

# Use deep links in messages

You can add links in your messages to screens deep inside your app using the Localytics message builder. To do this, your app needs a custom protocol handler.

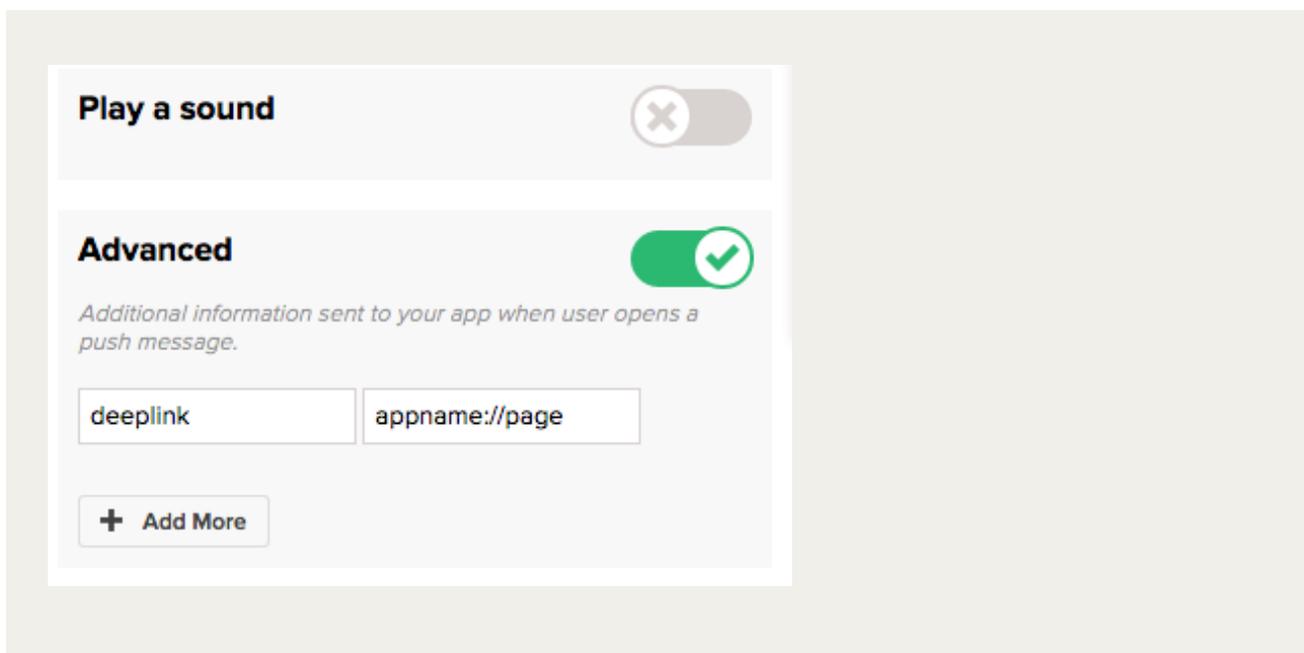
Localytics accepts a deep link key and value you provide, places the value in the message, and passes that key and value to your app to interpret. Your app needs to have logic called a protocol handler encoded so that it understands how to interpret the deep link key and value we send.

Your app may already have an existing protocol handler deep linking scheme that you'd like to use, which might look like `entertainment://` or `yourappname://` or `media://`.

Protocol handlers aren't something that are directly used by push messages out of the box, but you can encode logic that says, for example, "whenever you see the DEEPLINK key, execute the `example://` protocol handler."

For more information, see the documentation about [handling notifications on iOS](#) and [enabling deep linking on Android](#).

1. In the Creatives screen of the message builder, locate the Advanced section and activate it.



2. In the first box, enter the key you want to send to the app when a customer opens the message or clicks the call-to-actions.

The key tells your app where the instructions are for handling the value you send. If you don't have this information, check with an app developer at your organization.

3. In the second box, enter the value.

The value usually looks something like this. If you don't have this information, check with an app developer at your organization.

```
appname://page
```

Optionally, you can track the success of a deep linking campaign in Localytics by appending acquisition source or campaign-specific parameters to the end of the deep link. Then, let your engineering team know to set up your app to handle the deep link by parsing the parameters at the end of the link and including those parameters in your app's call to the Localytics SDK, either as [event attributes](#) or [custom dimensions](#).

```
myapp://launch?buy=purpledress?utm_source=facebook&utm_campaign=PurpleOrGoldY
```

4. Continue building your [push](#), [in-app](#), or [email message](#).
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