



RETHINK
the **LINK**

WITH BITLY ENTERPRISE



RETHINK *the* LINK

WITH BITLY ENTERPRISE

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RETHINK *the* LINK

WITH BITLY ENTERPRISE

We don't usually think of links as part of our business plan. The link is a little bit like air. We use it all the time, but we don't really think about it.

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 to see how and where customers are engaging.

By rethinking the link, you can start improving click-through rates, optimizing investment, and building better customer experiences.

So let's walk through unique and creative ways to rethink the link.

IN THIS GUIDE, YOU WILL LEARN:

- How to get started with Bitly Enterprise
- How to use Bitlinks to brand and shorten
- How to use the link to build a robust and seamless customer experience across channels



CHAPTER 1

FIRST THINGS FIRST: BRANDED BITLINKS

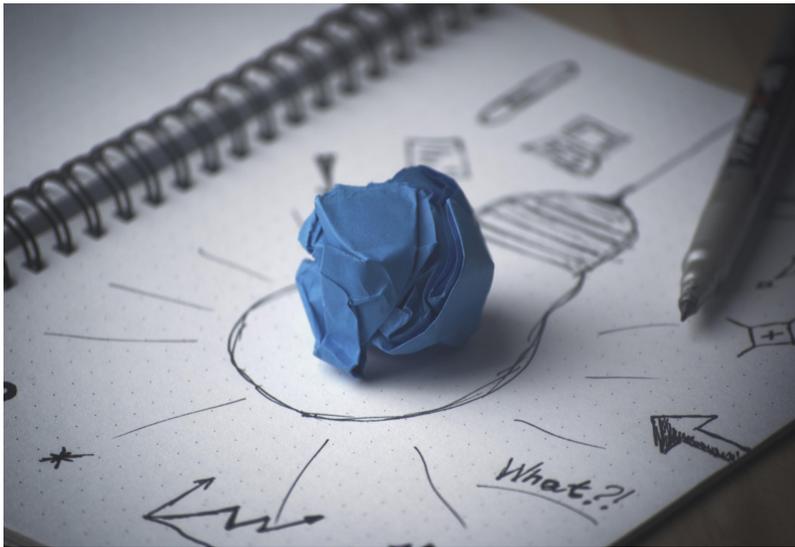
Did you know that you can replace our default “bit.ly” with your very own customized domain?

A Branded Short Domain (BSD) allows you to brand every link on every channel. Simply choose a domain that’s less than 15 characters, purchase it with a third-party domain registrar, and then integrate it with your Bitly account.



1

PUT YOUR THINKING CAP ON



Grab a notebook and pen or head on over to the whiteboard for a brainstorm session.

Your BSD will be the name of all your links going forward, so you'll want to give some thought to it before you purchase!

2

CHOOSE A CATCHY BSD

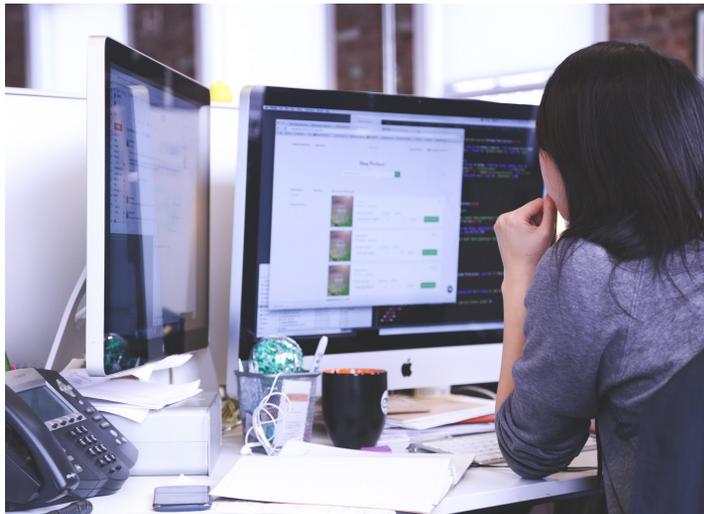
Some helpful tips in choosing a BSD:

- 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	Angolia
.at	Austria
.bg	Bulgaria
.bo	Bolivia
.deals	
.ly	Latvia
.io	Often used by startups, tech companies, and web apps because IO can be an acronym for input or output.

