AMPscript for Beginners FAQ

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FAQs

Where can I use AMPscript in Marketing Cloud?

AMPscript can be used in several studios:

Email Studio: HTML and text emails, subject lines and preheaders, Sender Profiles, Exclusion Scripts, & legacy Landing Pages.

Mobile Studio: SMS and MobilePush messages.

Web Studio: CloudPages

Make sure to check your functions depending on where your AMPscript is written! Many functions may only work in a specific channel.

Is declaring your variables with the VAR keyword necessary?

This is not required for your AMPscript to run successfully most of the time. It is however a best practice to do so to allow the entries to be added to the Variables Dictionary as well as your own organization.

Is AMPscript case-sensitive?

Yes and no. Most of the time, AMPscript is case-insensitive. However, certain function parameters may be, especially if referencing string values for a lookup. Always check the function's documentation if you are not sure.

Should I use single or double quotes?

Both work in AMPscript, just make sure to be consistent within the same statement. When writing AMPscript inline with your HTML, single quotes will often be required as to not conflict with the double quotes used within the HTML.

FAQs

Can I add AMPscript in drag and drop content blocks?

Absolutely! As a best practice, insert your AMPscript within the HTML (toggle to the HTML view for free form content blocks). This prevents any accidentally inserted HTML styles from the visual editor interrupting your AMPscript.

Can I use AMPscript outside of Marketing Cloud?

No, AMPscript is only supported within Marketing Cloud. However, AMPscript and SSJS are very compatible and makes working with other platforms more accessible.

Can I track dynamic content?

Yes, but it's always best to try to plan ahead for this. There are several possibilities here! One useful option is to use AMPscript to tag your URL alias with a dynamic variable to easily identify the URL (this supports up to 100 unique aliases).

AMPscript and Parameter Manager

If you are using Parameter Manager, make sure that your dynamic URLs use the RedirectTo() function. If you don't the appended parameters will conflict with the ability to generate the dynamic URL.

Can I stop an email using AMPscript?

Can I stop an email send using AMPscript?

Yes, the RaiseError() function is particularly useful for this. It can be combined with functions such as InsertData() to catch errors proactively, stop the email from sending, and then log any useful information to a data extension.

FAQs

When does AMPscript process?

Most AMPscript will process when you render a preview through Content Builder, however certain functions will only run when a send occurs, or a page is opened. Content rendered after the send will not update unless the message context changes (i.e. view as a web page), at which point many functions will attempt to reprocess the AMPscript. Keep this in mind when developing AMPscript and moving data out of your sendable data extensions.

How should I test my AMPscript?

Content Builder's "Preview and Test" functionality is your best friend! It can be beneficial to create a test seed list with a record set representing all your content variations. This let's you preview all the email content variations easily by cycling through subscriber previews.

Useful
Links

Trailhead - Get to Know AMPscript
https://trailhead.salesforce.com/en/content/learn/modules/ampscript-for-nondevelopers/get-to-know-ampscript

AMPscript 101
https://developer.salesforce.com/docs/atlas.en-us.noversion.mc-programmatic-content.meta/mc-programmatic-content/AMPscript101.htm

AMPscript Function Reference
https://developer.salesforce.com/docs/atlas.en-us.mc-programmatic-content.meta/mc-programmatic-content/functions.htm