

USE OUR SPECIAL DYNAMIC TAGS FOR QUICK & SIMPLE ADOBE METADATA URL BUILDING

1

FREETYPE

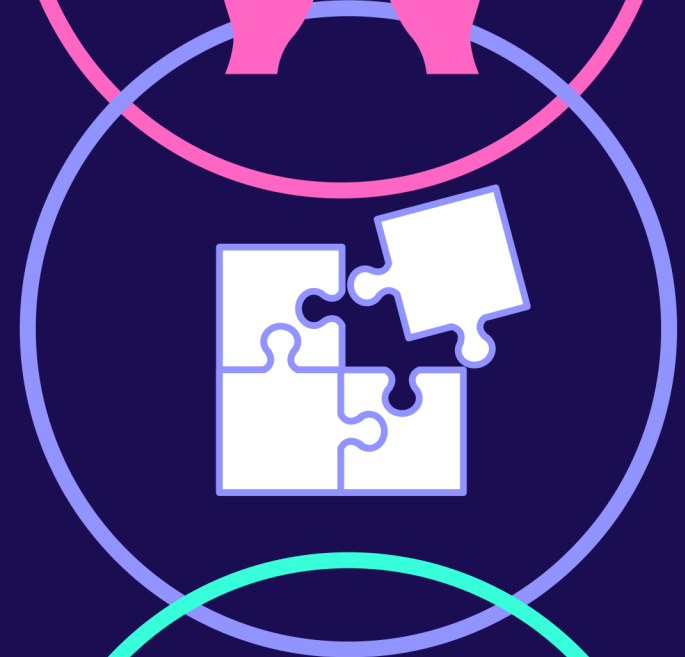
- Need to create a “free type” custom tag? Just create a new Alphanumeric Tag and type in `{{freeform}}` to add a new value. Save. All set!



2

CONNECTED TAGS

- Connect any tags and easily define whether you need a separator (`_` or `-`) or no separator for them - get it done in seconds!



3

EMPTY TAG

- Need to add an “empty tag” placeholder? No worries at all, just create an Alphanumeric tag and type in `{{Empty}}` to add a new value. Save. All set!



4

CAMPAIGN TAG

- Need to auto-append the name of the campaign you typed to your link? Just create an alphanumeric tag and add `{campaign_name}`



5

DEPENDENT TAG

- Need to auto-pull a tag ONLY for a specific value in your previous tag? Not to worry, just use our “Linked” tag option. Easy-peasy!



6

SYSTEM TAGS

- Just add `{{DynamicTag}}` as an extra value for all your custom tags or use `{{start_date}}` and `{{end_date}}` to enter your own date values while tagging.