3

LOCK IN THAT DOMAIN

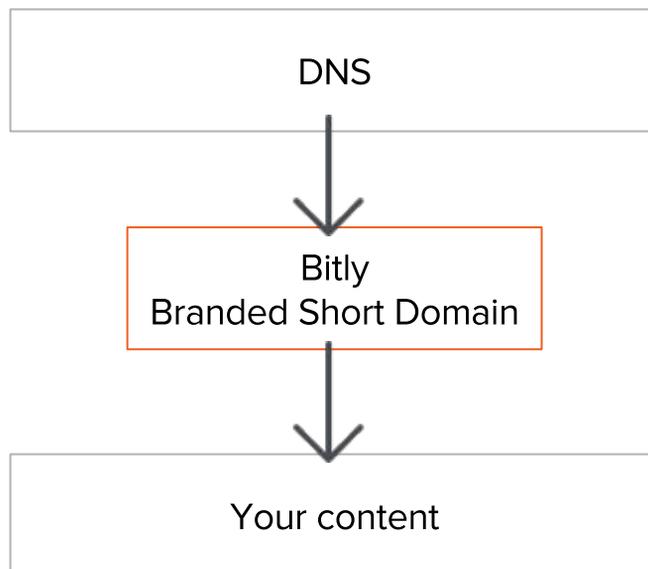


Purchase your domain with a third-party domain registrar.

Domai.nr, GoDaddy, and 101domain are great places to start.

4

POINT YOUR DNS TO BITLY

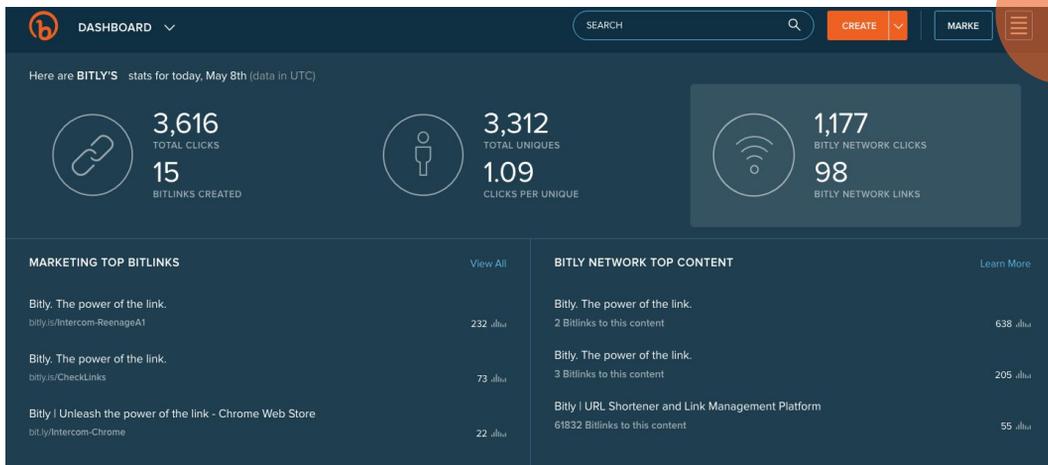


The Domain Name System (DNS) is what allows a web browser to translate a domain to a website. You will need to tell your DNS to point your custom domain to your Bitly account.

POINT YOUR DNS TO BITLY

Set up your domain in Bitly.com. Have an Account Admin log into Bitly and head over to Brand Manager to link up your BSD.

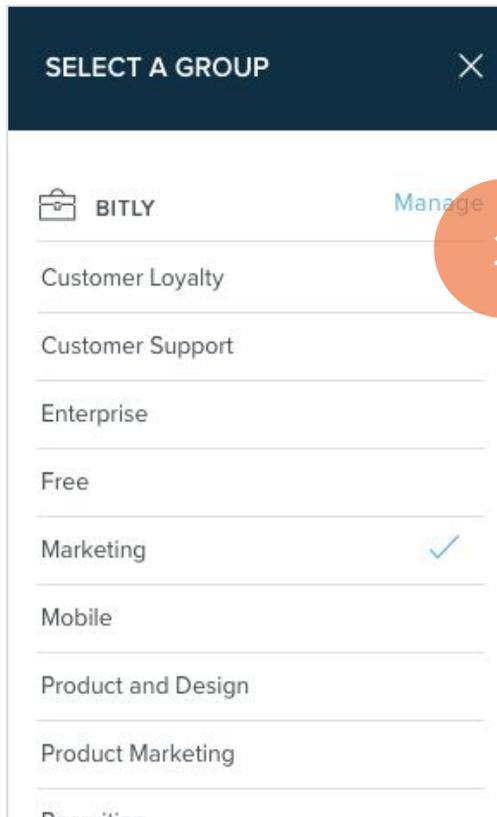
To access Brand Manager, click on the light blue box at the top right-hand corner. It will have your team's name in it.



