

## Creating a Personalized link for a specific Customer [Classic]

You can build a static [Personalized link](#) that includes a Customer's personal details. Personalized links for a specific Customer are based on [URL parameters](#) and are best used when you want to send a single email to a particular Lead or Customer. These links are different from dynamic links that are used when you want to send [Personalized links to a large group of leads or Customers](#) as part of an email campaign.

For example, a Sales Representative wants to send an email to a specific lead named "John". They want to include a personalized "Book time with me" link in the body of the email. This link will take John straight to a Booking page where he can choose a date and time for the meeting without needing to enter any personal information such as name and email.

The Sales Representative can create a Personalized link that looks like this: <https://go.oncehub.com/dana?name=John&email=john@example.com&skip=1>

### Tip:

You can use the [OnceHub for Gmail extension](#) to schedule with Personalized links directly from your Gmail account. You can generate links, copy them in a single click, and send them in an email.

[Learn more about OnceHub for Gmail](#)

### Note:

When you use Personalized links with Booking pages that don't have Event types, it's recommended that you provide the **Subject field** of your Booking form.

To add a Subject field to your Booking form, go to **Booking pages** on the left → relevant Booking page → **Booking form** → **Meeting subject**. Select the **Meeting subject is set by the owner** option and enter the desired **Meeting subject** specific to your business case. [Learn more about the Subject field](#)

## Creating a Personalized link specific for a Customer

1. Go to **Booking pages** on the left.
2. Select the relevant Booking page or Master page.
3. In the **Overview section** of the selected page, click **Personalize for a specific Customer** (Figure 1).

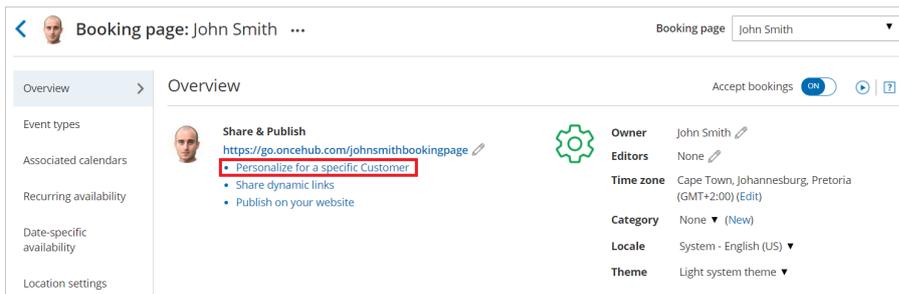


Figure 1: Booking page Overview section

4. In the **Personalize the link for a specific Customer** pop-up, enter the **Customer name** and **Customer email** (Figure 2).
  - By default, the **Skip booking form** field will be toggled **ON** once you've entered your Customer details. Skipping the Booking form step allows for a quicker booking process for your Customers.
  - If you want to disable skipping the booking form, toggle the **Skip booking form** field to **OFF**.

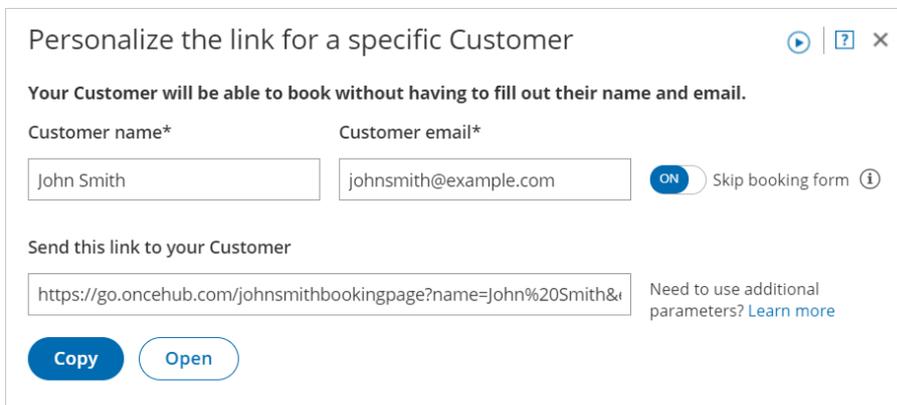


Figure 2: Personalize the link for a specific Customer pop-up

5. To test the link, click the **Open** button.
6. Click the **Copy** button to copy the link to your clipboard.
7. Finally, paste the link into your email.

**Note:**

If required, you can include additional fields in the URL. [Learn more about OnceHub URL parameters](#)