

Permalinks

Brief Overview

Permalinks are direct links to your website that automatically start a Smart Walk-Thru, ShoutOut, or ActionBot when clicked. These links can be embedded within training resources, emails, or social media posts in order to immediately give users guidance.

If you are building Smart Walk-Thrus targeted to users who are not already on your site, permalinks can provide a highly effective method to engage your users or drive adoption of new features in your software. When your users click the permalink, they will be redirected to your site, with a Smart Walk-Thru automatically running on the relevant page.

Use Cases

Common use cases for permalinks include the following:

- Send a welcome email to new employees with a permalink to begin onboarding
- Include a permalink in a promotional post on social media
- Use permalinks in support emails to help users through a process
- Initiate a Performance Review process from an email sent to all employees/managers

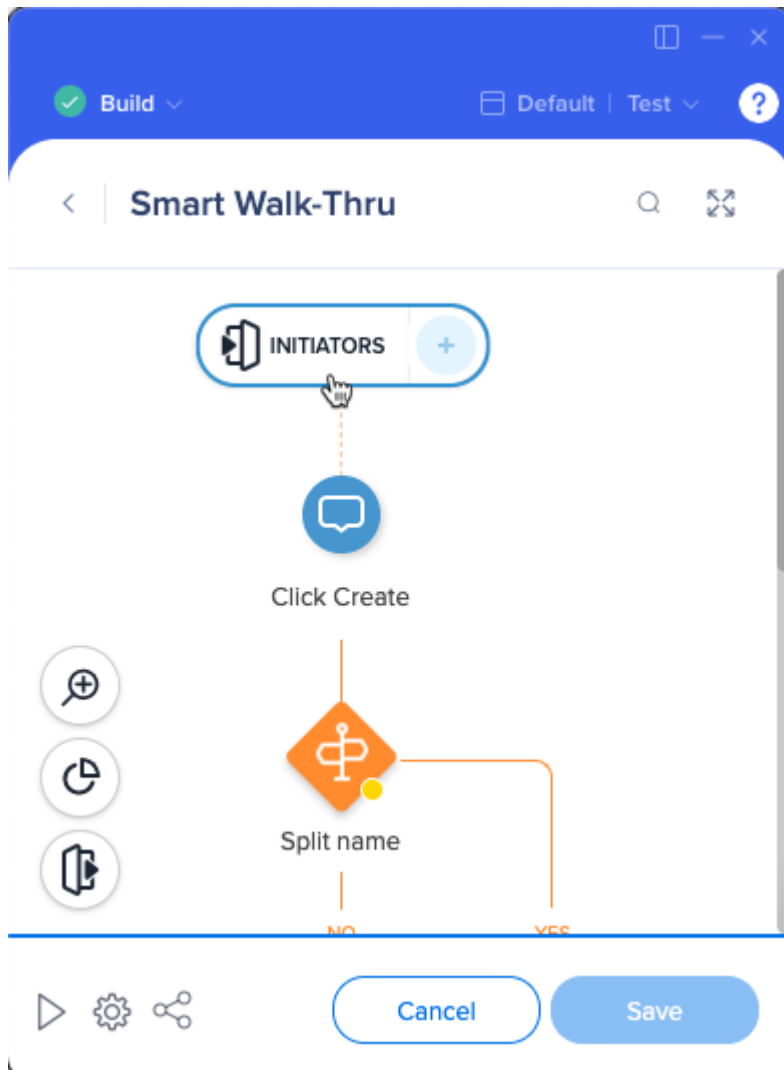
For example: When you release a new feature on your software you may send an email to your users with directions of how to use it in the hope that they will try it out.

WalkMe helps you to take this one step further with a permalink. Your users simply click on it in the email, and it takes them straight into your environment and launches the relevant Smart Walk-Thru. After being guided through the new feature, your users will be more likely to continue using it.