POINT YOUR DNS TO BITLY

continued

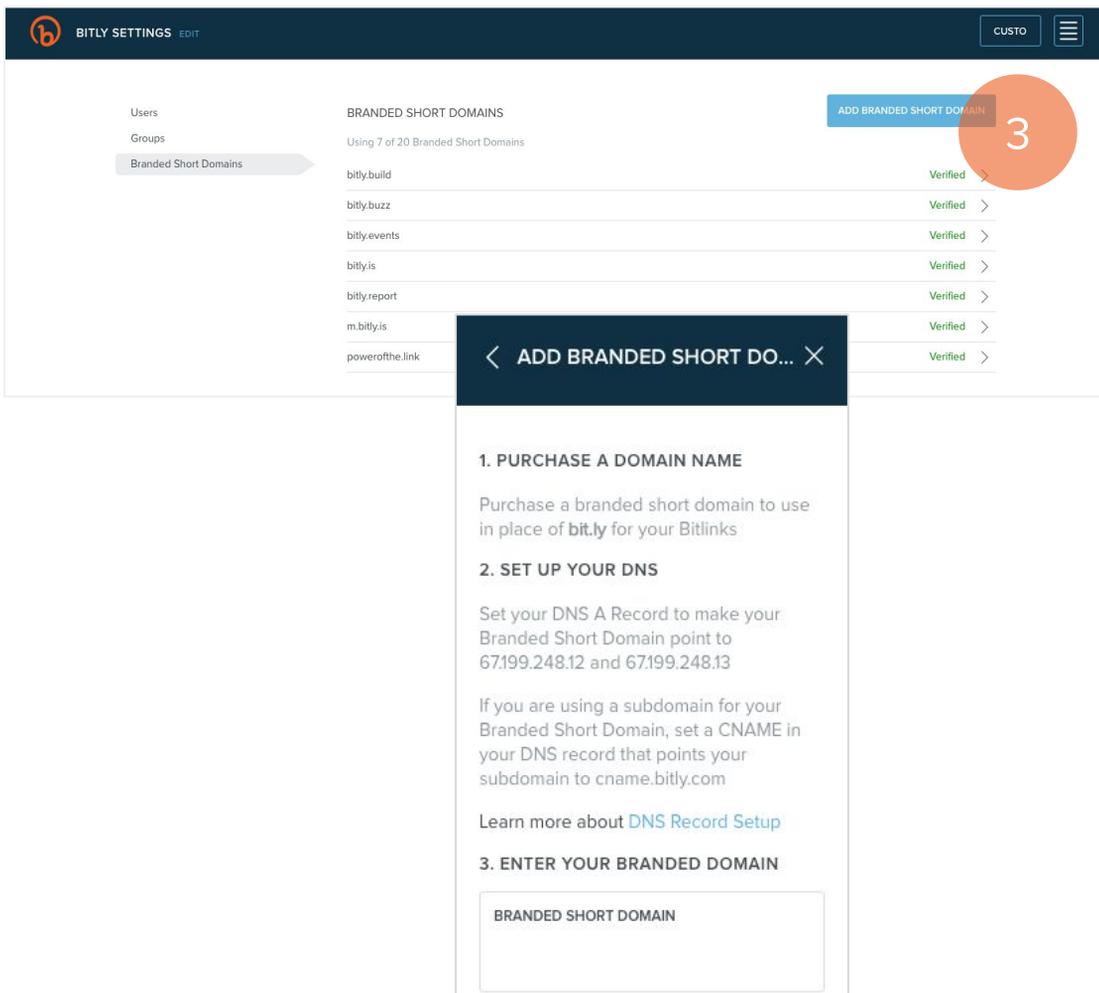
This will take you to the panel where you can access all of your Groups. You'll want to click on "Manage" to access your BSD settings.



