

How to Use Bitly to

**Rethink
the Link**

bitly

RETHINK *the* LINK

TABLE OF CONTENTS

INTRODUCTION	3
BRANDED BITLY LINKS	4
ASSIGN USER SEATS	13
BITLY LINKS	17
REPORTING	21
ORGANIC SHARES	26
MANAGE ACCOUNTS	42
BITLY FOR MOBILE	50



RETHINK *the* LINK

We don't usually think of links as part of a marketing strategy. In fact, we usually don't think about links at all. The link is a little bit like air. Marketers use them all the time, but we don't really think about them.

But links are everywhere. Every click, swipe and tap is a link. Every channel has a link. Even offline, you can use links to track results and see how and where customers are engaging.

By leveraging the full power of your links, you can improve click-through rates, optimize investment and build better customer experiences. In this guide, we'll show you how.

YOU'LL LEARN:

- How to get started with Bitly
- How to use Bitly links to strengthen your brand integrity
- How to use Bitly to build a robust and seamless customer experience across channels



CHAPTER 1

FIRST THINGS FIRST: BRANDED BITLY LINKS

Did you know you can replace our default "bit.ly" with your very own custom domain?

A custom domain allows you to add a layer of credibility onto your shortened links. Simply choose a domain that's less than 15 characters, purchase it from a third-party domain registrar, and then integrate it with your Bitly account.





PUT YOUR THINKING CAP ON

Creating short links with your own brand requires three things:

- A custom domain (15 characters or less)
- Adding the domain to Bitly
- Configuring the DNS settings with your domain registrar to point to Bitly

To start, grab a notebook and pen or head on over to the whiteboard for a brainstorm session.

NOTE - *Your custom domain will be the name of all your links going forward, so you'll want to give some thought to it before you make a purchase!*



2

CHOOSE A CATCHY DOMAIN

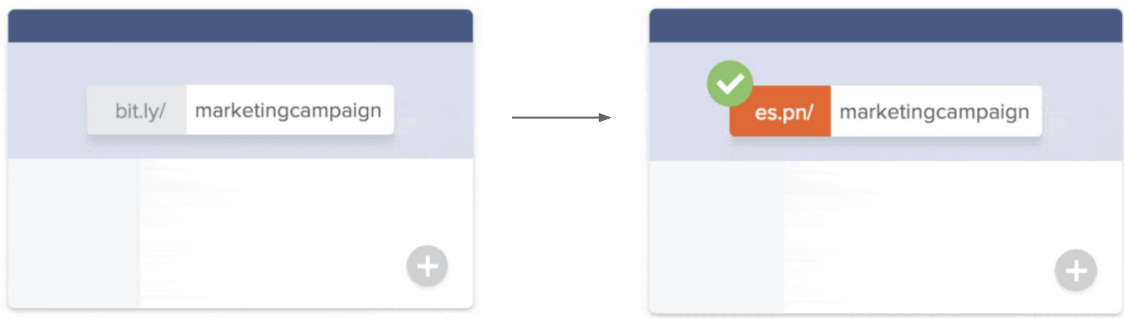
Some helpful tips in choosing a domain:

- Remove vowels to tighten things up
- Think about mottos, taglines or themes (i.e. swoo.sh for Nike and ideas.ge for GE)
- Consider playing around with different domain endings:

.ao
.at
.bg
.bo
.deals
.ly
.io

3

LOCK IN THAT DOMAIN

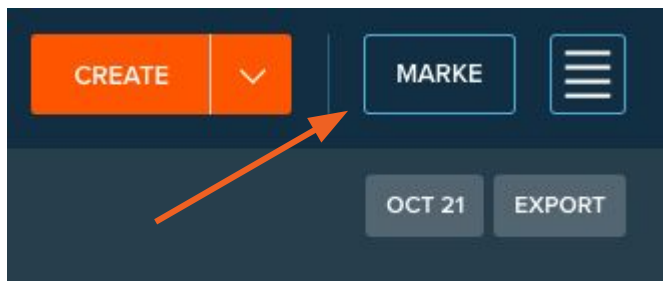


When you're ready to search for your custom domain, you can easily do so in Bitly's Custom Domain settings.

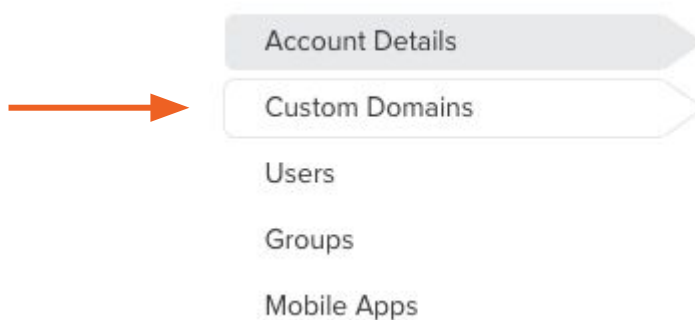
4

SET UP A CUSTOM DOMAIN

1. Sign into your Bitly account.
2. Click the Group selector at the top right of the page.



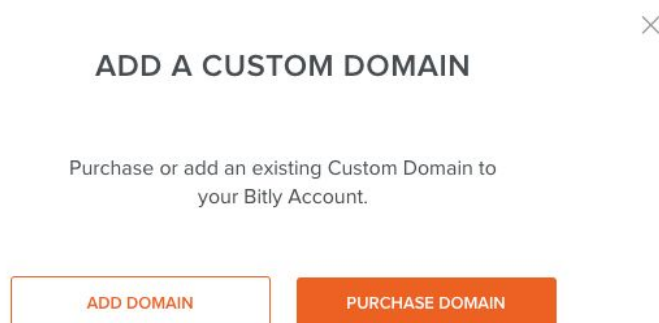
3. Click **Manage** next to the account you'd like to add a domain to.
4. Click **Custom Domains**.



5. Click **Add Custom Domain**.

SET UP A CUSTOM DOMAIN

6. You should see a pop-up appear with the option to "Add Domain" or "Purchase Domain." Click on **Purchase Domain**.



7. Once you click **Purchase Domain**, the next screen will allow you to search for domain name(s).
8. If the domain you are searching for is available to purchase, you will see a "green" marker next to the domain, and then the option to "buy now". However, if the domain name you are searching is not available, you will see a "red" marker next to the domain name.
9. If you are happy with your domain name, and it is available to buy now, simply click the **Buy Now** button and you will be redirected to GoDaddy to complete the purchase.



SET UP A CUSTOM DOMAIN

- Once you have completed the purchase, you will need to access your DNS settings in GoDaddy and configure the following:


×

CONFIGURE YOUR DNS RECORD

Set your DNS configuration for your domain as follows:

RECORD TYPE	HOSTNAME	POINTS TO
A	@	67.199.248.12 
A	@	67.199.248.13 

If you are using a subdomain, set a CNAME as follows:

RECORD TYPE	HOSTNAME	POINTS TO
CNAME	@	cname.bitly.com 

[Learn more about DNS Record Setup](#)

NEXT

SET UP A CUSTOM DOMAIN

11. Once you've set up the correct A records, click on **Next**. Then add your newly purchased Custom Domain in the box and then click **Next** again.

×

ENTER YOUR CUSTOM DOMAIN

Use a Custom Domain in place of bit.ly for your Bitlinks. Your domain must be less than 15 characters including the dot.

