

7 WAYS BRANDS USE BITLY CAMPAIGNS

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TABLE OF CONTENTS

INTRODUCTION	2
UTM CREATION	3
APP MARKETING	7
CROSS-CHANNEL METRICS	10
PRODUCT RESONANCE	16
REGIONAL TRACKING	18
LIVE EVENTS	20
CONCLUSION	23

7 WAYS BRANDS USE BITLY CAMPAIGNS

Bitly Campaigns, a feature of Bitly Enterprise, can help brands optimize content, build dashboards that show metrics for every channel, and bridge the silos between teams. By using links in every channel and aggregating them into one Campaign, you'll have unprecedented visibility into the real-time performance of every channel... all in one place.

So what does that look like in action? This guide will take you through seven different ways that brands are using Campaigns today.

IN THIS GUIDE, YOU WILL LEARN:

- How companies are building Campaigns for regions, product lines, and multiple channels
- How to create Bitly Campaigns that track mobile performance
- 7 different use cases for Bitly Campaigns

1

UTM CREATION

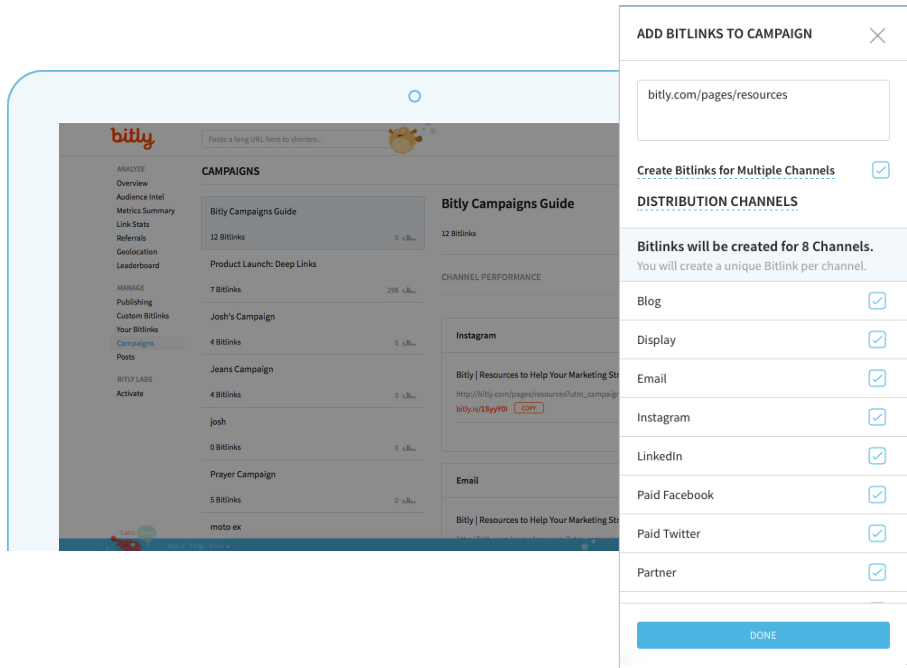
UTM parameters. You can't live with them, can't live without them. As important as they are to tracking results from different campaigns, it can be a time-consuming and disorganized process continually creating new sheets of links.

With Bitly Campaigns, marketers can actually simplify the process so that it's all done in one place—and with one single click.



