HOW TO CREATE A CTA IN HTML LAYER

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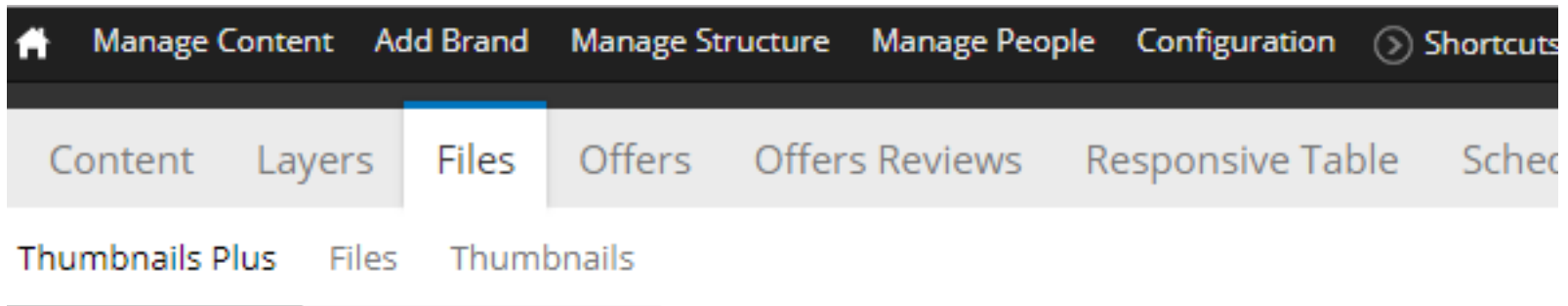
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1) Create your CTA

The first step is to create an image which will be your button (CTA) as a jpeg.
For example :

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Add this image to your media library on your website:
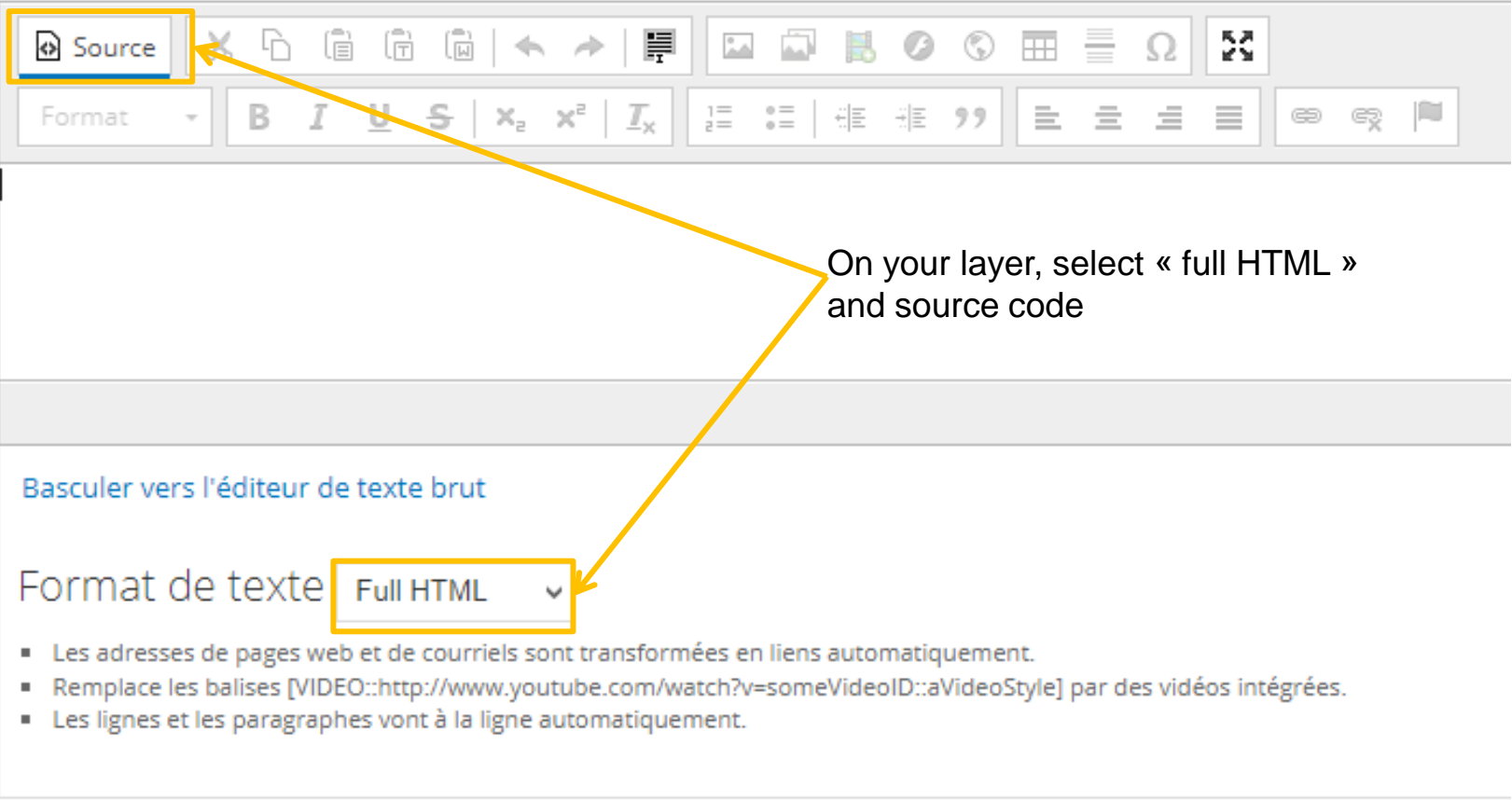
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2) Create a HTML layer