NEXT

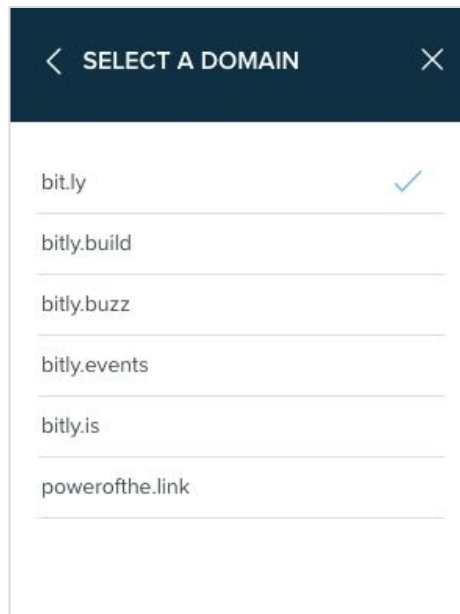
12. Success! You've added the Custom Domain. Click on **Track Domain Status** to find out if your Custom Domain has been verified.

5

YOU'RE ALL SET!

Once the verification is complete, you will be able create links in your account with your new custom domain!

You should be able to see your custom domain in the dropdown above your link. Here's what the dropdown in our team's account looks like:



For further help, please visit bitly.is/CustomDomainHelp



CHAPTER 2

ASSIGN USER SEATS

Now that you have your custom domain linked to your account, it's time to bring the rest of your team or organization into your Bitly account.





CREATE A GROUP

The screenshot shows the Bitly dashboard interface. At the top, there's a navigation bar with 'ALL LINKS', a search bar, a 'CREATE' button, and a 'GROUPS' button highlighted with a red circle. Below the navigation bar, there's a summary section with four cards: 'TOTAL CLICKS' (363), 'BITLINKS CREATED' (12), 'ORGANIC SHARE CLICKS' (5,014), and 'ORGANIC SHARE LINKS' (139). The main content area is divided into four sections: 'TOP BITLINKS', 'BITLY NETWORK TOP CONTENT', 'TOP REFERRERS', and 'TOP LOCATIONS'. Each section has an 'EXPORT' button.

TOP BITLINKS	View all	BITLY NETWORK TOP CONTENT	Learn more
General Onboarding - Log In bitly.is/2G6wTFw	1632	Bitly URL Shortener and Link Management Platform 73047 Bitlinks to this content	1,260
https://bitly.com/pages/enterprise?utm_content=site-home... bitly.is/HPLearnMore	1335	https://app.bitly.com/ 2405 Bitlinks to this content	823
https://bitly.com/pages/landing/get-enterprise?utm_content=site-enterprise... bitly.is/EnterpriseButton	897	https://app.bitly.com/BibfcNmGgZO/bitlinks/2B908Hm 1 Bitlink to this content	60

TOP REFERRERS	EXPORT	TOP LOCATIONS	EXPORT
Other Websites: 237 Email, SMS, Direct: 126		United States: 95 Brazil: 63	

To create a new group, click the Groups button in the Bitly Dashboard and click “Manage.”



2

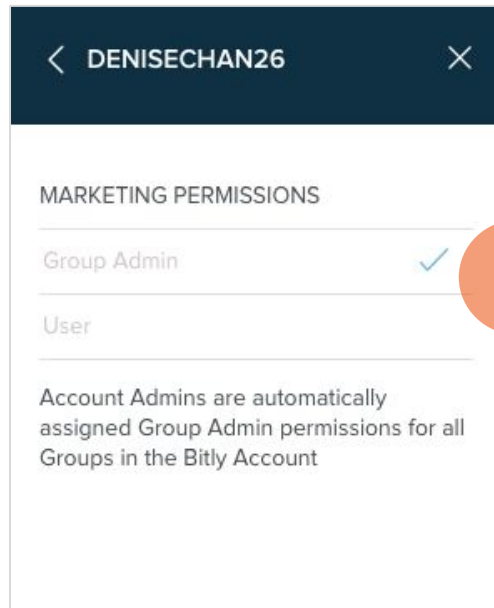
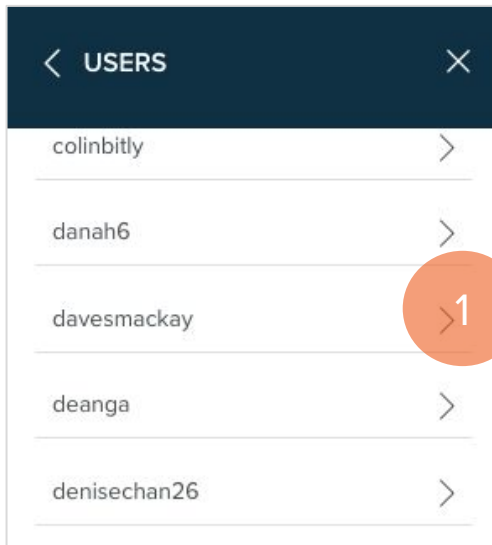
APPLY A CUSTOM DOMAIN TO THE GROUP

The screenshot shows the Bitly Settings interface. On the left, a navigation menu includes 'Account Details', 'Custom Domains', 'Users', 'Groups' (highlighted with a grey arrow), and 'Mobile Apps'. The main content area is titled 'Groups' and features a blue button labeled 'CREATE NEW GROUP' with a white '1' inside an orange circle. Below the button is a list of groups, each with a right-pointing chevron: Campaign 1, Campaign 2, Campaign 3, Cowboy Chauncey, Enterprise, Demo Environment, Design, Enablement, Engineering, and Enterprise. The top navigation bar includes the Bitly logo, 'BITLY SETTINGS', a 'PROGR' button, and a hamburger menu icon.

Click “Create New Group.” Type in the channel, department, or other type of group you’d like to create.

3

INVITE USERS AND SET PERMISSIONS



Choose your custom domain and start inviting users by their individual Bitly username. As an admin, you can set view-only and edit permissions so that each user has the right settings and controls they need.

CHAPTER 3

BITLY LINKS

When you use Bitly to optimize your links, you have the power to ensure that every link is a marketing asset. Here's how.





ADD A TITLE

EDIT BITLINK ✕

bitly.is/BitlyResour... COPY SHARE

CREATED JUL 12 Hide Link

TITLE
Resource Library

CUSTOMIZE BACK-HALF
bitly.is/BitlyResources

Did you know custom links get 34% more clicks? [Learn more →](#)

Add or create tag

+ Add to Campaign

+ Add Mobile Behavior

Adding a title helps you quickly find your Bitly link when you are going back through your historical links. The title will sometimes auto-populate, depending on the site's settings. If it doesn't, or if the auto-populated title doesn't fit well, you can click on the box and add in your own title.

2

CUSTOMIZE THE URL

EDIT BITLINK ✕

bitly.is/BitlyResour... COPY SHARE

CREATED JUL 12 Hide Link

TITLE
Resource Library

CUSTOMIZE BACK-HALF
bitly.is/BitlyResources **2**

Did you know custom links get 34% more clicks? [Learn more](#) →

Add or create tag

+ Add to Campaign

+ Add Mobile Behavior

You can customize the back half of every Bitly link. This is an easy but effective way to stand out in today's noisy digital landscape. It keeps your content branded and adds a layer of credibility. This is a great resource, especially for offline campaigns, because it makes it easy for people to remember and type it back into their browsers.

3

TAG YOUR LINKS

EDIT BITLINK

bitly.is/BitlyResour... COPY SHARE

CREATED JUL 12 Hide Link

TITLE
Resource Library

CUSTOMIZE BACK-HALF
bitly.is/BitlyResources

Did you know custom links get 34% more clicks? [Learn more](#) →

Add or create tag

+ Add to Campaign

+ Add Mobile Behavior

Each time you create a Bitly link, you can use tags to categorize and organize your marketing efforts. Click “Tags” after you’ve created a Bitly link to create new Tags or select already created Tags.

This is helpful when you want to look back at your link performance. You can search through your tags to find all links related to a specific campaign, topic or time period. You can see how effective your paid social campaigns have been over time, and compare how product content performed versus thought leadership content. It all depends on how you tag your links.

