

Email2CRM – Record Field Mappings

V1.0

Integrated email messaging with web analytics



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CRM to VR Mappings – Standard Fields

The current release of Email2CRM supports mapping from CRM to VR of the standard fields available in the VerticalResponse field preferences. In a future release of the product we expect to be able to support the mapping of CRM fields to a custom field in VR. The standard fields in VR for any list that is created is shown below with their merge field names along with the standard mappings from CRM marketing list entities – Account, Contact and Lead to a list in VR.

List Name: test	
Field Name	Merge Field
Record Status	{OPTIN_STATUS}
Email Address	{EMAIL_ADDRESS}
First Name	{FIRST_NAME}
Last Name	{LAST_NAME}
Record Created	{CREATE_DATE}
Title	{TITLE}
Company Name	{COMPANY_NAME}
Address Line 1	{ADDRESS_1}
Address Line 2	{ADDRESS_2}
City	{CITY}
State/Province	{STATE}
ZIP/Postal Code	{POSTALCODE}
Country	{COUNTRY}
Work Phone	{WORK_PHONE}
Home Phone	{HOME_PHONE}
Mobile Phone	{MOBILE_PHONE}
Fax	{FAX}
Marital Status	{MARITAL_STATUS}
Gender	{GENDER}

CRM Account to VR Mappings

Vertical Response Property	CRM Display Name	CRM Schema Name
1. Email Address	Email	emailaddress1
2. First Name	N/A	N/A
3. Last Name	N/A	N/A
4. Title	N/A	N/A
5. Company Name	Account Name	name
6. Address Line 1	Address 1: Street 1	address1_line1
7. Address Line 2	Address 1: Street 2	address1_line2
8. City	Address 1: City	address1_city
9. State/Province	Address 1: State/Province	address1_stateorprovince
10. ZIP/Postal Code	Address 1: ZIP/Postal Code	address1_postalcode
11. Country	Address 1: Country/Region	address1_country
12. Work Phone	Main Phone	telephone1
13. Home Phone	Other Phone	telephone2
14. Mobile Phone	N/A	N/A
15. Fax	Fax	Fax
16. Marital Status	N/A	N/A
17. Gender	N/A	N/A

Contact CRM to VR Mappings

Vertical Response Property	CRM Display Name	CRM Schema Name
1. Email Address	Email	emailaddress1
2. First Name	First Name	firstname
3. Last Name	Last Name	lastname
4. Title	Job Title	jobtitle
5. Company Name	Parent Customer	parentcustomerid
6. Address Line 1	Address 1: Street 1	address1_line1
7. Address Line 2	Address 1: Street 2	address1_line2
8. City	Address 1: City	address1_city
9. State/Province	Address 1: State/Province	address1_stateorprovince
10. ZIP/Postal Code	Address 1: ZIP/Postal Code	address1_postalcode
11. Country	Address 1: Country/Region	address1_country
12. Work Phone	Main Phone	telephone1
13. Home Phone	Home Phone	telephone2
14. Mobile Phone	Mobile Phone	mobilephone
15. Fax	Fax	fax
16. Marital Status	Marital Status	familystatuscode
17. Gender	Gender	gendercode

Lead CRM to VR Mappings

Vertical Response Property	CRM Display Name	CRM Schema Name
1. Email Address	Email	emailaddress1
2. First Name	First Name	firstname
3. Last Name	Last Name	lastname
4. Title	Job Title	jobtitle
5. Company Name	Company Name	companyname
6. Address Line 1	Address 1: Street 1	address1_line1
7. Address Line 2	Address 1: Street 2	address1_line2
8. City	Address 1: City	address1_city
9. State/Province	Address 1: State/Province	address1_stateorprovince
10. ZIP/Postal Code	Address 1: ZIP/Postal Code	address1_postalcode
11. Country	Address 1: Country/Region	address1_country
12. Work Phone	Main Phone	telephone1
13. Home Phone	Home Phone	telephone2
14. Mobile Phone	Mobile Phone	mobilephone
15. Fax	Fax	fax
16. Marital Status	N/A	N/A
17. Gender	N/A	N/A