## **Automation links**

Last modified on: 07/07/2025 11:11 am MST

Tags: Keap-Pro Keap-Max

Campaign links are useful time-savers when hyperlinks in your campaign emails change frequently.

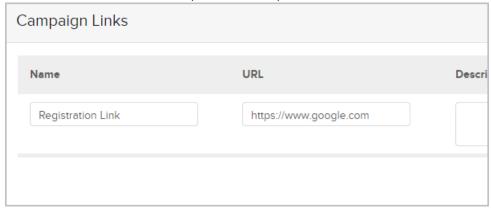


#### **Pro-Tips!**

- There is no limit to the amount of campaign links you can create.
- A campaign link can only be used in the campaign that it was created in.

### **Create a Campaign Link**

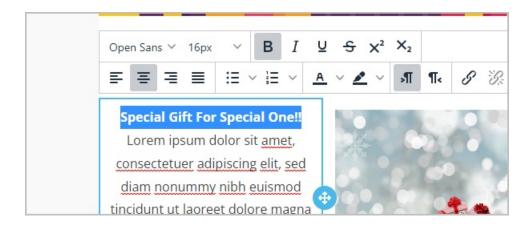
- 1. From inside your campaign, click the **Actions** button and select **Links**.
- 2. Click the **Add Link** button.
- 3. Enter the link Name, URL and (optional) Description.



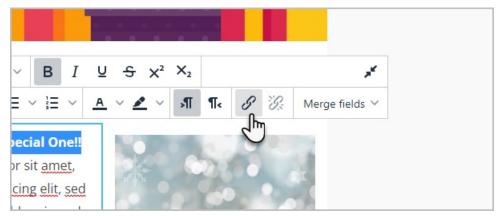
- a. **Name** This is the name of the link. Only you will see this.
- b. **URL** The actual hyperlink that will be merged into the email; e.g., http://www.infusionsoft.com.
- c. **Description -** optional.
- 4. Click the **Save** button.
- 5. Repeat the steps above to add more links. Click the **Close** button at the bottom when you are finished.

### Insert a Campaign Link into an email

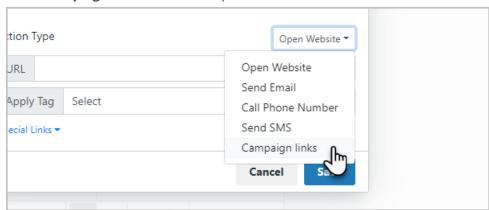
- 1. Open the email you want to modify.
- 2. Highlight the text you want the reader to click.



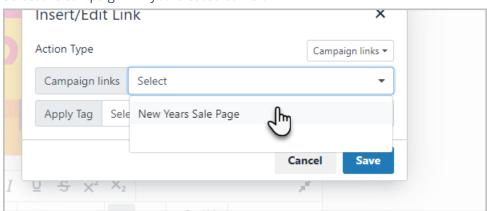
3. Click on the **Link** button.



4. Select **Campaign links** from the drop-down.



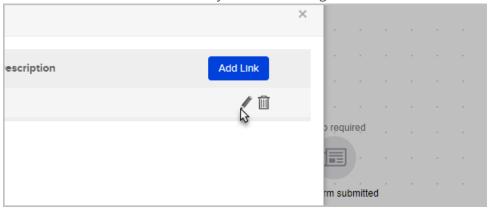
5. Select the campaign link you created earlier.



6. Click the **Save** button.

# Edit an existing campaign link

- 1. From inside the campaign, click on the **Actions** button and select **Links**.
- 2. Click the **Edit** button next to the link you want to change.



- 3. Make your changes and click the **Save** button.
- 4. Publish the campaign to make your changes live.