CHAPTER 4

REPORTING

The Bitly Dashboard gives you a quick and easy high-level view of your performance. But how do you package that for your weekly report or for a presentation?

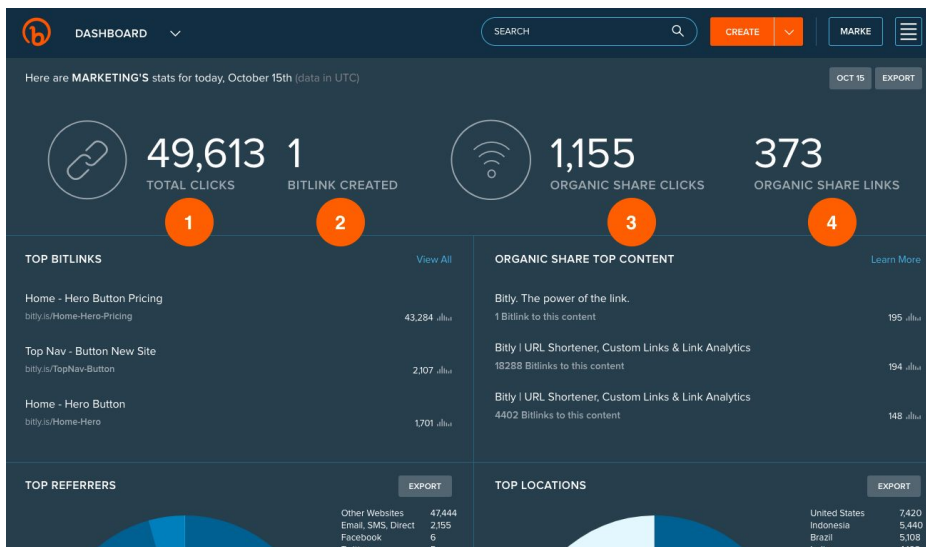
You can easily export your Bitly data and consolidate it into a report.



8 METRICS YOU SHOULD KNOW FROM YOUR BITLY DASHBOARD

- 1 **Total Clicks**
- 2 **Bitly Links Created**
- 3 **Organic Share Clicks**
- 4 **Organic Share Links**
- 5 **Top Bitly Links**
- 6 **Top Organic Share Links**
- 7 **Top Referrers**
- 8 **Top Locations**

The Bitly Dashboard shows you how your links are performing on any given day at a glance. Here are the top 8 metrics you should know.



1) TOTAL CLICKS: The total number of clicks that have occurred across all of your Bitly links in the past day.

2) BITLY LINKS CREATED: The total number of Bitly links that have been created by you and your team in the past day.

3) ORGANIC SHARE CLICKS: These are clicks to your owned properties by other individuals shortening and sharing your content through Bitly over the past day.

4) ORGANIC SHARE LINKS: These metrics display traffic driven to your domains by people creating short links through Bitly.



5) TOP BITLY LINKS: These are your highest clicked Bitly links for the day.

6) TOP ORGANIC SHARE CONTENT: These are your links that were shortened most by people creating Bitly links.

7) TOP REFERRERS: The top third-party sources that point back to your content.

8) TOP LOCATIONS: These are the top countries that are clicking the most on your links.

EXPERT EXPORTING

You can easily export your Bitly data and consolidate it into a report.

1) DASHBOARD: In your main dashboard, you can export your top referrers and top locations.



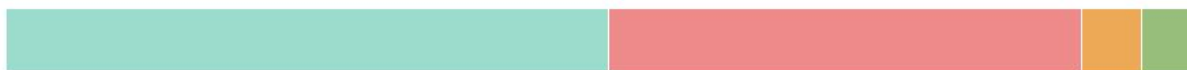
2) ORGANIC SHARES: You can export whole campaigns.

EBOOK: INFLUENCER MARKETING

7 Channels | 11 Bitlinks

[ADD LINKS](#) [EDIT](#) [EXPORT](#)

1,990 Total Clicks



CHAPTER 5

TRACK YOUR CLICKS WITH ORGANIC SHARES

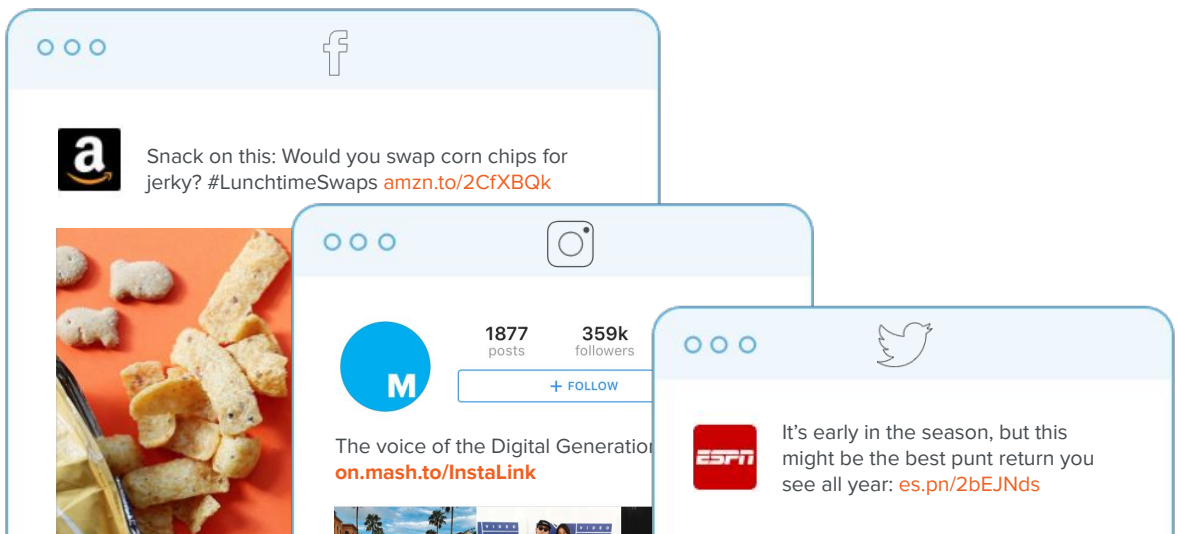
Organic Shares, a feature of some of our paid plans, allows you to build, manage, and measure the engagement of your cross-channel campaigns.

What does this look like in action? When you give your entire organization access to Bitly, the Bitly links used across every team and channel will be tracked in your central dashboard. Back in Bitly, you will be able to see how each link and campaign is performing.



USE CASE

MULTI-CHANNEL CAMPAIGNS



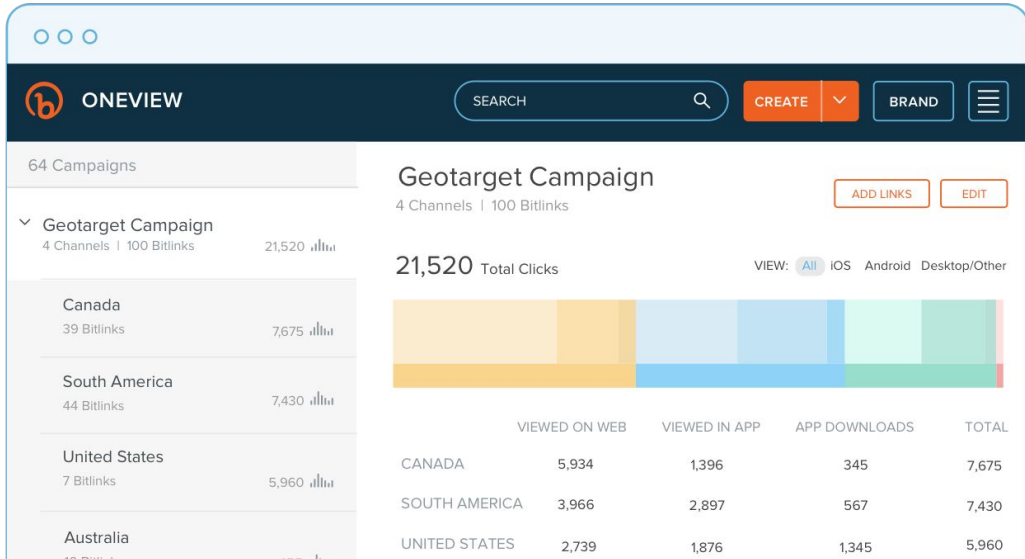
Using Organic Shares, you can see all of your channels in one place. You can compare the performance of an Instagram ad up against an organic tweet. Or, see how different product lines are performing across a dozen different Facebook ads.

