How To Use Popup Maker Pro Vanity URLs

Pro and Pro+ · https://wppopupmaker.com/docs/pro-and-pro-plus/how-to-use-popup-maker-pro-vanity-urls/

Popup Maker custom **Vanity URLs** are a Pro feature for Popup Maker CTAs.

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https://scribehow.com/embed/How_To_Use_Popup_Maker_Pro_Vanity_URLs_For_Calls_To_Action__U4t70G3eStmd1j5BEEWXTw?a

Below is a transcript of the how-to video.

How To Use Popup Maker Pro Vanity URLs

Learn how to customize your Popup Maker call-to-action links to improve branding and visitor experience. This guide walks you through the steps to turn on and define clean, memorable vanity URLs you can share with your audience.

View the CTA's Default URL

First, let's see what the default URL looks like before we turn on **Vanity URLs**.

1 Bring up a popup that has a Popup Maker CTA button

In the example below, the **Lez go** button is a Popup Maker CTA button.

2 Hover over the CTA button to see the default URL

In our example, our URL is `https://perfect-wildebeest-c2a024.instawp.xyz/?cta=29tfsxfsdi8j&pid=928&ie=845-UZNNN`

Let's make that default URL more human-friendly!

Turn On Vanity URLs

Go to **Popup Maker** > **Settings** > **General**

3 Click **Vanity URLs**

4 Check **Enable Vanity URLs**

5 Select **Root-level (e.g., /my-offer/)** from the dropdown

Note: The default **URL Mode** is Prefixed (e.g., /go/my-offer/).

In our example, we chose **Root-level** for simplicity.

6 Click **Save**

Customize Your CTA's Vanity URL

7 Edit your Popup Maker CTA and check **Enable a custom vanity URL for this CTA**

8 Enter the **Vanity URL Path**

9 In our example, we typed, coolest-thing/since-sliced-bread

10 Click **Save Call to Action**

Share Your CTA Vanity URL

11 Drag your cursor over your new Vanity URL, for example, `https://perfect-wildebeest-c2a024.instawp.xyz/coolest-thing/since-sliced-bread/`

12 Right-click and copy the URL you just highlighted

Now, you can paste the Vanity URL you copied into an email or a social media campaign.

Share and enjoy!