How to Set Up a Click-to-Action Landing Page

As you know on Eskimi DSP you can set up **Click to Action campaigns** - landing pages. The campaign setup itself is no different from a regular campaign, however, the difference come when it is time to set up the landing page. Click to Action feature allows you to redirect the users to make a specific action. For example - **call you** or **send a text message**.

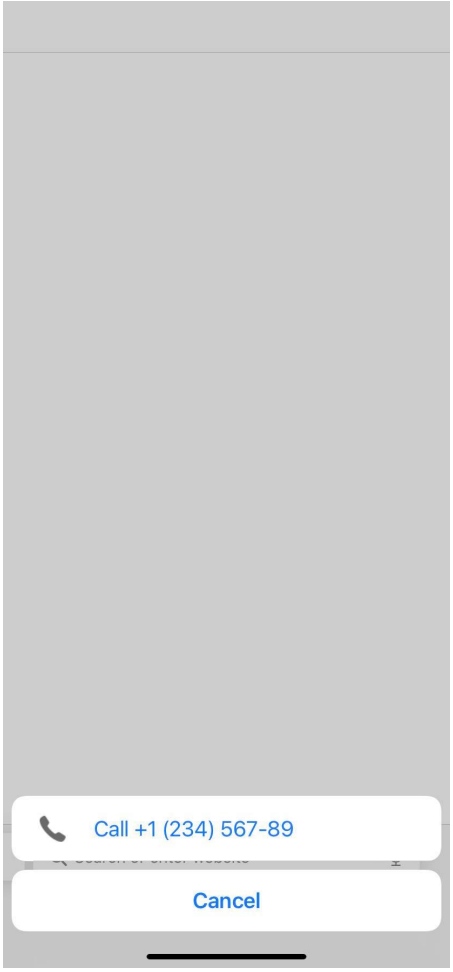
Click to action campaigns are a great way to invite your customers to directly reach out to your brand. While there is no OS limitation when it comes to this functionality. Both Android and iOS devices fully support these functionalities. While the solutions do not force any involuntary actions from your customers, they have the full capability to not call or text your business.

!Important:
Click to Action function does not work as intended using **DoubleClick** exchange.

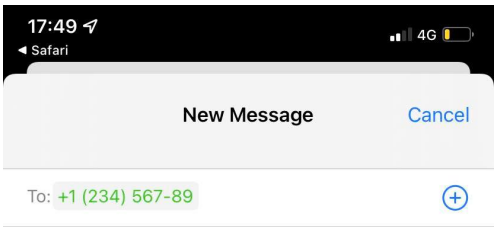
Basic click to action events

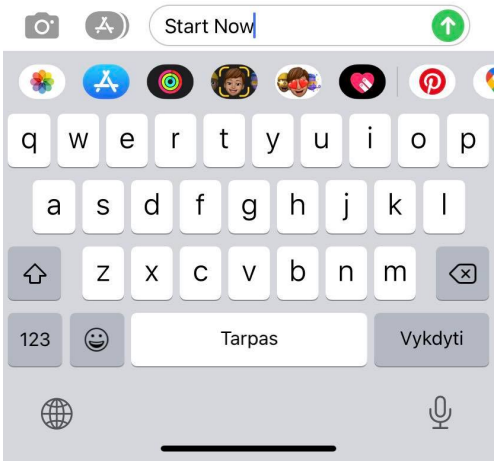
On Eskimi DSP we have the three standard options that you can choose and use as follows:

- If it's a Click to action: **Call** - you'll have to enter an international phone number or a short code (eg. +123456789). After clickling your ads the user will be redirected to a call application on their phone. From where they will be able to call your business instantly.



- If it's a Click to action: **SMS** - you'll have to enter an international phone number or a short code as well as an SMS text accompanying your banner (eg. Start Now). After clicking the ad your customer will be redirected to a message application on their device. The message and the phone number will be filled automatically.





- If it's a Click to action: **USSD** - you'll have to enter the USSD code (eg. *999*1#). After clickling your ads the user will be redirected to a call application on their phone. From where they will be able to recharge their phone with the USSD.

Landing & Creatives

Click URL *

Landing page

- Android App download
- App download (Adjust tracking)
- App download (Appsflyer tracking)
- Click to action: CALL
- Click to action: SMS
- Click to action: USSD

However, there are options to redirect your users to third party messaging apps such as **Whatsapp** or **Messenger** and make them get in touch with your business directly by a custom made Landing Page.

