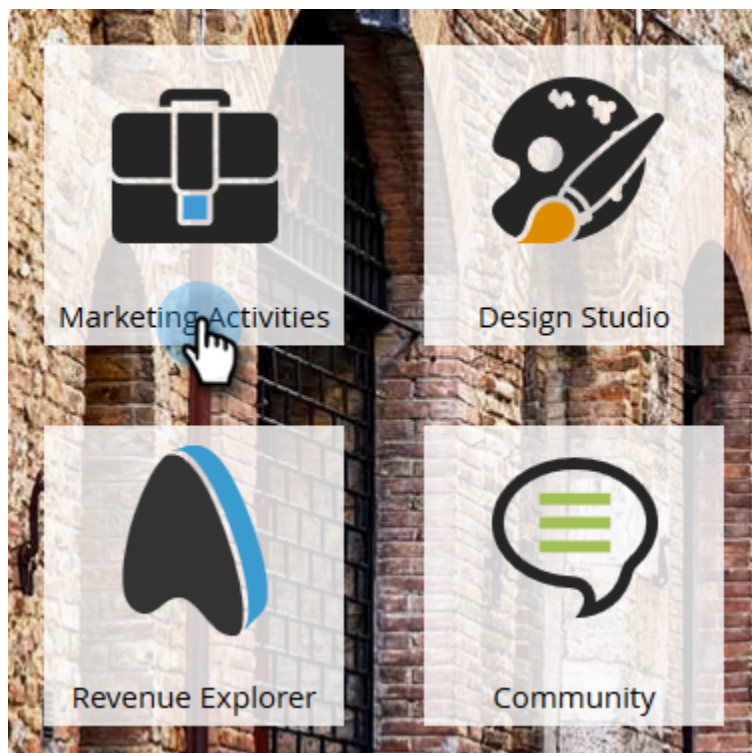


Create an Email Script Token

For advanced developers, you can use [Velocity scripts](#) in your emails. Here's how to do it.

1. Go to **Marketing Activities**.



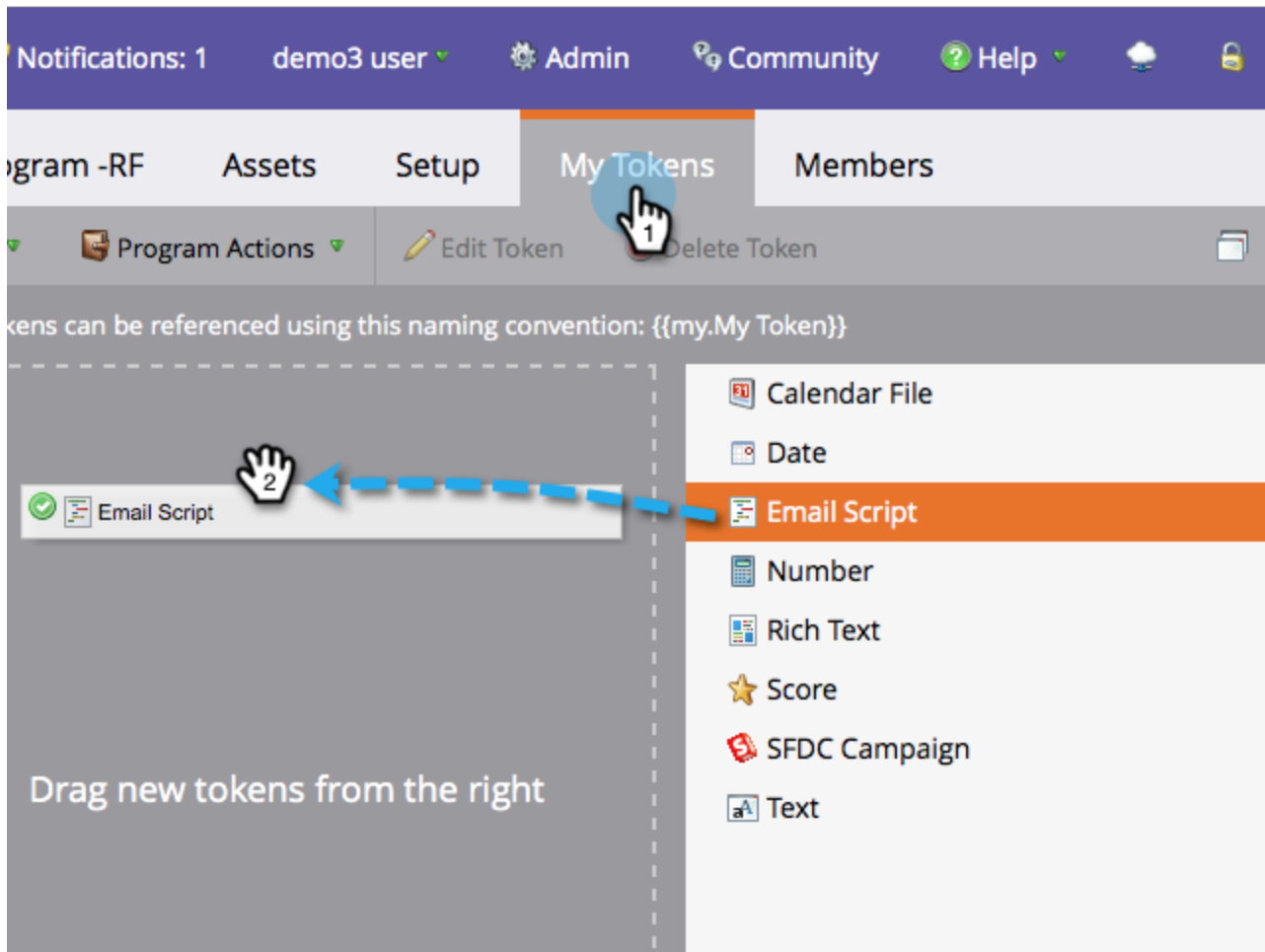
2. Find and select any program (Event, Default, or Engagement, etc).