When you put a Bitly link behind a piece of content, every time a consumer clicks, swipes or taps, that engagement is captured and populates in real-time back in your Bitly dashboard.



USE CASE

GEOTARGETING



If you're trying to identify your most loyal audiences across a certain geography, you can also use Bitly links for regional targeting.

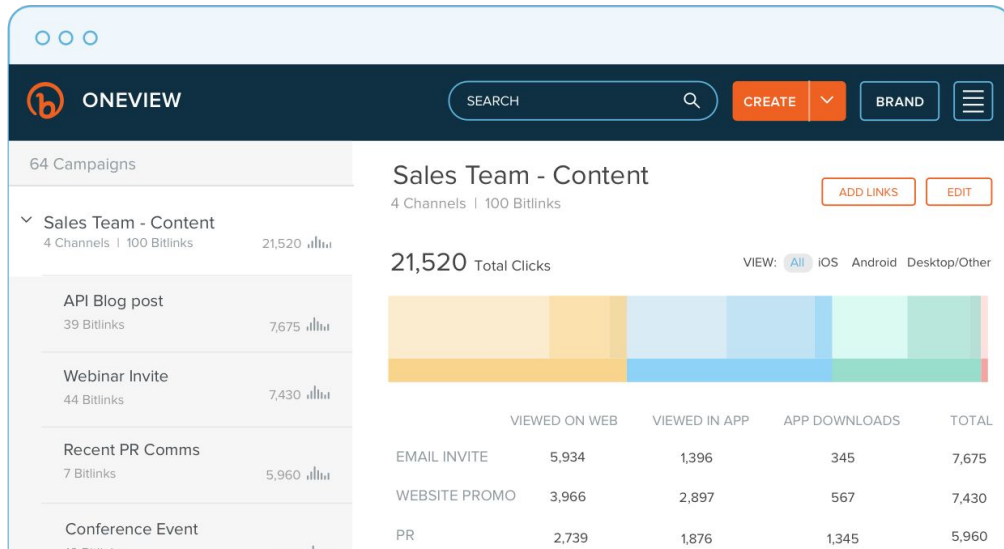
A well-known dating app uses Campaigns to track different promotion campaigns by region.

This is a great way for the app to identify popular content and products in each city, produce targeted content, and map out the most engaged cities for future events.



USE CASE

INTERNAL



If your organization is like many others, you may find that your team works out of a silo. For example, perhaps the marketing collateral your team produces goes unused by the Sales Team.

The Bitly marketing team uses Organic Shares to track how our sales reps are sharing our content, and if they are sharing content. We're able to see which pieces of content are most popular and which pieces might need to be promoted more.

INTERNAL

continued

To track this, we...

1) Create A Channel For Every Rep

We've created a campaign titled "Outbound Sales Content Adoption" to track how our entire sales team is sharing content. Then, we create a channel within the campaign for each rep in our sales team. This allows us to get a quick view of how content is performing across the team.

2) Add In Our Content

Before we pass a piece of content over to the sales team, we paste the long URL into the campaign to shorten, brand, and add UTM parameters to track engagement. In the screenshot above, you'll see that we can automatically select the link to be added to and customized for each rep, or we can go in and manually choose to only add it to a few individual reps.



INTERNAL

continued

3) Start Tracking

Here's a mock-up of what the data will look like once our reps start sending these links. You can see that Ryan for example, is crushing it with the amount of content he's sending, but Bruce has a little catching up to do.

21 Campaigns		Sorted by date created	
▼	Outbound Sales Content Adoption 5 Channels 15 Bitlinks	0	0.000
	Tony 3 Bitlinks	0	0.000
	Cara 3 Bitlinks	0	0.000
	Madeline 3 Bitlinks	0	0.000
	Ryan 3 Bitlinks	0	0.000
	Bruce 3 Bitlinks	0	0.000
>	Webinar: Rethink the Link 2017 8 Channels 11 Bitlinks	482	0.000
>	Customer Onboarding		

TONY
3 Bitlinks
[ADD LINKS](#)
0 Total Clicks

3 BITLINKS
MAR 23
10 Metrics You Can See in Your Bitly Dashb
bitly.is/2o8QH0Q [COPY](#) [SHARE](#) [EDIT](#)

MAR 23
How to Set Your Data Free with Bitly Brand
bitly.is/2nh04hJ [COPY](#) [SHARE](#) [EDIT](#)

MAR 23



USE CASE

INFLUENCERS & PARTNERS

Likes, follows and reshares are great, but reach doesn't always equal true engagement.

At the start of every influencer campaign, you can provide each person a unique Bitly link. In the Dashboard, you'll be able to see how your content, as well as each individual post, performs.

By asking influencers to share Bitly links, brands are able to see how much total traffic influencer marketing is driving back to their site or landing pages. You can also compare the success of social channels, paid, and organic content for an influencer campaign.

At Bitly, we often partner with other brands to co-host webinars and produce joint ebooks. We give each of these partners a custom Bitly link at the beginning of the project to track how much traffic is coming from their promotions versus our own.



USE CASE

SEGMENTED AUDIENCE ENGAGEMENT

If you want to target demographic groups, Bitly can help. When you've set up paid ads on a social network or search engine for the specific segment, make sure that each link in a promotion is a Bitly link.

Then, set up channels that correspond to each demographic in a campaign. This way, you can see how different segments engage with the promotion, even if you're using multiple paid platforms for targeting.



GETTING STARTED

Now that you know about Organic Shares and how to use it, let's take it for a spin. Log into your account and try creating a new campaign. Just follow the following steps.

CREATE CAMPAIGN



CREATE CAMPAIGN X

TITLE
Rethink The Link

DESCRIPTION
There's more to the link than meets the

To start a campaign, click create and type in the “Campaign Name.”

ADD CHANNELS



CREATE CAMPAIGN ×

TITLE
Rethink The Link

DESCRIPTION
There's more to the link than meets the

SELECT CHANNELS (3) [View All](#)

Search channels

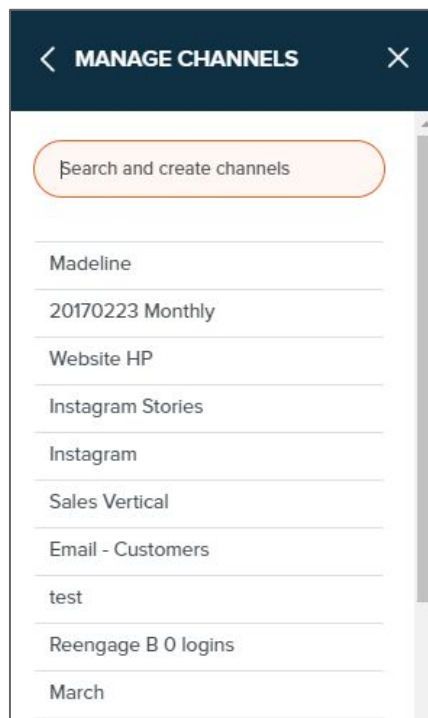
Instagram × Email ×

Facebook ×

[Manage Channels](#)

Add the channels you're planning to use for promotion. Popular channels include email, Facebook, Instagram and more.

