

# HOW ONE ECOMMERCE BUSINESS SOLVED THE OMNICHANNEL CHALLENGE WITH BITLY CAMPAIGNS.

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Bitly Campaigns offers a centralized dashboard for digital marketers looking to track campaign results across every channel. We work with some of the largest companies in the world—including 21 of the Forbes top 25 brands and 37 of the top 50 comScore web properties. Here's how two companies started using Bitly Campaigns to optimize content & omnichannel marketing.

# THE GOAL

## Track Every Channel *in One Place*

For many businesses, sharing data across every marketing channel - and making informed decisions based on those insights - is a distant dream.

But it's a real need for marketing today. By centralizing your analytics, you can optimize content, conversions, and engagement.

Omnichannel marketing seems complex, but you can start by rethinking the link. The link literally links all of your channels and data together. So by using Bitlinks, you can build a powerful dashboard that integrates data across all of your channels.

Here's how eCommerce company Vissla has used Bitly Campaigns to do just that:

## TOP OMNICHANNEL OBSTACLES

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44%

**CROSS-CHANNEL  
INTEGRATION**

42%

**INTEGRATED  
CUSTOMER DATA & ANALYTICS**

40%

**MEASURING PARTNERS,  
FRANCHISES, 3RD PARTIES**

1

The screenshot shows the Bitly dashboard with a sidebar on the left containing navigation options like 'ANALYZE', 'MANAGE', and 'CAMPAIGNS'. The main area displays a list of campaigns under the heading 'CAMPAIGNS'. The 'New Arrivals' campaign is highlighted, showing 10 Bitlinks and 5,068 clicks. To the right, there are sections for 'INSTAGRAM AD' and 'EMAIL', each with a list of links and their respective click counts.

Create a Campaign For All Bitlinks & Channels

3

The screenshot shows an Instagram post from the account 'visslasurf'. The post features a photo of a man in a black wetsuit on a beach. The caption includes the text: 'visslasurf Corey (@kookapinto) in the 7 Seas Wetsuit | Available in-store and online at vissla.com (link in profile)'. Below the caption are several hashtags and mentions, including #vissla, #creatorsandinnovators, #7seaswetsuit, and @kassioribeiro, @ruanmiranda, @devilsfan18, @boyextraordinary, @brockbradfield, @nick\_bertagna, @mynamesgar, and @bussense.

Post Content to Drive Clicks

2

The screenshot shows the Instagram profile for 'visslasurf'. The profile picture is a green circle with a white 'V' and the word 'VISSLA' below it. The bio reads 'Vissla #CreatorsAndInnovators info@vissla.com vss.la/Shop'. The profile statistics show 1,313 posts, 75.8k followers, and 349 following. Below the bio are three image thumbnails, with the rightmost one having a play button icon, indicating a video post.

Use Bitlinks Across Each Channel

4

The screenshot shows the Bitly dashboard with a focus on analytics. The 'CAMPAIGNS' section on the left lists various campaigns. The 'New Arrivals' campaign is highlighted, showing 10 Bitlinks and 5,068 total clicks. To the right, there are two charts: 'Channel Performance' and 'Bitlinks by Channel'. The 'Channel Performance' chart is a horizontal bar chart showing the distribution of clicks across different channels. The 'Bitlinks by Channel' chart is a line graph showing the performance of individual bitlinks over time, with the x-axis labeled with dates from OCT 19 to NOV 16.

Track the Results to Gauge Channel & Content Success

“Bitly Campaigns offers us a whole new way to look at our marketing channels. By giving us an **easy-to-use dashboard** that instantly displays the results of our **multichannel promotions**, we can see what kinds of content work on what channel, which channels we should be investing in the most, and what we need to do to **optimize our content.**”

- KEEGAN FONG  
MEDIA MARKETING MANAGER

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## THE RESULTS

Instead of checking each individual platform or keeping a spreadsheet, Media Marketing Manager Keegan Fong can use Bitly Campaigns to immediately see which channels are driving the best results and use those insights to strategically think about future investments.

There's real power in knowing what content and channel is performing the best, especially from a macro level. When you can see which content is having the most impact across all channels - and which may be performing much higher on a specific channel - you can get a better idea of what your audience really wants.

Ready to rethink the link? Try Bitly Campaigns today!

# bitly THE POWER of THE LINK.

Bitly's link management platform helps the world's leading brands deliver and measure their efforts across all marketing channels. Through the power of the link, Bitly connects customers to the best digital experience possible, harnessing functionality like branded bitlinks, mobile deep linking and omni-channel campaign tracking to provide a complete marketing solution that drives customer experience. Processing more than 10B clicks each month across their network of links, Bitly is headquartered in New York City, with additional offices in San Francisco and Denver, and a customer list that includes leading brands like IBM, eBay, Nike, GE, BuzzFeed and hundreds more.

INTERESTED IN LEARNING MORE?

Contact [sdr@bitly.com](mailto:sdr@bitly.com) for more information.