

PLACEHOLDER LIST WITH DATATYPES					LAST MODIFIED: 05/17/2018
Placeholder Name	Placeholder Code	Datatype	Use to display/include...	Definition	
Member's First Name	%MEMBER_FIRST_NAME%	String (60)	the member's first name	Member's first name	
Member's Last Name	%MEMBER_LAST_NAME%	String (60)	the member's last name	Member's last name	
Member's Name	%MEMBER_NAME%	String (121)	the member's full name	Member's first and last name	
Email To Address (Email Templates Only)	%EMAIL_TO_ADDRESS%	String (256)	the member's email address	Member's email address, this placeholder is only available for email templates.	
Member Email	%MEMBER_EMAIL%	String (256)	the member's email address	Member's email address, this placeholder is available within campaign templates, on-demand templates, portal text (HTML), internet message promotion and point-of-sale message promotion	
Member's Account Phone	%MEMBER_ACCOUNT_PHONE%	String (30)	the member's phone number	Member's phone number	
Member's Mobile Phone	%MEMBER_MOBILE_PHONE%	String (30)	the member's mobile phone number	Member's mobile phone number	
Member's Enrollment Location	%ENROLLMENT_LOCATION%	String (110)	enrollment location	Location where the member enrolled into the program. This may include a store or the portal.	
Member's Enrollment Date	%ENROLLMENT_DATE%	DateTime	enrollment date	Date and time of when the member enrolled (Displays Portal time setting)	
Points Available	%MEMBER_POINTS_AVAILABLE%	Money	available point balance	Number of points available to a member calculated as follows: (points earned - points used - abs(points deducted) - points expired - points locked). Wiki article: https://wiki.smartbutton.com/default.asp?W471	
Points Earned	%MEMBER_POINTS_EARNED%	Money	points member has earned	Accumulated points through transactions during the life of the account. Wiki article: https://wiki.smartbutton.com/default.asp?W469	
Points Earned - Deductions	%MEMBER_POINTS_EARNED_NET%	Money	net points earned	Points earned minus points deducted due to negative transactions (returns/refunds)	
Points Deducted	%MEMBER_POINTS_DEDUCTED%	Money	points deducted based on returns/refunds	Points removed from a member's account due to transactions resulting in a negative point amounts. Generally the result of returns or refunds. Wiki article: https://wiki.smartbutton.com/default.asp?W394	
Points Spent	%MEMBER_POINTS_SPENT%	Money	points the member has used	Points removed from a member's account as a result of voucher issuance, choice rewards or gift card rewards. Wiki article: https://wiki.smartbutton.com/default.asp?W470	
Points Expired	%MEMBER_POINTS_EXPIRED%	Money	points that have expired	Points removed during the life of a member's account because they have expired. Wiki article: https://wiki.smartbutton.com/default.asp?W395	
Points Locked	%MEMBER_POINTS_LOCKED%	Money	locked points	Points rendered unavailable manually through Clienteling Services or pre-exiry process. Wiki article: https://wiki.smartbutton.com/default.asp?W404	
Member's Primary Id	%MEMBER_PRIMARY_ID%	String (60)	member's primary ID	Most recently active added ID of the highest account ID type rank. Account ID Wiki article: https://wiki.smartbutton.com/default.asp?W22	
Member's Portal Password Reset URL	%MEMBER_PWD_RESET_URL%	String (1024). A dynamically generated URL with a token at the end. Current token length is 48 but may change in future for security reasons. Recommend using 1024 or max length if possible.	a URL to an html page where the member can reset the password to their account	Member's portal password, used in password help emails. *Plain text formatted URL	
Verification Link - Only filled for Verify Emails	%VERIFY_LINK%	String (1024)	a link in verification emails	If enabled in Portal Enrollment Settings, sent to users that need to verify their enrollment via the customer web portal.	
Issued Customer Certificate Id (only filled for Reward Certificate & Notify Templates)	%MEMBER_REWARD_ID%	Integer	an issued reward id number	A unique key used to identify individual rewards/certificates	
Issued Certificate Type Name (only filled for Reward Certificate & Notify Templates)	%MEMBER_REWARD_TYPE_NAME%	String (120)	the name of the reward	The name of the reward being offered	
Issued Certificate Type Description (only filled for Reward Certificate & Notify Templates)	%MEMBER_REWARD_TYPE_DESCR%	String (1024)	the description of the reward	A description of the reward being offered	
Issued Certificate Point Amount (only filled for Reward Certificate & Notify Templates)	%MEMBER_REWARD_POINT_AMT%	Money	the number of points required for the reward	The number of points required to receive the reward. The point amount will be deducted from the members available points when reward is redeemed.	
