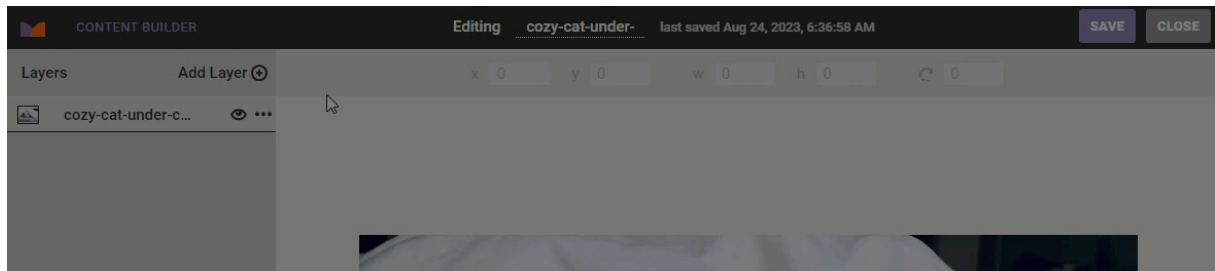


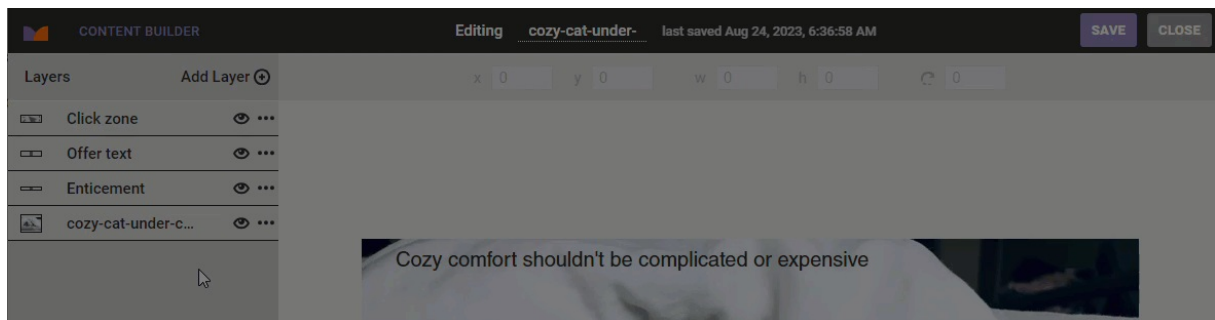
# Create Layered Content

Follow these steps to add a new layer to a creative file you're creating or modifying in Content Builder.

1. Click **Add Layer** at the top of the Layers panel.



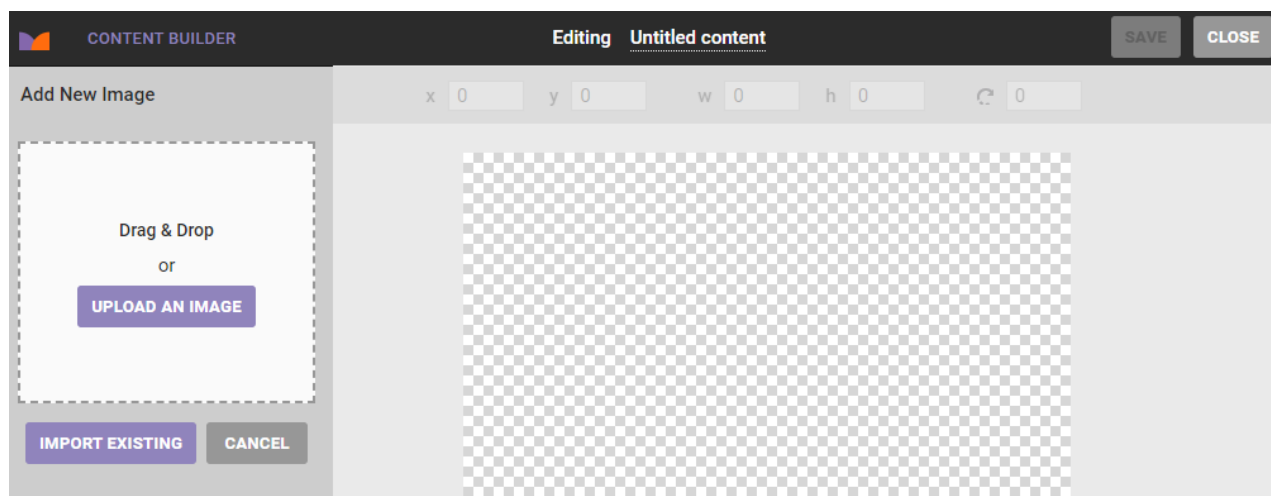
2. Adjust the priority of layers as necessary. Click and drag a layer to the desired position in the panel.



