

Personalizing with dynamic URL parameters

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Personalized links using [URL parameters](#) are [Booking page](#) links that contain Customer information and [Booking form](#) data. With **Personalized links (URL parameters)**, prospects and Customers click on your Booking page link and pick a time, without having to provide any information that is already known to you.

The Booking form can either be [prepopulated with their details](#) or skipped altogether. You can also add [source tracking](#) tags to personalized Booking page links, letting you analyze where your bookings come from.

Note:

When you use Personalized links with Booking pages that are [not associated with any Event types](#), it is highly recommended you provide the **Subject** field of your Booking form.

You can do this by going to **Booking pages** on the left → Relevant Booking page → **Booking form and redirect**. In the **Meeting subject** section, select **Meeting subject is set by the Owner (you)**. You can then enter a meeting subject for your specific business case.

[Learn more about the Subject field](#)

In this article:

- [Creating a Personalized link \(URL parameters\)](#)
- [Adding your own URL parameters](#)

Creating a Personalized link (URL parameters)

1. Go to **Booking pages** in the bar on the left → **Booking page** → **Share & Publish**.
2. Select the **Mail merge** tab.
3. Select the relevant Booking page in the drop-down menu (Figure 1).

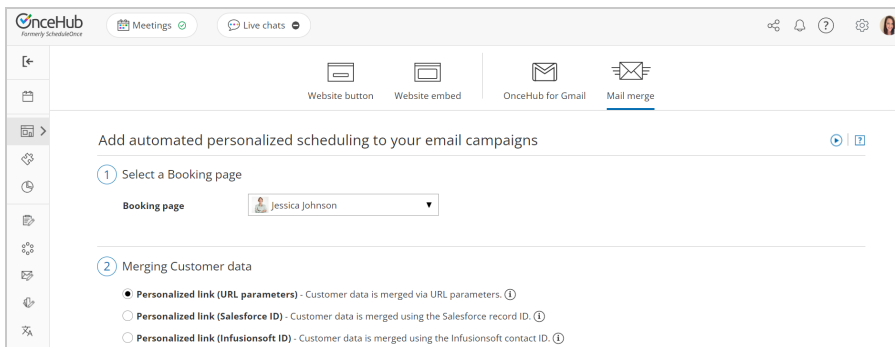


Figure 1: Select a Booking page drop-down menu

4. In the **Customer data** step (Figure 2), select **Personalized link (URL parameters)**.

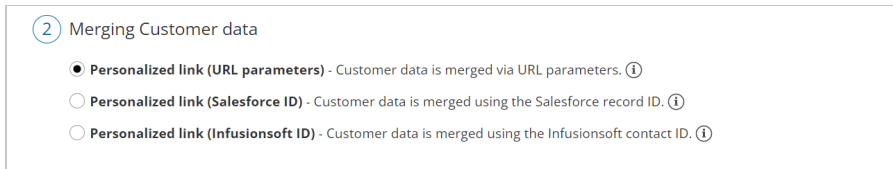


Figure 2: Customer data step

- In the **Booking form step**, you can select one of the two options below:
 - Skip the Booking form:** Skipping the Booking form helps you maximize your booking conversions and provides your Customers with a quicker booking process.
 - Prepopulate the Booking form:** If you select this option, the booking data is visible in the Booking form and can be edited by the Customer before submission. [Learn more about prepopulated Booking forms](#)
- In the **Copy link step**, click **Copy link** to copy the Personalized link to your clipboard (Figure 3).

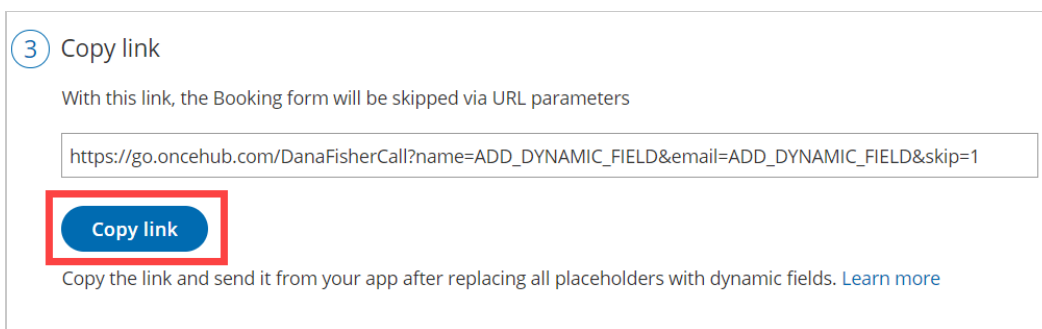


Figure 3: Copy link step

Adding your own URL parameters

If you need to replace the **ADD_DYNAMIC_FIELD** placeholders (Figure 4) with your own parameters, you can copy the link to a notepad. [Learn more about supported OnceHub URL parameters](#)

Merged values must be properly encoded in order to be passed in the URL. Some characters like at (@), period (.), dash (-) and underscore (_) are OK, but all URL invalid characters like plus (+) or space () must be URL encoded.

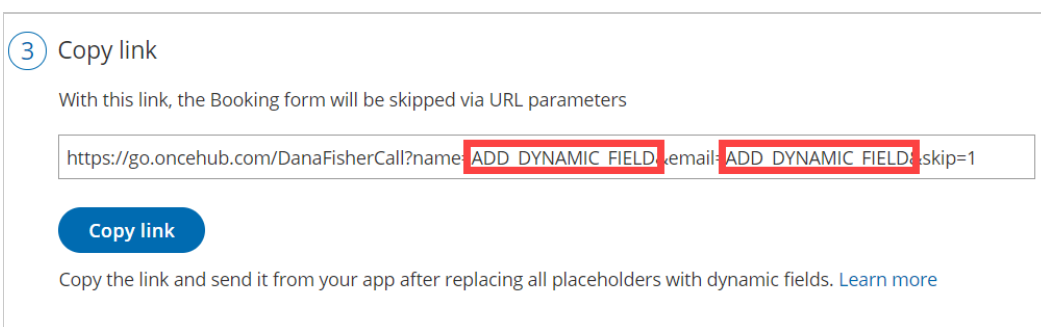


Figure 4: ADD_DYNAMIC_FIELD placeholders

For example, if you use [MailChimp](#), the link might look like this:

`https://go.oncehub.com/dana?name=*|NAME|*&email=*|EMAIL|*`

In this example, the ***|NAME|*** and ***|EMAIL|*** fields are merge fields which are replaced with a single Customer name and email respectively during the email campaign, creating a personalized email for each lead in your list.