

Personalizing links with dynamic parameters [Classic]

After setting up your [Booking pages](#) or [Master pages](#), you'll need to share them with your prospects and Customers. In this section, you will learn how to Personalize links with dynamic parameters.

In this article:

- [Creating a Personalized link using URL parameters](#)
- [Personalized links using CRM record IDs](#)
- [Using Personalized links \(URL parameters\) in email marketing apps](#)
- [Maximizing booking rates in marketing campaigns](#)

Creating a Personalized link using URL parameters

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.

[Learn more about creating a Personalized link using URL parameters](#)

Personalized links using CRM record IDs

Personalized links using CRM record IDs can be either static or dynamic, but are most often used as dynamic links. In contrast to [Personalized links \(URL parameters\)](#), these links include a CRM record ID instead of actual Customer information. The record ID is used to retrieve Customer information from your CRM via an API.

[Learn more about personalized links using CRM record IDs](#)

Using Personalized links (URL parameters) in email marketing apps

You can use dynamic personalized links in any email marketing app that supports merge fields.

[Learn more about using Personalized links \(URL parameters\) in email marketing apps](#)

Maximizing booking rates in marketing campaigns

When booking appointments is part of your [lead generation](#) or [lead qualification](#) marketing campaigns, it's important to optimize your booking rates.

[Learn more about maximizing booking rates in marketing campaigns](#)