

Using the URL Builder

The URL Builder helps you construct URLs that can populate Marketo hidden form fields.



FYI

Marketo is now standardizing language across all subscriptions, so you may see lead/leads in your subscription and person/people in docs.marketo.com. These terms mean the same thing; it does not affect article instructions. There are some other changes, too. [Learn more.](#)

Prerequisites

Learn how to create hidden fields in forms and edit their settings in [Set a Form Field as Hidden.](#)

1. Select a landing page, click on **Landing Page Actions**, hover over **URL Tools**, then click on **URL Builder**.

A screenshot of the Marketo user interface. The top navigation bar is purple and contains a logo on the left, "Notifications: 0" in the center, and "demo3 user" and "Admin" on the right. The left sidebar is white and lists "Marketing Activities" with sub-items: "Learning", "Learning 02", "My Program - AZ", "My Landing Page" (highlighted in orange), "Learning 03", "Nurturing", and "Scoring". A hand cursor with the number "1" points to "My Landing Page". The main content area shows a dropdown menu for "My Landing Page" with options: "Landing Page Actions" (highlighted in blue), "Edit Draft", "Preview", "Unapprove", "Publish To Facebook", "Convert to Test Group", "Clone", "Delete", "URL Tools" (highlighted in blue), and "Move". A hand cursor with the number "2" points to "Landing Page Actions". The "URL Tools" dropdown is open, showing "Edit URL Settings" and "URL Builder" (highlighted in blue). A hand cursor with the number "3" points to "URL Builder".

2. Select the field(s) you want to use, enter the value, and click **Update URL**.

URL builder

Build a dynamic URL with this tool. Cut and Paste it to use in your marketing campaign.

Available Fields

LeadScore

Default value: Advertisement

Final URL

Cut and Paste URL:

Note: This URL is not saved. To use it, Cut and Paste it, and close when finished.

Note

If you do not see any fields available in the builder, ensure that your form has hidden fields and that they are [set to accept URL Parameters](#).

Great work! You can now copy and paste the URL and use it on the web.