

Add an Email Script Token to Your Email

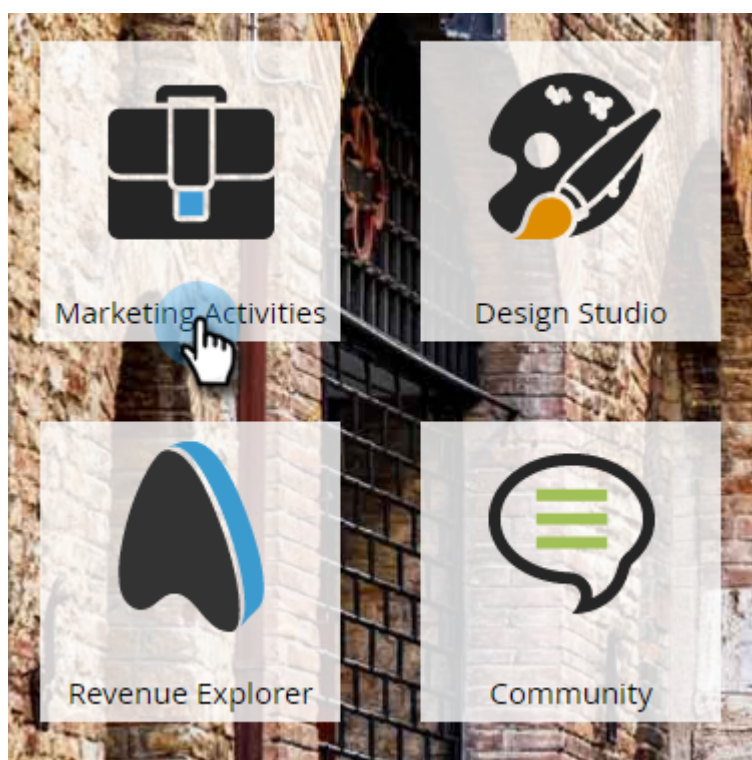
After you've [created your email script](#), you'll want to add it to an email to see it in action. Here's how.



Note

Total size of all script tokens inserted into a single email cannot exceed 100KB.

1. Go to the **Marketing Activities** area.



2. Find and select the email you want to add the token to and click **Edit Draft**.

The screenshot shows a marketing management interface. At the top left is a logo with a bar chart and the text 'qeentfeb2016'. Below the logo is the text 'Marketing Activities...'. The left sidebar contains a tree view of folders: 'Data Management', 'Jtesting', 'Keith', 'My Cool Program' (with sub-items 'Fun with Modules', 'My New Email', 'Summer Clearance Email'), 'Now This is a Program' (with sub-item 'Urgent Notification'), 'My Program', 'Weekly Newsletter' (highlighted in orange), 'Nurturing', and 'Person Lifecycle'. A hand cursor with the number '1' is pointing to the 'Weekly Newsletter' folder. The main content area is titled 'Weekly Newsletter' and has three buttons: 'Email Actions', 'Edit Draft' (highlighted with a hand cursor and the number '2'), and 'Preview Email'. Below the buttons, the email details are shown: 'Type: Email' and 'Status: Draft'. At the bottom of the main content area is a preview of an email template featuring a globe, a postage stamp, and the Latin phrase 'Ducit virtutem vel non ducere dolum in hontem in outpate'.

Tip

You can also add the token to an email template if you prefer.

3. Double-click the editable area you want to add the token to.

Reply-to: keith@marketo.com

Subject: Your Weekly Newsletter

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum. This is default standalone text 1

4. Place the cursor where you want the token to be and click the **Insert Token** icon.

Standalone Text1

Times New ... 16px Double Space A A B I U ☰ ☷ ☹ ☶ 🔗 🖼️ (...)


↶ ↷ 📄 📑 HTML x₂ x² ∫ Ω 🏠 Ix 2


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1

5. Find and select the email script token you created previously and click **Insert**.

Insert Token ✕

Token: * my.  1

Default Value: `{{my.My Email Script Token}}`  2

 3

Tip

Add a default value if you like.

6. Click **Save**.



Reminder

Don't forget to [approve the email](#).

That's it! When this email is sent out, the script behind the token will run and populate content.