



PrintShop Mail Functions: IF



IF Function

IF statements use “Triggers” made from the data of the database or PSM’s Function formulas to create versioned text, variable images, allow selection of individual “static” pages (see CL.PDF document), etc. The IF function manipulates your database information without changing the content. Trigger handling of database data is used regularly for generating variable data.

“IF” Expression formula: **IF(<L>,expr1,expr2)**

Sample formula: IF(<Field1>="Y","Yes","No") IF(<Field1>="Y", "Yes", "No")

There are 3 parts: Part 1 : **<L>** which database field to work with + to compare with: **<Field1>="Y"**
Part 2 : **expr1** what to do/print if part 1 is true: *put this text string* **“Yes”**
Part 3 : **expr2** what to do/print if part 1 is not true: *put this text string* **“No”**

***All added “static” characters (text strings, numerical values, etc) in the Expression formula must be inside quotes (“”).** This does not apply to the database field information.

“Trigger” Data Setup

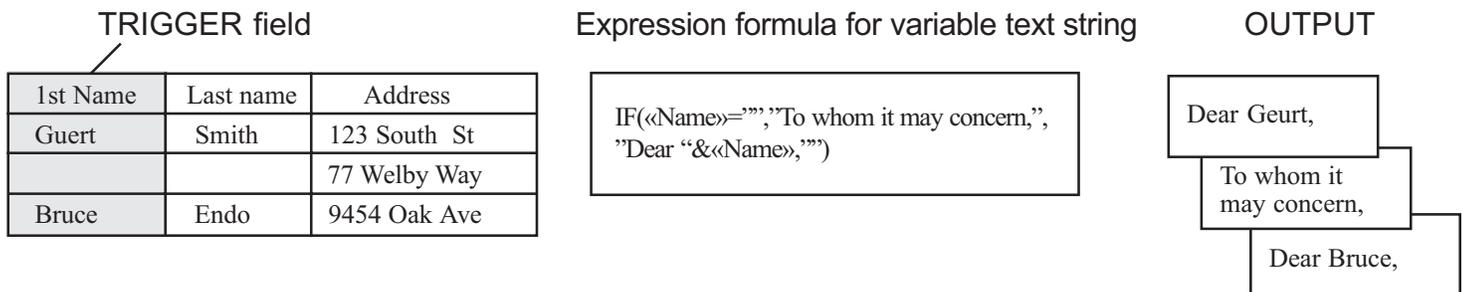
Data Triggers can be alpha, numeric or symbol characters. The simplest way to setup a Trigger field is to use short 1 to 3 digit character strings. There is no need for using full name descriptions because this field will not be used “As Is”.

Variable “Trigger” data results can be numerical (control numbers, currency figures, barcodes) and text (word, sentence, image filename) strings not contained in the database.

IF Statement examples:

Example 1 - Versioned text based on if the database field contains data or is empty.

IF the <1st Name> field is empty, put this text “To whom it may concern,” otherwise put this text “Dear “, plus the <1st Name> field and a “comma” symbol.



The following page shows uses of multiple embedded IF statements.

Example 2 - Variable Images (4) Sales rep images divided into (4) Regions: West, Mid-West, Central and East.

Add a field to the database which will identify the regions and “tie” an image filename to each region.

In the sample database below, we added the “Region” field and used “1” for West, “2” for Mid-West, “3” for Central and “4” for East. We used an IF statement inside an Image box to create the variable image output result.

TRIGGER added field

ZIP Code	Title	Region
91335	MD	1
75038	NS	3
60173	DS	2
33351	MD	4

Expression formula for variable image

```
IF(<Region>="1","JohnPic.tif",
IF(<Region>="2","MaryPic.tif",
IF(<Region>="3","StevePic.tif",
IF(<Region>="4","LisaPic.tif," "")))
```

Example 3 - (3) Versioned text strings based on age. Database field <Age> is used for the Trigger.

Version1-Ages 15 & under, Version2-Ages 16 to 49 & Version3-Ages 50+

TRIGGER field

ZIP Code	Gender	Age
91335	M	14
75038	F	55
60173	F	35

Expression formula for variable text string

```
IF((VAL(<<Age>>)<16),"Text string 1",
IF((VAL(<<Age>>)>15) AND (VAL(<<Age>>)<50),"Text string 2",
IF((VAL(<<Age>>)>49),"Text string 3",""))
```

OUTPUT

Fun for all

Vacation means relaxing

Learn the outdoors

Example 4 - Versioned Text (3) Different text articles related to Dentists, Doctors, and Nurses.

Select the field which will identify the doctors, dentists and nurses.

In the sample database below, we selected the “Title” file. It identifies the doctors, dentists and nurses. We used an IF statement inside a Text box to create the variable text output result.

TRIGGER field

State	ZIP Code	Title
CA	91335	DDS
TX	75038	MD
IL	60173	RN

Expression formula for variable text article

```
IF(<Title>="DDS","Dentist Article Text String",
IF(<Title>="MD","Doctor Article Text String",
IF(<Title>="RN","Nurse Article Text String"," ""))
```

OUTPUT

Dental work

General Practice

Healthcare Issues

Variable “Trigger” Checklist

- To keep the database size down decide which data fields qualify as Triggers and adjust them accordingly.
- Keep the Trigger information short. Use short character strings whenever possible. This will keep the Expression window less “busy” when creating calculations.
- When creating image files for variable Trigger use match the image filename with the Trigger character. In other words, if the Trigger is a “A”, name the corresponding image file “A.tif” or “A.jpg”.