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Marketing Cloud | Update a broken link after a send [1]

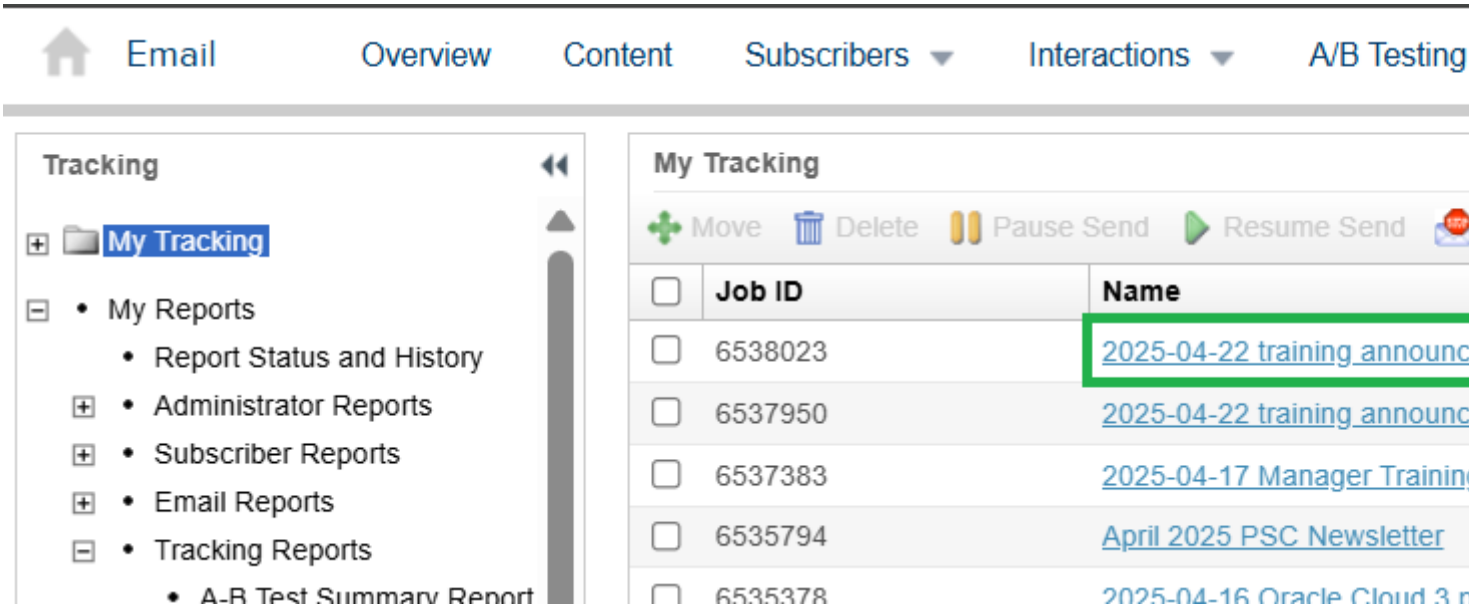
November 11, 2025 by Melanie Jones [2]

eComm is pulling back the curtain to showcase our best magic trick. Replace a link in a Marketing Cloud email that you have already sent, and it will automatically update in recipients' inboxes.

