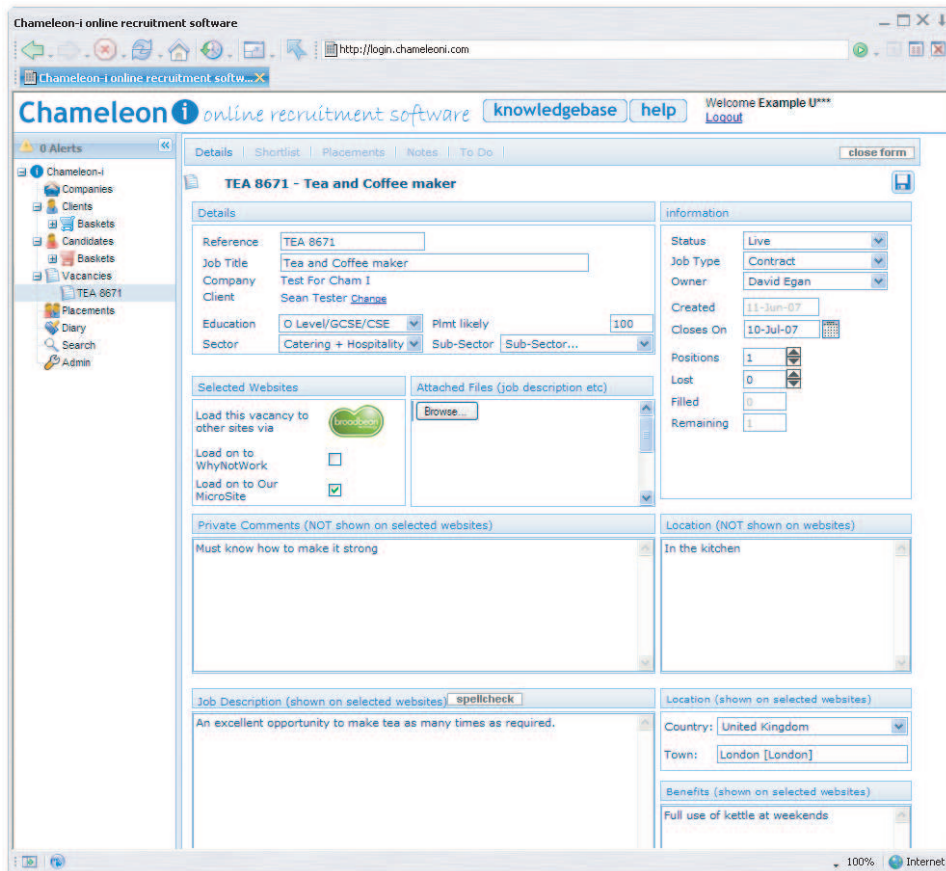
The sample vacancy screen supports the placeholders shown below.

| 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      |



## 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 microsites only. Used when a vacancy is selected in candidate bulk emails and is translated to a link to the microsite 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 separated by a colon.

URL: The url that the recipient should be sent to  
e.g `www.chameleoni.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.micrositepassword]]` - 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:

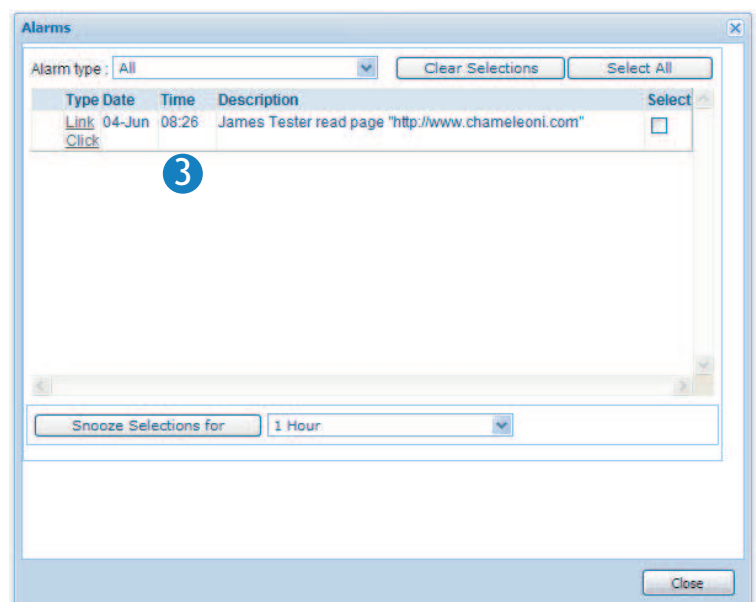
Interview Time: `[[ddlActionTime]]`

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.