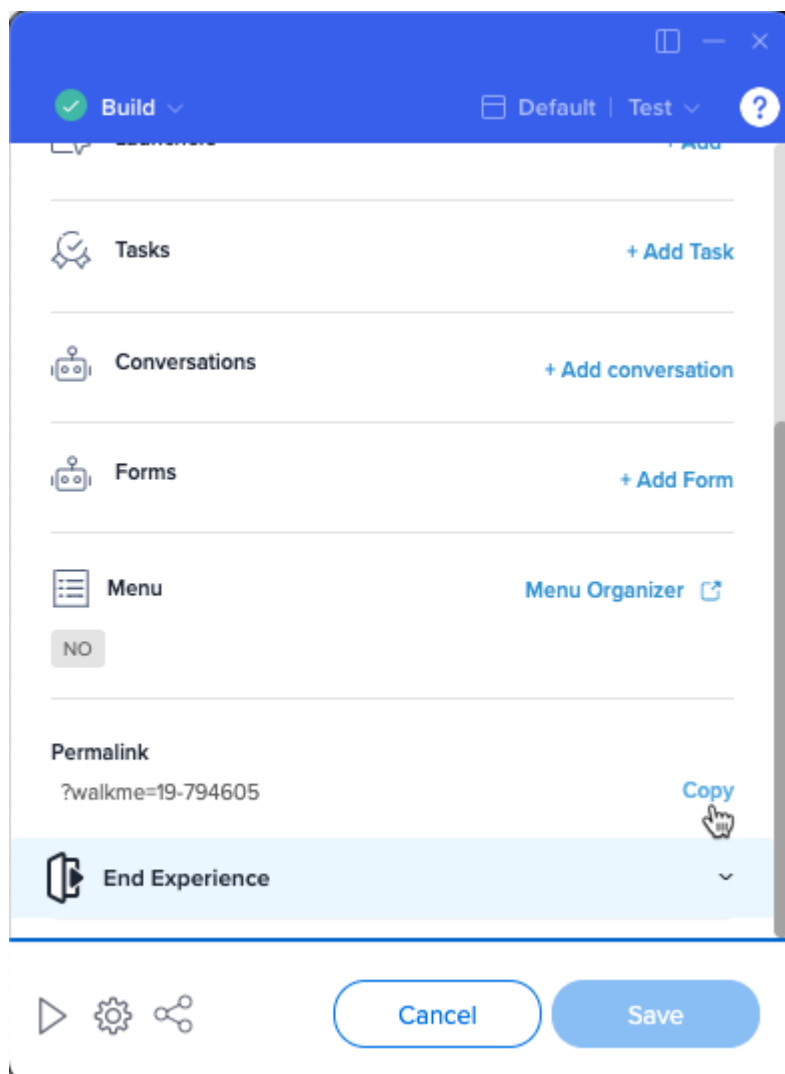
How It Works

Permalinks work like a hyperlink. When the selected text is clicked, the user's default browser opens the identified URL and calls on the WalkMe API to activate the published Smart Walk-Thru, ShoutOut, or ActionBot that corresponds with the ID identified. The content will begin to play from its first step, or from a chosen step or conversation if specified.

