Oct 15 2025: Hidden Parameters on One-time Booking Links, Contact Module Updates and More...
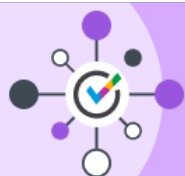

OnceHub API: Generate One-time Booking Links with Hidden URL Parameters

You can now generate **short, one-time-use booking links** that pre-fill booking form fields and track UTM parameters — all **without exposing query parameters in the URL**.

With this enhancement, you can **keep the URL clean** while still passing form data and marketing attribution details securely in the background.

How it works

When you set the new **hide_url_params** field to **true** in your request, the API returns a **short, one-time-use link** that contains no visible query parameters.

- Form fields will still be prefilled based on the values passed in **booking_form**.
- UTM values passed in **utm_params** will be captured when the booking is made.

Example request

```
JSON
{
 "hide_url_params": true,
 "utm_params":
 {
  "utm_source": "LinkedIn",
  "utm_medium": "ad_campaign",
  "utm_campaign": "product_launch",
  "utm_term": "automation_tools",
  "utm_content": "cta_button"
 },
 "booking_form": {
  "name": "Alex Johnson",
  "email": "alex.johnson@example.com",
  "Company": "BrightPath Consulting",
  "Job_Title": "Marketing Manager",
  "City": "London"
 }
}
```

When to use it

This enhancement is ideal when you want to:

- **Share cleaner links** in emails, ads, or messages without revealing form data.
- **Securely prefill visitor details** for a smoother booking experience.
- **Maintain UTM tracking** for marketing attribution without visible parameters.

Go to **our developer center** to try it out!

User & Account Management

Contact Module: New Tools for Better Record Maintenance and Data Quality

We're enhancing the OnceHub Contacts module to give you better control over your guest data. These updates focus on improving the **maintenance of contact records**, resulting in **more accurate data** and increased effectiveness of related business tool integrations.

The increased functionality includes:

- **Contact Information Updates:** Edit and update existing contact information directly in the user interface (GUI).
- **Improved Search:** Quickly search for contacts using First Name, Last Name, Email or Phone Number.
- **Manual Deletion:** Users can now delete contacts manually via the GUI.

Who can access it

Plan: Available on **All** plans.

Ready to learn more? Check out the full details on contacts **here**.

Additional Updates

Booking Insight Improvements:

- **Hourly Breakdown:** View booking analytics broken down by the hour for periods of seven days or less.
- **Quick Filter Reset:** Instantly clear all applied filters with a single click when three or more are active.
- **Individual Table Export:** Export data from individual tables within the booking analytics reports.

Activity Stream Improvements:

- **Clear Test Labels:** Test activities from Chatbot and Routing Form submissions are now clearly marked to keep your live data clean.
- **Owner-Based Filtering:** Easily filter conversations based on the assigned conversation owner.