MANAGE CHANNELS



To create a new channel, click “Manage Channels” and create the channels you need. Then, type in the channels in the “Select Channels” box.

ADD BITLY LINKS TO THE CAMPAIGN

4

CREATE CAMPAIGN

TITLE
Rethink The Link

DESCRIPTION
There's more to the link than meets the

SELECT CHANNELS (3) [View All](#)

Search channels

Instagram x Email x
Facebook x

[Manage Channels](#)

[Save and Add Bitlinks Later](#)

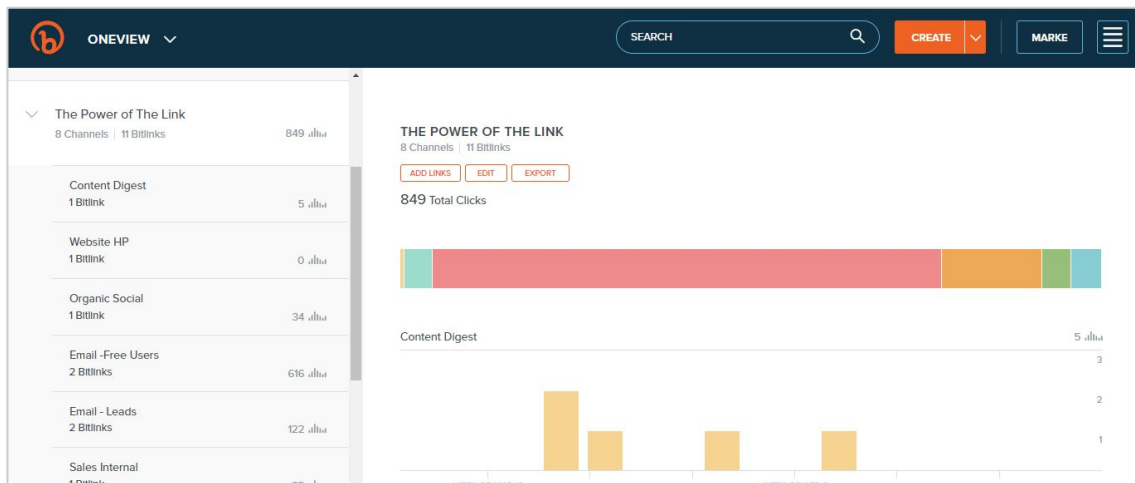
ADD BITLINKS

Click “Add Bitly links” and then type in your destination URL, which should point to the landing page, product page, or other collateral.



MEASURE YOUR CAMPAIGN

5



To measure and manage the campaign, click “Campaigns” from the Feature Menu. Now, you can see the Bitly link in your campaign.

By using Bitly links, you can achieve a single view of every channel across your marketing funnel.



SHARING CAMPAIGNS



EBOOK: INFLUENCER MARKETING

7 Channels | 11 Bitlinks

ADD LINKS

EDIT

EXPORT

1,990 Total Clicks



Looking to share the performance of your campaigns?

You can export all of your data into a CSV file that then can be integrated into an existing spreadsheet or shared with a coworker or partner. Just find the “export” button to download link performance for any of your campaigns, as well as other metrics such as top referrers and top locations.

CHAPTER 6

ALL YOUR DATA IN ONE ACCOUNT

More than 80% of marketers say that data silos within marketing [obscure a seamless view of campaigns and customers.](#)

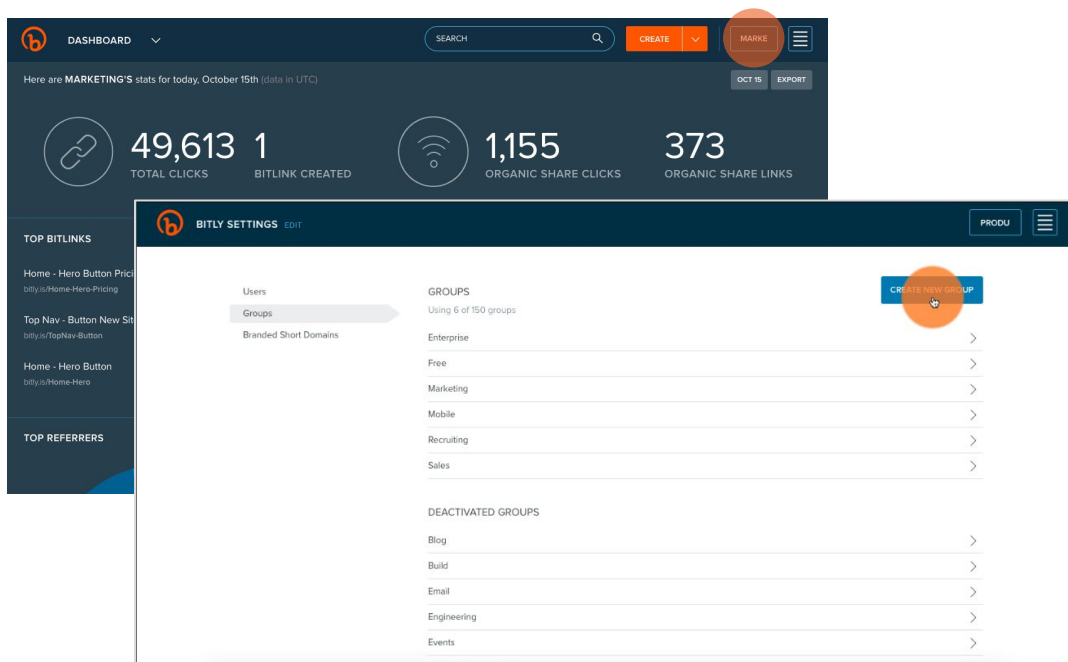
With Bitly, companies can set up Groups for each team to transparently share and see data across the organization.

With one view of the customer, it becomes a lot easier to personalize content for each market and individual.



1

CREATE A GROUP



To create a group in Bitly, click the group switcher from your Dashboard and click “manage.” This will bring you to the admin console, where you can manage users, groups, and the custom domains assigned to each group.



2

APPLY A CUSTOM DOMAIN TO THE GROUP

The image shows two parts of the Bitly interface. On the left is the 'CREATE NEW GROUP' form, and on the right is the dashboard overview.

CREATE NEW GROUP Form:

- GROUP NAME: Marketing
- Add Custom Domain: []
- Buttons: SAVE, SAVE AND INVITE USER

Dashboard Overview (Marketing's stats for today, October 15th):

- TOTAL CLICKS: 49,613
- BITLINK CREATED: 1
- ORGANIC SHARE CLICKS: 1,155
- ORGANIC SHARE LINKS: 373

TOP BITLINKS:

Bitlink	Clicks
Home - Hero Button Pricing bitly://Home-Hero-Pricing	43,284
Top Nav - Button New Site bitly://TopNav-Button	2,307
Home - Hero Button bitly://Home-Hero	1,701

ORGANIC SHARE TOP CONTENT:

Content	Clicks
Bitly. The power of the link. 1 Bitlink to this content	195
Bitly URL Shortener, Custom Links & Link Analytics 18288 Bitlinks to this content	194
Bitly URL Shortener, Custom Links & Link Analytics 4402 Bitlinks to this content	148

TOP REFERRERS:

