

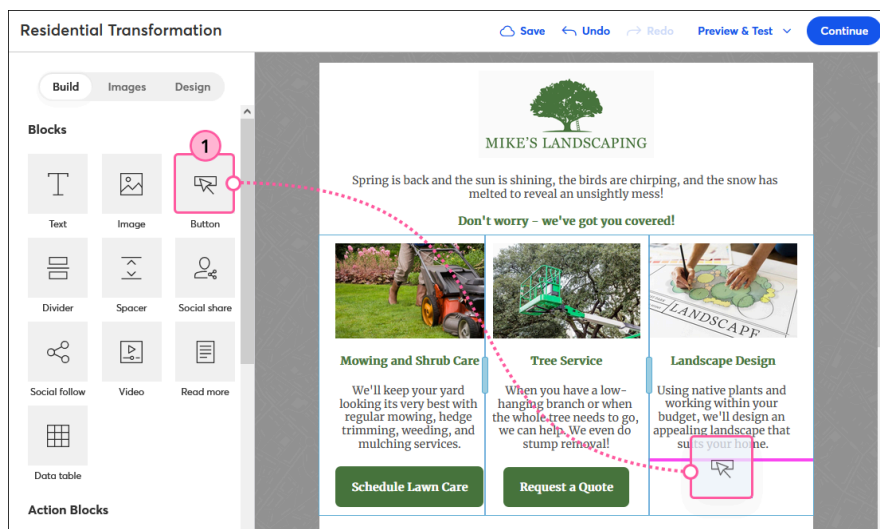
# Automatically add the contacts who click on a specific link or button in your email to a list for later use

If you're not sure how to go about [segmenting your contacts](#), click segmentation is a great place to start. When you set up click segmentation in your email, every time contacts click a specific link, button, or clickable image, they're automatically added to a list of your choosing. Use it to create lists based on your contacts' behavior and send more targeted emails to them later based on that behavior.

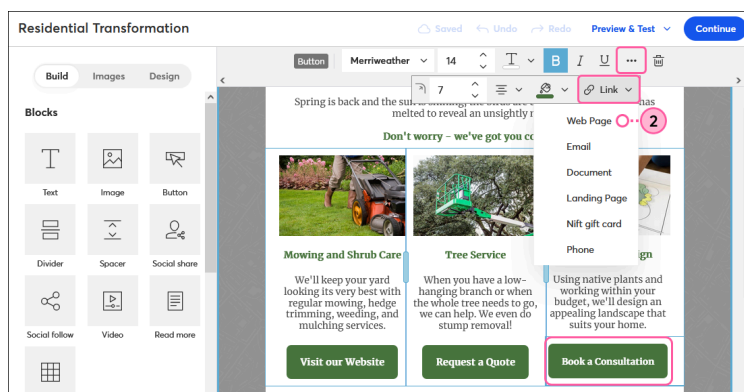
In the below example, a landscaper offers three different services in one email. Each button link is segmented so that when contacts click on it, they're automatically added to a list for the specific service they clicked on. When the landscaper is ready, he can send an email to only the contacts interested in landscape design and email his other contacts at another time.

While editing your email:

1. Insert a [text link](#), [button](#), or [clickable image](#).



2. Click the button, link, or image and click **Link** to select the type of link you want to insert. You can enable click segmentation for Web Page, Document, and Landing Page links.



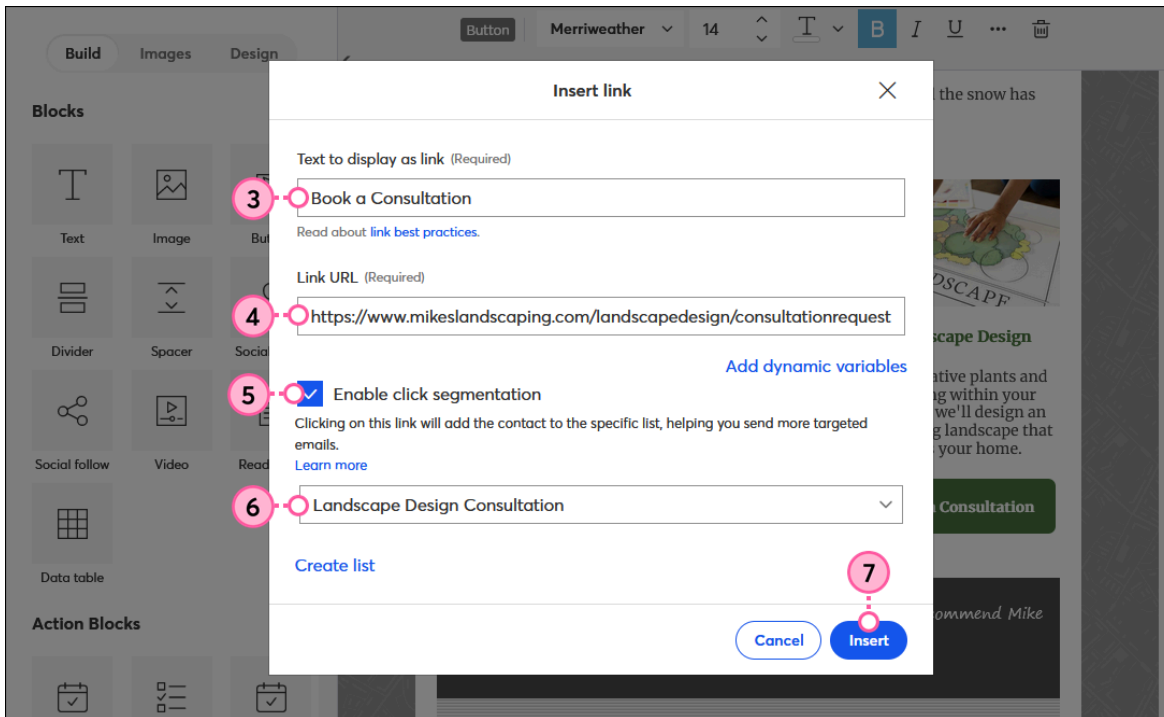
3. Update the text to display as the link or on the button.

4. Enter the web page URL, or select the document or landing page you want to link to.
5. Check the "Enable click segmentation" box.
6. From the drop-down, select the list you want to add your contacts to when they click on the link or button.



**Important:** If you have the same URL in multiple places throughout your email, the same list must be selected each time you apply click segmentation to the URL. If you select different lists for each instance of the same URL, the segmentation for all the links defaults to the list chosen for the link positioned first in the email.

## 7. Click **Insert**.



When you're ready to reach out to these contacts who clicked on the button or link, simply [create a new email](#) and select the segmented list on the schedule page.