WhatsApp setup

WhatsApp's click to chat feature allows users to get in touch with the phone number that was added through WhatsApp, by clicking the link. After the link is clicked a chat with the person automatically opens. Click to chat works on both your phone and WhatsApp Web.

Create your own link

Use **https://wa.me/<number>** where the <number> is a full phone number in international format. Omit any zeroes, brackets, or dashes when adding the phone number in international format.

Examples:

Use: https://wa.me/1XXXXXXXXXX

Don't use: https://wa.me/+001-(XXX)XXXXXXX

Create your own link with pre-filled message

The pre-filled message will automatically appear in the text field of a chat. Use **https://wa.me/whatsappphonenumber?text=urlencodedtext** where **whatsappphonenumber** is a full phone number in international format and **urlencodedtext** is the URL-encoded pre-filled message.

Example:
https://wa.me/1XXXXXXXXXX?text=I'm%20interested%20in%20your%20car%20for%20sale

To create a link with just a pre-filled message, use https://wa.me/?text=urlencodedtext

Example: https://wa.me/?text=I'm%20inquiring%20about%20the%20apartment%20listing`

After clicking on the link, you'll be shown a list of contacts you can send your message to.

More information on WhatsApp setup can be found here:

https://faq.whatsapp.com/general/chats/how-to-use-click-to-chat?lang=en

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Messenger setup

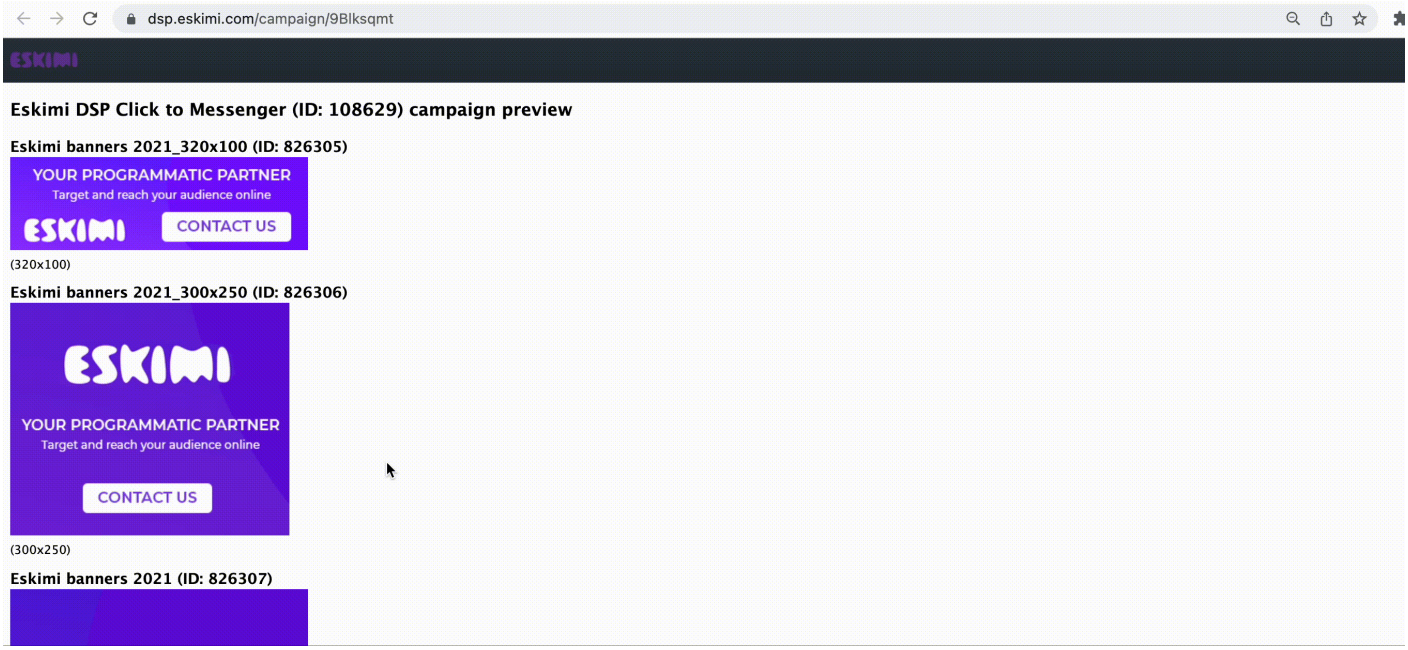
For messenger you will need to use **m.me Links**. m.me is a shortened URL service operated by Facebook that redirects users to a person, page, or conversation in Messenger.