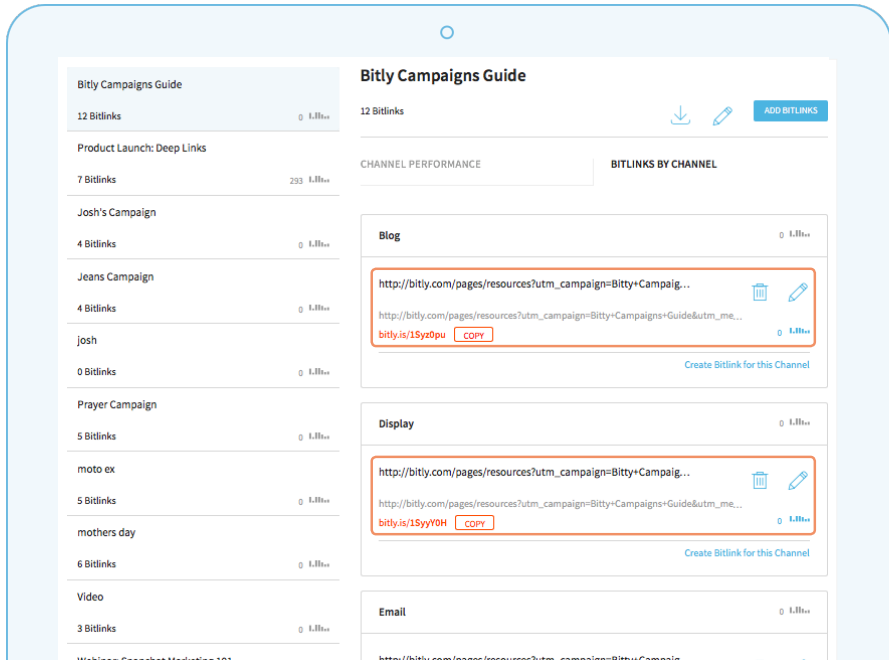


UTM CREATION



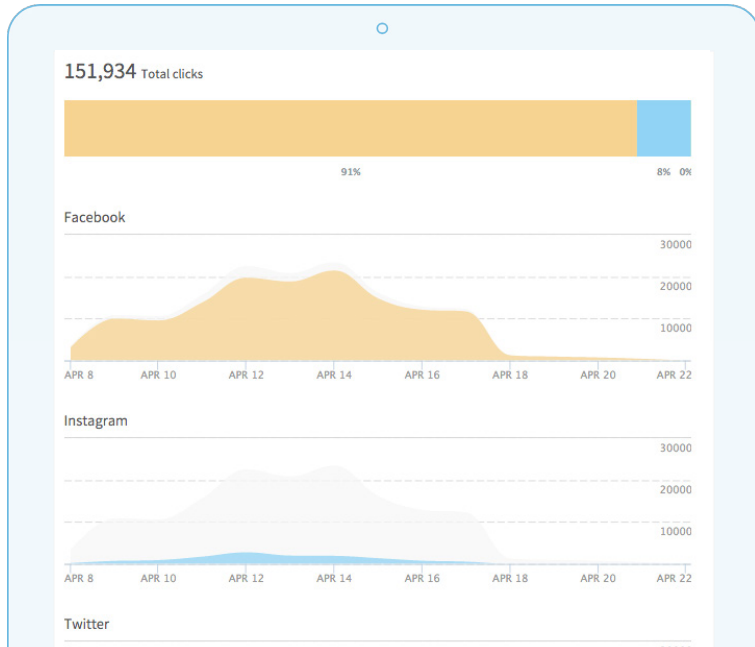
The Link Builder feature of Bitly Campaigns lets you create UTM tracking parameters for dozens of channels at a time.

Rather than going through an Excel sheet or a UTM builder, you can just input the URL of the landing page, select the channels you want to track, and hit “Done.” With our bulk importer option, you’ll be able to import Excel sheets of links directly into Campaigns, too.



When you select the channels for your UTM parameters and click “Done”, you automatically create tracking parameters for every channel. This gets rid of any messy UTM generators or spreadsheets, allowing for a clean, simple, experience.

Whether you’re creating dozens of Google Ad Groups, tracking performance across regions or franchises, or running an influencer campaign, this allows you to build trackable links at scale.



With all the channels you want to track in one place, you can gauge spend and investment from a macro and micro level. If we click into the “Bitlinks by Channel”, we can even see clicks by individual link.

So if you’re setting up multiple Facebook Ads or want to see how different products are performing per link, you can easily do that as well.

2

APP MARKETING

Some companies integrate Bitly Deep Links with Campaigns. That allows them to track activity across multiple devices and see how customers are interacting with content.

If you're running a campaign to try and drive organic app re-engagement and installs, Bitly Deep Links ensures that you can see exactly how many people are accessing the app.

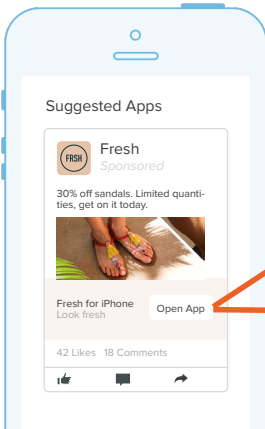


Deep links are integral to a great mobile experience. By creating a seamless, app-to-app customer journey, you can build organic re-engagement and install campaigns.