□ Digital Adoption Institute



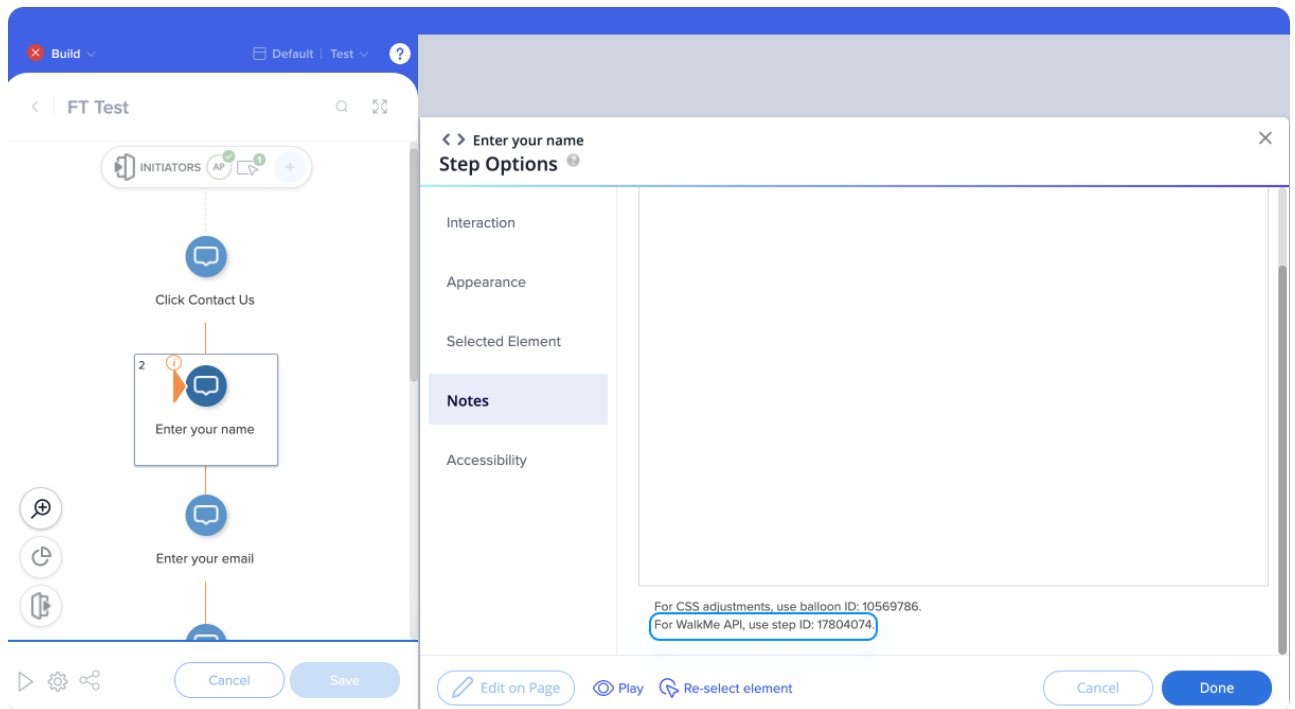
3. Click **Copy** next to **Permalink**



4. Add the copied parameter to the end of your website's URL, and you're all set!

To build a permalink for a specific step of your Smart Walk-Thru, you'll also need the step ID.

1. Open the Smart Walk-Thru in the WalkMe Editor
2. Click on the step name
3. In the **Notes** tab of the step options, **copy the step ID**



Permalinks to password-protected sites

To build a permalink to a password-protected site, add a Wait For Step with a rule that waits for the user to login before providing additional guidance.

This way, once the login screen loads, WalkMe will wait to play the first step until the user has had time to login and land on the correct page.

Tip

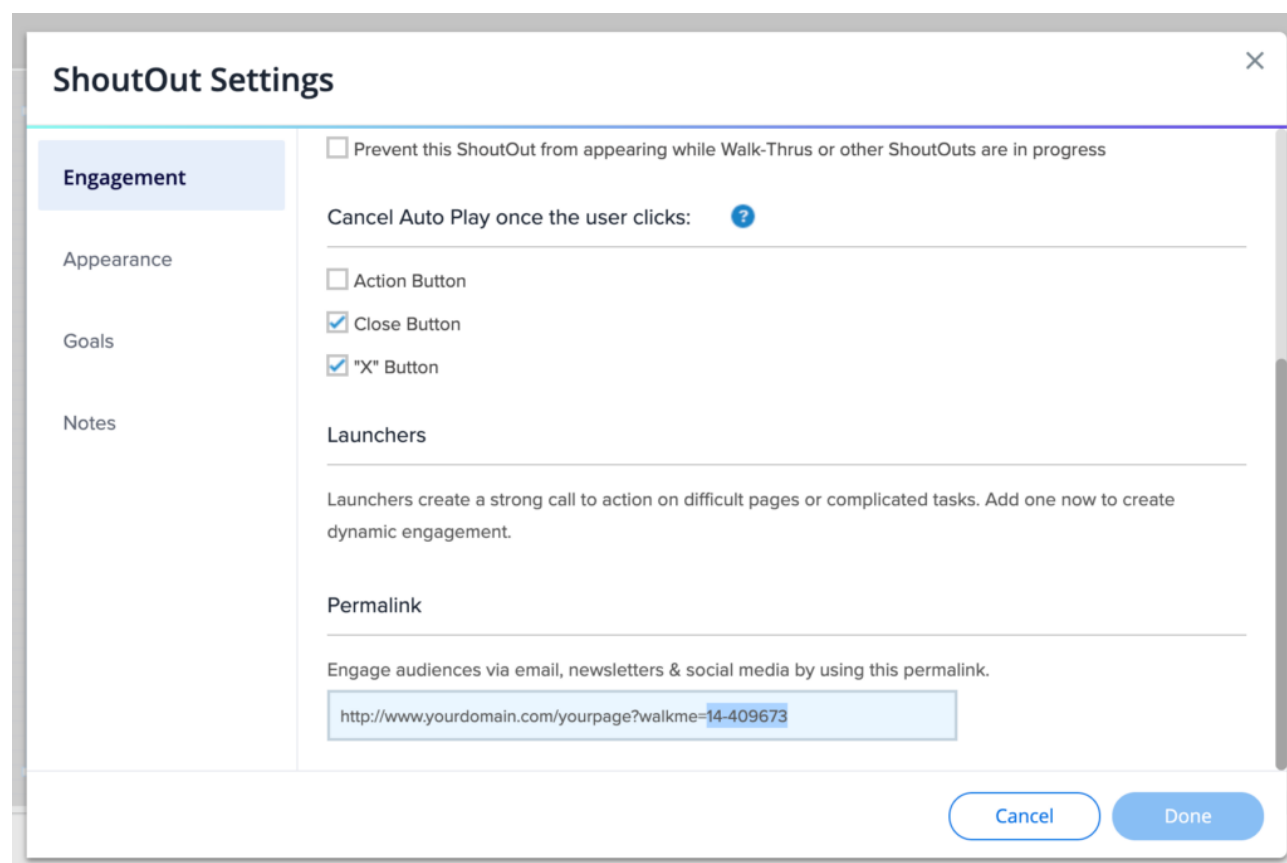
- Make sure that your website is built to preserve URL parameters
- Often when a user is blocked from the page and redirected to a login screen, the browser loses track of the fact that it was supposed to play a Smart Walk-Thru
- To resolve this issue, contact your website's administrator and make sure that your website preserves URL parameters

