



Allied Universal Protects Social Media Investments with Bitly

Since 1957, Allied Universal®, a leading security and facility services company, has been keeping people safe and providing peace of mind for people and businesses in communities around the world. While they have more than 200,000 employees and \$8.5 billion in revenue, they run a lean, efficient marketing department.

Emily Andrus, Senior Social Media Specialist, supports all aspects of social media from content creation and community management to paid and organic social media, including both internal and external communications. Andrus turned to Bitly to help her manage and measure the multiple social media campaigns she has running at all times from one centralized platform.

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Single Dashboard View

Using Bitly's campaign functionality, Andrus groups together all the links she is sharing across social media channels related to a specific campaign. She auto-creates the UTM parameters directly in Bitly, which is a big time-saver to do it all in one application. Then from a single campaign dashboard, she not only immediately sees which channels are most effective, but also which content is resonating best and on what device.

"It's just not feasible for me to log into all the various social media platforms we use to pull performance reports and then stitch them together to get a view of how we're doing; especially when we have different campaigns running every single day. With Bitly, I spend far less time looking for analytics and more time analyzing the data to provide meaningful feedback to the rest of the team," explains Andrus.

If Andrus finds that content isn't resonating well on a particular channel, she is able to run tests where she tweaks the content and uses Bitly analytics to analyze if it improved performance. "Bitly has certainly given us increased visibility into how we're doing," states Andrus.

Protecting Allied Universal's Brand with Bitly's Reputation

Allied Universal puts its trust in Bitly's reputation for its links. They've tested alternative link shorteners but none beat the performance and reliability of Bitly. "I firmly believe that the Bitly name and trust in the brand is more valuable than other competitors," explains Andrus.

