

Send personalized messages with digital rewards

Did you know that you can personalize the email and text messages that accompany your digital rewards? Whether you're using the default digital template or a custom one, you can add a personalized message to individual rewards or apply the same message to all rewards in your order:

Approach	What	When	How	Bulk upload
Add a personalized message to all rewards	All rewards or line items	Before sending items to the cart	Select one email template, customize, and apply to all rewards in the cart	Use the ETID and Message columns
Add a personalized message to specific rewards	One specific reward or line item	While reviewing the cart	Select an email template, customize, and apply to a specific reward or line item in the order	Use the ETID and Message columns

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Add a personalized message to all rewards in one order

Before sending items to the cart, you can select and apply a single digital template with a custom message to all rewards in one order. The message you enter will be applied to every reward added to the cart at that time. Make sure to select the digital template after selecting your rewards and before proceeding to the cart.

To add a personalized message to all rewards in one order:

1. [Sign in](#) to the [Tango portal](#).
2. Select your rewards you want to include in your order.
3. Select **Email** for the delivery method.
4. Find the template under “Delivery method” and click **Click to preview or update template**.

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Send rewards

Orders

Templates

Funding

Funding history

Reports

Users

Accounts

Integrations

API credentials

Platform settings

Test Environment. You are using the Sandbox environment. All transactions are simulated - no real money or gift cards involved.

Send rewards / Rewards & recipients

Cart

Back

Disbursement Link

2 redemption options

View all reward details

Delivery method

Email Text

Tango Card Standard Template

Click to preview or update template

Recipients

1

Different amounts per recipient

Recipient last name

Notes (internal)

Import recipients BETA

The amount range for this reward is \$0 - \$2,000 USD

Amount

First name

Email address

Remove

Proceed to checkout

Add to cart

Reward total \$0.00

5. In the reward email template, personalize:
 - a. The **Subject** field—Use the variable `{{reward_name}}` to dynamically insert the name of the reward.
 - b. The **Message** field—Customize the message content, keeping it within the 3,000-character limit.
 - c. The **From Name** field—The value entered here will automatically update any `{{from_name}}` tags used within your template.

Switch templates

◀ Tango Card Standard Template ▶

Template for **recipient**

View all templates

Sender Name ⓘ

Tango Card

Subject

Your {{reward_name}} is Here!

Message

{message in email template}

From Name ⓘ

Tango Card

Cancel Use template

6. Click **Use Template** to go back to the cart.
7. Click **Proceed to Checkout** and place order. See [Send digital rewards with Tango](#).
The personalized message will be added to all rewards in your order.

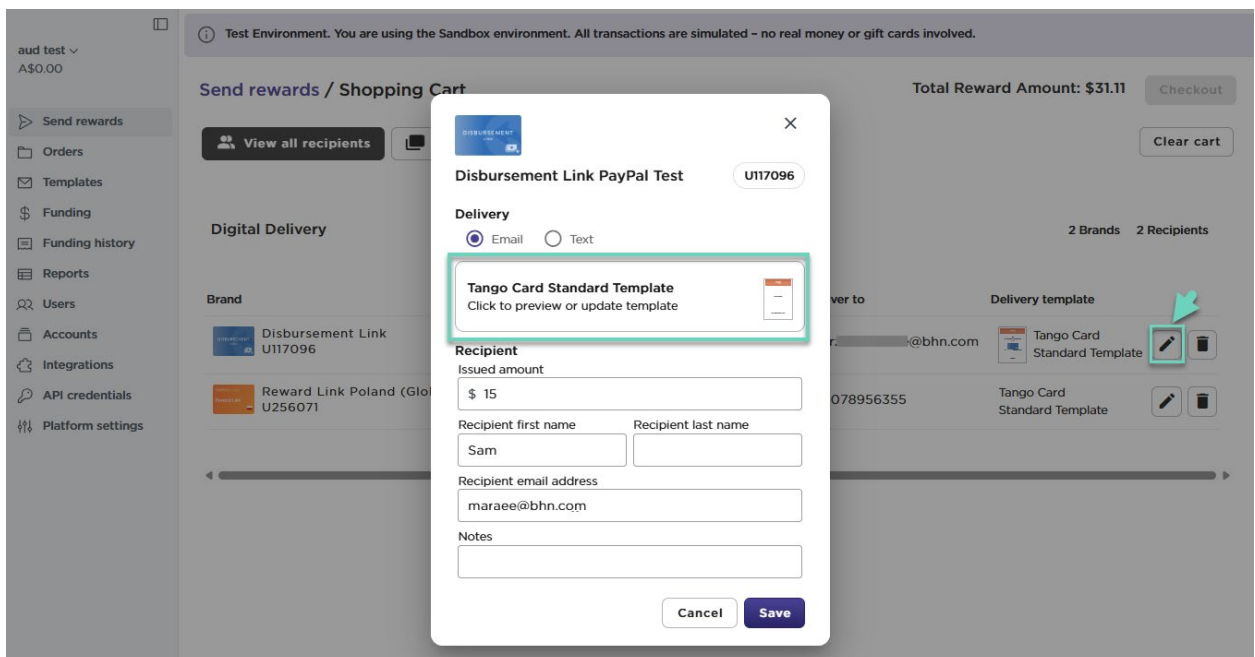
Note: The Redemption instructions for the reward is tied to the reward and cannot be changed.

