

Mailmerge your data with ease!

What is a Mailmerge?

This is a process which allows mail senders to send a high number of personalised mail items with only a few click of a mouse. For example, this process ensures that mail items begin with the individual salutation of the recipient i.e. Dear Mr Smith.

How do I do this within imail?

imail provides a simple way to process and complete the mail merge – in three easy to follow steps:

Step 1:

Arrange your CSV file as per the example below. The Postcode must be in column G with any variable data in columns H onwards. Your full name must be in one cell as detailed in cell A2 below. If your name is spread over a number of cells you will need to concatenate (i.e. merge) the cells into one. See bottom of document for a step-by-step concatenation guide.

	A	B	C	D	E	F	G	H	I	J	K	L
1	Name	Address1	Address2	Address3	Address4	Address5	Postcode	firstname	date	rep	Variable4	Variable5
2	Mr Smith	1 High Street	Urban	Townsville	County	NN5 4EN	Mark	1st August	Andy			

Step 2:

Create the body content of your mail item using imails word editor. To create the variable text entry you must place the column header name within two @ symbols i.e. @variable1@.

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Dear @firstname@

I look forward to seeing you on the @date@ to discuss your imail account and what more we can do to increase your sales and reduce costs.

Please do not hesitate to contact me if you need to speak ahead of this date.

Kindest regards

@rep@

UK Mail



Step 3:

Upload your data and imail will merge the data as per the example below

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Name	Address1	Address2	Address3	Address4	Address5	Postcode	firstname	date	rep	Variable4	Variable5	Variable6
2	Mr Smith	1 High Street	Urban	Townsville	County	NN5 4EN	Mark	1st August	Andy				

Font family Font size **B** *I* U [List Icons] [Color Picker] [Background Color] HTML [Text Icon] [Link Icon]

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