

# Use Dynamic Creatives in Experiences

Follow these steps to add an image with a click zone to an experience.

1. Create a new Web experience.
2. Configure the **WHY** settings.
3. Click the **WHAT** settings, and then click **ADD ACTION**.

4. Click **Images**.

5. Click the image action template that you want to use.

The image action templates shown here may not reflect the options that appear for you.

6. Click **CHOOSE** to select an image already uploaded to the account, or click **UPLOAD** to upload an image to the account.
7. If you clicked **UPLOAD** in the previous step, click **EDIT** to open the image in Content Builder.
8. If you clicked **CHOOSE** in step 6, then click **EDIT IN CONTENT BUILDER** in the Select Image modal.
9. Optionally, click **CROP** to trim the image, or click the image dimensions to resize it.
10. Click **Add Layer**, then select **Click zone**, and then resize the click zone layer as necessary to fit the area of the image you want to be interactive.
11. Complete the fields in the Link section:
  - **URL**: The URL that loads when the customer clicks the image
  - **Alt text**: The text displayed on mouse hover over the image or in lieu of the image if the customer has disabled image display in their browser
  - **CSS class**: Defines the CSS class for the link
  - **Relationship**: Defines the relationship between the current image and the linked image
12. Select an option to define how the click zone's link launches. If you select **In a popup window**, then complete the fields that appear that control the pop-up window.
13. Click **SAVE** and then click **CLOSE AND RETURN** to exit Content Builder and return to the Experience Editor page.

14. Complete the remaining fields and settings in the Required Inputs section of the action template and, as necessary, the Optional Inputs section. Click **CREATE**.
15. Configure the **WHO** and, if necessary, **WHEN** settings.

Ensure that you [preview](#) the experience before you active it.

## Modifying an Image Used in Multiple Experiences

Follow these steps to modify an image used in multiple experiences.

1. Click **COMPONENTS** in the top navigation bar, and then select **Content**.
2. Click the image that you want to modify, and then click **EDIT IN CONTENT BUILDER**.
3. Modify the image and associated settings as necessary, and then click **SAVE**.
4. Click **UPDATE CONTENT IN ALL EXPERIENCES** if you want the changes to the image to be part of all the experiences in which the creative appears. Click **SAVE A NEW COPY** to create a new image file that includes the changes you made that you can then deploy to whichever experiences you want.