On your layer, select « full HTML » and source code

3) Insert on your layer this HTML code

Copy past this text on your layer :

```
<p class="rtecenter">
        <a href="https://www.arval.be/fr/renting/ford/fiesta"><img alt=""
src="/sites/be/files/media/sme/topdeal_q1_2018/cta_fr.png" style="width: 150px;
height: 75px;" /></a>
```

In red : your redirection link (where your CTA is going)
In blue : the URL of your image, where the CTA is sourced
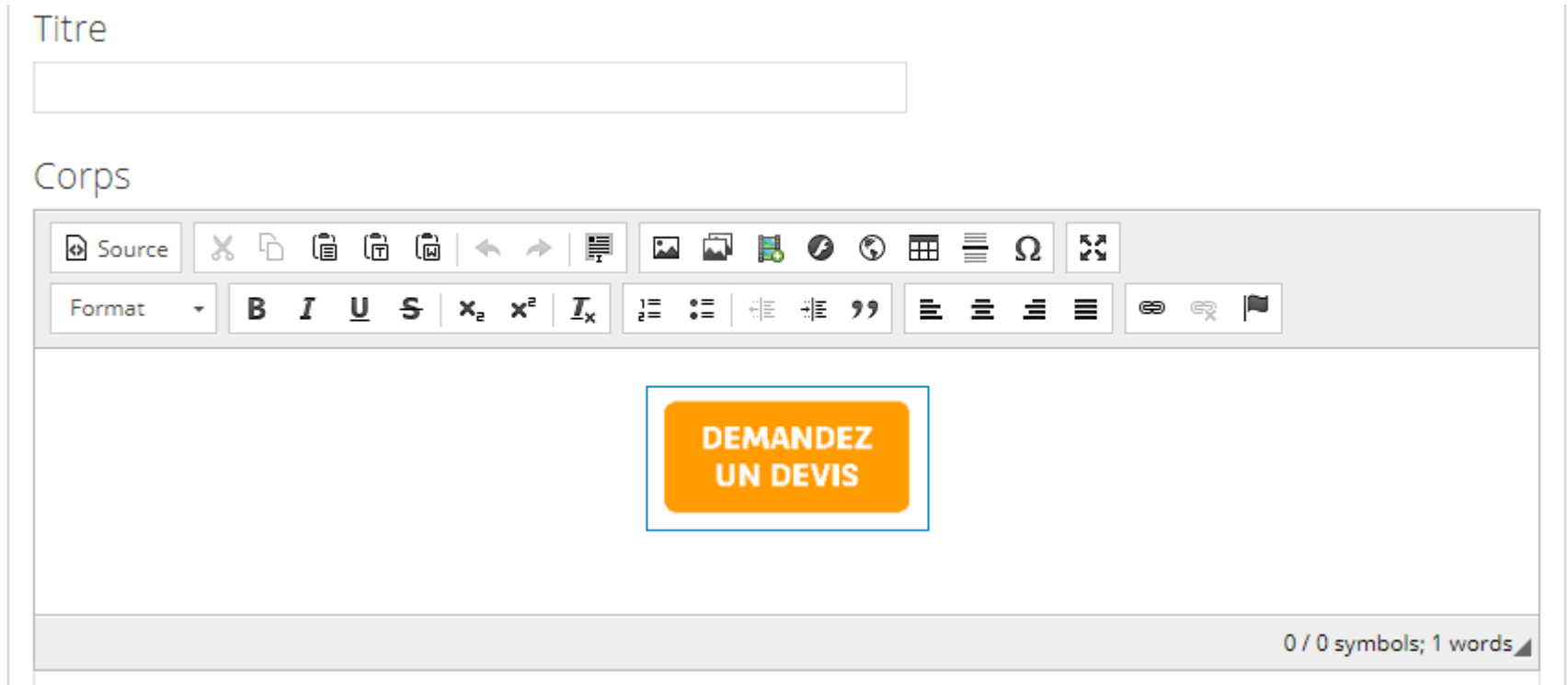
https://frweb.pre.arval.com/file/ctatestpng

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4) Then, unselect the source code mode, and save