

# CREATE A CUSTOMISED EMAIL

# USING ARTESIAN INSIGHT

When you hover over an article in Artesian it will give you several options, including **Copy Link**.

This will create a unique URL you can use in your own personalised communication with customers, prospects or colleagues. You can also do this through email alerts and your CRM.

## HYPERLINK

Highlight over the relevant text in your email and right click.

A **Link/Hyperlink** option should appear, please make sure you are sending the email in HTML or Rich Text format otherwise it won't work properly; you can check under Format Text in the panel of your email program.

## INFLUENCE

Copy the unique URL into the address box and click OK. Remember that you can create more than one link if you intend on sharing the insight with more than one person.

When you're back in Artesian, check on the **Influence page** (next to the search for companies textbox) to see if the recipient has clicked into the link.

Multiple clicks could indicate that the email has been shared internally or they're just a big fan of the content!