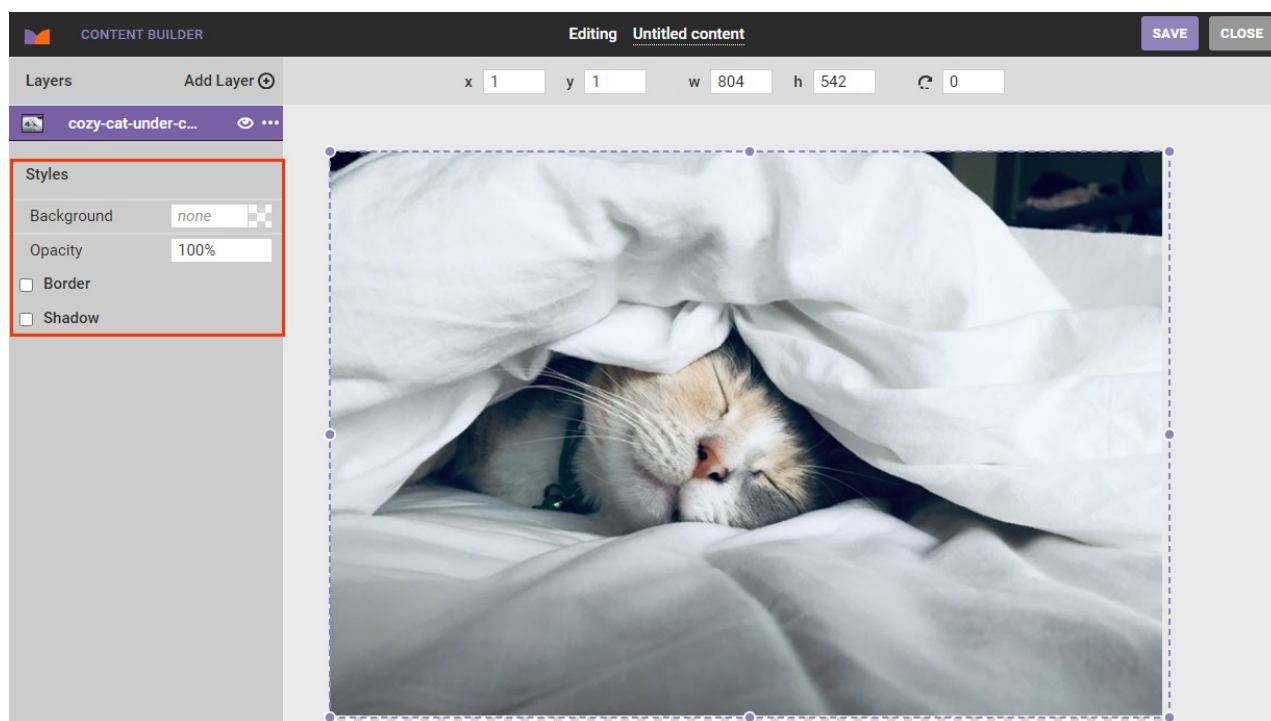
A click zone layer works even if it doesn't have the top priority over other layers. However, the click zone area only appears on the canvas when you select it in the Layers panel.

## Image Layer

This layer option allows you to add an image to the canvas. You can upload an image using your computer's file explorer; by dragging and dropping an image file into Content Builder; or by importing an image already in Content Manager.