So what does that mean? When a mobile user taps a mobile ad, she is sent to the right page within an app, not just the app itself. That can be the difference between a mobile purchase or a bounce.

Here's an example:

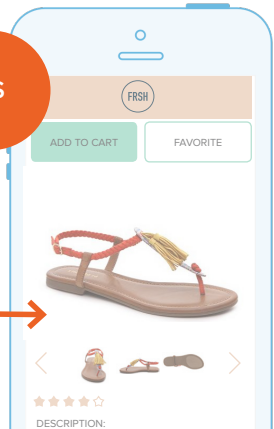
FRESH FACEBOOK AD



FRESH HOME



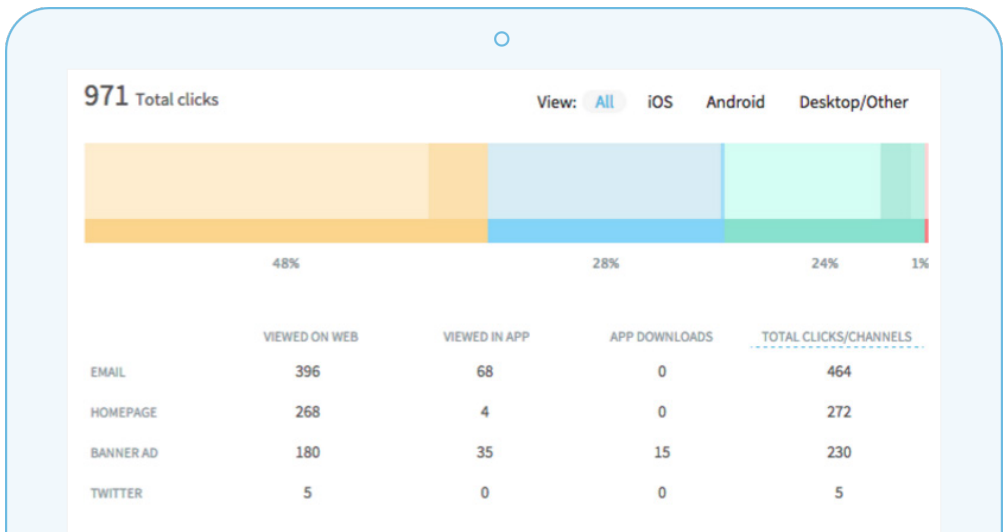
FRESH PRODUCT





Bitly Deep Links is used by a lot of different companies. Media companies, especially, have found the combination of Bitly Campaigns and Deep Links to be very useful.

By driving viewers directly into an app to watch a streaming episode of TV with Bitly Deep Links and using Campaigns for analytics, the business can engage mobile users and prompt app downloads while tracking the results across every channel:



3

CROSS-CHANNEL METRICS

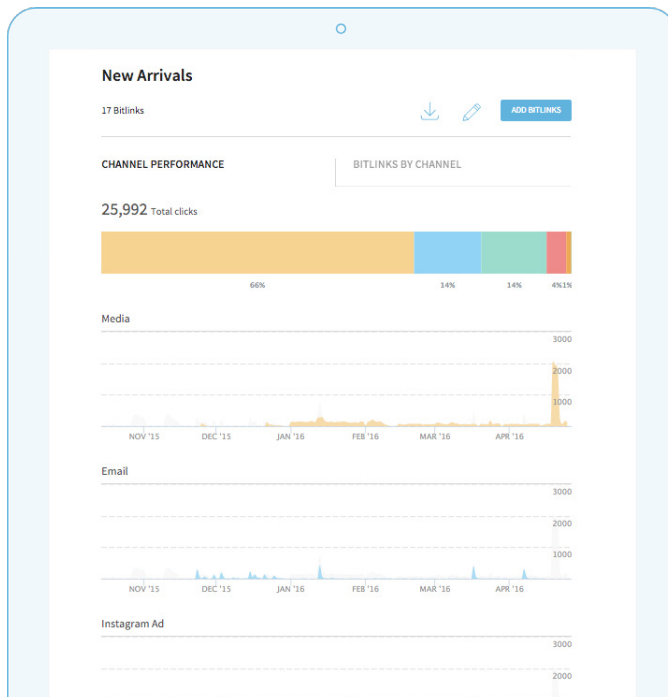
Silos are a challenge for any organization. The email team might not really share metrics with the social team—and vice versa—so you usually can't compare the results from different channels.

