

# Email Pre-Population



# Email Pre-Population - Methods

Pre-population is the method used to send information from one location to another without the user needing to enter this information in manually. There are two current methods of pre-populating:

## ■ Form Based

This uses HTML form code to send information from an email to a designated web-page, which has been set up to receive this information. This method is not recommended, as many email applications will impose restrictions that can disable the form.



Option 1

Option 2

Option 3

Option 4

Unselected  Selected

## ■ Link Based

Based on a standard URL with additional values added to the end of the link. This is then assigned to an element such as an image or text. The receiving website is then setup to decipher the values contained within the url. When sending information with this method, we would suggest not applying sensitive information to the URL, as this can be viewed in the browser address bar.

### Example

<http://www.yoursite.com/registration.asp?firstname=john>

# Email Pre-Population - Set-up

In order for pre-population to work your website needs to be set-up to receive the information in whichever method your email is going to submit it.

Once a method of submission has been agreed and tested, we will need to be informed of the following items:

## ■ Field names

These are the named attributes given to the information that you wish to capture.

### **Example**

title, firstname, lastname, address-one, address-two, postcode

## ■ Type of Data

We will need to know how you require this information presented to you.

### **Example**

Mr = 1, Mrs = 2, Miss = 3, Ms = 4

## ■ Example

Depending on which method of submission, you wish to use, we will require a working example, so that we can test and ensure the information is being sent to the website correctly.

### **Example**

<http://www.yoursite.com/registration.asp?firstname=john>

