Share Hyperlinks without Violating Privacy

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To my knowledge, absolutely no one shares these opinions.

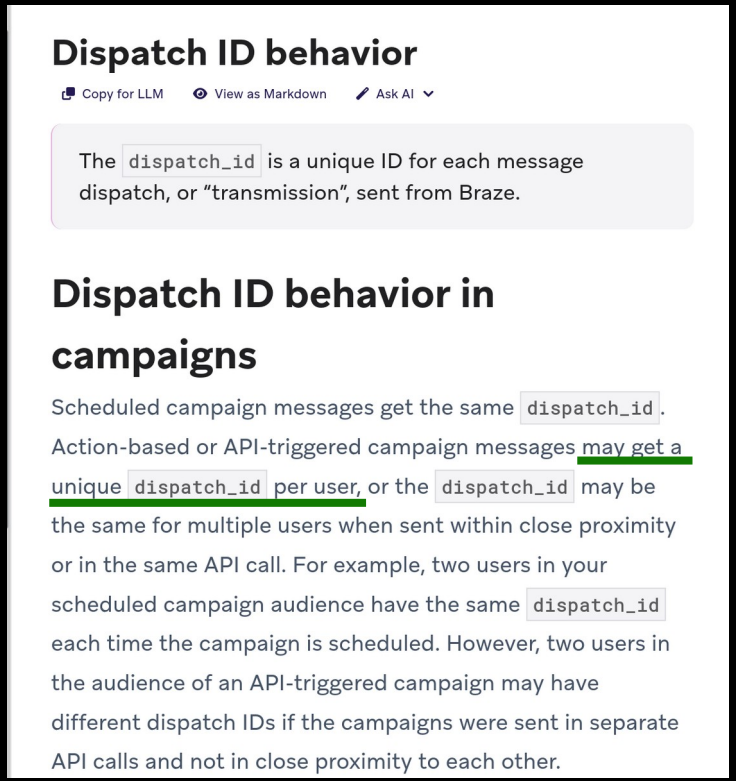
What’s wrong with this hyperlink?

https://www.meetup.com/lfdt-berlin/events/317415459/?utm_medium=email&utm_source=braze_canvas&utm_campaign=mmrk_alleng_event_announcement_prod_unfiltered_v7_en&utm_term=promo&utm_content=lp_meetup&dispatch_id=6af7706a0f2bdc8d5b47849ad9d5525e

UTM is the parent of Google Analytics

- UTM = “Urchin Tracking Module”
- utm_source = referring website
- utm_medium = website or email or document
- utm_campaign = associated event or advertisement
- utm_term = associated seach terms, if any
- utm_content = type of hyperlink

What about the dispatch_id?



Dispatch ID behavior

Copy for LLM View as Markdown Ask AI

The `dispatch_id` is a unique ID for each message dispatch, or "transmission", sent from Braze.

Dispatch ID behavior in campaigns

Scheduled campaign messages get the same `dispatch_id`. Action-based or API-triggered campaign messages may get a unique `dispatch_id` per user, or the `dispatch_id` may be the same for multiple users when sent within close proximity or in the same API call. For example, two users in your scheduled campaign audience have the same `dispatch_id` each time the campaign is scheduled. However, two users in the audience of an API-triggered campaign may have different dispatch IDs if the campaigns were sent in separate API calls and not in close proximity to each other.

Who is Braze?

“Every customer leaves clues about what they want. Braze connects the dots in real time”

When you share an unclean link ...

- you may reveal unintended info about yourself;
- you may reveal your connection with another person;
- you may share this info with *people you don't know*, when your friend or associate reshares the link.

How to clean a link

1. Copy the link into a text editor or terminal.
2. Copy only the part of the link between https:// and ? or &.
3. Test in a browser.
4. Share!

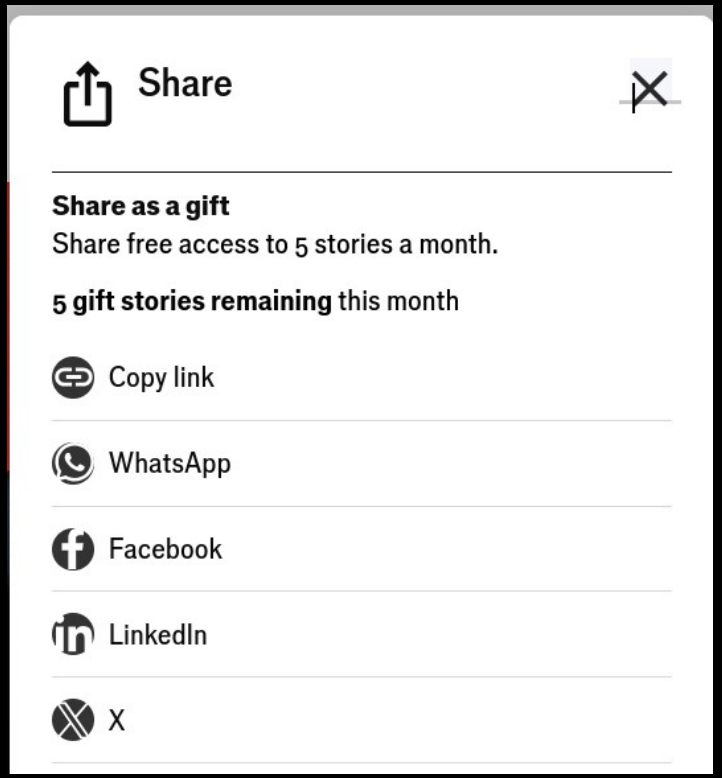
Before

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After

https://www.meetup.com/lfdt-berlin/events/317415459/

Stop and think, what am I sharing?



Think before you share.

Cleaning a hyperlink only takes a moment.