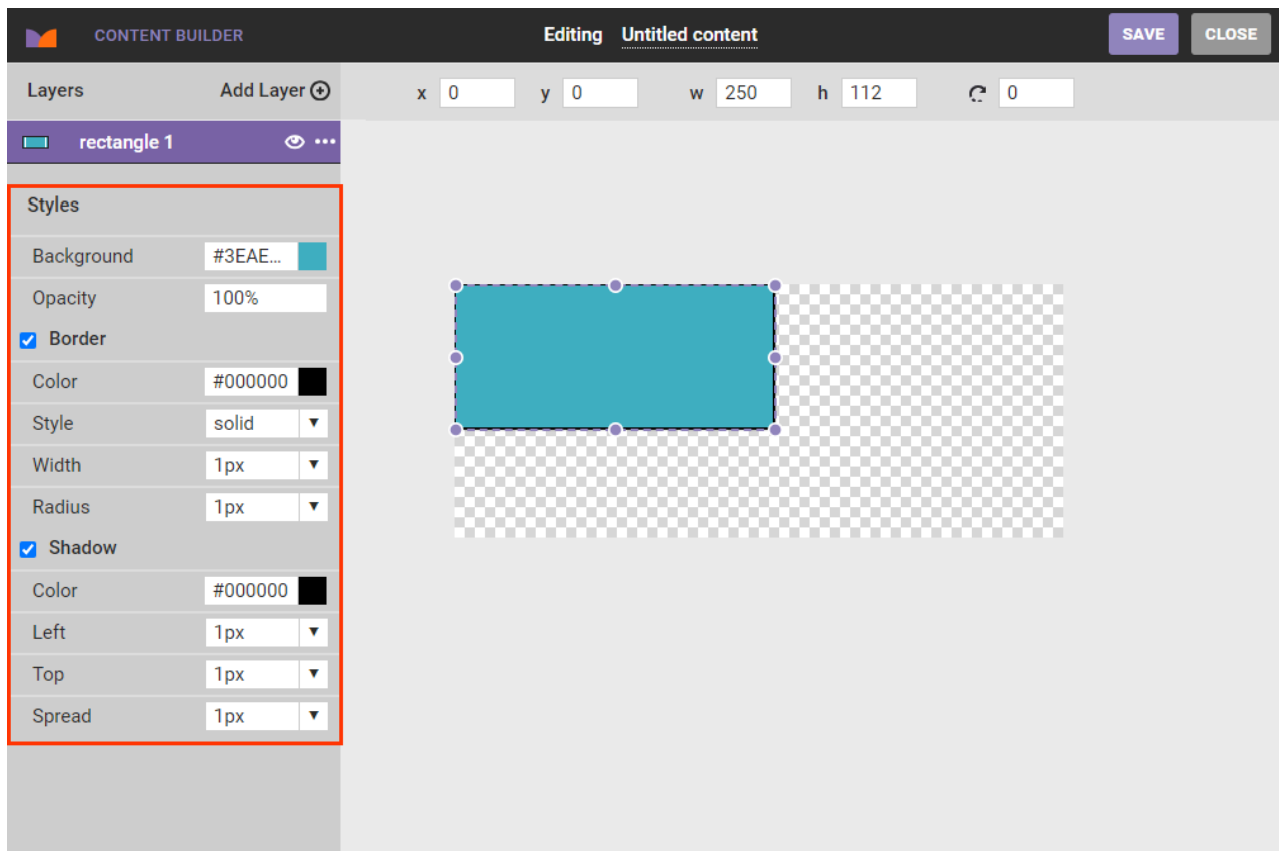
After you add the image, you can resize it, adjust its opacity, as well as add a border and shadow.



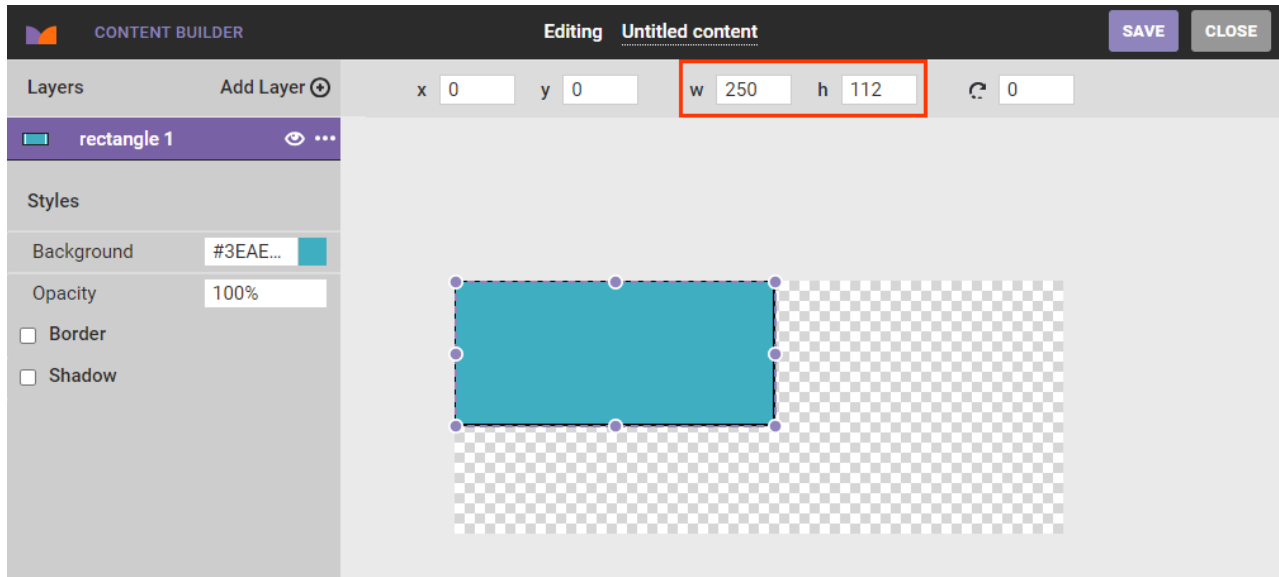
Along with the options in the properties panel, you can click the image layer and drag it anywhere on the canvas, rotate, and resize the image to fit your needs. If you want to add a link to an image layer, click the additional options menu (...) and then select **Add link**.