POINT YOUR DNS TO BITLY

continued

Click the “Branded Short Domains” tab. Then click “Add Branded Short Domain” for step-by-step instructions on setting up your BSD.



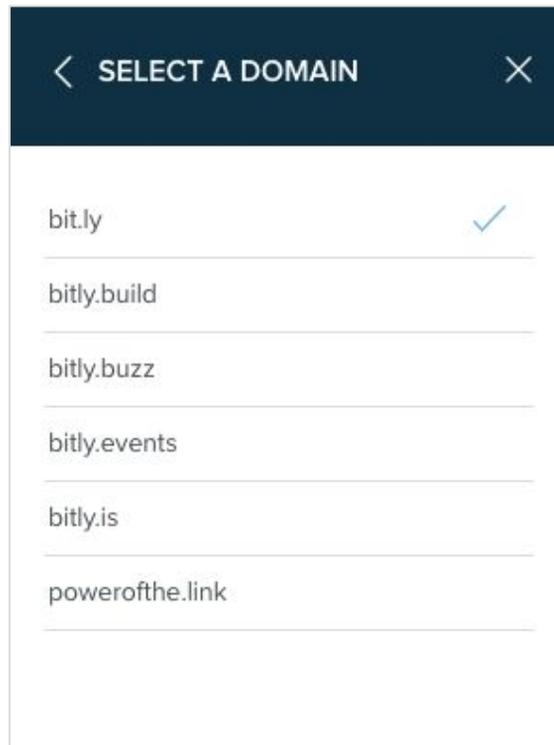
The screenshot shows the Bitly settings interface. On the left, a sidebar contains navigation options: Users, Groups, and Branded Short Domains (which is highlighted). The main content area is titled 'BRANDED SHORT DOMAINS' and shows a list of existing domains: bitly.build, bitly.buzz, bitly.events, bitly.is, bitly.report, m.bitly.is, and powerofthe.link. Each domain has a 'Verified' status and a chevron icon. A blue button labeled 'ADD BRANDED SHORT DOMAIN' is visible in the top right, with a red circle containing the number '3' overlaid on it. A modal window is open in the foreground, titled 'ADD BRANDED SHORT DO... X'. It contains three numbered steps: 1. PURCHASE A DOMAIN NAME, 2. SET UP YOUR DNS, and 3. ENTER YOUR BRANDED DOMAIN. Step 3 includes a text input field labeled 'BRANDED SHORT DOMAIN'.



5

YOU'RE ALL SET!

When you go to shorten a new link, you should be able to see your BSD in the dropdown above your link. Here's what the dropdown in our team's account looks like:



CHAPTER 2

USER SEATS

Now that you have your BSD hooked up 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 Enterprise Dashboard with the following data and sections:

- Dashboard Header:** Includes the Bitly logo, 'DASHBOARD' menu, a search bar, and a 'CREATE' button (highlighted with a red circle and the number 1).
- Stats for today, February 1st (data in UTC):**
 - 2,951 TOTAL CLICKS** (with a link icon) and **1 BITLINK CREATED** (with a person icon).
 - 2,657 TOTAL UNIQUES** (with a person icon) and **1.11 CLICKS PER UNIQUE** (with a person icon).
 - 2,083 BITLY NETWORK CLICKS** (with a Wi-Fi icon) and **139 BITLY NETWORK LINKS** (with a Wi-Fi icon).
- ENTERPRISE TOP BITLINKS:**
 - Bitly | Get Started Bitly Enterprise IBM Landing (bitly.is/BBTSticky) with 843 clicks.
 - OneView Landing Page (bitly.is/2ghz6P) with 291 clicks.
 - Bitly | Bitly Enterprise Edition (bitly.is/ETmApp50) with 194 clicks.
- BITLY NETWORK TOP CONTENT:**
 - Bitly | URL Shortener and Link Management Platform (60381 Bitlinks to this content) with 1,577 clicks.
 - https://bitly.com/bundles/propertyexperts/1 (1 Bitlinks to this content) with 76 clicks.
 - http://bitly.com/bundles/clashofclans/1 (291 Bitlinks to this content) with 59 clicks.
- ENTERPRISE TOP REFERRERS:** Includes an 'EXPORT' button.
- ENTERPRISE TOP LOCATIONS:** Includes an 'EXPORT' button.

