

Barcode

Overview

MailUp gives you the ability to dynamically generate a **barcode, linked to a recipient field**. This feature comes in handy in many scenarios, such as when needing to insert a unique discount or promotion code in an email campaign.

The frontend page mentioned below (**barcode.aspx**) will render and print out a barcode image, starting from a numeric/alphanumeric sequence dynamically retrieved from a recipient field.

The system passes two unique values to the page ("**IdOptin**" and "**Hash**") in order to avoid fraudulent use of the feature.

Notes



- This section of the User Guide requires some basic knowledge of HTML.
- When viewed in the message editor in the admin console, the barcode will be displayed using a default value.

How it works

The feature works as follows:

- A special image URL is generated as shown below
- The image URL (i.e. the HTTP location of the image) is included in the src property of the image HTML tag.

How to create a barcode

1. check that the symbology of your barcode is supported by the symbology used: see [Table 2](#) or use this link to perform a rendering test <https://www.limilabs.com/barcode/demo>
2. if not already done, import the alphanumeric value to be encoded by the barcode into the platform recipients fields
3. generate the URL, as explained below

Base URL

```
http://<consoleurl>/frontend/Barcode.aspx
```

URL completed with parameters

```
<img src=http://<ConsoleHost>/frontend/Barcode.aspx?idoptin=[_idoptin]&hash=[_hash]
&BarcodeHeight=60&SymbologyId=14&NarrowBarWidth=2&bearerbarsmode=0&BitmapTargetFormat=1&Ratio=0&TargetDyn
Field=PromoID&FontHeight=0,2 />
```

Note:



- See the section at the bottom of this document for a list and description of the various parameters
- The recipient field used in the example above is **PromoID**: it must be a numeric value (for symbology 14 in the above snippet you can fill it using any number of even length)
- Don't forget to replace **<consolehost>** with the actual domain of your admin console
- The above sample requests an i2of5 formatted barcode (**SymbologyId = 14**), sets the height to 60 pixels with 0,2 points font. Each symbology has its own specific set of requirements (starting from the length of the numeric sequence it will be built on)

Output sample

Below a sample of Interleaved 2 of 5 rendered from a 14 digits sequence



How to build your Barcode URL

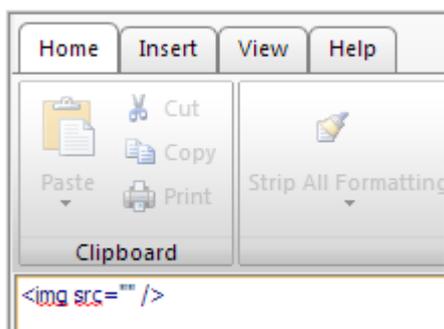
The system does not yet include a feature to build the URL for you, so for now you need to build it yourself. Don't panic, though, it only takes a minute 😊

Here are the steps to take:

1. Open your **text editor**: we recommend Notepad++, but Windows Notepad will be fine too.
2. Paste in the editable window the following snippet:

```
http://<ConsoleHost>/frontend/Barcode.aspx?idoptin=[_idoptin]&hash=[_hash]
&BarcodeHeight=60&SymbologyId=14&NarrowBarWidth=2&bearerbarsmode=0&BitmapTargetFormat=1&Ratio=0&TargetDynField=Pro
moid&FontHeight=0,2
```

3. Replace the parts of the query string marked in red with your account-specific information:
 - a. Replace **<consolehost>** with your admin console URL
 - b. Replace **LatestShippedOrderId** with the recipient field you've chosen to hold (and filled in with) the barcode numeric number.
4. Select it (CTRL + A) and copy it to clipboard (CTRL +C)
5. Now open your web browser and log into your admin console
6. Click on **Messages > Email > New > Create New Email** or edit an existing message.
7. In the message editor, switch to HTML mode
8. Write a plain and empty HTML img tag such as `` in the writable area of the editor as below

