Selecting the Best Link Management Platform

Not all link management tools are created equally. Use this checklist to help you select the right platform for your business the first time around—and avoid making the costly mistake of having to move from one service to another.

Your Checklist

About Bitly

☐ **Is it here to stay?**

Will your link shortener be there for you tomorrow? Next week? Next year?

✔ **12+ Years** in Link Management

Bitly has more than a decade of experience working with businesses in all stages of growth and in every industry.

☐ **Do leading brands trust it?**

Your platform has experience helping top businesses scale.

✔ **2/3 Fortune** 500 Companies trust Bitly

Bitly works closely with some of the world's most well-known and respected brands to design enterprise-grade solutions to their unique challenges.

☐ **Can it scale to your needs?**

Can your link shortener handle the thousands—or millions—of links you need to create?

✔ **960 million** API calls per month

The Bitly API can generate and track thousands of unique links per minute—millions a day.

☐ **Does it integrate with your tools?**

It moves your workflow along rather than adds to it.

✔ **700+** integrations (and counting!)

Tens of thousands of people seamlessly integrate Bitly with the apps they already use.

☐ **Does it meet your compliance & security needs?**

Your business's mission critical links are in safe hands.

✔ **Unmatched** security standards

Bitly's 24-hour on-call teams monitor the availability and performance of your links, and its stringent privacy policies and procedures adhere to GDPR and CCPA.

☐ **Is it more than a link shortener?**

It maximizes the performance of every single link.

✔ **An all-in-one** solution

Bitly has powerful branding capabilities and the tools, analytics and insights to give you a complete picture of how customers are engaging with your links.

The Leader in Link Management for Enterprises

To empower your brand and scale your marketing programs, you don't just need a link shortener, you need a *complete link management platform*.

Find out how Bitly can help your business: bitly.is/EnterpriseGrade