ShoutOut permalinks

Permalinks can also be created with a ShoutOut. The permalink is constructed similarly with the ShoutOut ID.

Permalink format: `http://www.yourdomain.com/yourpage?walkme=14-<ShoutOut ID>`

You can find the ShoutOut permalink in the **Engagement** tab of the ShoutOut settings.

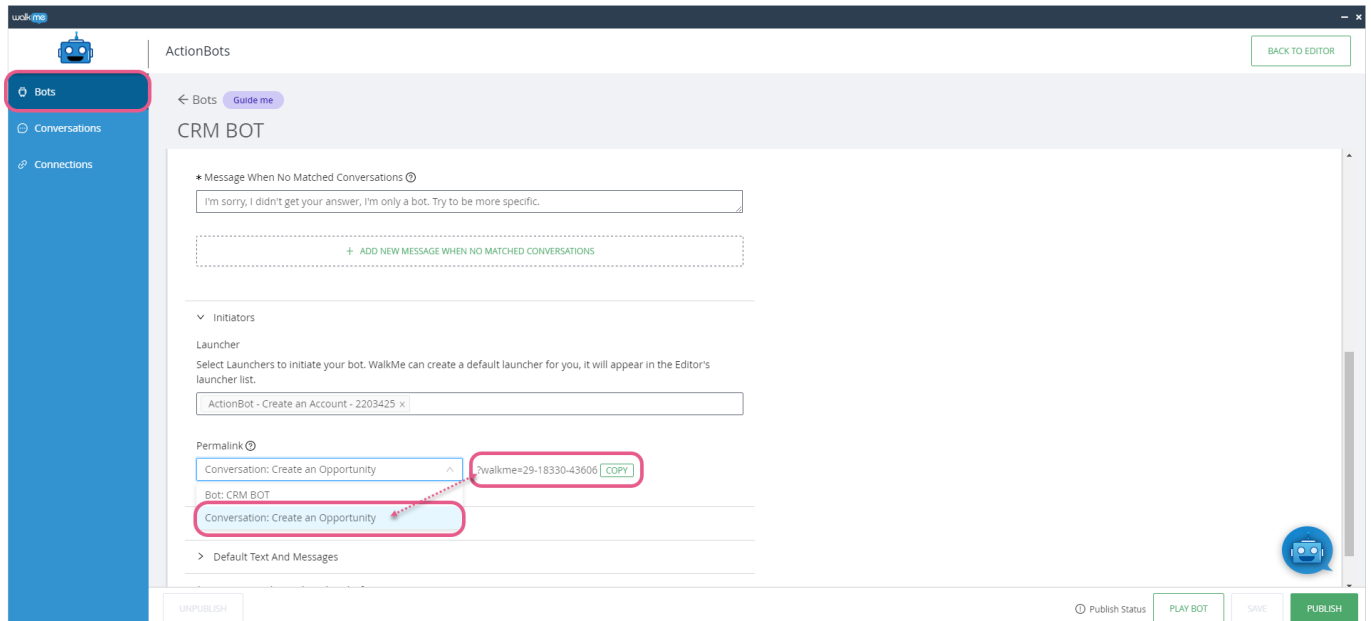


The screenshot shows the 'ShoutOut Settings' dialog box with the 'Engagement' tab selected. The left sidebar contains 'Engagement', 'Appearance', 'Goals', and 'Notes'. The main content area includes:

- A checkbox: ☐ Prevent this ShoutOut from appearing while Walk-Thrus or other ShoutOuts are in progress
- A section 'Cancel Auto Play once the user clicks:' with a help icon (?)
- Three checkboxes: ☐ Action Button, ☒ Close Button, and ☒ "X" Button
- A section 'Launchers' with a description: 'Launchers create a strong call to action on difficult pages or complicated tasks. Add one now to create dynamic engagement.'
- A section 'Permalink' with a description: 'Engage audiences via email, newsletters & social media by using this permalink.'
- A text input field containing the permalink: `http://www.yourdomain.com/yourpage?walkme=14-409673`
- At the bottom right are 'Cancel' and 'Done' buttons.

