

Enhanced Digital Communications: Liquid Script Formula

Event Attribute

Formula: Event.event_attribute_name_type (Operator) "answer"

Example Data:

- Attribute name: genre
- Attribute Type: Drop Down
- Operator: Is Exactly
- Attribute Answer: ballet

Liquid Script: Event.event_attribute_genre_text == "ballet"



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Support Center Article:
**Custom Pre- and Post-
Event Emails**

Instance Attribute

Formula: Instance.instance_attribute_name_type Operator "answer"

Example Data:

- Attribute name: Member Night
- Attribute Type: Check Box
- Operator: Is Exactly
- Attribute Answer: Checked

Liquid Script: Instance.instance_attribute_Member_Night_yesno == true

Customer Tag Data

Formula: Contact.data.tag_name Operator "answer"

Example Data

- Tag Name: first time visitor
- Operator: Is Exactly
- Answer: True

Liquid Script: Contact.data.tag_first_time_visitor == true

Attribute Types

- Dropdown list/Text Field: _text
- Checkbox: _yesno

"Operators":

==	Equal to	>=	Greater than or Equal to
!=	Not equal to	<=	Less than or equal to
>	Greater than	Contains	Includes the specified value
<	Less than		