What are WalkMe Mobile Permalinks and How are They Used?

Brief Overview

Permalinks are direct links to your app that automatically trigger WalkMe Mobile actions, including starting a campaign or setting a Tracked Event. These links can be embedded within push notifications, text messages, training resources, emails, or social media posts in order to take advantage of WalkMe's capabilities through all your channels.

How to Use Permalinks

Once your app is set up to support WalkMe Mobile permalinks, you will be able to create a permalink to any campaign or tracked event in your app.

Use the Syntax column in the table below to learn how to construct your desired permalink, and replace the placeholders with the values relevant to your app, as can be seen in the example.

Your app's unique App Key can be found in the [App Settings "General" section](). Read the comments per each permalink to learn where to retrieve the remaining parameters for your permalink.

Supported Permalink types

Start Campaign

Use this permalink to automatically start a campaign from a permalink.

- **Syntax:** com.walkme.**<app_key>**://1.0/trigger_campaign/**<campaign_API_trigger_key>**
- **Example:** com.walkme.**6773869e-781c-419f-8b09-32055a2a22d6**://1.0/trigger_campaign/**myKey**
- **Comments:** "Campaign API trigger key" refers to the [campaign's API key]()

Start Campaign with Redirect

Use this permalink to redirect a user to a specific screen in the app and automatically start a campaign on that screen.

- **Syntax:**
  com.walkme.**<app_key>**://1.0/trigger_campaign/**<campaign_API_trigger_key**?deeplink=**<app_deeplink>**
- **Example:**

com.walkme.**6773869e-781c-419f-8b09-32055a2a22d6**://1.0/trigger_campaign/**myKey**?deeplink=**walkme.testme://samples**

- **Comments:** "Campaign API trigger key" refers to the [campaign's API ke](#)

Send Tracked Event (goal)

Use this permalink to track how many users started the app from a campaign you sent them by email, SMS or push notification – and use that event reached information to target users in segmentation.

- **Syntax:**
  com.walkme.**<app_key>**://1.0/send_goal/**<goal_name>**?**<goal_att1>=<att1_value>&<goal_att2>=<att2_value>**
- **Example:**
  com.walkme.**6773869e-781c-419f-8b09-32055a2a22d6**://1.0/send_goal/**MyGoal**?**goal_att_name1=value1&goal_att_name2=value2**
- **Comments:** The permalink structure described here refers to [API Tracked Events (goals)](#), including the Event Attributes (which are not mandatory). The Event must be set in the console App Settings for the permalink to be tracked in the Tracked Events dashboard

Set Public User Attribute(s)

Use this permalink to pass information about your user from the source of the permalink, that you would like to use for segmentation or personalization. For example: the user's home town.

- **Syntax:**
  com.walkme.**<app_key>**://1.0/set_user_attribute?**<att1_name>=<att1_value>&<att2_name>=<att2_value>**
- **Example:**
  com.walkme.**6773869e-781c-419f-8b09-32055a2a22d6**://1.0/set_user_attribute?**key1=value1&key2=value2**
- **Comments:** The permalink structure described here shows how to set multiple attributes at one permalink, however it can be used for a single User Attribute too

Set Private User Attribute(s)

Use this permalink to pass information about your user from the source of the permalink, that you would like to use for segmentation or personalization. For example: the user's first name.

- **Syntax:**
  com.walkme.**<app_key>**://1.0/set_private_user_attribute?**<att1_name>=<att1_value>&<att2_name>=<att2_value>**
- **Example:**
  com.walkme.**6773869e-781c-419f-8b09-32055a2a22d6**://1.0/set_private_user_attribute?**key1=value1&key2=value2**
- **Comments:** The permalink structure described here shows how to set multiple attributes at one permalink, however it can be used for a single User Attribute too

Restart WalkMe

This permalink activates the [restart API](#) and is mostly expected to be used for testing purposes.

- **Syntax:** com.walkme.**\<app_key>**://1.0/restart_sdk
- **Example:** com.walkme.**6773869e-781c-419f-8b09-32055a2a22d6**://1.0/restart_sdk

Set End User ID

This permalink activates the [End User Identifier API](#). Since End User ID should be set per session, this permalink is mostly expected to be used for testing purposes.

- **Syntax:** com.walkme.**\<app_key>**://1.0/set_user_id/**\<user_identifier>**
- **Example:** com.walkme.**6773869e-781c-419f-8b09-32055a2a22d6**://1.0//set_user_id/**JohnDoe**