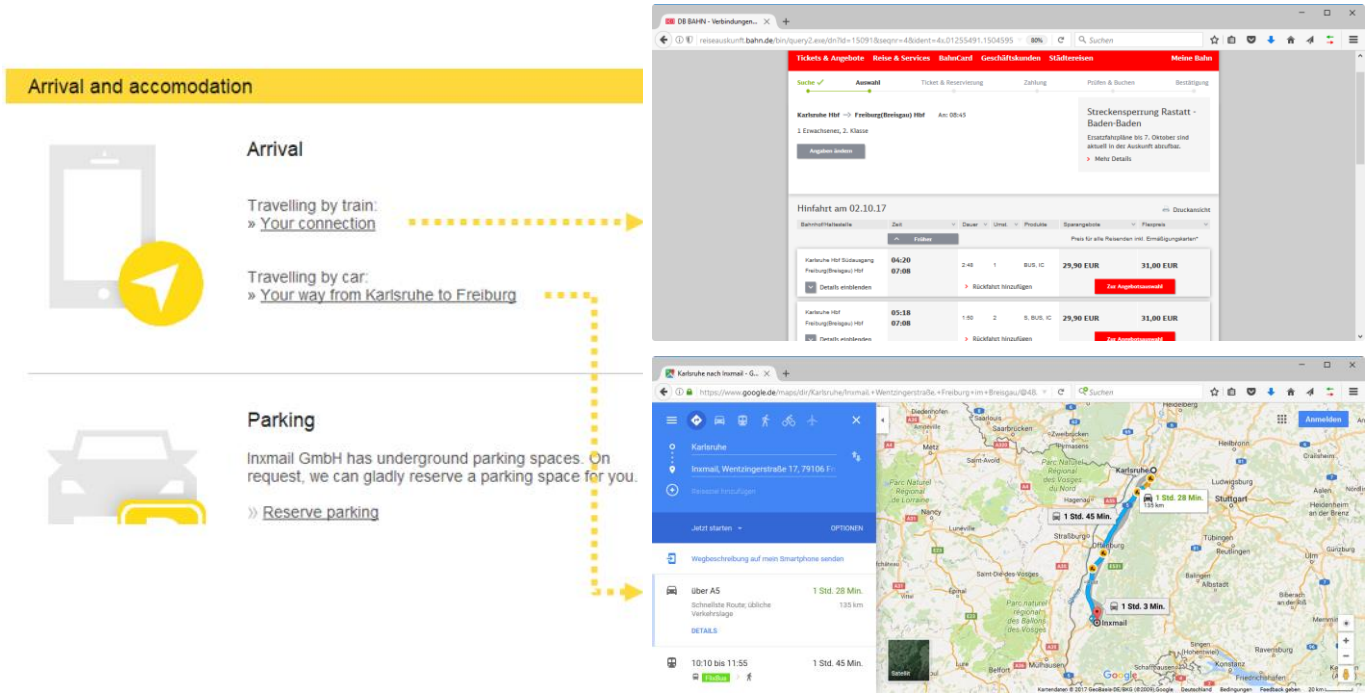
Integrating a personalised route planner into a mailing

Smart Guide

This Smart Guide shows you how to integrate Google Maps or rail route planning into a mailing. The URL for the route planning is supplemented with Inxmail placeholders, so each reader receives their own particular journey route on clicking the link.

Preparation: A column with the Location and Date (column type: Date) must be stored in the recipient data table for the subsequent personalisation [1].



Generate and integrate Google Maps link

1. Use the following sample source code and adjust it to your own needs.
2. For the link to work as intended, enter the personalisation (green) [2]:

```
<a
href="https://www.google.de/maps/dir/[place]/Inxmail,+Wen
tzin-gerstra%C3%9Fe+17,+79106+Freiburg+im+Breisgau>Route
from [place] to Freiburg</a>
```

3. Click Save.

[1] PERSONALISATION

After a journey link has been generated, it contains only static data. When sending the mailing, however, we need a dynamic start address, as each reader lives in a different location. Therefore, the fixed start address is replaced with the Inxmail placeholder for the location *[place]*. The behaviour is the same for the date *[date]*.

