

How to Base64 Encode the Email Address in Your Iterable Preference Center

Last Modified on 06/16/2026 12:37 pm EDT

What you'll learn:

- How to Base64 Encode an Email Address
- How to format the Preference Center URL with Base64

You can Base64 encode the email address in your email preference center by using the [Base64 Iterable Merge Tag](#).

Your Preference Center URL will look like this:

```
https://pref.domain.com?email={{#base64}}{{email}}{/base64}}
```

You will paste this URL into the Hosted Preference Center section in Iterable,

If you also want to encode the locale/language field in a Multilingual Preference Center, your URL will look like this:

```
https://pref.domain.com?email={{#urlEncode}}{{#base64}}{{email}}{/base64}}{/urlEncode}&language={{#urlEncode}}{{locale}}{/urlEncode}}
```