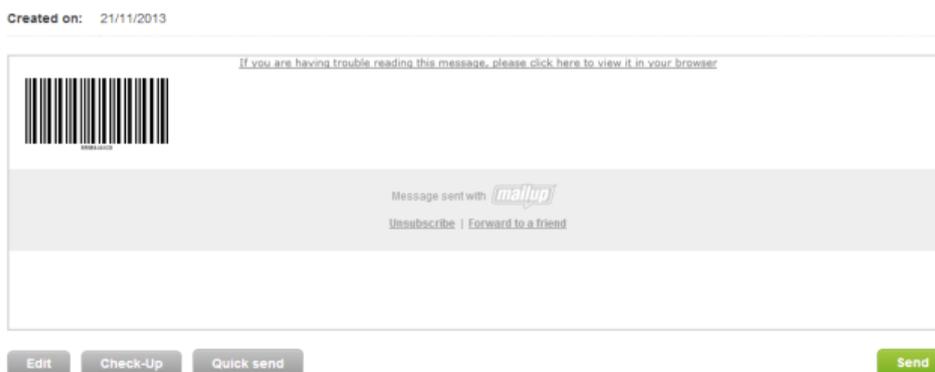


9. Enter the URL you copied above into the src tag. For example, assuming your admin console URL were <http://c9x8d.s56.it/> and that the recipient field you are using to store the unique number to use in the barcode is called **Promoid**, the code would look as follows:

```

```

10. Click on Save. Now you should be seeing the barcode rendered in the preview window as shown below



Troubleshooting

- **Barcode rendering fails:** the application may receive a wrong sequence format against a certain symbology: the application won't display any error message but it will display instead an empty 1x1 pixel image so that the calling image won't appear as broken

Parameters

Request parameters (Table 1)

Here is a description of the parameters mentioned in the barcode

Name	Mandatory?	Description
IdOptIn	y	Recipient User Id
Hash	y	Recipient hash unique value
BarcodeHeight	y	Barcode image height in pixels
SymbologyId	y	Id representing a certain barcode format (14 = ITF)
TargetDynField	y	The dynamic field containing the numeric barcode sequence
NarrowBarWidth	n	Width in pixel of the narrow bar
BearerBarsmode	n	It sets what bearers bars the barcode will display (0 = None, 1 = Horizontal, 2 = Full)
BearerBarsSize	n	Width in pixels of the bearers bars (applies only if BearerBarsmode > 0)
Ratio	n	The times the wide bar will be displayed for each narrow bar
ChecksumAdd	n	This Boolean defines if the numeric sequence needs to be completed with a computed check digit (default is false)
IsNumberVisible	n	If true, it displays the input numeric sequence underneath the barcode
FontHeight	n	Font height in points, use a comma as decimal mark

Symbology format Id reference (Table 2)

Symbology codes define what type of barcode is being created and therefore also the values that can be encoded.

SymbologyId	Symbology name	Description	Example
1	Codabar	Valid characters are: '0123456789-\$./+ABCD'. The number should start and stop with one of the 'ABCD' characters.	A1234567890A
2	Code11	Valid characters are: '0123456789-'.	1234567890
3	Code128	Use GS1-128 (UCC/EAN-128) symbology if you plan to use, application identifiers such as '(10)1234(01)56789'.	Hello 123
4	Code39	Valid characters are capital letters and numbers. Start and stop characters (**) are added automatically.	HELLO 123
5	Code39Ext	Start and stop characters (**) are added automatically.	Hello 123
6	Code93	Valid characters are capital letters and numbers. Start and stop characters (**) are added automatically.	HELLO 123
7	Code93Ext	Start and stop characters (**) are added automatically.	Hello 123
8	Deutsche Post Ident Code	11 digits + checksum	12345678901
9	Deutsche Post Leit Code	13 digits + checksum	1234567890123
10	Ean218	Use the following format: (ai)data, for example: '(10)1234(01)56789'.	(10)1234(01)56789
11	Ean13	12 digits + checksum, Use the following format to add supplement: '123456789012,34'.	123456789012,34

12	Ean14	13 digits + checksum	1234567890123
13	Ean8	7 digits + checksum	1234567
14	Interleaved 2 of 5	Valid characters are: '0123456789', length (including checksum) must be even.	123456789
15	ITF14	13 digits long + checksum	1234567890123
16	Msi	Valid characters are: '0123456789'	1234567890
17	Numly	19 digits	1234567890123456789
18	Opc	9 digits + checksum	123456789
19	Planet	Valid characters are: '0123456789'	1234567890
20	Postnet	Valid characters are: '0123456789'	1234567890
21	Pzn	6 digits + checksum	123456
22	Royal Mail 4 state	Valid characters are capital letters and numbers.	1234567890
23	Royal Tnt Post Kix	Valid characters are capital letters and numbers.	1234567890
24	Industrial 2 of 5	Valid characters are: '0123456789'	1234567890
25	Singapore post 4 State	Valid characters are capital letters and numbers.	1234567890
26	SSCC18	17 digits long + checksum	12345678901234567
27	Swiss Post Parcel	18 digits long	123456789012345678
28	UPCA	11 digits + checksum	12345678901
29	UPCE	8 digits	12345678
30	USP Sack label	8 digits long	12345678
31	USP Tray label	10 digits long	1234567890