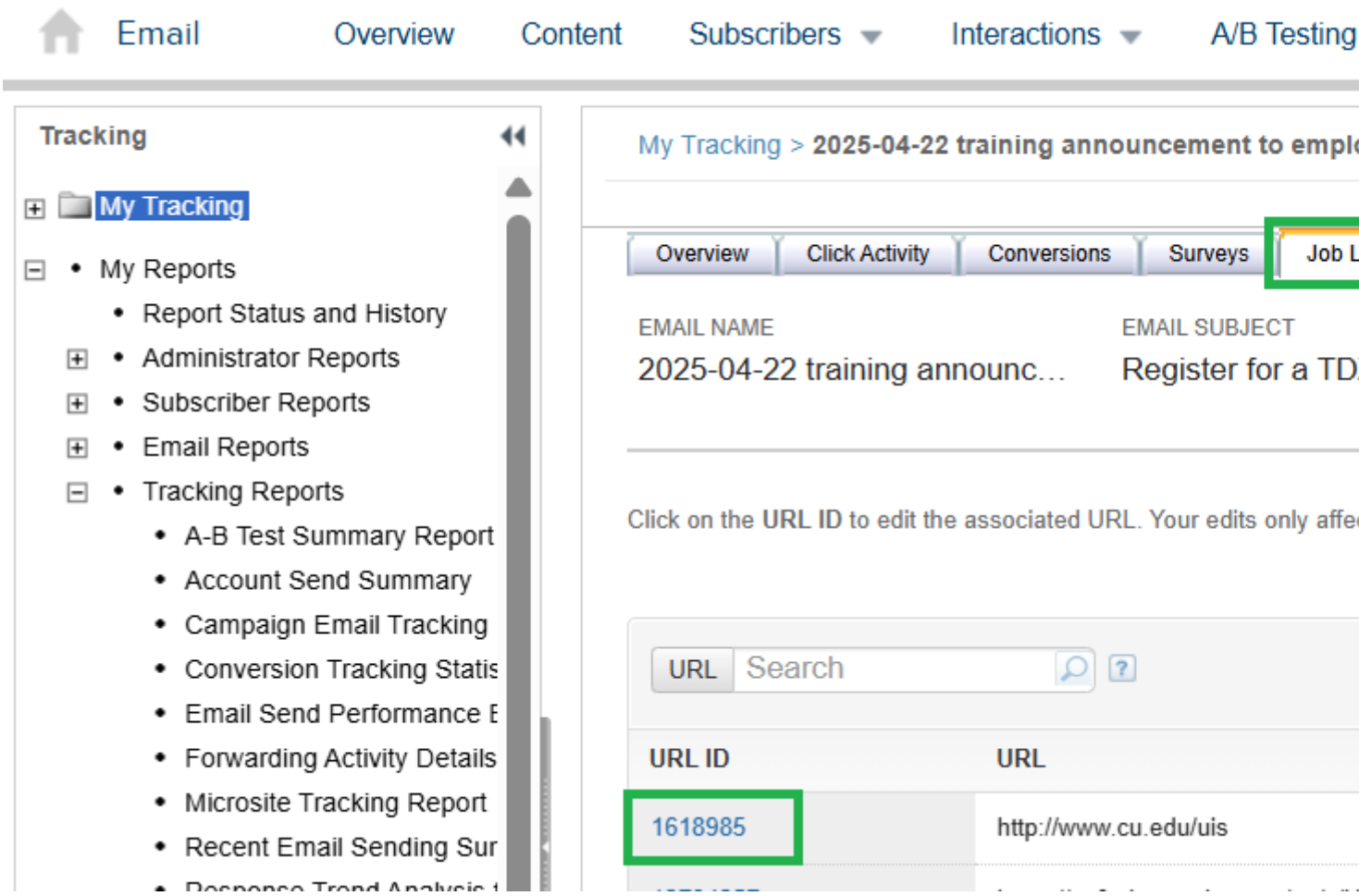
Link Limitations Please note you cannot use a link that contains =, ?, or &. If you try, you will get an error that reads: *Do not enter =, ?, or &. These are added for you.* As a workaround, you can use a free tool to shorten the URL or use a URL redirect at your campus. Links older than 90 days cannot be updated.