When a user starts a new conversation or continues an existing conversation with your Page via an m.me link, the following message will appear in the conversation: "You have entered this conversation by following a link. We've let PAGE_NAME know you're here."

Create your own Messenger link

The format of the link is `http://m.me/<PAGE_NAME>`, where `PAGE_NAME` is the handle of the Facebook page the app is linked to.

After user clicks such link he is redirected to the app or new browser window, where the conversation is already started with your business.

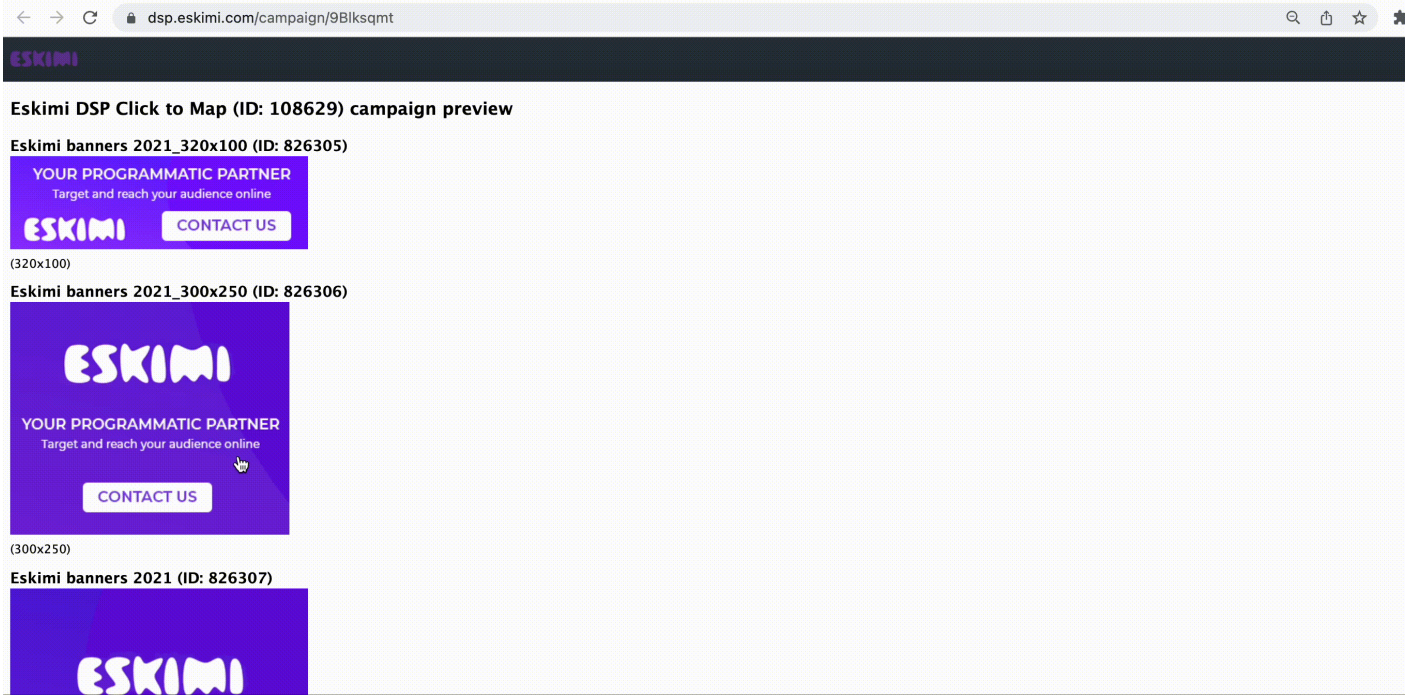


More information on Messenger setup can be found here:

https://developers.facebook.com/docs/messenger-platform/discovery/m-me-links/

Click to Map setup

If you are trying to redirect users to a physical location you can use Google Maps to show exactly where certain product or service is available. In order to make this work, you need to follow these steps:

1. On your computer, open Google Maps.
2. Go to the directions, map, or Street View image you want to share.
3. On the top left, click Menu Menu. Image not found or type unknown

4. Select **Share or embed map**. If you don't see this option, click **Link to this map**.
5. Add this link as a Landing Page on your campaign.