

# BRIDGE

## Standard Macros

Header Name	Macro (must be in ALL CAPS)
FirstName	{{FIRSTNAME}}
LastName	{{LASTNAME}}
Address	{{ADDRESS}}
Address2	{{ADDRESS2}}
City	{{CITY}}
State	{{STATE}}
Zip	{{ZIP}}
Email	{{EMAIL}}
Bridge ID	{{BRIDGE_ID}}
Sha1email	{{SHA1EMAIL}}
Unsublink	{{UNSUBLINK}}
Browserviewlink	{{BROWSERVIEWLINK}}
Custom1	{{CUSTOM1}}
Custom2	{{CUSTOM2}}
Custom3	{{CUSTOM3}}
Custom4	{{CUSTOM4}}
Custom5	{{CUSTOM5}}
Custom6	{{CUSTOM6}}
Custom7	{{CUSTOM7}}
Custom8	{{CUSTOM8}}
Custom9	{{CUSTOM9}}
Custom10	{{CUSTOM10}}
Custom11	{{CUSTOM11}}
Custom12	{{CUSTOM12}}
Custom13	{{CUSTOM13}}
Custom14	{{CUSTOM14}}
Custom15	{{CUSTOM15}}
Custom16	{{CUSTOM16}}
Custom17	{{CUSTOM17}}
Custom18	{{CUSTOM18}}
Custom19	{{CUSTOM19}}
Custom20	{{CUSTOM20}}
Custom21	{{CUSTOM21}}
Custom22	{{CUSTOM22}}
Custom23	{{CUSTOM23}}
Custom24	{{CUSTOM24}}
Custom25	{{CUSTOM25}}

**BRIDGE also accepts the following links used in an HTML file:**

- mailto:
- tel:
- fax:
- sms:

**IMPORTANT: Macros must be in ALL CAPS.**