Issued Certificate Point Deducted Amount (only filled for Reward Certificate & Notify Templates)	%MEMBER_REWARD_POINT_DEDUCT_AMT%	Money	the number of points deducted for the reward	The number of points deducted from a members available points when reward is redeemed.	
Issued Certificate Retail Amount (only filled for Reward Certificate & Notify Templates)	%MEMBER_REWARD_RETAIL_AMT%	Money	retail value of the reward	The retail value assigned to a reward	
Issued Certificate Issued Timestamp (only filled for Reward Certificate & Notify Templates)	%MEMBER_REWARD_ISSUE_TIMESTAMP%	DateTime	date/time of when reward was issued	The date and time of when a reward was issued. (Displays SBLP Global time setting)	
Issued Certificate Printed Timestamp (only filled for Reward Certificate & Notify Templates)	%MEMBER_REWARD_PRINT_TIMESTAMP%	DateTime	most recent date/time of when reward was printed	The most recent date and time the reward was printed (Displays SBLP Global time setting)	
Issued Certificate Issued By (only filled for Reward Certificate & Notify Templates)	%MEMBER_REWARD_ISSUE_BY%	String (60)	process or location who issued the reward	Rewards are issued from a CSR, member portal, file import or a process. When issued, the Reward Issued By displays how the reward was issued. In the case of being issued by a CSR, the CSRs name will appear.	
Issued Certificate Issued At Location (only filled for Reward Certificate & Notify Templates)	%MEMBER_REWARD_ISSUE_LOCATION%	String (120)	process or location where a reward was issued	Reward locations depict how/where a reward was issued. Locations are added to the SBLP and may include stores, online, department, etc.	
Issued Certificate Issued At Device (only filled for Reward Certificate & Notify Templates)	%MEMBER_REWARD_ISSUE_DEVICE%	String (60)	process or device in which reward was issued from	Kiosks, POS and processes are forms of devices in which rewards may be issued.	
Issued Certificate Barcode String (only filled for Reward Certificate & Notify Templates)	%MEMBER_REWARD_BARCODE%	String (40)	the reward barcode	Every reward that is issued from the system has a barcode. The "Unique Reward Id" option is the default and is based on the incremental reward id number used by the database. The "standard fixed barcode" option allows for the same barcode to be printed on every reward of this type, while the "one time code" takes the next identifier available from the database.	
Issued Certificate One-time/Gift Card Code PIN (only filled for Reward Certificate & Notify Templates)	%MEMBER_REWARD_ONE_TIME_PIN%	String (12)	the PIN associated with the gift card	A 4-digit code associated with a gift card or Deal of the Day.	
Issued Certificate Expire Date (only filled for Reward Certificate & Notify Templates)	%MEMBER_REWARD_EXPIRE_TIMESTAMP%	Date	the expiration date/time of the reward	The date and time the reward will expire (Displays date only)	
Certificate View URL (only filled for Reward Certificate & Notify Templates)	%MEMBER_REWARD_VIEW_URL%	String (1024)	the URL path to the reward	The URL path enabling you to view the reward, two factor authentication The %MEMBER_REWARD_VIEW_URL% provides them a link to the View Rewards page and the %MEMBER_REWARD_VIEW_URL_SECURITY_CODE% is the code they enter to view the reward.	
Certificate View URL with No Security Code (only filled for Reward Certificate & Notify Templates)	%MEMBER_REWARD_VIEW_URL_NO_SECURITY_CODE%	String (1024)	the URL path to the reward	The URL path enabling you to view the reward; security code not required This provides a direct link to the View Reward Page without the need for a code.	
Certificate View URL Security Code Only (only filled for Reward Certificate & Notify Templates)	%MEMBER_REWARD_VIEW_URL_SECURITY_CODE%	String (8)	the security code needed to access the reward URL	The security code that is required when using the Certificate View URL placeholder (%MEMBER_REWARD_VIEW_URL%).	
