

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

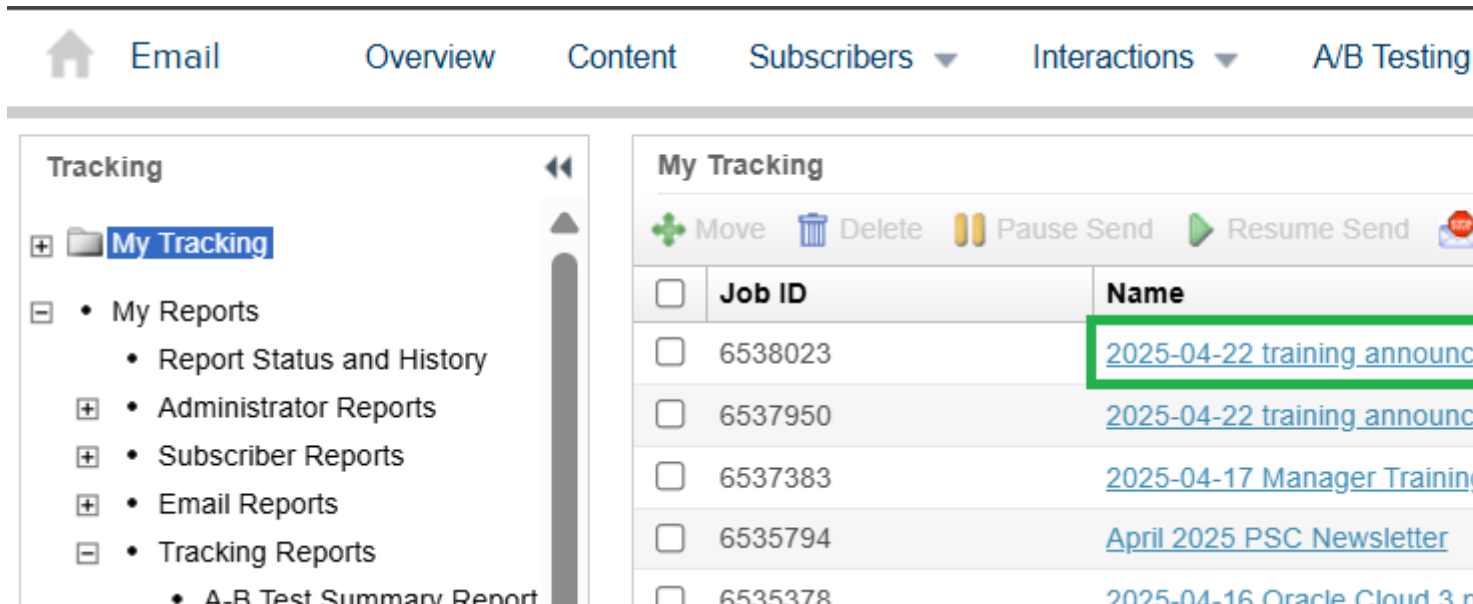
November 11, 2025 by [Melanie Jones](#) [2]

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**



The screenshot shows the Marketing Cloud interface. At the top, there are navigation tabs: Home, Email, Overview, Content, Subscribers, Interactions, and A/B Testing. Below the tabs, there is a sidebar on the left with a 'Tracking' section. Under 'Tracking', there is a folder 'My Tracking' and a list of reports: My Reports (Report Status and History, Administrator Reports, Subscriber Reports, Email Reports, Tracking Reports), and A-B Test Summary Report. The main area shows a table titled 'My Tracking' with columns 'Job ID' and 'Name'. The 'Name' column is highlighted in green. The table contains the following data:

Job ID	Name
6538023	2025-04-22 training announc
6537950	2025-04-22 training announc
6537383	2025-04-17 Manager Training
6535794	April 2025 PSC Newsletter
6535378	2025-04-16 Oracle Cloud 3 m

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



Tracking

- My Tracking
- My Reports
 - Report Status and History
- Administrator Reports
- Subscriber Reports
- Email Reports
- Tracking Reports
 - A-B Test Summary Report
 - Account Send Summary
 - Campaign Email Tracking
 - Conversion Tracking Statis
 - Email Send Performance E
 - Forwarding Activity Details
 - Microsite Tracking Report
 - Recent Email Sending Sur
 - Response Trend Analysis

My Tracking > 2025-04-22 training announcement to empl

Overview | Click Activity | Conversions | Surveys | Job L

EMAIL NAME	EMAIL SUBJECT
2025-04-22 training announc...	Register for a TD

Click on the URL ID to edit the associated URL. Your edits only affe

URL Search

URL ID	URL
1618985	http://www.cu.edu/uis

- 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.

Home Email Overview Content Subscribers Interactions A/B Testing

Tracking

- My Tracking
 - My Reports
 - Report Status and History
 - Administrator Reports
 - Subscriber Reports
 - Email Reports
 - Tracking Reports
 - A-B Test Summary Report
 - Account Send Summary
 - Campaign Email Tracking
 - Conversion Tracking Status
 - Email Send Performance E
 - Forwarding Activity Details
 - Microsite Tracking Report
 - Recent Email Sending Sur
 - Response Trend Analysis 1
 - Send Classification by Em
 - Spam Complaints Over Tir
 - Triggered Sends Tracking
 - Custom Reports

My Tracking > 2025-04-22 training announcement to empl

Overview Click Activity Conversions Surveys Job L

EMAIL NAME	EMAIL SUBJECT	EM
2025-04-22 trainin...	Register for a TDX ...	Tir

Editing URL ID: 1618985

You are editing a link used in a sent email. Your edits only affect this

URL ID 1618985

URL <http://www.cu.edu/em>

URL Parameters [?](#) No parameters appended

[Add Parameter](#)

Preview 35 / 2000 Cha

<http://www.cu.edu/emp>

Related Articles

- [I screwed up. Now what?](#) ^[3]
- [Event Checklists](#) ^[4]

Display Title:

Marketing Cloud | Update a broken link after a send

Send email when Published:

No

Source URL: <https://www.cu.edu/blog/ecomm-wiki/marketing-cloud-update-broken-link-after-send>

Links

[1] <https://www.cu.edu/blog/ecomm-wiki/marketing-cloud-update-broken-link-after-send>

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