



## HyperSEND

### Tag Information

The following tags may be used in the subject or body fields during the compose message step or embedded in HyperSEND layouts:

```
{ $HSEND:MessageSubject }  
{ $HSEND:FromAddress }  
{ $HSEND:EmailAddress }  
{ $HSEND:DisplayName }  
{ $HSEND:CompanyName }  
{ $HSEND:FirstName }  
{ $HSEND:MiddleName }  
{ $HSEND:LastName }  
{ $HSEND:User1 }  
{ $HSEND:User2 }  
{ $HSEND:User3 }  
  
{ $DATE:MonthName }  
{ $DATE:Month }  
{ $DATE:DayName }  
{ $DATE:Day }  
{ $DATE:Year }
```

The following tags may be embedded in HyperSEND layouts:

```
{ $HSEND:MessageBody }  
{ $HSEND:Tracker }  
{ $HSEND:UnsubscribeURL }  
{ $HSEND:ListName }  
{ $HSEND:ListID }
```

The following tags may be inserted into HyperSEND layouts to define the unsubscribe section; if the recipient is unable to unsubscribe from the message all code between these two tags will be omitted:

```
<HSEND:UNSUBSCRIBE>  
  <!-- Place your unsubscribe message and HTML code here -->  
</HSEND:UNSUBSCRIBE>
```