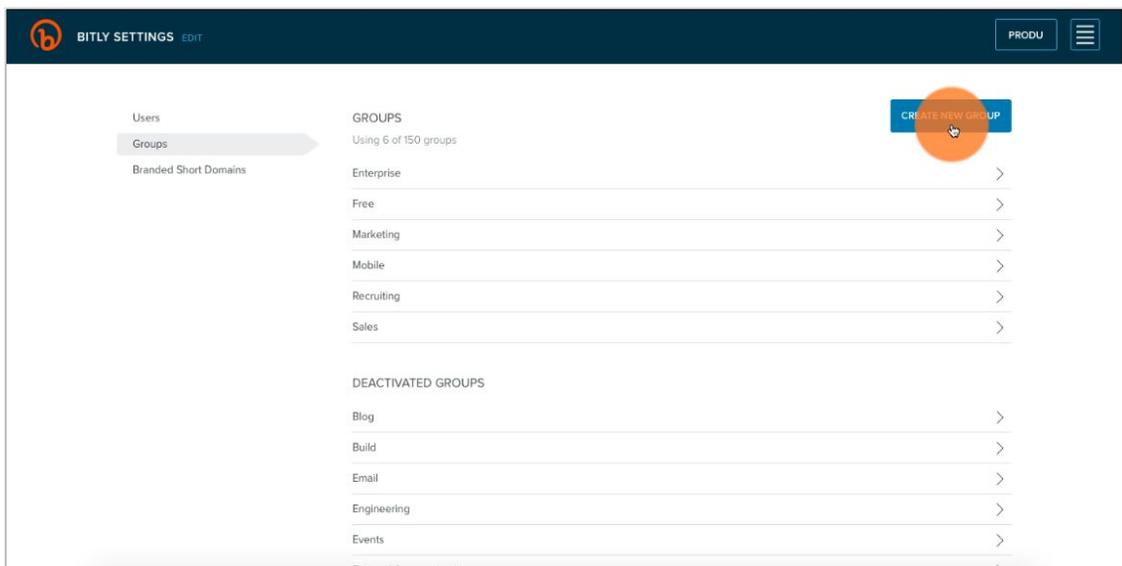
To create a new Group, click Brand Manager from your Bitly Dashboard and hit “Manage.”