Add a personalized message to an individual reward in one order

While reviewing the cart, you can add a personalized message to a single digital reward template and apply it to a specific reward within the order. For changes to an individual reward, edit the reward before proceeding to checkout. See [Send digital rewards with Tango](#) for more information.

To add a personalized message to an individual reward in one order:

1. [Sign in](#) to the [Tango portal](#).
2. Go to the shopping cart. Make sure you are in the **View all recipients** mode.
3. Find the template you want to modify.



4. Click edit to open the editing interface:
 - a. Use dynamic tags like `{{reward_name}}` to personalize the subject line.
 - b. Customize the body of the message but keep the content within the **3,000-character limit**. You can include dynamic tags such as: `{{first_name}}` and `{{reward_amount}}`.
 - c. Edit the From Name Field to set the sender name that appears in the email. Any `{{from_name}}` tags in the message will automatically reflect this value.
5. Use the preview side to see how it will look to recipients.
6. Click Use template.
7. Click save.

8. Click **Checkout** and place order.

Add personalized messages with bulk order

When using bulk order upload to send rewards in bulk, use the **ETID** column to specify the template ID you want to apply.

To personalize the message for each reward, enter your custom text in the **Message** column. This allows you to tailor both the email template and the message for every individual reward in the order.

TANGO
Instructions and Examples

ETID (Required)	Recipient Email (Required)	Recipient First Name (Required)	Recipient Last Name (Optional)	UTID (Required)	Message (Optional)	From Name (Optional)
The ETID—or Email Template ID—specifies which email template a reward is sent out on. ETIDs can be found in the Email templates section of Rewards Genius. Learn more about ETIDs here: https://help.rewardsgenius.com/s/article/WhatisanETID	The email of the reward recipient.	The first name of the reward recipient.	The last name of the reward recipient.	This is the unique identifier for your Reward Link or other gift card. UTIDs can be found in the Place an Order section of Rewards Genius. Learn more about UTIDs here: https://help.rewardsgenius.com/s/article/WhatisaUTID	This field maps to the {{message}} dynamic tag, if you've included one in your email template. If the {{message}} field hasn't been used in your template, anything included in this column WILL NOT pull through to the reward email.	This field maps to the {{from_name}} dynamic tag, if you've included one in your email template. If the {{from_name}} field hasn't been used in your template, anything included in this column WILL NOT pull through to the reward email.
123456	tom@abc.com	Tom	Smith	U123456	Enjoy your reward!	ABC Inc.
123456	lin@abc.com	Lin	Liu	U123456	Thanks for a great year!	ABC Inc.
123456	davina@abc.com	Davina	Gomez	U123456	Happy Holidays!	ABC Inc.

Annotations: Red arrows point to the ETID and Message columns. A speech bubble points to the Message column with the text: "Enter a customized message for each row/reward in bulk upload".

This sheet is meant for instruction purposes only. You must use the Order sheet for