bitly,
CASE STUDY

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

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

44%

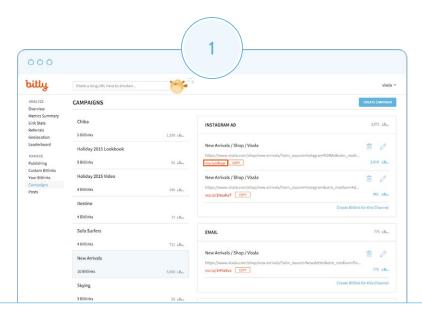
CROSS-CHANNEL INTEGRATION

INTEGRATED
CUSTOMER DATA & ANALYTICS

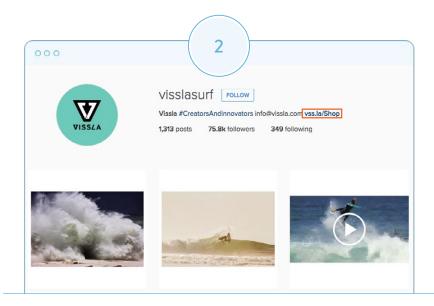
40%

MEASURING PARTNERS, FRANCHISES, 3RD PARTIES



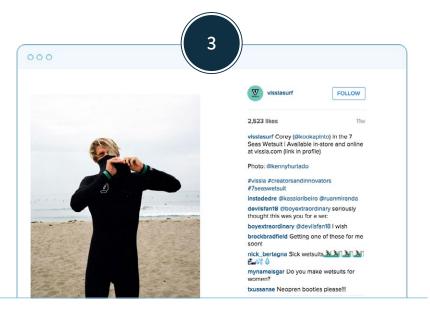


Create a Campaign For All Bitlinks & Channels



Use Bitlinks Across Each Channel





Post Content to Drive Clicks



Track the Results to Gauge Channel & Content Success

RESULTS

"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

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 for more information.