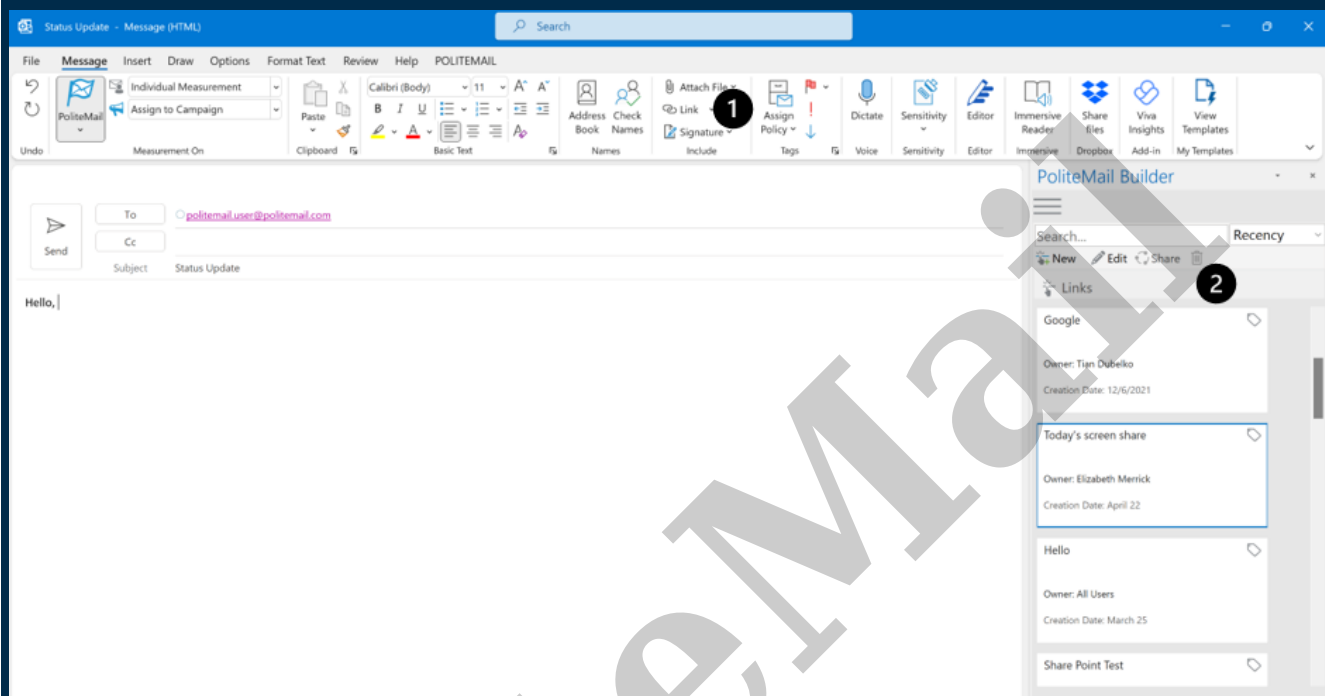


User Links vs Saved Links

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Links set up through the Insert Hyperlink feature (either by right-clicking or from the Ribbon) from the Compose Message window in Outlook are **saved links (1)**, whereas links created or added via the PoliteMail Builder or the content data grid are called **user links (2)**.

Both User Links and Saved Links will be counted in the click metrics. However, User Links are stored in PoliteMail so they can be easily accessed again in the future. User Links can also be shared and will appear in the PoliteMail Builder, data grid, and message as the name you have assigned to them.