


Recipient Level

[email] => matthew@oneclipboard.com
[first_name] => Matthew
[last_name] => Meche
[full_name] => Matthew Meche
[unsub_tag] => 24fq3j2p45gprfqioeqjrgqwefa

Event Level

[domain] =event domain
[event_hostname] => Mathew Meche
[title] = title of event
[event_url] = URL of event (should take on vanity url if it exists)
[event_year] = 2015
[event_date] => Day of week, Month 12
[event_time] => 10:00 - 2:00 PM EST
[event_date_short] => Feb 19
[event_time_short] => 10AM to 2PM
[event_venue] => Entire venue and address information
[event_venue_name] =Location name
[event_address] => Address
[event_city] => City
[event_state] => State
[event_zipcode] => ZIP
[event_country] => United States

Fall back values  [ES-818](#) - As a USER, I want a fall back value for all dynamic fields. [READY FOR QA](#)

If a user places a dynamic field in an email, they should have the option to set a fallback value.

[first_name|Fall back text here] ==> Mathew or Fall back text here

Real example:

[first_name|there!] ==> Mathew or there!

Partial fallback value logic

For any dynamic tags that can be partially full, the information present will be displayed. If every value is empty, it will display the fall back value.

For example:

[event_venue], [event_time], [event_time_short], [event_date_short], ect. will display partial content if it is missing an end date or part of the address.