Issued Customer Coupon Id (only filled for Coupon Certificate Templates)	%MEMBER_COUPON_ID%	Integer	an issued coupon id number	A unique key used to identify individual coupons	
Issued Coupon Type Name (only filled for Coupon Certificate Templates)	%MEMBER_COUPON_TYPE_NAME%	String (120)	the name of the coupon	The name of the coupon being offered	
Issued Coupon Type Description (only filled for Coupon Certificate Templates)	%MEMBER_COUPON_TYPE_DESCR%	String (500)	a description of the coupon	The descriptions of the coupon being offered	
Issued Coupon Type Disclaimer (only filled for Coupon Certificate Templates)	%MEMBER_COUPON_POINT_DISCLAIM%	String (512)	the coupons disclaimer	Detailed statement regarding the use and restrictions of the coupon	
Issued Coupon Date Printed (only filled for Coupon Certificate Templates)	%MEMBER_COUPON_DATE_PRINTED%	DateTime	the date/time the coupon was printed	The date and time the coupon was printed (Displays PC local date/time)	
Issued Coupon Barcode String (only filled for Coupon Certificate Templates)	%MEMBER_COUPON_BARCODE_STRING%	String (40)	the coupon barcode	Every coupon that is issued from the system has a barcode. The "Unique Reward Id" option is the default and is based on the incremental reward id number used by the database. The "standard fixed barcode" option allows for the same barcode to be printed on every reward of this type, while the "one time code" takes the next identifier available from the database.	
Member Retro Claim - RetroKey1-10	%MEMBER_RETRO_CLAIM_RETRO_KEY_#%	This depends on the retro key data type. It can be Date, Integer, Money or String (100).	Displays the preconfigured retro claim key fields	Data correlating to the configured retro claim key, i.e. Flight Date is configured in System -> Retro Claim Keys as Key ID #1 and the On-Demand Message Placeholder is assigned to %MEMBER_RETRO_CLAIM_RETRO_KEY_1% then when selecting the placeholder to be displayed in an On-Demand Message the informat displayed in the message would be the Flight Date.	
Member Retro Claim - Claim Status	%MEMBER_RETRO_CLAIM_CLAIM_STATUS%	String (60)	displays the status of the retro claim	Displays one of the following status options: outstanding, matched, transaction failed, already claimed or not matched	
Member Retro Claim - Claim ID	%MEMBER_RETRO_CLAIM_CLAIM_ID%	Integer	Displays the unique ID assigned to the retro claim	The unique ID assigned to the retro claim once it is submitted, similar to a transaction ID	
Member Retro Claim - Claim Date	%MEMBER_RETRO_CLAIM_CLAIM_DATE%	String (142)	Displays the date the retro claim was submitted	The date in which the retro claim was submitted. Date includes Timezone information.	
[Reward] Name	%REWARD_TYPE_#_NAME%	String (120)	the reward name	The name of the reward being offered	
[Reward] Point Level	%REWARD_TYPE_#_POINT_LEVEL%	Money	the point level earned	This lifetime points earned amount is the variable that determines at what point an eligible member qualifies for the forced reward.	
[Reward] Point Cost	%REWARD_TYPE_#_POINT_COST%	Money	how many points the reward will cost	The number of points to be deducted from the members account for the reward	
[Reward] Points Needed	%REWARD_TYPE_#_POINT_NEEDED%	Money	how many points are needed to be eligible for the reward	The number of points the member still needs to accrue before they are eligible for the reward	
Case Creation Acknowledgement Id	%Case_Creation_Acknowledgement_Id%	Integer	Case ID #	Displays the Case ID # to the subject line and/or body of an email	
Footer Sent On Behalf Of Address	%BEHALF_OF_ADDRESS%	String (240)	Footer Sent On Behalf Of Address		
Footer Sent On Behalf Of Contact	%BEHALF_OF_CONTACT%	String (240)	Footer Sent On Behalf Of Contact		
Footer Sent On Behalf Of Name	%BEHALF_OF_NAME%	String (240)	Footer Sent On Behalf Of Name		
Footer From Name	%FROM_NAME%	String (240)	Footer From Name		
Verification Code	%VERIFICATION_CODE%	String (255)	Verification Code		