



Create deep-link push message using key/value pairs

This article will explain how to utilize deep-linking functionality when creating a Localytics push message. This article will *not* explain how to set up a push message from scratch. Please refer to the [Localytics documentation](#) for the steps leading up to and after adding content to the push message [here](#).

Instructions for adding key/value pairs to a push message

Assuming you have already done the initial steps for creating a push message, the below guide starts at the “Creatives” part of the message setup, specifically adding key/value pairs.

1. Scroll down to “Key/value pairs” and toggle it to ON
2. Add the key to the message. For deep-linking the key is always “deepLink”; case sensitive!
3. Add the base URL for the message. The base URL is the given address from which the user is re-directed into the app. Each tenant will have different base URLs, so you will need to ask your Account Manager if you need that info.
 - Sample Club in Denmark, the base URL is:
<https://sampleclub.dk>
4. Next, we have to add the query parameters to our value string. The first part of all queries is always ?intent=, making our line look like such:
 - Sample Club in Denmark, the base URL is:
<https://sampleclub.dk?intent=>



5. The second part of the query is where we specifically tell the app which section to take us to and can be made up of the following “intents”:

1. ondemandcollection

1. Takes the user to the first collection on the collections page. Most often the “Recommended” collection.

2. This query string requires OnDemand content to be enabled in the app.

- Sample Club in Denmark, the base URL is:
<https://sampleclub.dk?intent=ondemandcollection>

2. ondemandcollection&id=insert_id

1. Takes the user to a specific collection by inserting the ID of that collection into the query string.

2. The ID is currently obtained by exporting the collections excel file and copying the ID from column A.(you will need to request this info from your Account Manager)

- Sample Club in Denmark, the base URL is:
<https://sampleclub.dk?intent=ondemandcollection&id=9e45ec1c-eedb-4ab6-98e2-4d1fb11519e5>

3. ondemandclass&tag=insert_tag

1. Takes the user to a specific class by inserting the tag of that class into the query string.

2. The tag is obtained by going to the CMS, going to the class list and copy the class tag (first column. Second column on Wexer Master account). (you will need to request this info from your Account Manager)

- Sample Club in Denmark, the base URL is:
<https://sampleclub.dk?intent=ondemandclass&tag=43019>

4. exercise&equipment=insert_search_string

1. Takes the user to a specific piece of equipment the same way as if you’d search for it or scan a QR code pertaining to that piece of equipment.

2. The correct search string is obtained by exporting the equipment list from the CMS and copying the equipment tag



(type-tag) from column A. (you will need to request this info from your Account Manager)

- Sample Club in Denmark, the base URL is:
https://samllclub.dk?intent=exercise&equipment=battle_ropes

5. `workoutdetails&refTemplateId=insert_id`

1. Takes the user to a specific workout by inserting the ID of that workout into the query string.

2. **Please note!** Linking to a workout that is not compatible with the user's profile will result in an error as the user would not have access to the workout based on their profile preferences! Example: A user might have selected bodyweight only, so deep-linking to a plan that requires equipment will cause an error for that user. The audience should be carefully crafted to make sure the profile preferences are in accordance with the workout that is linked.

3. The workout (template) ID is obtained by going to the Templates section of the CMS, selecting the workout (template) you want, and copying the tag, which is the top, read-only line. (you will need to request this info from your Account Manager)

4. Sample Club in Denmark, the base URL is:
<https://sampleclub.dk?intent=workoutdetails&refTemplateId=20-rep-rage>

6. A full key/value pair deep-link in a push message could then look like the below; `deepLink` as the key and the `OnDemand` class intent + the detailed tag as found in the CMS.

7. You can now continue with the remaining setup of the push message.