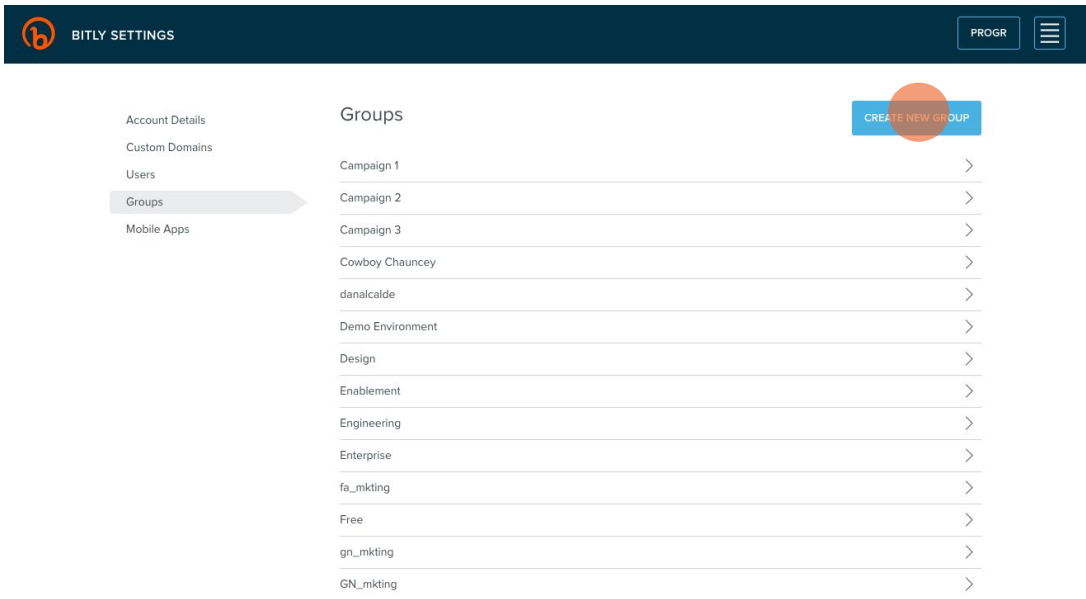
Referrer	Clicks
Other Websites	47,444
Email, SMS, Direct	2,155
Facebook	6

TOP LOCATIONS:

Location	Clicks
United States	7,420
Indonesia	5,440
Brazil	5,108

Go to the “Groups” menu and click **Manage**. You’ll see a list on the left side of your screen. Select **Groups**. Now click **Create New Group**. Type in the channel, department, rep, etc. Choose your custom domain and click **Save and Invite User**. Now, you can start inviting users by their Bitly username for their personal account.





Now, you have a separate dashboard that you can use to create, manage, and measure all of the Bitlinks associated with that specific Group. If you have admin permissions, you can easily view other Groups, so you can see how different teams are performing. You can set view-only and edit permissions, too, so each user has access to the Groups they manage.

By customizing your Groups for exactly what your organization needs, you can offer a streamlined user experience for every team while democratizing data access across the board.

3

USING BITLY WITH GOOGLE ANALYTICS

One of the most frequent questions we get at Bitly is “how does Bitly work with Google Analytics?” or “How is Google Analytics different from Bitly?”

Bitly works as a layer on top of Google Analytics. We offer a quick way for businesses and individuals of all analytical skill levels to pull real-time data. Google Analytics offers more customizable dashboards for those looking to take a deeper dive into their analytics. The two offer different views that work together to give you a better understanding of the traffic and conversions that drive your business.

continued

USING BITLY WITH GOOGLE ANALYTICS

At Bitly, our team switches between Bitly and Google Analytics for greater efficiency and transparency. We use Bitly on a daily basis and refer to Google Analytics for more macro views like weekly and quarterly reporting on how each initiative impacts our bottom line.

As you start using the Bitly links in each corresponding channel, you'll be able to see exactly which initiative is driving the most traffic. To help with measurement, every link created in a campaign has UTM parameters added by default.

If you have a spreadsheet of links with specific tracking codes, you can import these links into your Campaigns with the click of a button.



4

USING UTM PARAMETERS

1) Append UTM Parameters to your destination URL

The first thing you'll want to do is add UTM parameters to your URL. You can either do that through our Campaigns feature or use Google's URL builder.

A quick refresher on what UTMs are. UTM parameters are tags that help identify the channel and campaign that refers the URL to a specific destination.

When you add a UTM to the end of your full URL, it will look something like this:

https://pizzapalaceSF.com/pages/landing/pop-up-sf?utm_medium=Email&utm_source=LastCallLeads&utm_campaign=PopUpEventSF

UTM PARAMETERS

continued

2) Clean it up with Bitly

Shorten the link in Bitly. You'll see that there are randomly generated letters and/or numbers after the backslash. You can customize this to brand the link and make it more memorable:

sliceo.pizza/popupSF

3) Get it Live

Great! You're all set. Now we're ready to push this live and see stats both on Bitly and Google Analytics.



CHAPTER 7

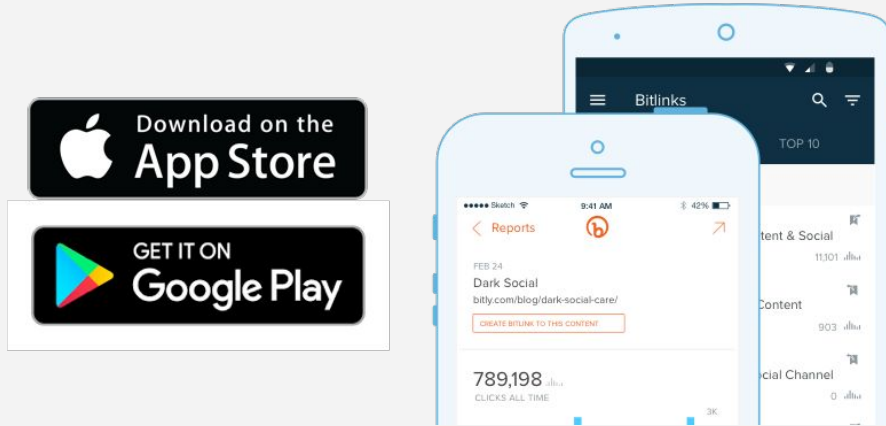
BITLY FOR MOBILE

Mobile has changed the way we research, shop and interact with one another on a day-to-day basis. But beyond general mobile use, research shows that [90% of people's mobile time is spent in apps](#), while only 10% is spent on mobile websites.

As a result, we've spent a lot of time figuring out how to use the link to optimize mobile so you can provide your prospects and customers the most frictionless mobile experiences possible.



THE BITLY APP



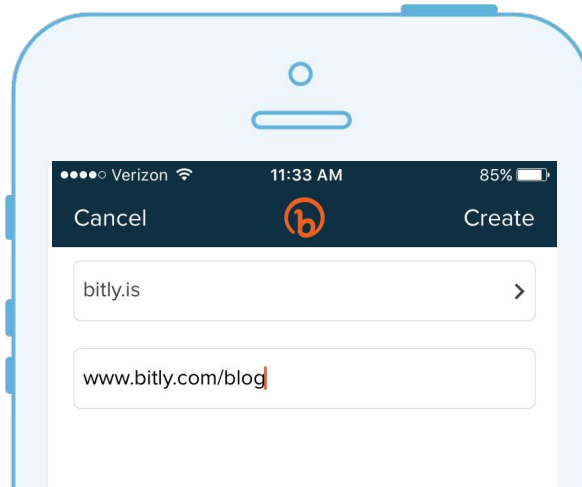
If you don't have the Bitly app downloaded on your phone already, find us in the Apple App Store and Google Play Store.

Add the Bitly app to your existing marketing stack so that you can continue to create, manage and analyze links on the go. Your audience is constantly engaging across channels, so your workflow shouldn't be any different.

In the Bitly app, you can easily search and filter through your Bitly links, access detailed performance metrics at an individual link level and edit or share links on social or email.

THE BITLY APP

continued



CREATING A NEW LINK

At the top right-hand corner of your app, you'll see a plus sign. Click on the plus sign and it will take you to a screen where you can paste in your long URL to be shortened.

