Available Digioh Data Fields for Legacy Integration Setups

Last Modified on 06/10/2026 11:02 pm EDT

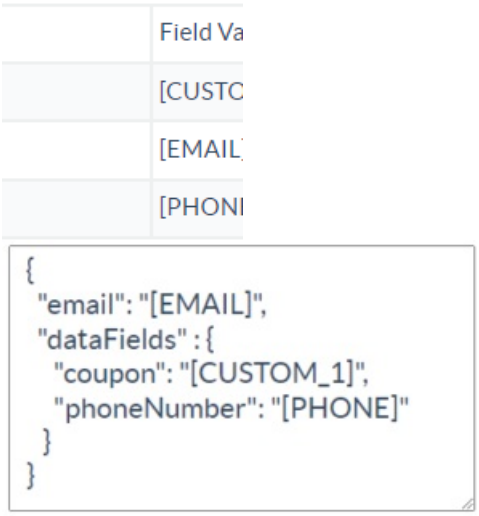
This article applies to **legacy Digioh integration setups**. It is intended for customers maintaining older form post or custom integration configurations.

For available fields used with **Digioh Pipeline**, refer to the Digioh Pipeline documentation.**What you'll learn:**

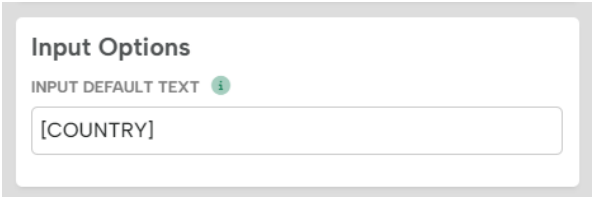
- How to map Digioh data fields to your end platform
- Types of data fields available and their benefits
- List of all supported Digioh merge tags

Digioh has a wide range of data fields available for use in Integrations. This includes user form input and automatically generated Analytics fields. Analytics data includes demographics like geo-location, as well as operational data like Campaign Name and Account ID. When passed to your email platform, say, you can use Analytics data in addition to user input for targeting and personalization of your email campaigns.

Depending on your end platform that receives the data, you either map Digioh data fields to fields in your platform, or enter them in a JSON integration template as [MERGE_TAGS].



Also, by installing the Universal Merge Tags Extension (UMT), you can use merge tags anywhere in your Digioh Campaigns for personalization. UMT supports all fields available to Integrations, and adds a range of additional data field merge tags. If you want to send UMT-only fields to your email platform, you can place their merge tags in hidden fields, e.g. Custom 10 : [QS|utm_source], and then merge the field in your Integration template [CUSTOM_10].



Data field types are:

- **Form**: input fields you collect in your form, they will be the empty string if not present in your form, or not filled by the user.
- **Campaign Ops**: information specific to the Campaign being displayed/submitted.
- **Analytics**: Digioh generated data about the user, website, and webpage context.

The table shows all supported merge tags, indicating support by Integration Templates (Intgn.) and in the Campaign itself via the UMT App.

Merge Tag	Type	Intgn.	UMT	Description
[EMAIL]	Form	✅	✅	Standard Email Field
[EMAIL_MD5_LC]	Form	✅	✅	Email field MD5 hash merge tag
[NAME]	Form	✅	✅	Standard Name Field
[FIRST_NAME]	Form	✅	✅	First name part of [NAME]
[LAST_NAME]	Form	✅	✅	Last name part of [NAME]
[PHONE]	Form	✅	✅	Standard Phone Field
[OPT_IN]	Form	✅	✅	Standard Opt-In Checkbox
[CUSTOM_1]	Form	✅	✅	Custom Field 1...50
[LIGHTBOX_ID]	Campaign Ops	✅	✅	Campaign unique ID, will never change even if campaign is renamed
[LIGHTBOX_NAME]	Campaign Ops	✅	✅	Campaign Name, which may change
[BOX_TYPE]	Campaign Ops	✅	✅	The type of campaign (Lightbox, Banner, Sidebar, Inline)
[CLIENT_ID]	Campaign Ops	✅	✅	Unique ID of visitor's device/browser combination
[SUBMISSION_ID]	Campaign Ops	✅	✖	Unique submission ID
[VENDOR_ID]	Campaign Ops	✅	✅	Digioh account ID, if you have multiple Digioh accounts sending data
[CITY]	Analytics	✅	✅	Auto geo-detected city name
[REGION]	Analytics	✅	✅	Auto geo-detected region/state name
[COUNTRY]	Analytics	✅	✅	Auto geo-detected country name
[COUNTRY_CODE]	Analytics	✅	✅	Auto geo-detected ISO Alpha-2 Code
[POSTAL_CODE]	Analytics	✅	✅	Zip/postal code, empty if unable to detect
[WEB_SOURCE]	Analytics	✅	✅	Traffic source based on Google Analytics, e.g. Organic Search, Direct
[SEARCH_ENGINE]	Analytics	✅	✅	Google, Bing, etc, if known
[DEVICE]	Analytics	✅	✅	Desktop/Laptop, Mobile, or Tablet

[IP_ADDRESS]	Analytics ?	?	Visitor IP Address
[OPERATING_SYSTEM]	Analytics ?	?	Windows, Apple, Android, etc
[BROWSER_TYPE]	Analytics ?	?	Chrome, Edge, Firefox, etc
[BROWSER_VERSION]	Analytics ?	?	Numeric version of the browser from user agent
[PAGE_VISITS]	Analytics ?	?	Total number of (any) page views by this visitor
[PAST_VISITS]	Analytics ?	?	Total number of visits (sessions) by this user, including this one
[REFERRING_URL]	Analytics ?	?	Referrer URL, provided by the browser
[LANDING_URL]	Analytics ?	?	Landing page URL
[SUBMIT_URL]	Analytics ?	?	Webpage on which the campaign was displayed and submitted
[SUBMIT_DATE]	Analytics ?	?	Date and time of submission, e.g. 07/30/2021 14:16
[HOST_NAME]	Analytics ✖	?	The domain/host name of your site
[PAGE_PATH]	Analytics ✖	?	The full path of webpage, e.g. /pages/coupons.html
[PAGE_PATH|*1*]	Analytics ✖	?	Path (folder) level, e.g. /pages/
[QUERY_STRING]	Analytics ✖	?	Full URL query string, e.g. utm_source=google&gclid=1234
[BOX_PAGE]	Analytics ✖	?	Current campaign page when submitting, e.g. main, ep1, thx
[TEXT_*N*]	Analytics ✖	?	The contents of a text element on the campaign page, e.g. [TEXT_2]
[BUTTON_*N*]	Analytics ✖	?	The on a button on the campaign page, e.g. [BUTTON_3]
[COOKIE|*name*|*default*]	Analytics ✖	?	The contents of a named cookie, uses default if not found
[LS|*name*|*default*]	Analytics ✖	?	Contents of localStorage item, default if not found
[QS|*name*|*default*]	Analytics ✖	?	Query string (URL) parameter on **current page URL**
[QSLC|*name*|*default*]	Analytics ✖	?	Last seen URL parameter for the visitor on any page (last click)
[QSFC|*name*|*default*]	Analytics ✖	?	First seen URL parameter for the visitor on any page (first click)
[QSSN|*name*|*default*]	Analytics ✖	?	URL parameter for the visitor on any page in this visit (session)
[UTC]	Analytics ✖	?	Timestamp per Universal Coordinated Time

[UTCDAY]	Analytics ✖	❓	Timestamp of midnight today (i.e. round down timestamp)