But if you use Campaigns, you'll finally have a way to track the results of every channel, in real-time.



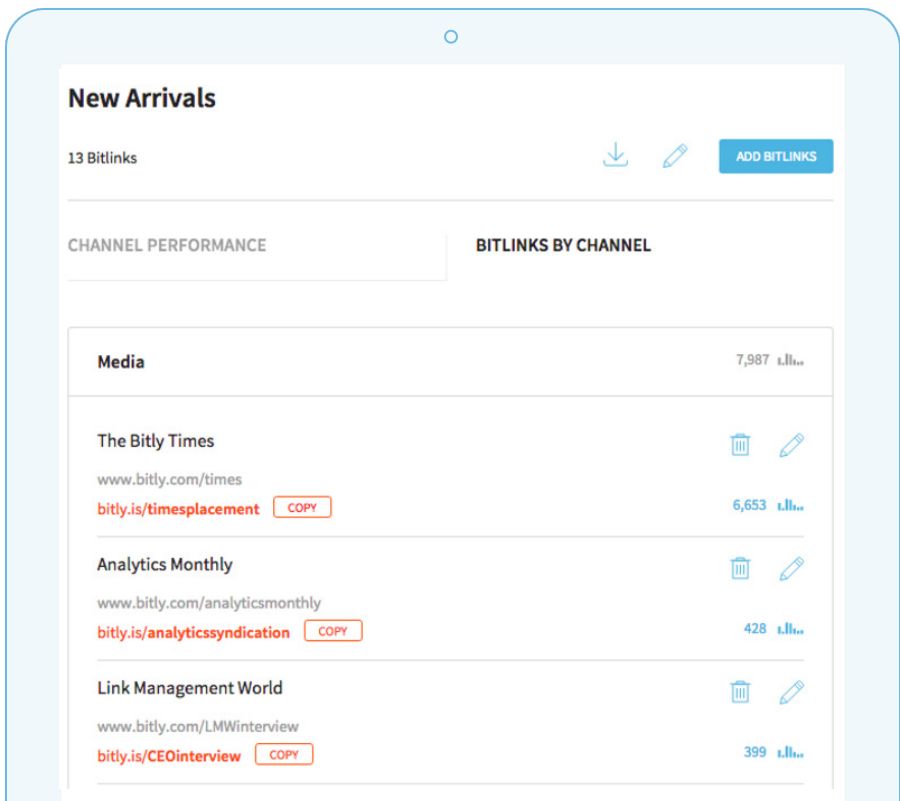
Ecommerce shop Vissla uses Bitly Campaigns to track media, email, and social channels all in one place.

That way, it's possible to visualize how the most effective channels are performing all in one dashboard. Vissla can further drill down into time of day, engagement, and which content resonates best with target audiences.





On the back-end, Vissla breaks down which media outlets are driving different amounts of traffic. Here's a mock-up of how the brand gives each publisher a link and then tracking each link's performance in Campaigns:



4

INFLUENCERS

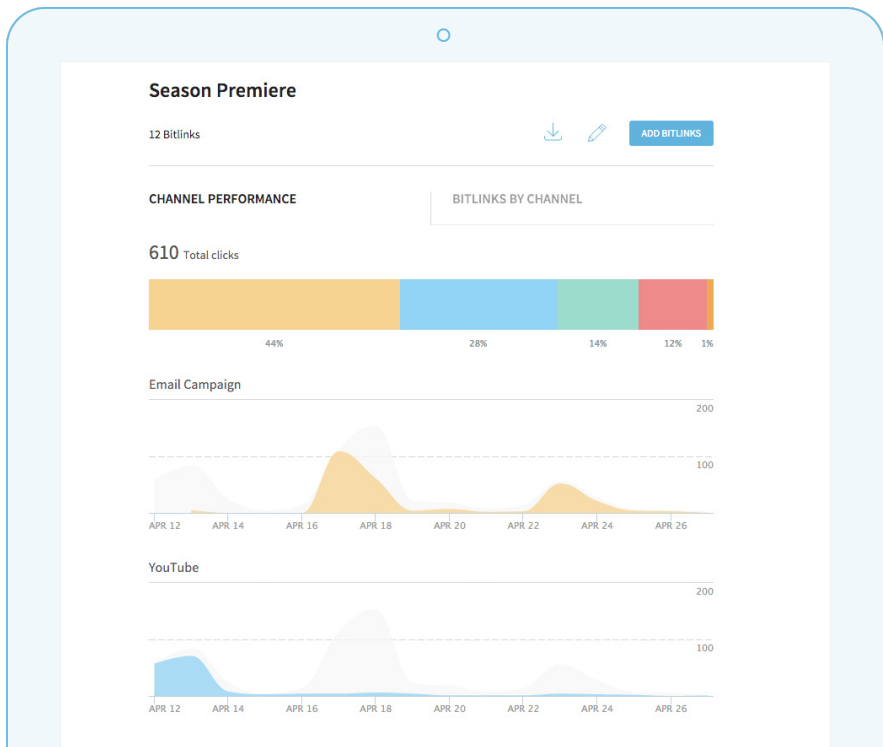
When you're working with influencers, entertainers, promoters, or partners, you don't usually have visibility into how their efforts are performing. You can solve that with Bitly Campaigns. Just give each partner a link and build a campaign around that link.