## Rectangle Layer

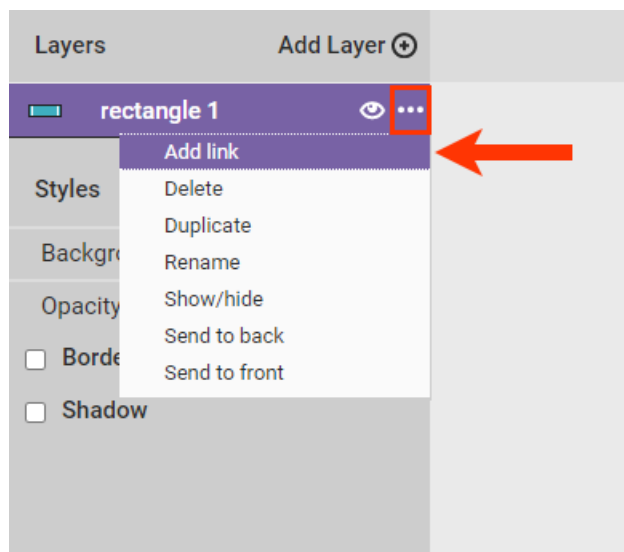
Select **Rectangle** from **Add Layer** to add a quadrilateral that you can style a variety of ways to the canvas.



Along with the options in the properties panel, you can click the rectangle layer and drag it anywhere on the canvas as well as resize the rectangle by using your mouse pointer to drag a corner or side. For more precise measurements, enter the width and height dimensions in pixels into **w** and **h** above the canvas.



To make the rectangle layer a button or other linked element, click the additional options menu (...) and then select **Add link**.

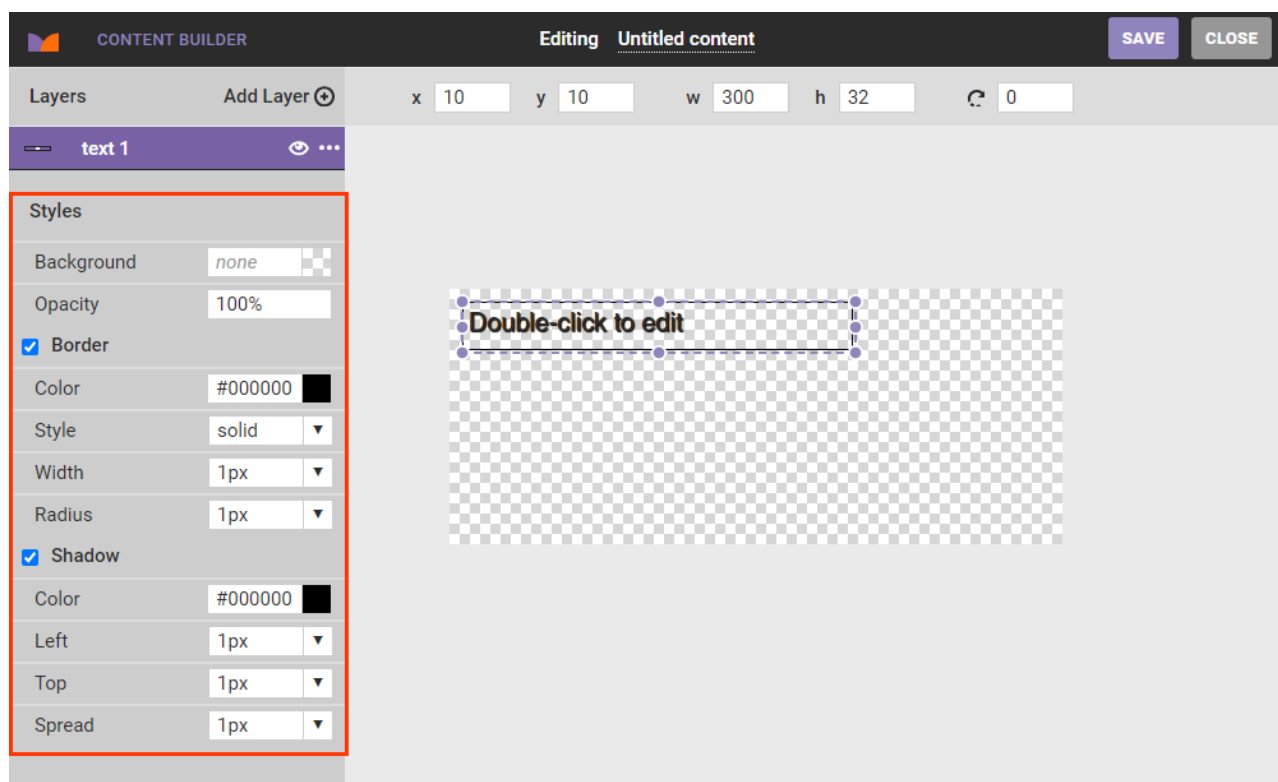


You can then complete the fields that appear in the properties panel to configure the URL linkage. These same fields appear when you create a [click zone layer](#).

