

# 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), "Edit Draft", "Preview", "Unapprove", "Publish To Facebook", "Convert to Test Group", "Clone", "Delete", "URL Tools" (highlighted), and "Move". A hand cursor with the number "2" points to "Landing Page Actions". A secondary dropdown menu for "URL Tools" is open, showing "Edit URL Settings" and "URL Builder" (highlighted). 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

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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.