No matter how an influencer promotes something—social media, email, web, posters, brochures—you can track the results.



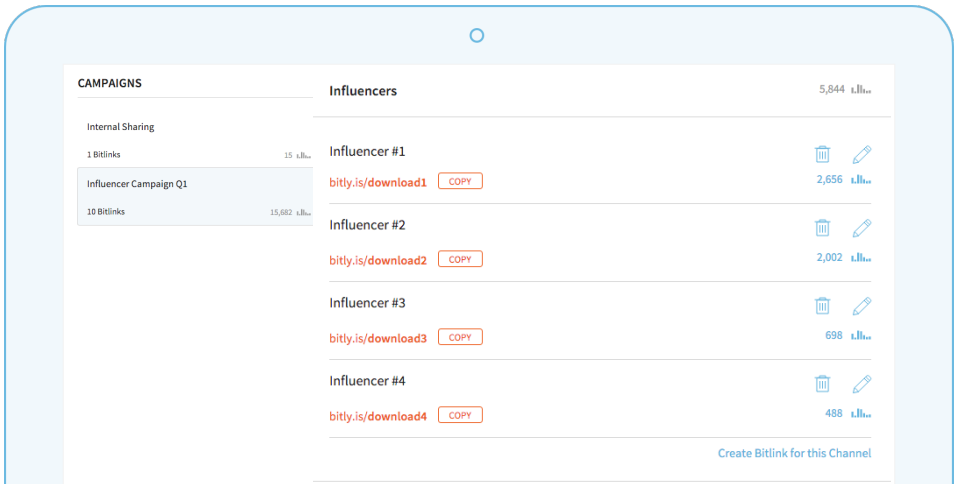
MEDIA & SYNDICATION

So how do brands use Bitly Campaigns for influencer marketing? Well, it starts with Bitlinks. One major media brand actually gives celebrities different links to track promotions of upcoming TV shows, YouTube clips, Spotify playlists, and more. The company also puts Bitlinks on third-party media sites, like YouTube, to track the clicks back to the iTunes store and other sites.





TRACKING INDIVIDUAL INFLUENCERS



During an app marketing campaign, one tech company leveraged influencers to promote installs among new users. By using Bitlinks & Campaigns, the brand created a dashboard view of how each influencer performed.

As long as influencers used the link, the company could track downloads by influencer as they shared it to their audiences across Twitter, Facebook, Instagram, blogs, and more.

