

# Custom Action Links

Using the Apple Business portal or API, businesses can now offer Custom Action Links on place cards allowing customers to order food, buy tickets, make a reservation, and more.



## Key feature benefits:

- Use a link to a website or preferred platform to create a Custom Action Link in the action row at the top of the place card.
- Arrange the order of actions and move a preferred Action Link to the top.
- Add a Custom Action Link to a [Showcase](#) as a call to action to promote a new product or seasonal item.



## Marketing messaging:

- Spread the word. Tell customers about timely offers, promotions, and seasonal products while driving engagement to your preferred platform by adding a Custom Action Link to your Showcase.
- More flexibility and control. Create a Custom Action Link and decide which actions matter more for your business.
- Meet your customers' needs with action. Add Custom Action Links that allow your customers to place an order, buy tickets, and easily connect with your business.



## Important reminders:

- iOS/iPadOS 17.4 or later must be installed on a user's device for them to see Custom Action Links.
- Custom Action Link web address must begin with <https://> and can include [approved website parameters](#) for use with analytics.
- To create a Custom Action Link via an API partner, a business must first delegate to this partner. To learn more about delegation, refer to the [user guide](#).
- Businesses are responsible for all Custom Action Links on their Apple Business profile, including securing the rights to, and management of, apps and websites.
- Review Apple policies and your commitments related to Apple Business content in the [Apple Business Terms of Service](#).