## Text Layer

Use the **Text** option in **Add Layer** to add text with high-resolution, anti-aliased fonts.

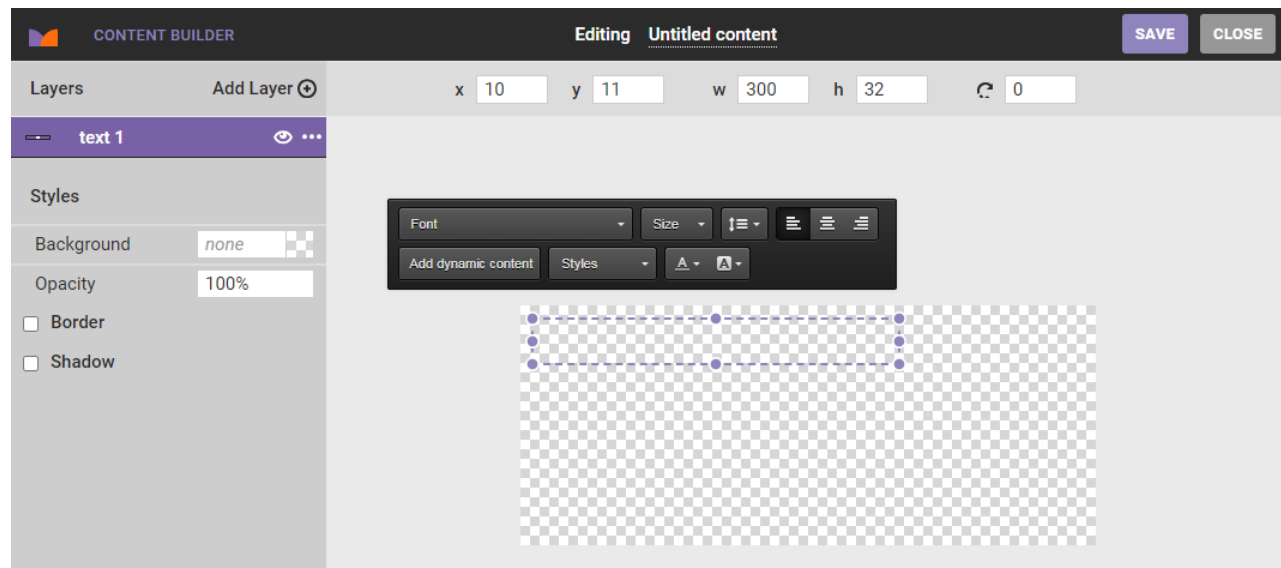
The properties panel for a text layer contains options that allow you to change the background color and opacity as well as to add and adjust a border and shadow to the text field.



Click within the text field to activate the text insertion cursor and to access the text editor palette, which includes standard options for adjusting how the text appears. The font options available include any fonts [uploaded to Content Manager](#).



The text editor palette does not include methods to apply boldface or italics to text. If you want text to appear boldfaced or italicized, then you must select a font option with that style already applied (for example, Helvetica Bold or Verdana Italic).