5

PRODUCT RESONANCE

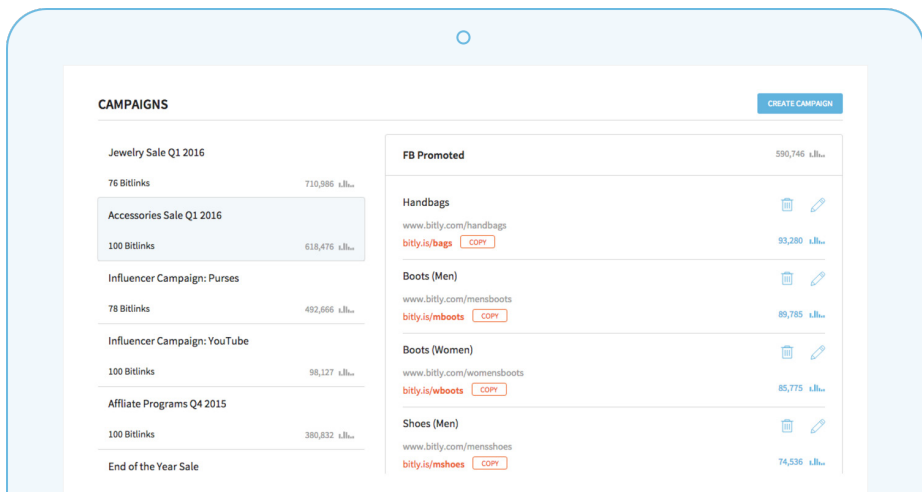
When companies are promoting different products across groups of ads, it can be hard to track the performance of every ad, every product, and every channel.

Often, those campaigns are owned by different teams, so visibility is even trickier. With Bitly Campaigns, businesses can bring all of those analytics into one central platform.



If you're promoting a lot of different product lines or product categories, you can use Bitly Campaigns to create one dashboard to see how each one is performing on each channel. One major retail brand uses Bitly Campaigns to aggregate all the links to each purchase page for each product.

Here, we can take a look at how the brand tracks different product categories as they're promoted through Facebook Ads:



Each campaign has 100 links that are grouped across different channels. Brands can group links under region, channel, or product and then share the content to see which products and ads are most popular.

6

REGIONAL TRACKING

If you're a franchise, have multiple offices, or you're targeting multiple regions, all that data can end up in a lot of different places.

With Bitly Campaigns, brands can aggregate regional data about how different locations are performing, giving information in real-time about how events, teams, sales, and more are performing.



If you promote a lot of events and registrations across the country—or you’re trying to gauge the performance of content or products in different regions— you can use Campaigns to break down every link to each page. This gives you real-time, actionable intelligence about where you’re seeing the most ticket sales and which areas offer the biggest market for your brand.

A major online streaming service uses Campaigns to track regional interest, engagement, and ticket sales for live events like concerts to see where different artists perform.

You can also organize by franchise:

The screenshot displays the Bitly Campaigns interface. On the left, under the heading "CAMPAIGNS", there is a list of campaigns with their respective Bitlink counts and a "Regions" dropdown menu. On the right, under the heading "Franchises", there is a list of franchises with their respective Bitlink counts and a "copy" button next to each Bitlink.

CAMPAIGNS	
Jewelry Sale Q1 2016	710,986 View
76 Bitlinks	
Regions	
50 Bitlinks	47,739 View
Influencer Campaign: Purses	
78 Bitlinks	492,666 View
Influencer Campaign: YouTube	
100 Bitlinks	98,127 View
Affiliate Programs Q4 2015	
100 Bitlinks	300,000 View

Franchises		13,166 View
Irvine	bitly.com/irvine bitly.is/call copy	1,142 View
Tampa	bitly.com/tampa bitly.is/ft copy	648 View
Houston	bitly.com/texas bitly.is/tx copy	609 View
Juneau	www.bitly.com/alaska bitly.is/ak copy	598 View

7

LIVE EVENTS

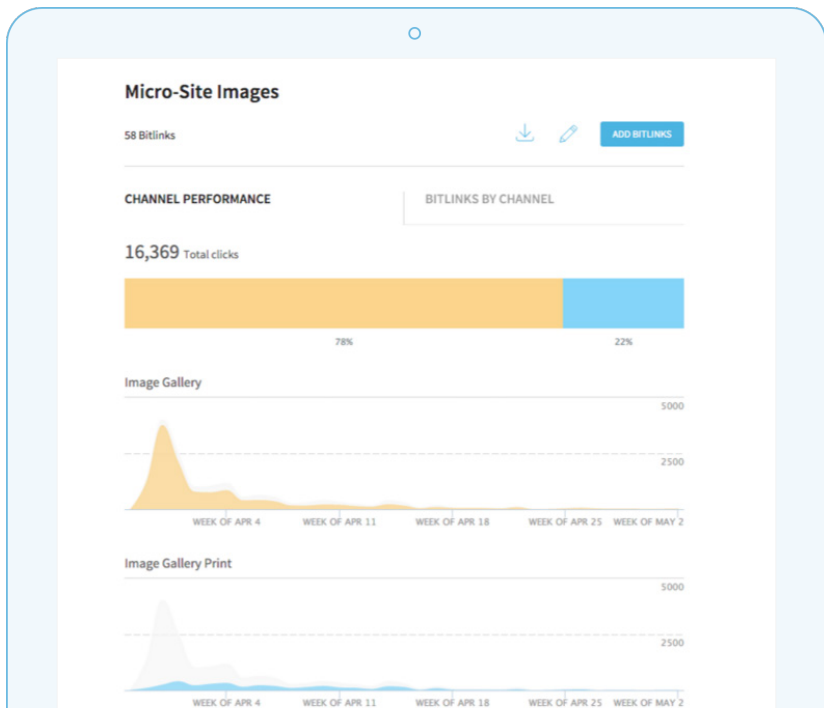
Whether you're a software company hosting an event for potential buyers or a niche eCommerce product showcasing features in Vegas, you want to know what's happening on the ground.

