

Custom Call-to-Action Button

Custom Call-to-Action (CTA) buttons are buttons that can be added to any asset in Livefyre Studio to make the content actionable. They can refer an end-user to any customized URL, such as a social media page or a shopping cart. CTA buttons can be created in multiple locations in Livefyre, but they are managed within the **Settings** section of Livefyre Studio.

With Custom CTAs, you can:

- Add custom CTA buttons to any piece of UGC in your Livefyre media walls, mosaics, carousels, film strips, and on individual feature cards.
- Have control over the message, icons, colors, links, and number of buttons on each piece of UGC.
- Create, manage, and repurpose custom CTA buttons from within Settings and the Library.
- Use Adobe Analytics to measure click-through rates.

Parent topic: App Features

Create a Custom Call-to-Action Button

1. In Livefyre Studio, click **Settings**.
2. In the left rail, click **CTAs**.
The CTA library will appear, where CTAs can be created and organized within folders.
3. Click **Create CTA**.
4. Fill in the fields with the desired customizations and a button preview will render at the bottom of the Create CTA screen.

Create CTA

Button Text
Click to Shop

Icon
Windows logo icon

Text Color
#ffffff

Button Color
#e60000

Link Button To
http://www.website.com/ourstore

Preview
Windows logo icon Click to Shop

Cancel Create

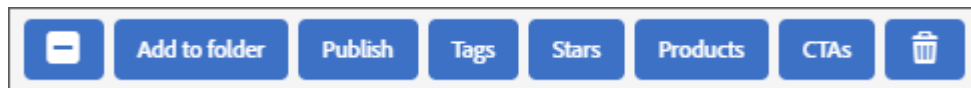
5. Click Create.

The CTA button is now available to be added to any asset.

Add a Custom Call-to-Action Button to an Asset

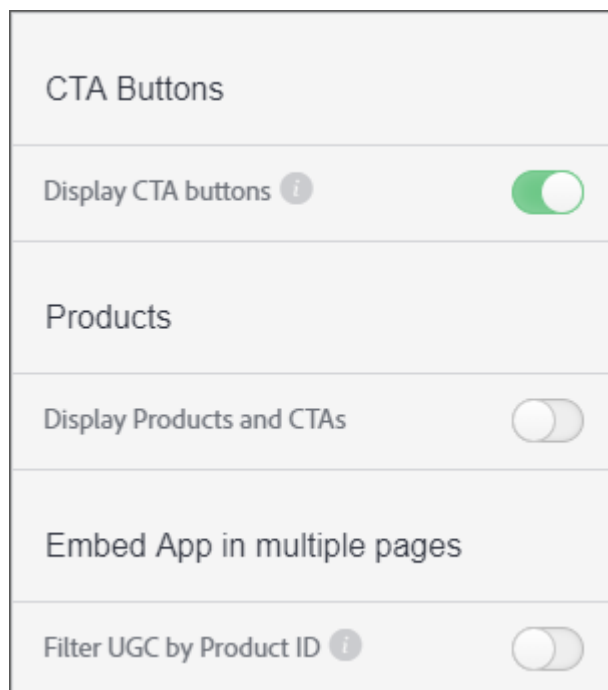
Add a CTA button to any piece of content in Livefyre Studio.

1. In Livefyre studio, navigate to **Library > All Assets**.
2. Select on one or more assets in which to add a CTA button.
3. Click **CTAs**.



4. Select the desired CTA button from the list, then click **Add**.
The CTA button will now appear on the selected asset.

Note: In order for the custom CTAs you associate with each asset to display in an App, you must enable CTA Buttons in the App settings:



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