- Written Instructions with Screenshots
- Video

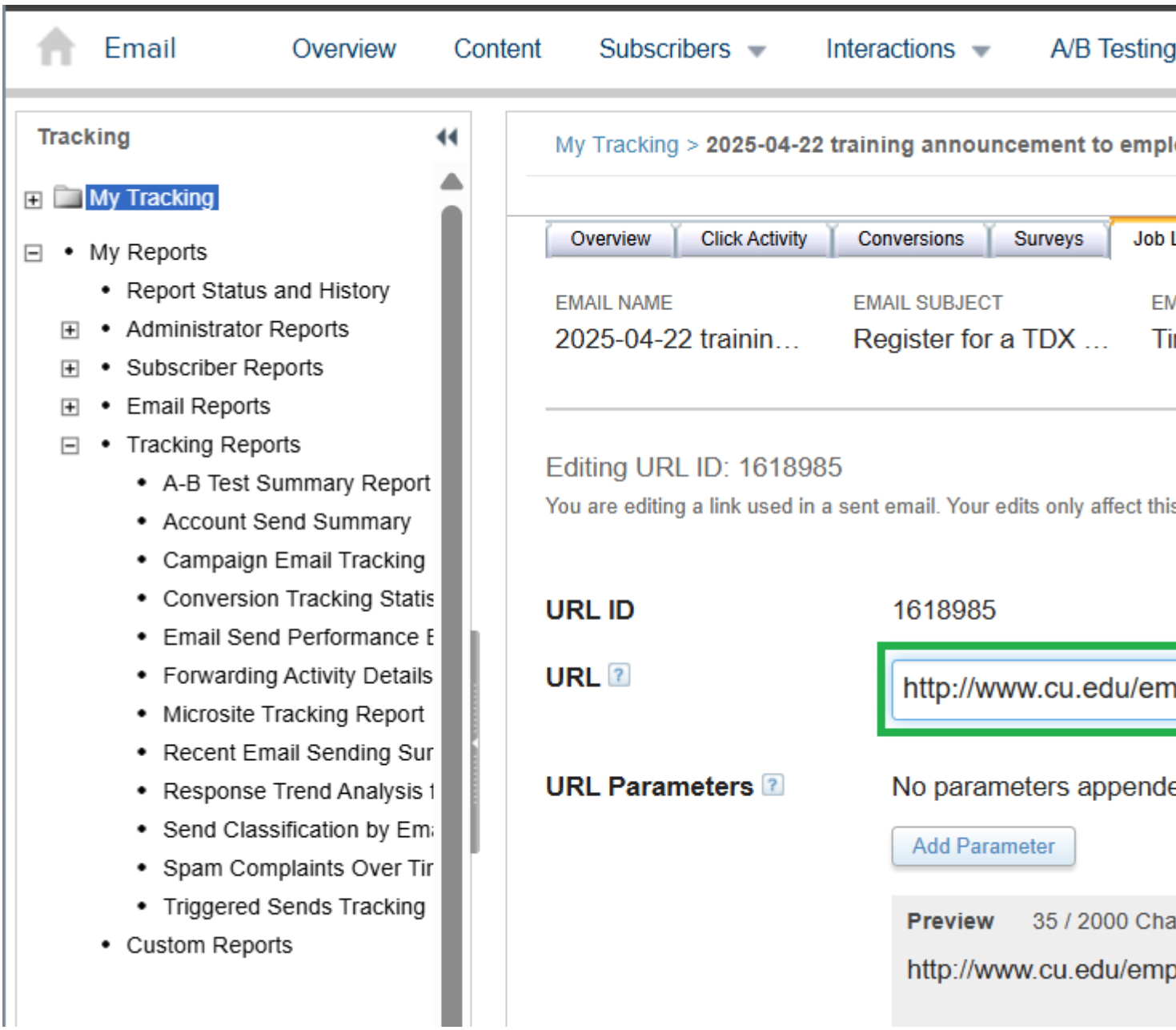
- Navigate to the sent Email by going to ***Email Studio*** >> ***Tracking*** >> ***Sends*** in the dropdown
- Select the ***Email Name***



- Click the ***Job Links*** tab
- Select the ***URL ID*** aligned with the URL you wish to change



- Enter or paste the new URL in the URL box
- Select the blue ***Save*** button in the top right
    - The moment it's saved, the email that was sent will be directed to this new URL.



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