The screenshot shows a user interface for a marketing platform. On the left is a sidebar with a navigation menu under 'Marketing Activities'. The menu items are: 'Learning', 'My Program -RF' (highlighted in orange), 'Learning 02', 'Learning 03', 'Nurturing', and 'Scoring'. A mouse cursor is hovering over 'My Program -RF'. The main content area has a top navigation bar with 'My Program -RF', 'Assets', 'Setup', and 'My Tokens'. Below this are buttons for 'New' and 'Program Actions'. A 'View: Summary' dropdown is visible. The main content area displays the title 'My Program -RF' and a 'Settings' section with the following details:

Channel:	Content
Created:	July 2, 2014 3:00 PM
Last Modified:	July 2, 2014 3:00 PM

Below the settings is a 'Results' section.

3. Under the **My Tokens** tab, drag in an **Email Script** token.



4. Name your email script token and **click to edit** its content.

Notifications: 1 demo3 user Admin Community

My Program -RF Assets Setup **My Tokens** Members

New Program Actions Edit Token Delete Token

These tokens can be referenced using this naming convention: {{my.My Token}}

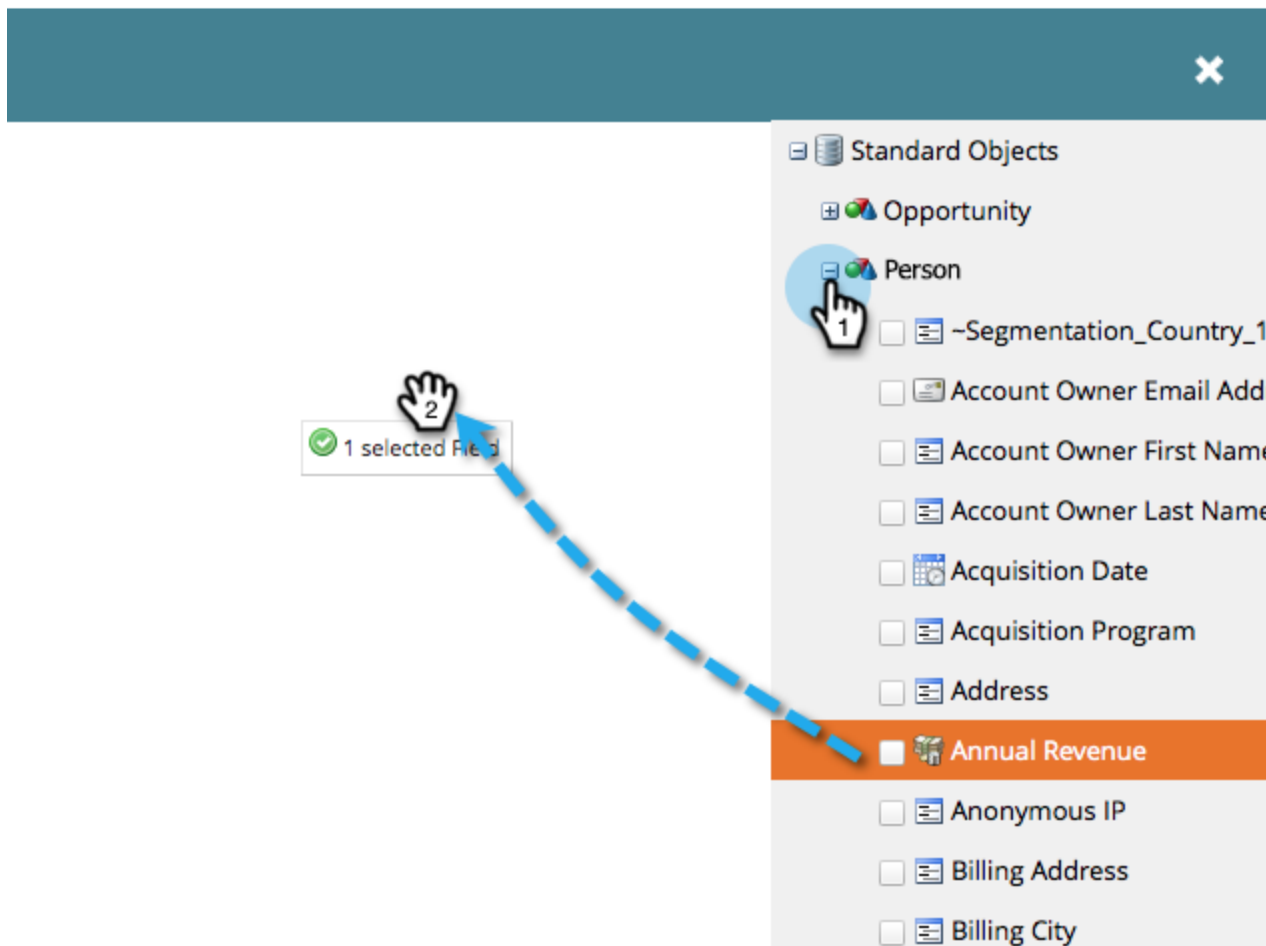
Type	Token Name	Value	Updated
Local (1 Token)			
	My Email Script Token		