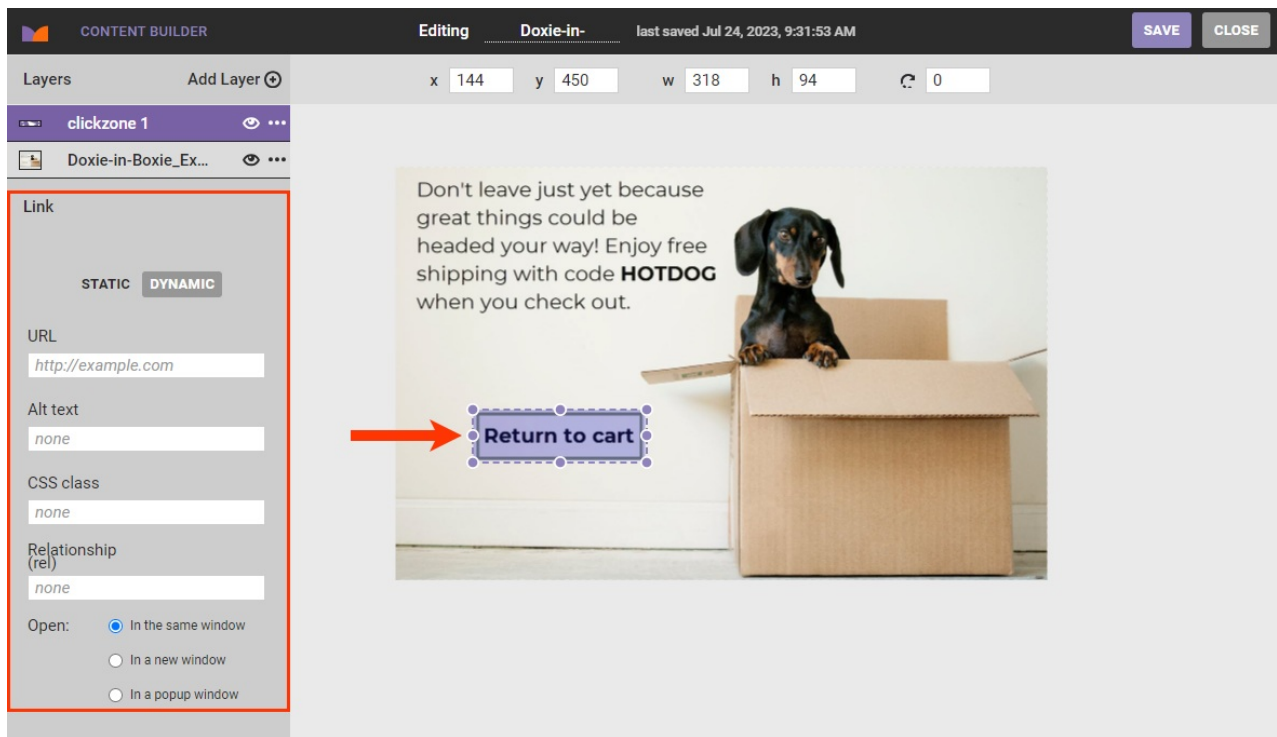


For more information about adding dynamic content to the layer, see [Add Dynamic Text to Creatives](#).

Along with the options in the properties panel, you can click and drag the text layer anywhere on the canvas. To add a link to a layer, click the additional options menu (...) and then select **Add link**. You can then complete the fields that appear in the properties panel to configure the URL linkage. These same fields appear when you create a [click zone layer](#).

## Click Zone Layer

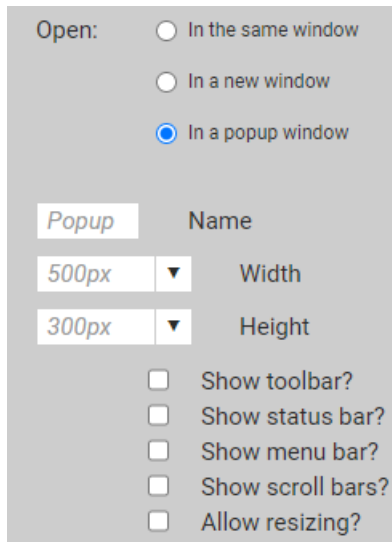
Select **Click zone** from **Add Layer** or select **Add link** from a layer's additional options menu (...) to add a hyperlinked region to a specific area of the canvas. A click zone layer works even if it doesn't have the top priority over other layers.



Complete the fields in the properties panel to configure the URL and related interaction properties, such as the URL loading in a new browser window, the same browser window, or in a pop-up window.

The `alt` attribute only populates if you enter a link address. If you don't want the link to take the visitor anywhere, then you can enter `#`, which keeps the visitor on the current page. Otherwise, you can also HTML content instead and then manually input the `alt` attribute.

If you select **In a popup window** for the URL launch location, additional options appear.



The click zone linkage can be static or dynamically tied to the customer's location and relying on URLs uploaded to the Locations Manager within Content Manager.

The screenshot shows the Content Builder interface for editing a creative titled "Doxie-in-". The top bar indicates the current state is "Editing" and the file was last saved on Jul 24, 2023, at 9:31:53 AM. The interface is divided into a left-hand properties panel and a central canvas.

**Properties Panel:**

- Layers:** Shows "clickzone 1" and "Doxie-in-Boxie\_Ex...".
- Link:** Has "STATIC" and "DYNAMIC" tabs, with "DYNAMIC" selected and highlighted by a red box.
- Dynamic link:** A dropdown menu is open, showing options: "URL1 of user's closest location", "URL2 of user's closest location", and "http://example.com". A red arrow points to this dropdown.
- Alt text:** Set to "none".
- CSS class:** Set to "none".
- Relationship (rel):** Set to "none".
- Open:** Radio buttons for "In the same window" (selected), "In a new window", and "In a popup window".

