## Personalizing with dynamic URL parameters [Classic]

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.

### i 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  $\rightarrow$  Relevant Booking page $\rightarrow$  **Booking form and redirect**. In the **Meeting subject** section, select **Meeting subject is set by the** <u>**Owner (you)**</u>. 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  $\rightarrow$  **Booking page**  $\rightarrow$  **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).

# **SinceHub** Help Article

- 2 Merging Customer data
  - Personalized link (URL parameters) Customer data is merged via URL parameters.
  - $\bigcirc$  Personalized link (Salesforce ID) Customer data is merged using the Salesforce record ID. (i)
  - $\bigcirc$  Personalized link (Infusionsoft ID) Customer data is merged using the Infusionsoft contact ID. (i)

Figure 2: Customer data step

- 5. 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
- 6. In the Copy link step, click Copy link to copy the Personalized link to your clipboard (Figure 3).

3	Copy link
	With this link, the Booking form will be skipped via URL parameters
	https://go.oncehub.com/DanaFisherCall?name=ADD_DYNAMIC_FIELD&email=ADD_DYNAMIC_FIELD&skip=1
[	Copy link Copy the link and send it from your app after replacing all placeholders with dynamic fields. Learn more

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.