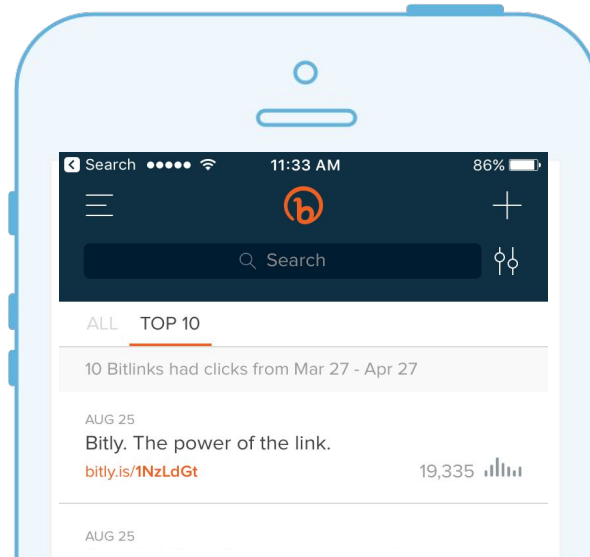
If you have a custom domain, you can also select that domain from the drop-down. Click "Create" and your shortened link will automatically populate in your clipboard.

With the Bitly app, you can create links by copying any link from anywhere in your phone and pasting it into the app.



THE BITLY APP

continued



SWIPE RIGHT TO SHARE

Looking to share an existing link? Swipe right.

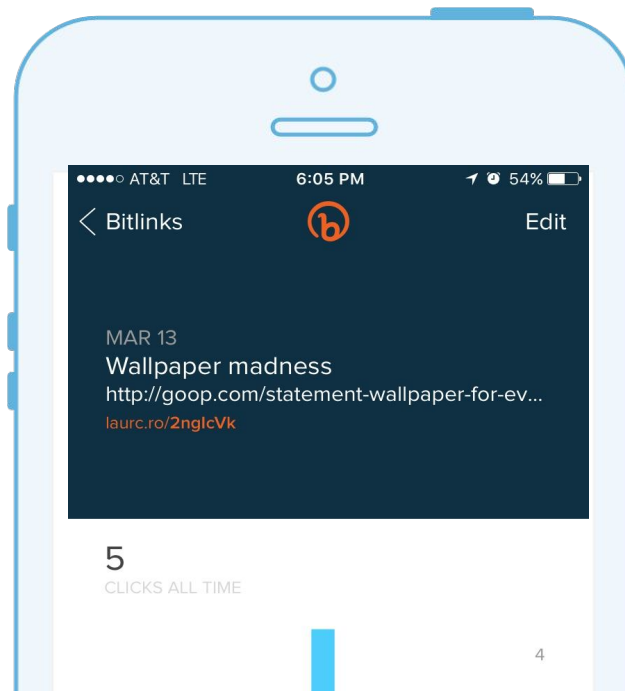
Head to the main dashboard in your app and find the link you'd like to share. When you swipe right, you will see an orange button with a white arrow. Click that button and you'll see an option to share your Bitly link.

On an iPhone, you can share your links to almost any app or platform that is enabled in your Settings.



THE BITLY APP

continued



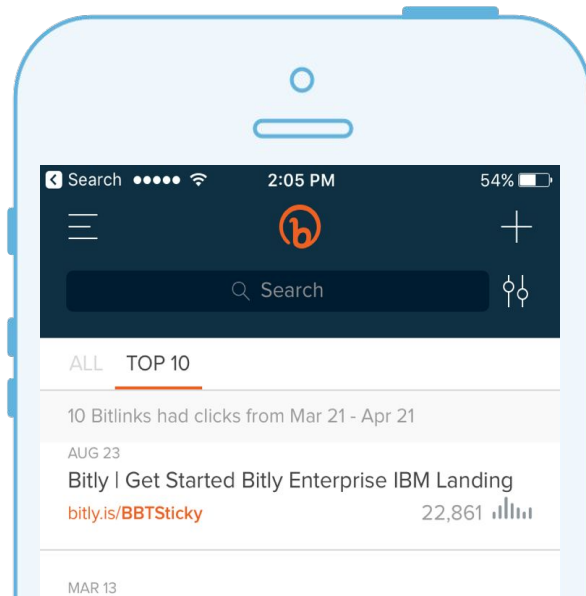
VIEWING INDIVIDUAL LINK PERFORMANCE

Simply go to the “All” tab to view all of the links you’ve ever created. You will see at a high level how many clicks that link has ever received. You can also tap on the link to see a more detailed view of performance across time, referrals and locations.



THE BITLY APP

continued



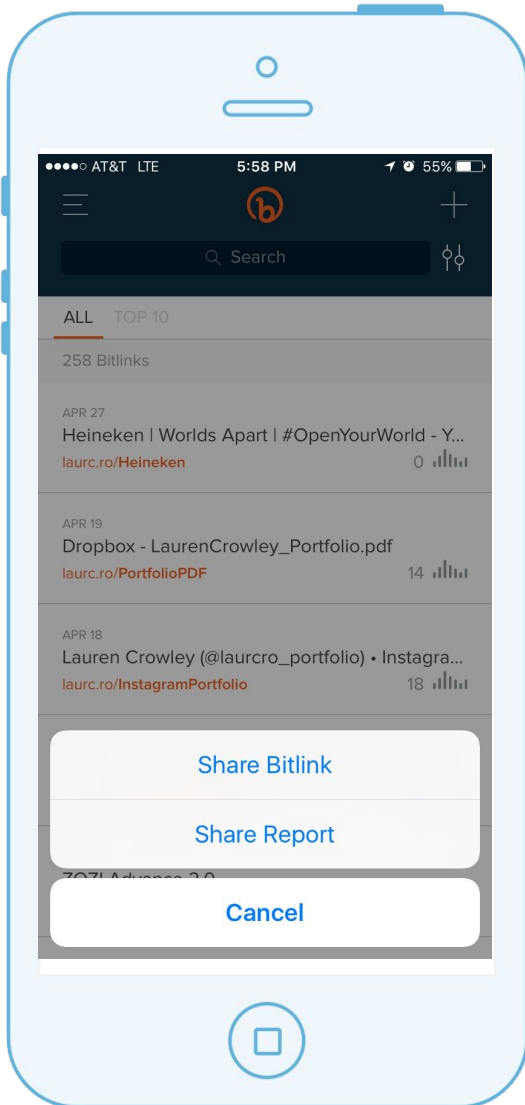
VIEWING YOUR TOP 10 LINKS

Click on the “Top 10” tab to view your top 10 performing links for the week.



THE BITLY APP

continued



CREATING AND SHARING REPORTS

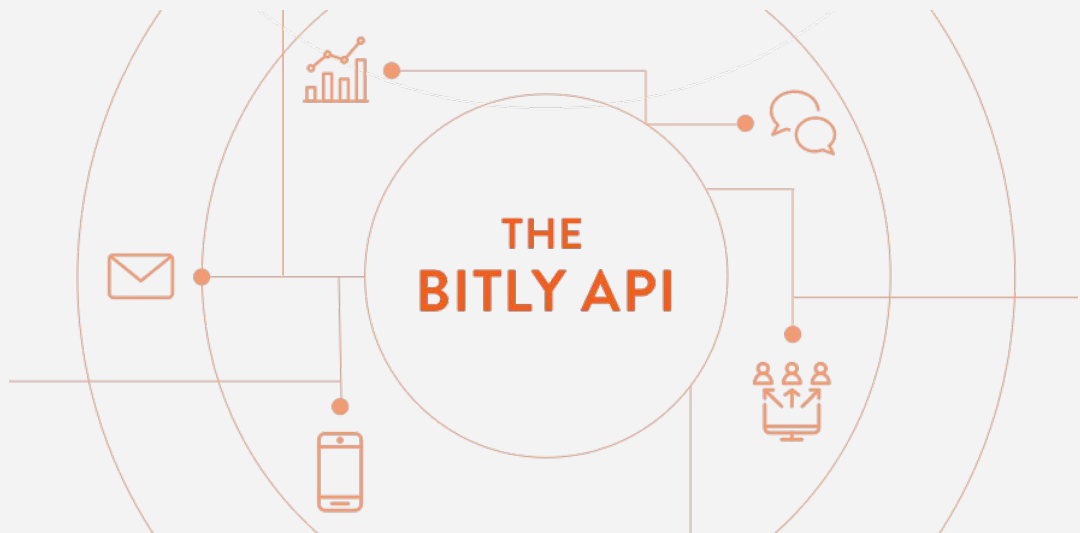
To share a report with a coworker or partner, head on back to your main dashboard.

