Add a tag when a link is clicked⚭

This article applies to:
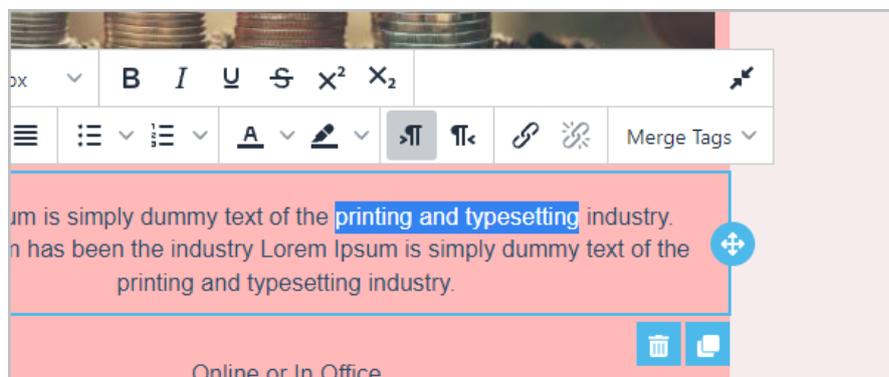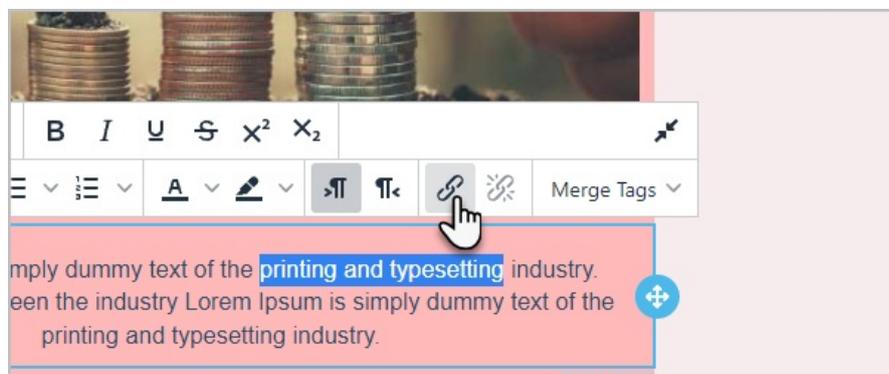
You can create a link in the Email Builder that when clicked, adds a tag to the contact record. This helps you more easily find contacts by interest. You can apply up to 10 tags to the same link. You can also create a new tag, search for tags, and remove individual or all tags.
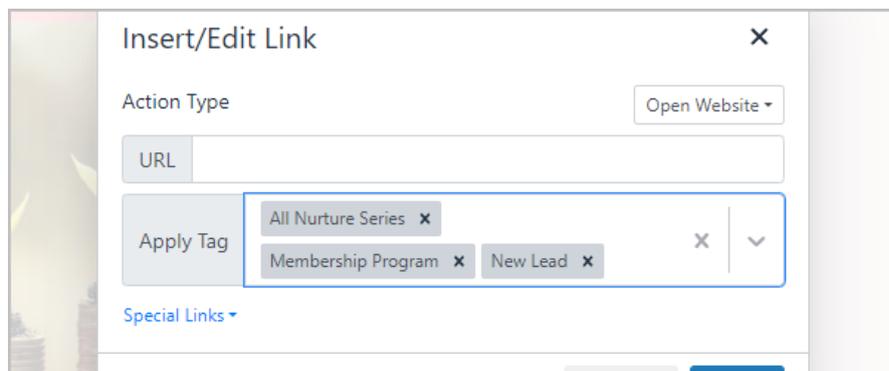
1. Highlight the text you would like to hyperlink

2. Click the **Link** button on the toolbar

3. Select the tag from the **Apply Tag** drop-down and click the **Save** button.

Note: There is no limit to the amount of tags you can create, however any tags created after 5,000 will not be searchable throughout the application, including the Email Builder. Due to this behavior, we recommend keeping your tag list under 5,000 tags.