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# Marketing Cloud 'View in Browser' Link [1]

August 5, 2025 by melanie.jones@cu.edu [2]

The 'View in Browser' link found in Marketing Cloud emails allows recipients to open the email as a webpage in their browser, rather than within their email client. This can be helpful for those receiving emails that are not rendering correctly or if images are disabled. Click activity is tracked on this link, which can help indicate if emails are rendering poorly or identify engaged recipients.

With eComm, the 'View in Browser' link is available for two years (or 730 days). After this timeframe, the link will expire and instead be directed to www.cu.edu [3]. For this reason, it is **not recommended** to use the 'View in Browser' link to archive previous email messages. It's also important to note that sharing the 'View in Browser' link (by posting to a site or forwarding) can skew Marketing Cloud data (like clicks, opens, and their rates).

## Related Content

- What should I look for in a successful test? [4]
- What is an A/B test and how do I perform one? Does the data appear in Salesforce? [5]

**Display Title:**
Marketing Cloud 'View in Browser' Link
**Send email when Published:**
Yes

**Source URL:**https://www.cu.edu/blog/ecomm-wiki/marketing-cloud-view-browser-link

**Links**
[1] https://www.cu.edu/blog/ecomm-wiki/marketing-cloud-view-browser-link
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[5] https://www.cu.edu/blog/ecomm-wiki/marketing-cloud-ab-testing