**Canvas:**

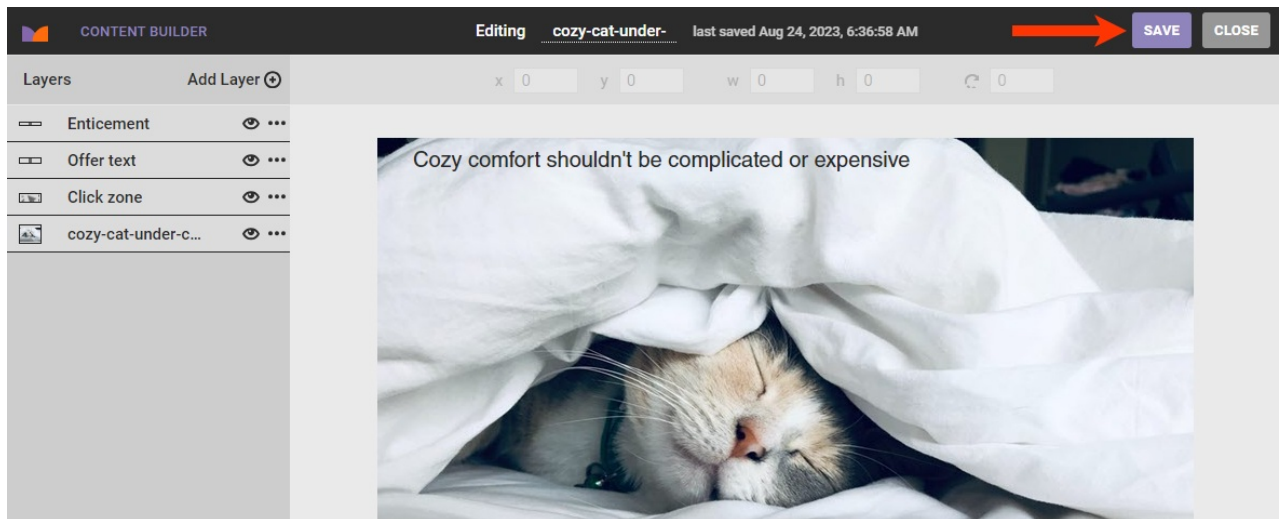
- Dimensions: x: 144, y: 450, w: 318, h: 94.
- Text: "Don't leave just yet because great things could be headed your way! Enjoy free shipping with code **HOTDOG** when you check out."
- Image: A dachshund dog sitting inside a cardboard box.
- Button: A blue button with the text "Return to cart" and a dashed border, positioned in front of the box.

See [Adding a Dynamic Click Zone in Use Location-Based Dynamic Text and Click Zones](#) for more information.

Along with the options in the properties panel, you can click and drag the link layer anywhere on the canvas as well as resize it to fit your needs.

