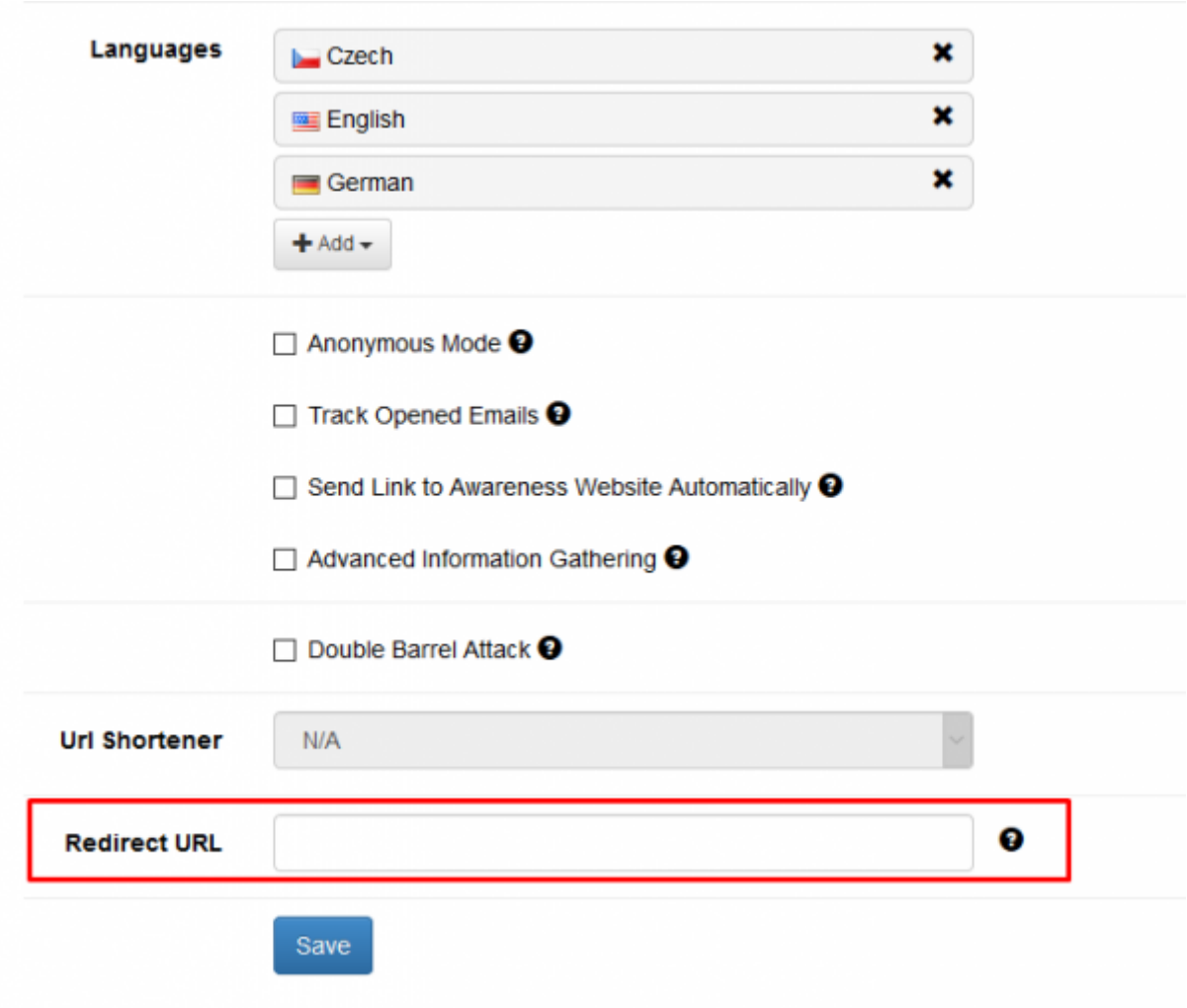
Hyperlink based campaigns

A hyperlink based campaign will send users a mail with a randomized tracking URL within the mail. If users click that hyperlink they get redirected to an external webpage which needs to be defined within the campaign. As a result a hyperlink only campaign does not contain a webpage hosted on LUCY, it only contains a message template (mail or SMS) which a hyperlink.

To start a "hyperlink campaign" go through the following steps:

- Press "+new campaign"
- Give your campaign a name, select a client and then select expert mode
- Add a new scenario to your campaign: choose a template from "Hyperlink Templates"
- Edit and save the message template with your details
- In the left navigation menu "general settings" please make sure you define the "redirect URL". After the user clicks on the link in the mail he will get redirected to this webpage.



Redirection in hyperlink based campaigns

Please consult this article about different redirection options.

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