ActionBot permalinks

ActionBot permalinks can be found by going to ActionBot → Bots → (**select a Bot**) → Initiators → Permalink.



Copy your desired permalink, either linking to a bot's dialog box or a particular conversation.

The permalink format will be one of the following:

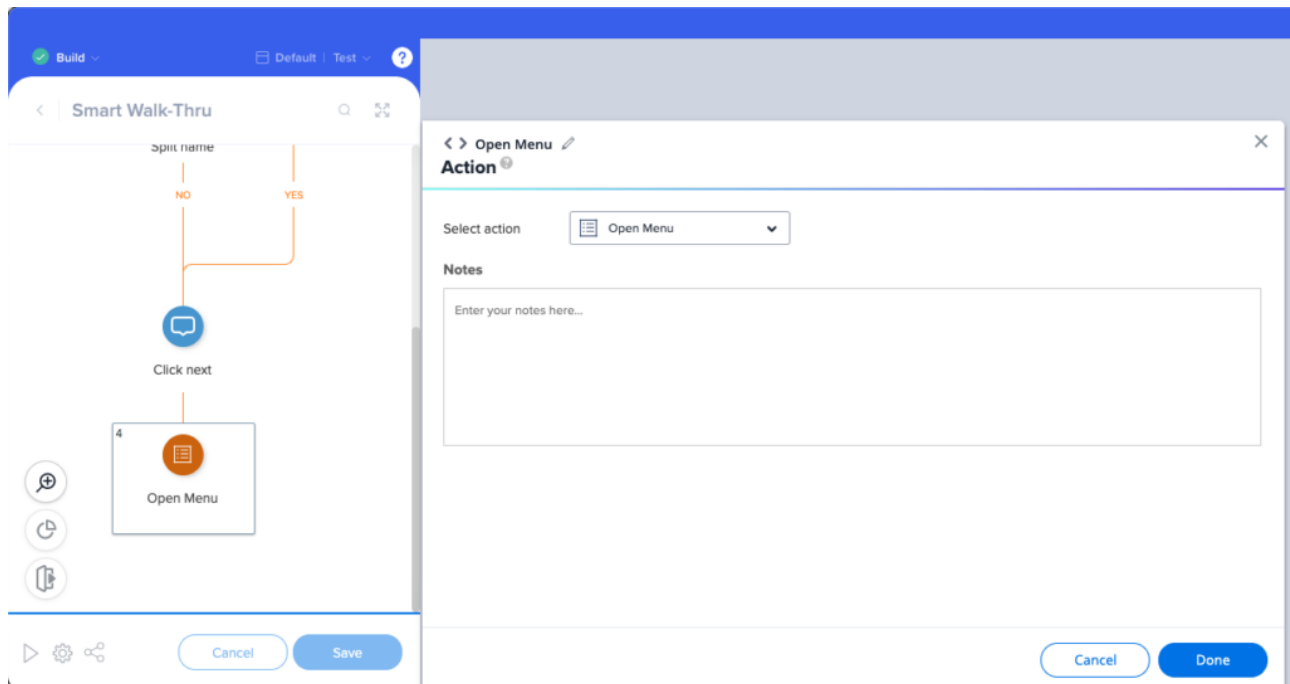
- <http://www.yourdomain.com/yourpage?walkme=29-12345>
 - **Note:** Just one set of digits, for example: ?walkme=29-12345
- <http://www.yourdomain.com/yourpage?walkme=29-12345-78910>
 - **Note:** Two sets of digits, separated by a hyphen, for example: ?walkme=29-12345-78910



Permalink to open the ShopMe homepage and run a conversation with ID 78910 inside an ActionBot with ID 12345

Permalinks that open the WalkMe Menu

If you would like users to open the WalkMe Menu from an outside site, add a permalink to a Smart Walk-Thru that contains an **Open Menu** action.



Permalinks Video



WalkMe Community

[Join the conversation in the WalkMe World Community!](#)

Technical Notes

- Permalinks can be tested in the editor's preview mode or in a published environment
- For Classic Walk-Thrus, omit "19-" preceding the Walk-Thru ID
- If you're on Salesforce Lightning and experiencing issues with permalinks, substitute the "?" in "?walkme=19-" for "#", for example: "#walkme=19-"
- In the URL, if there is already a "?" before the Smart Walk-Thru parameter, change the "?" in the URL to "&"
 - The end parameter would appear as follows: "&walkme=19-123456"