



Campaign Tokens

{{campaign.description}}	{{campaign.name}}
{{campaign.id}}	

Company Tokens

{{company.Account Owner Email Address}}	{{company.Company Name}}
{{company.Account Owner First Name}}	{{company.Company Notes}}
{{company.Account Owner Last Name}}	{{company.Industry}}
{{company.Anual Revenue}}	{{company.Main Phone}}
{{company.Billing Address}}	{{company.Num Employees}}
{{company.Billing City}}	{{company.Parent Company Name}}
{{company.Billing Country}}	{{company.SIC Code}}
{{company.Billing Postal Code}}	{{company.Site}}
{{company.Billing State}}	{{company.Website}}

Lead Tokens

{{lead.id}}	{{lead.Inferred Country}}
{{Lead.Id}}	{{lead.Inferred Metropolitan Area}}
{{lead.Acquisition Date}}	{{lead.Inferred Phone Area Code}}
{{lead.Acquisition Program Name}}	{{lead.Inferred Postal Code}}
{{lead.Acquisition Program}}	{{lead.Inferred State Region}}
{{lead.Address}}	{{lead.Interest}}
{{lead.Anonymous IP}}	{{lead.Is Customer}}
{{lead.Black Listed}}	{{lead.Is Partner}}
{{lead.City}}	{{lead.Job Title}}
{{lead.Country}}	{{lead.Last Interesting Moment Date}}
{{lead.Created At}}	{{lead.Last Interesting Moment Desc}}
{{lead.Date of Birth}}	{{lead.Last Interesting Moment Source}}
{{lead.Department}}	{{lead.Last Interesting Moment Type}}
{{lead.Do Not Call Reason}}	{{lead.Last Name}}
{{lead.Do Not Call}}	{{lead.Lead Owner Email Address}}
{{lead.Email Address}}	{{lead.Lead Owner First Name}}
{{lead.Email Invalid Cause}}	{{lead.Lead Owner Job Title}}
{{lead.Email Invalid}}	{{lead.Lead Owner Last Name}}
{{lead.Email Suspended At}}	{{lead.Lead Owner Phone Number}}
{{lead.Email Suspended Cause}}	{{lead.Lead Rating}}
{{lead.Email Suspended}}	{{lead.Lead Score}}
{{lead.Fax Number}}	{{lead.Lead Source}}
{{lead.First Name}}	{{lead.Lead Status}}
{{lead.Full Name}}	{{lead.Marketing Suspended}}
{{lead.Inferred City}}	{{lead.Marketo Social Facebook Display Name}}
{{lead.Inferred Company}}	{{lead.Marketo Social Facebook Id}}



Lead Tokens (continued)

{{lead.Marketo Social Facebook Photo URL}}	{{lead.Marketo Social Twitter Referred Visits}}
{{lead.Marketo Social Facebook Profile URL}}	{{lead.Middle Name}}
{{lead.Marketo Social Facebook Reach}}	{{lead.Mobile Phone Number}}
{{lead.Marketo Social Facebook Referred Enrollments}}	{{lead.Number of Optys}}
{{lead.Marketo Social Facebook Referred Visits}}	{{lead.OfficeHoursTime}}
{{lead.Marketo Social Gender}}	{{lead.Original Referrer}}
{{lead.Marketo Social Last Referred Enrollment}}	{{lead.Original Search Engine}}
{{lead.Marketo Social Last Referred Visit}}	{{lead.Original Search Phrase}}
{{lead.Marketo Social LinkedIn Display Name}}	{{lead.Original Source Info}}
{{lead.Marketo Social LinkedIn Id}}	{{lead.Original Source Type}}
{{lead.Marketo Social LinkedIn Photo URL}}	{{lead.Person Notes}}
{{lead.Marketo Social LinkedIn Profile URL}}	{{lead.Phone Number}}
{{lead.Marketo Social LinkedIn Reach}}	{{lead.Postal Code}}
{{lead.Marketo Social LinkedIn Referred Enrollments}}	{{lead.Priority}}
{{lead.Marketo Social LinkedIn Referred Visits}}	{{lead.Registration Source Info}}
{{lead.Marketo Social Syndication Id}}	{{lead.Registration Source Type}}
{{lead.Marketo Social Total Referred Enrollments}}	{{lead.Relative Score}}
{{lead.Marketo Social Total Referred Visits}}	{{lead.Relative Urgency}}
{{lead.Marketo Social Twitter Display Name}}	{{lead.Role}}
{{lead.Marketo Social Twitter Id}}	{{lead.Salutation}}
{{lead.Marketo Social Twitter Photo URL}}	{{lead.State}}
{{lead.Marketo Social Twitter Profile URL}}	{{lead.Time}}
{{lead.Marketo Social Twitter Reach}}	{{lead.Total Opty Amount}}
{{lead.Marketo Social Twitter Referred Enrollments}}	{{lead.Total Opty Expected Revenue}}
	{{lead.Unsubscribed Reason}}
	{{lead.Unsubscribed}}
	{{lead.Updated At}}
	{{lead.Urgency}}

Program Tokens

{{program.description}}	{{program.name}}
{{program.id}}	

Program Member Tokens

{{member.registration code}}
{{member.webinar url}}

Social Tokens

{{social.Promo Code}}	{{social.Social Email}}
{{social.Share Url}}	{{SP_Send_Alert_Info}}

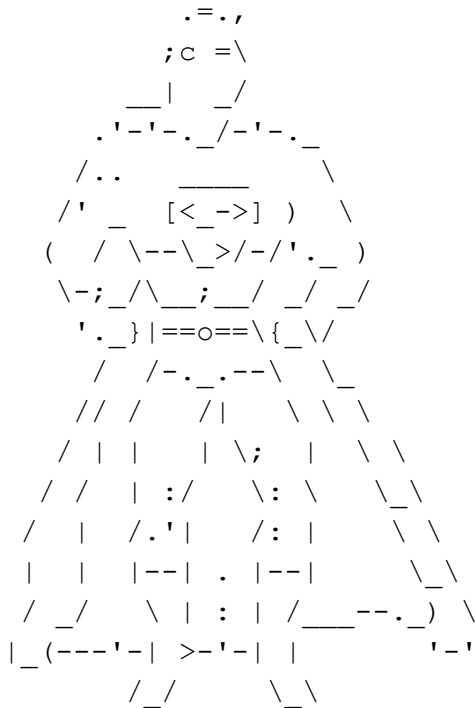


System Tokens

<code>{{system.dateTime}}</code>	<code>{{system.time}}</code>
<code>{{system.date}}</code>	<code>{{system.unsubscribeLink}}</code>
<code>{{system.forwardToFriendLink}}</code>	<code>{{system.viewAsWebpageLink}}</code>
<code>{{system.munchkinId}}</code>	

Trigger Tokens

<code>{{trigger.name}}</code>	<code>{{trigger.Referrer}}</code>
<code>{{trigger.trigger name}}</code>	<code>{{trigger.Search Engine}}</code>
<code>{{trigger.Web Page}}</code>	<code>{{trigger.Search Query}}</code>



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