Select the link you'd like to share and then swipe right.

Then, just select the channel and recipient you want to share the report with. Your coworker or partner will receive a Bitly link that will take them to a page in the app that displays all of the link stats.



API INTEGRATIONS



The Bitly API is one of our most popular features. We've always believed in an open internet and our API has enabled developers and companies alike to integrate Bitly into existing processes and programs. There have been a ton of really interesting use cases that range from productivity and analytics to targeting and personalization.

Here are some ways companies use our API:

BITLY API USE CASE

SMS

Finance companies use our API to send and track customized SMS messages at scale.

Retail banks use Bluetooth beacons to detect when a customer is on site at a location. Using Bitly in tandem with this technology, you can send a customized and trackable text message when someone enters a store.

One major healthcare company uses mobile deep links to send appointment confirmations to patients at scale and securely.

One major pizza chain used the open API to integrate trackable SMS messages for all password reset requests. This process led to a 66% reduction in inbound support inquiries.



BITLY API USE CASE

DATA & INTEGRATIONS

A data visualization platform uses the API to call data for time of day, day of week, most popular device type and channels to enhance the data passed off to clients. By optimizing every link at every touchpoint, the company can show clients valuable industry intelligence and trends.

A major cloud service provider uses the API to generate shareable links to help users map out different parts of the environment and even leverages the integration as a sandbox for engineers to test out different initiatives in an API environment.



BITLY API USE CASE

SOCIAL CHANNELS

A major financial services company created a referral program to encourage satisfied users to share positive brand/product experiences on social, and to recognize those who were successfully influencing others.

The company empowered its customers with branded Bitly links that they could share with their own networks. Then, using Bitly's clean and simple tracking capabilities, the company was able to see how many links were shared by each referrer, as well as the journey of those who clicked on their links.

This allowed them to incentivize and reward customers who were actively servicing as brand ambassadors and product advocates.



BITLY API USE CASE

EMAIL

One grocery store chain uses the Bitly API to integrate Bitlinks into every email that gets sent out, so it's easy to track clicks and opens in every customer loyalty program.

A large accounting firm that manages dozens of member firms and offices uses Bitly to understand how employee engagement differs across locations and employee types.



CHAPTER 8

ORGANIC SHARES

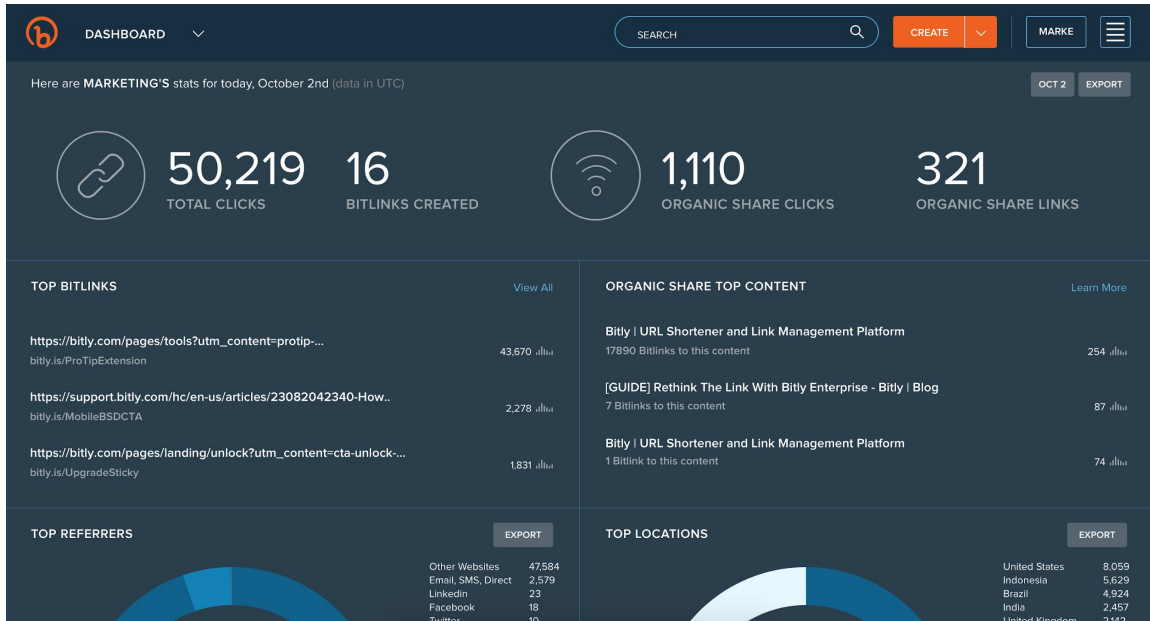
When you create a Bitly link, you're joining a network of millions of influencers and followers that are actively using Bitly.

This network comprises all the links being shared by free Bitly users. The engagement metrics from all these links, devices, and channels is a powerful asset for companies, especially if you're using custom branded links.

Every time someone creates a Bitly link to your content through his or her own personal Bitly account, the link is branded and tracked within Bitly's Organic Shares metrics.



ORGANIC SHARES






Using your Organic Share metrics, you can measure earned media. Many Bitly customers use this intelligence to see what's organically popular among their audience, which helps optimize spend and iterate on future campaigns.

In your dashboard, you can find your top content that's trending and compare it to the pieces of content that you have been promoting the most.



ORGANIC SHARES

continued

BITLY NETWORK TOP CONTENT		Learn more
Bitly URL Shortener and Link Management Platform	73047 Bitlinks to this content	1,260 
https://app.bitly.com/	2405 Bitlinks to this content	823 
https://app.bitly.com/BibfcNmGgZO/bitlinks/2B908Hm	1 Bitlink to this content	60 

Are you focusing on the right platforms and topics? What are some marketing opportunities you might be able to pursue?

Organic Shares metrics can help you answer some of these questions.



CONCLUSION

RETHINK the LINK

In order to build deep, long-lasting relationships, you need to be able to track where and when customers are engaging, what makes them tick and what even what makes them churn.

But in today's fragmented digital landscape, it can be hard to catch someone's attention, much less turn them into a customer.

[More than half \(60%\) of marketers](#) rate their personalization efforts as “very good” or excellent. But in reality, 40% of consumers say promotions don't deliver anything of interest.

Link data can help marketers bridge this gap by going beyond what they think is interesting and focusing more on the type of content customers are looking for.

Internally, the link can be used to transparently share data across teams. It can be used to measure and optimize how internal stakeholders share content.



CONCLUSION

RETHINK *the* LINK

Externally, the link can be used to build consistent branding across all channels, to map the user journey across devices, and to find the topics your audiences are most passionate about.

What's needed in today's noisy digital landscape is not quantity, but quality. There's no shortage of more content, more touchpoints, more promotions.

Marketers need to understand how to make experiences accessible, personal, and exciting across the growing number of channels and platforms. **And it all starts with rethinking the link.**

[LEARN MORE ABOUT HOW YOU CAN USE THE LINK TO OPTIMIZE THE CUSTOMER EXPERIENCE.](#)