Click to Edit

CANCEL SAVE

- Calendar
- Date
- Email Script
- Number
- Rich Text
- Score
- SFDC Call
- Text

5. Use the tree on the right to drag in **Person**, **Opportunity**, or **Custom Object** tokens.



Note

When accessing an array (opportunity or custom object) you are limited to the most recent 10 items associated to the person.

6. Notice the token becomes checked/active after you drag it into the script editor.

Edit Script Token ✕

1 `${lead.AnnualRevenue}`

- Account Owner First Name
- Account Owner Last Name
- Acquisition Date
- Acquisition Program
- Address
- Annual Revenue
- Anonymous IP
- Billing Address
- Billing City
- Billing Country

CANCEL SAVE



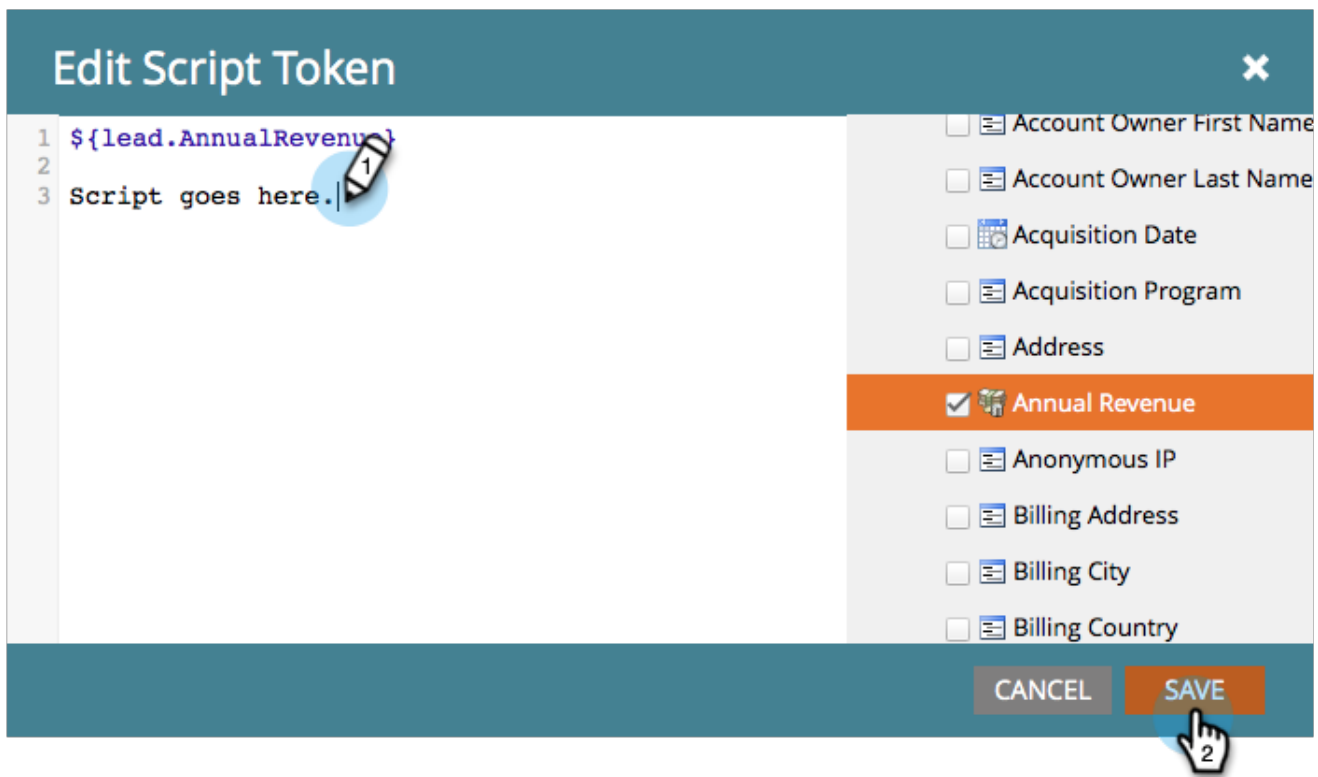
Reminder

If you are typing in tokens free-form ensure to check/activate all corresponding tokens in the tree or they will be treated as plain text and won't work.

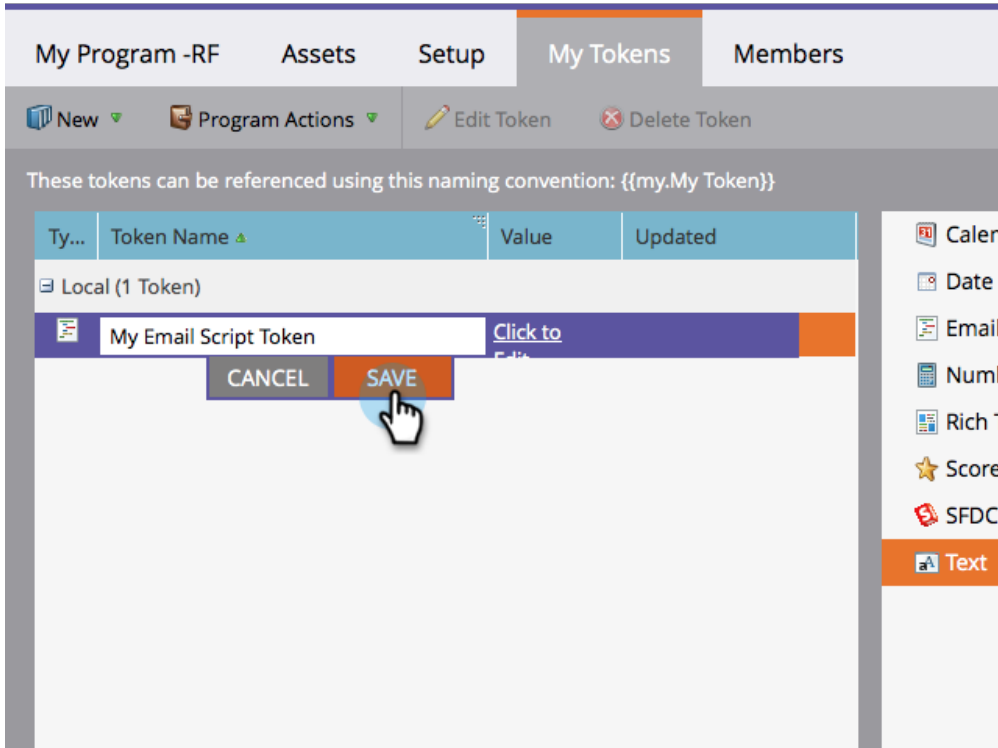
7. Write your script in Velocity. Here are some useful resources:

- [Marketo Developers Email Scripting Documentation](#)
- [Velocity User Guide](#)
- [Velocity Reference Guide](#)
- [Velocity Tools Javadoc](#)

8. Once your script is completed, click **Save**.



9. Click **Save** one more time.



Now you can use this token in your emails. It will run the script every time an email is sent.

Related Articles

- [Add an Email Script Token to Your Email](#)