Generate rail link

1. Use the following sample source code and adjust it to your own needs.
2. Link command (red), personalisation (green) and arrival station/time (orange) are already entered [3].

```
<a href="https://reiseauskunft.bahn.de/bin/query.exe/dn?revia=yes&existOptimizePrice=1&country=DEU&dbkanal_007=L01_S01_D001_KIN0001_qf-bahn_LZ003&ignoreTypeCheck=yes&S=[place]&REQ0JourneyStopsSID=&REQ0JourneyStopsS0A=7&Z=Freiburg%28Breisgau%29+Hbf&REQ0JourneyStopsZID=&REQ0JourneyStopsZ0A=7&trip-type=single&date=[date]&time=08%3A45&timesel=arrive&returnTimesel=depart&optimize=0&travelProfile=-1&adult-number=1&children-number=0&infant-number=0&tariffTravellerType.1=E&tariffTravellerReductionClass.1=0&tariffTravellerAge.1=&qf-trav-bday-1=&tariffClass=2&start=1&qf.bahn.button.suchen=">Your connection</a>
```

Insert source code into mailing

1. Copy the source code to the clipboard using 'Ctrl' + 'C'.
2. In *Inxmail Professional*, go to the text field in which the link is to be stored.
3. Press 'Ctrl' + 'V'.
4. The source code is inserted into the text field.
5. Click Save.
6. If both route planners are stored, the mailing could look like this:

[2] STANDARD LINK

The links for the route planner must be entered manually. Therefore, do **not** use the (*Insert link*) function. Reason: If the route links are stored as tracking links, the Tracking parameters muddle the URL source code. In addition, no placeholders can be placed in the link text.

[3] TRAVEL DATA

Change location:

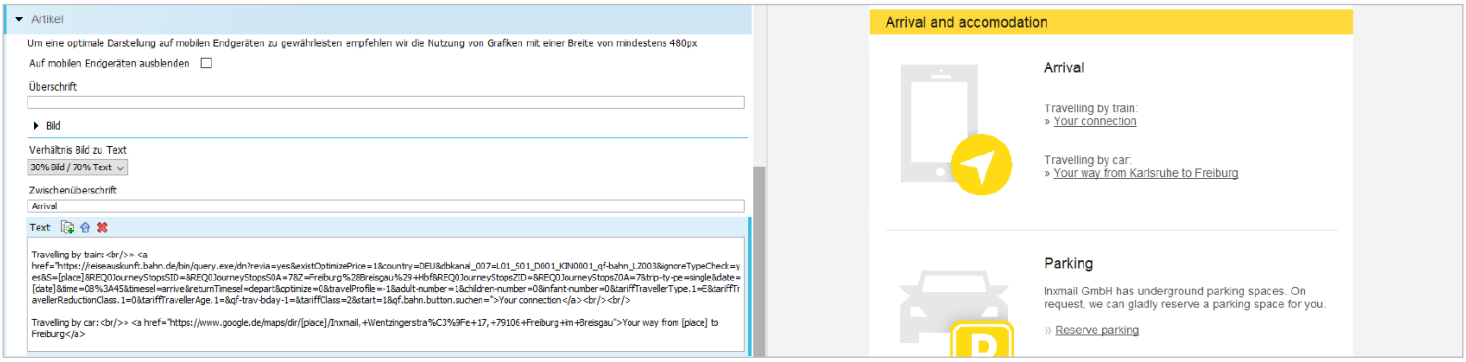
`Mannheim: Mannheim+Hbf`

`Frankfurt a. M.: Frankfurt%28Main%29+Hbf`

Change time:

`10:30 hrs: 10%3A30 | 16:00 hrs: 16%3A00`

We recommend the tariff options as stored in the source code:

`1 adult, 2nd class, no reduction`

The options can be changed afterwards by the reader.