**What Is a Lightning App?**

An app is a collection of items that work together to serve a particular function. In Lightning Experience, Lightning apps give your users access to sets of objects, tabs, and other items all in one convenient bundle in the navigation bar.

Lightning apps let you brand your apps with a custom color and logo. You can even include a utility bar and Lightning page tabs in your Lightning app. Members of your org can work more efficiently by easily switching between apps.

Each Lightning app has a navigation bar at the top of the page, letting your users:

* Find what they need using item names for easy recognition
* Complete actions and access recent records and lists with a single click
* Personalize the navigation bar to suit the unique way they work

So what things can you put in a Lightning app?

* Most standard objects, including Home, the main Chatter feed, Groups, and People
* Your org’s custom objects
* Visualforce tabs
* Lightning component tabs
* Canvas apps via Visualforce tabs
* Web tabs

## What Do Compact Layouts Do?

Compact layouts control which fields your users see in the highlights panel at the top of a record. They also control the fields that appear in the expanded lookup card you see when you hover over a link in record details, and in the details section when you expand an activity in the activity timeline

## Custom Buttons and Links

Every org has a unique set of business needs. If your users frequently need to access other pages in or outside your org, you can add custom buttons and links directly to object and record detail pages.

Custom buttons and links help you integrate Salesforce data with external URLs, applications, your company’s intranet, or other back-end office systems.

When your users have all the information they need on hand, they can be even more productive with Salesforce.

## What Can Custom Buttons and Links Do?

Custom links can link to an external URL, such as www.google.com, a Visualforce page, or your company’s intranet. Custom buttons can connect users to external applications, such as web pages, and launch custom links.

You can choose the display window properties that determine how the target of a link or button is displayed to your users. Custom links can include Salesforce fields as tokens within the URL

In Lightning Experience, custom buttons and links live on your page layouts and appear in different areas of a Lightning page.

There are three primary types of custom buttons and links that you can create.

* List button—Appears on a related list on an object record page.
* Detail page link—Appears in the Links section of the record details on an object record page.
* Detail page button—Appears in the action menu in the highlights panel of a record page.

We’ll explore all three of these options.

A custom list button is a button that you can add to a related list. When you create a list button for an object, you can add that button to that object’s related list when the related list appears on other objects.

Quick actions come in two different flavors: **Object-specific actions** Object-specific actions have automatic relationships to other records and let users quickly create or update records, log calls, send emails, and more, in the context of a particular object. For example, you add an object-specific action on the Account object that creates contacts. If a user creates a contact with that action on the detail page for the Acme account, that new contact is associated with Acme. Object-specific actions live on the page layout for the object.

There are several types of object-specific actions.

* Create actions create records that are automatically associated with related records.
* Update a Record actions make it easy for users to edit records. You can define the fields that are available for update.
* Log a Call actions let users enter notes about calls, meetings, or other interactions that are related to a specific record.
* Custom actions invoke Lightning components, flows, Visualforce pages, or canvas apps that let users interact with or create records that have a relationship to an object record. If you’re new to Visualforce, don’t worry. You can learn all about it in another module. For now, remember that Visualforce pages allow you to do really cool customizations in your actions.
* Send Email actions, available only on cases, give users access to a simplified version of the Case Feed Email action in the Salesforce mobile app. You can use the case-specific Send Email action in Salesforce Classic, Lightning Experience, and the Salesforce mobile app.

**Global actions** You create global actions in a different place in Setup than you create object-specific actions. They’re called global actions because they can be put anywhere actions are supported. Use global actions to let users log call details, create or update records, or send email, all without leaving the page they’re on.

Global actions live on a special layout of their own, known as the global publisher layout. It isn’t associated with an object, and it populates the global actions menu in Lightning Experience. Users can access the global actions menu by clicking Global Actions menu icon in the Salesforce header.

If an object page layout isn’t customized with actions, then the actions on those object record pages are inherited from the global publisher layout.