Tokens Overview

A token is a variable that can be used in Marketo smart campaign flow steps, emails, landing pages, snippets, and web campaigns.

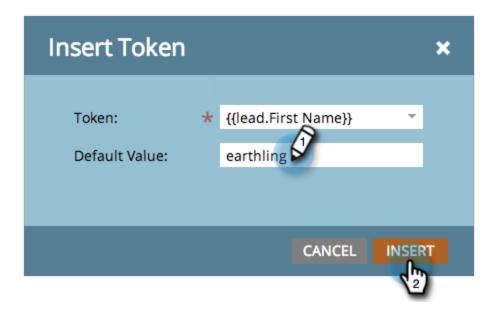## What's in this article?

Understanding Default Values

When you use a token, you also want to provide a default value. This is the text that shows if a person doesn't have a value for the field you're referencing.

Insert Token

Token: * {{lead.First Name}}

Default Value: earthling

CANCEL INSERT

In this example, the email will say "Greetings, (first name)" or "Greetings, earthling" (default value).

Standalone Text1

Times New ... 16px Double Space A ▾ A ▾ B *I* U ☰▾ ☷▾ ☲▾ 🔗 🖼 {···}

↶ ↷ ⊞▾ 🔖 — HTML x₂ x² S̶ Ω 🔍 I̶ₓ

Greetings, {{lead.First Name:default=earthling}}!

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

CANCEL SAVE

Caution

Tokens do not work in the preheader when using Marketo's email editor. To use a token in the preheader, it must be via your own HTML in an email template.

Person Tokens

- {{lead.Acquisition Date}}
- {{lead.Acquisition Program Name}}
- {{lead.Acquisition Program}}
- {{lead.Address}}
- {{lead.Anonymous IP}}
- {{lead.Black Listed}}
- {{lead.City}}
- {{lead.Country}}
- {{lead.Created At}}
- {{lead.Date of Birth}}
- {{lead.Department}}
- {{lead.Do Not Call}}
- {{lead.Do Not Call Reason}}
- {{lead.Email Address}}
- {{lead.Email Invalid}}
- {{lead.Email Invalid Cause}}
- {{lead.Fax Number}}
- {{lead.First Name}}
- {{lead.Full Name}}
- {{lead.Id}}
- {{lead.Inferred City}}
- {{lead.Inferred Company}}
- {{lead.Inferred Country}}
- {{lead.Inferred Metropolitan Area}}
- {{lead.Inferred Phone Area Code}}
- {{lead.Inferred Postal Code}}
- {{lead.Inferred State Region}}
- {{lead.Is Customer}}
- {{lead.Is Employee}}
- {{lead.Is Partner}}
- {{lead.Job Title}}
- {{lead.Last Name}}
- {{lead.Lead Source}}
- {{lead.Marketing Suspended}}
- {{lead.Middle Name}}

- {{lead.Mobile Phone Number}}
- {{lead.Original Referrer}}
- {{lead.Original Search Engine}}
- {{lead.Original Search Phrase}}
- {{lead.Original Source Info}}
- {{lead.Original Source Type}}
- {{lead.Person Notes}}
- {{lead.Phone Number}}
- {{lead.Registration Source Info}}
- {{lead.Registration Source Type}}
- {{lead.Salutation}}
- {{lead.SFDC Created Date}}
- {{lead.SFDC Is Deleted}}
- {{lead.SFDC Type}}
- {{lead.Unsubscribed}}
- {{lead.Unsubscribed Reason}}
- {{lead.Updated At}}
- Custom person fields also work if you use their display name, for example, {{lead.Custom Field Name}}

Company Tokens

- {{Company.Account Owner Email Address}}
- {{Company.Address}}
- {{Company.Annual Revenue}}
- {{Company.City}}
- {{Company.Company Name}}
- {{Company.Company Notes}}
- {{Company.Country}}
- {{Company.Industry}}
- {{Company.Main Phone}}
- {{Company.Num Employees}}
- {{Company.Parent Company Name}}
- {{Company.Postal Code}}
- {{Company.SFDC Account Num}}
- {{Company.SFDC Created Date}}
- {{Company.SFDC Type}}
- {{Company.SIC Code}}
- {{Company.Site}}
- {{Company.State}}
- {{Company.Website}}
- Custom company fields also work if you use their display name ex. {{Company.Custom Field Name}}

Campaign Tokens

- {{campaign.name}}

- {{campaign.id}}
- {{campaign.description}}

System Tokens

- {{system.date}}
- {{system.time}}
- {{system.dateTime}}
- {{system.forwardToFriendLink}}
- {{system.unsubscribeLink}}
- {{system.viewAsWebpageLink}}

Trigger Tokens

- {{trigger.Trigger Name}}
- {{trigger.Name}}
- {{trigger.Link}}
- {{trigger.Subject}}
- {{trigger.Category}}
- {{trigger.Details}}
- {{trigger.Web Page}}
- {{trigger.Client IP Address}}
- {{trigger.Sent By}}
- {{trigger.Received By}}
- {{trigger.Referrer}}
- {{trigger.Search Engine}}
- {{trigger.Search Query}}

Program Tokens

- {{program.Name}}
- {{program.Description}}

- {{program.id}}

My Tokens

My Tokens are defined within a program and begin with '{{my.' followed by the name you created for the token. Learn more about [My Tokens in a program](#).

Member Token

Member Tokens are used to insert unique values from integrated services partners. A common use of Member Tokens is for unique URLs for webinar attendees. Each person has a unique URL to access the webinar that can be inserted using a {{member.webinar url}} token. The {{member.webinar url}} token automatically resolves the person's unique confirmation URL generated by the service provider.

- {{member.webinar url}}

Caution

The {{member.webinar url}} token will only populate if the smart campaign that sends the email is a child asset of the Event Program.