With such a real-time urgency, events can be hard to coordinate with digital initiatives. There are a lot of moving pieces, but Bitly Campaigns can help streamline metrics and offer a macro view of all those activities.



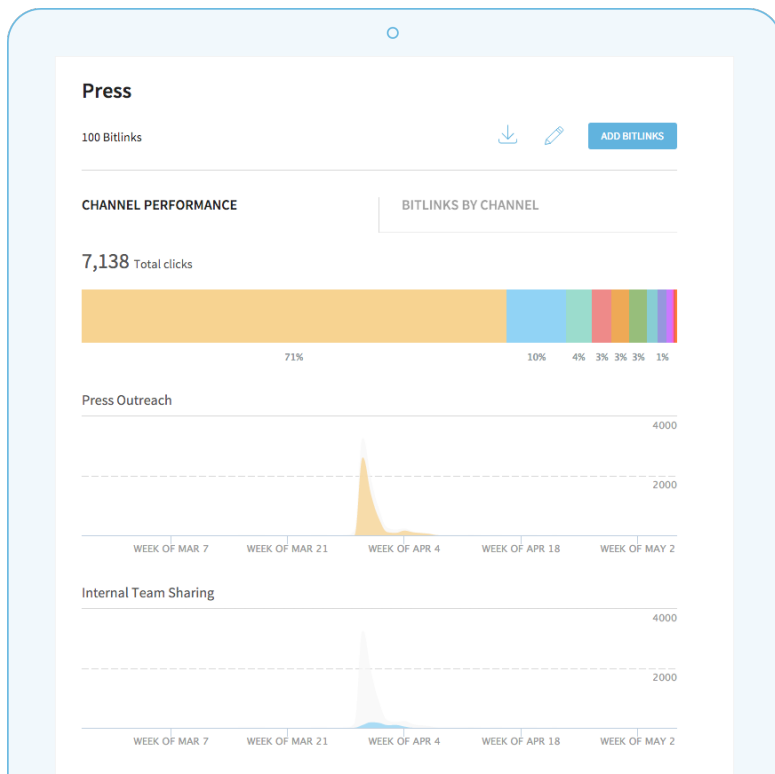
One Fortune 500 software company uses Bitly Campaigns to optimize landing pages for events and track the results of different teams and press packs. The company even uses Bitlinks to track which images are most engaging on the press pages for annual conferences.

This allows the team to optimize collateral and investment for future events.





The brand optimized the press pack further to see how journalists and influencers engaged with content from the landing page and proactive emails sent before the event. This also offered insight into where people were clicking on different download buttons and packages.



CONCLUSION

7 WAYS BRANDS USE BITLY CAMPAIGNS

When you can see clearly across all of your marketing channels, you can see exactly how customers are interacting with your content, your marketing initiatives, and which strategies and teams are most effective. Brands will be able to iterate and innovate faster and anticipate customer demand in real-time.

By harnessing the true power of the link, Bitly Campaigns breaks down silos and allows teams to focus less of their time on tracking metrics and more of their time building an unforgettable customer experience.

**INTERESTED IN LEARNING MORE ABOUT WHAT
BITLY CAMPAIGNS CAN DO FOR YOUR BRAND?**

EMAIL US AT BRANDS@BITLY.COM

bitly THE POWER of THE LINK.