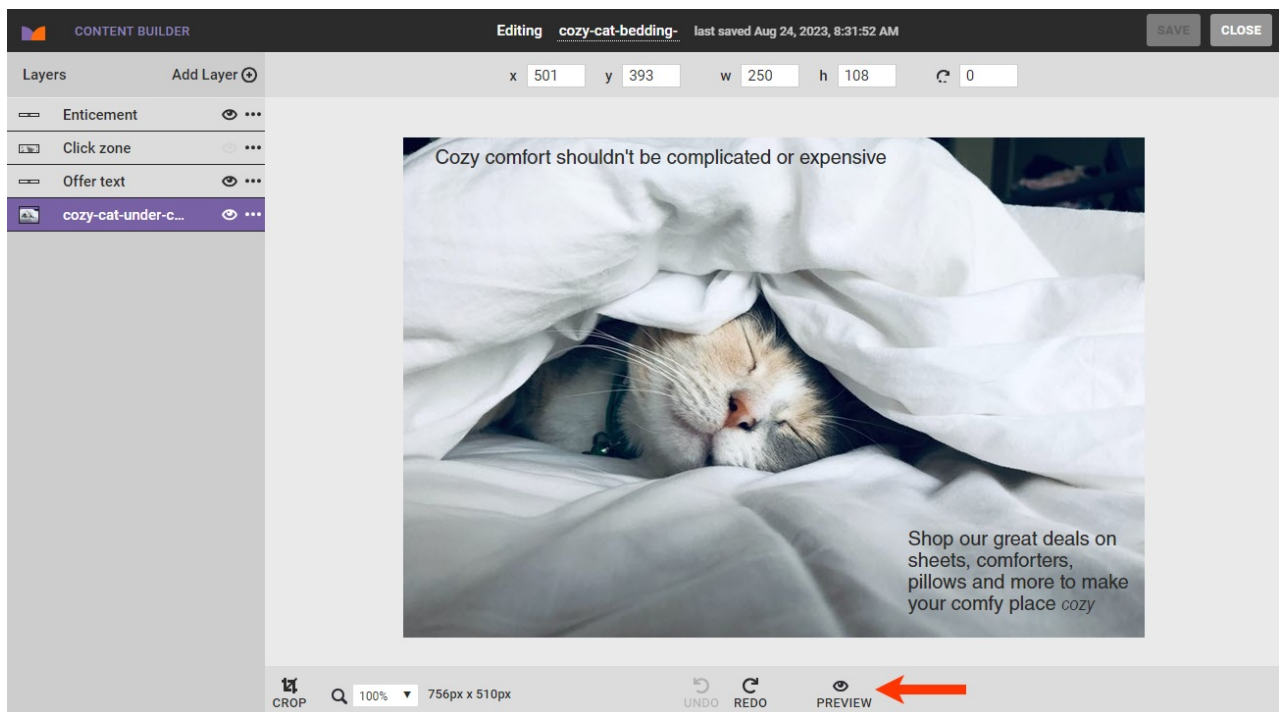
## Saving and Closing

Ensure that you click **SAVE** after you finished creating or modifying a creative file in Content Builder.



Anything you edit in Content Builder is saved in Content Manager. After you click **SAVE**, you can access the new content on the **Images** tab of Content Manager.

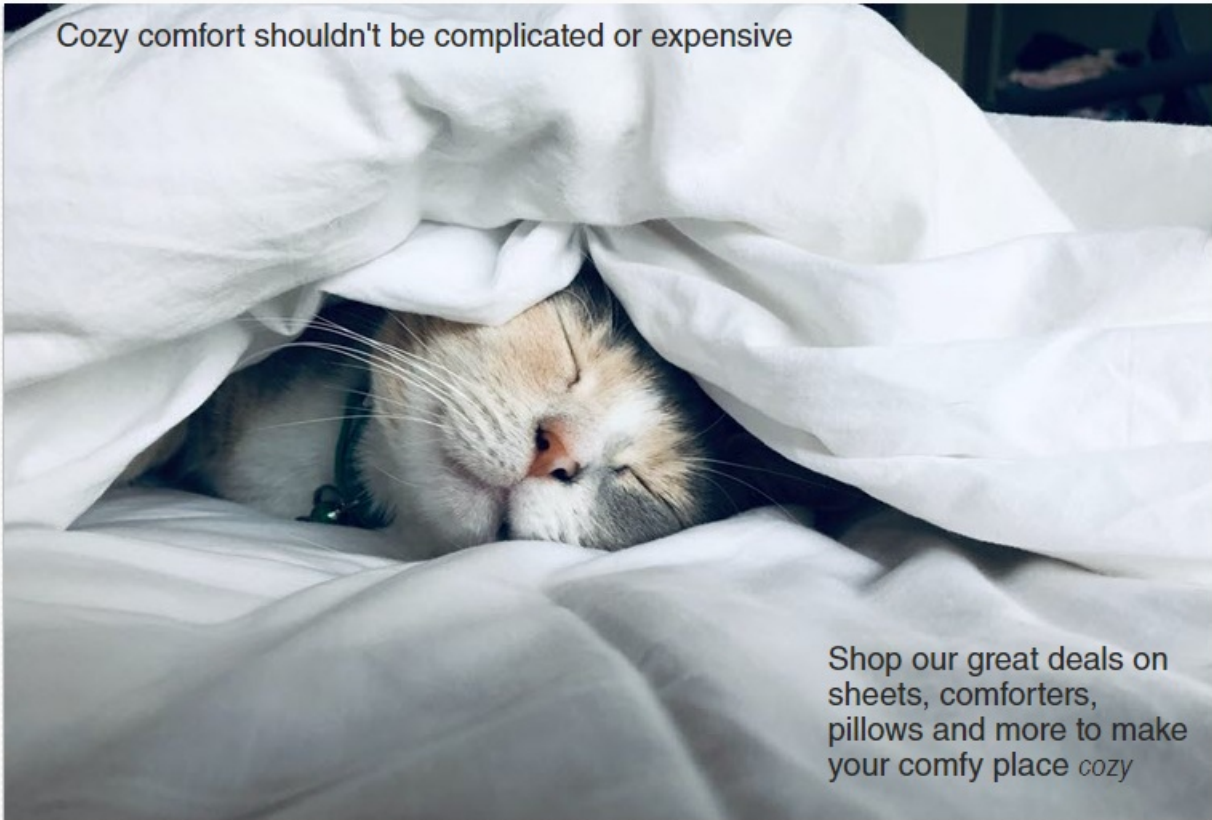
To download the file to your computer, first click **PREVIEW**.



Next, click **DOWNLOAD** in the Content Preview modal.



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