1

CREATE A GROUP

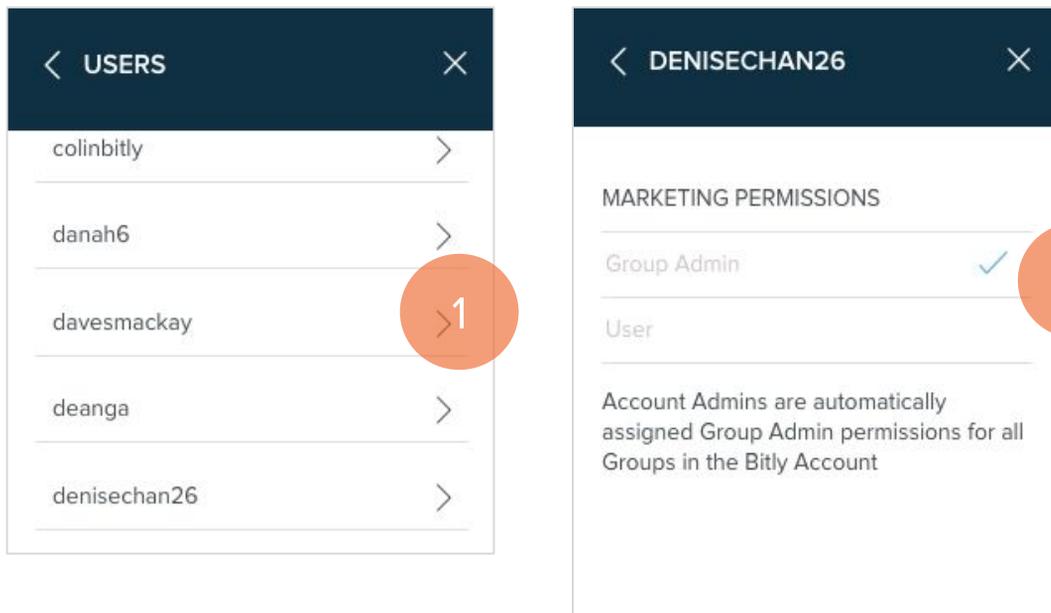
continued



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

2

APPLY A BSD & INVITE USERS



Choose your Branded Short 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

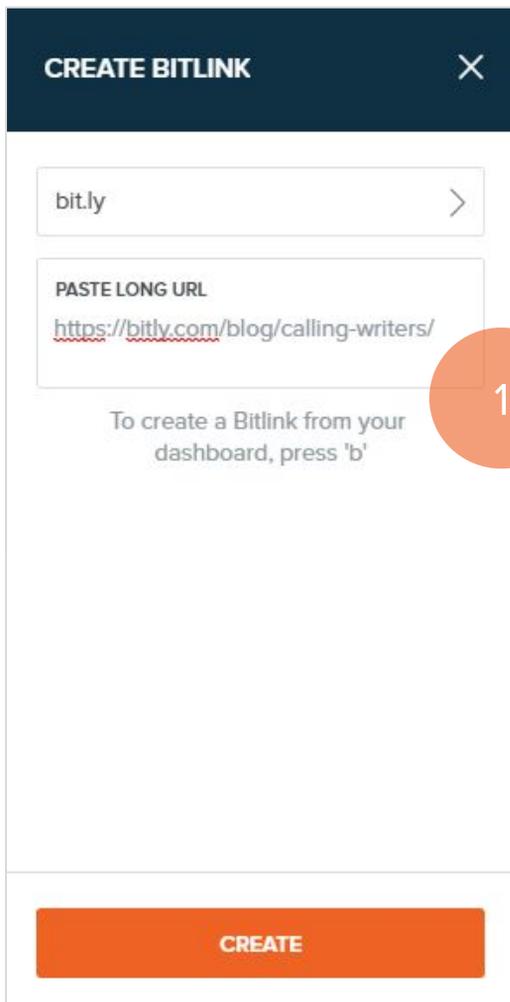
BITLINKS

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



1

SHORTEN YOUR LINK



CREATE BITLINK

bit.ly

PASTE LONG URL

<https://bitly.com/blog/calling-writers/>

To create a Bitlink from your dashboard, press 'b'

CREATE



Type “chauncey” into the shorten field for a swim by surprise!

Ready to start creating Bitlinks?

To turn your long link into a shortened Bitlink, hover on the orange “Create” button at the top-right of your screen.

Select “Bitlink” from the drop-down menu.

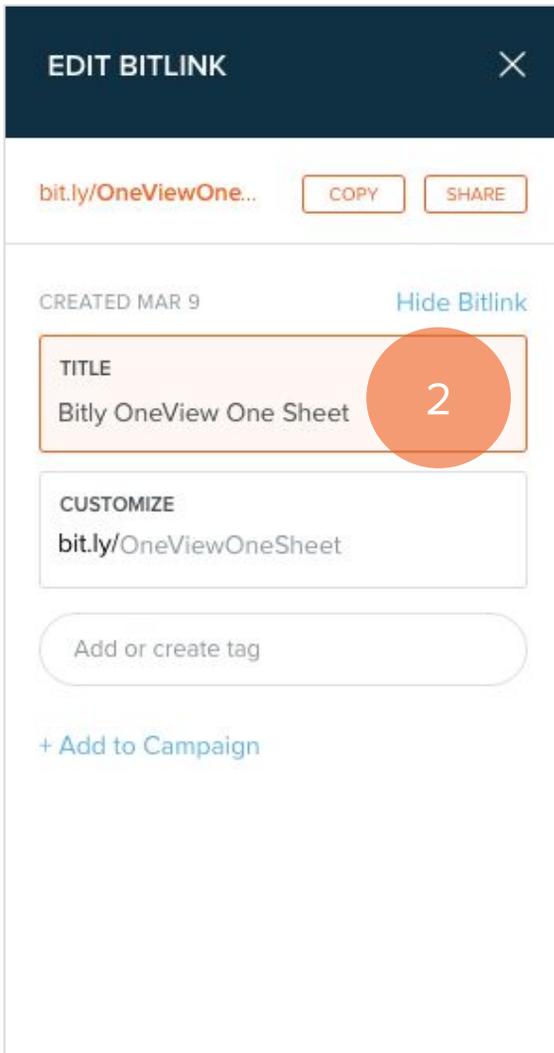
Paste your long URL into the orange box.

If you have a custom domain you’d like to use, click on “bit.ly” and select your domain from the drop-down. Click “Create” when you’re all set to go.



2

ADD A TITLE



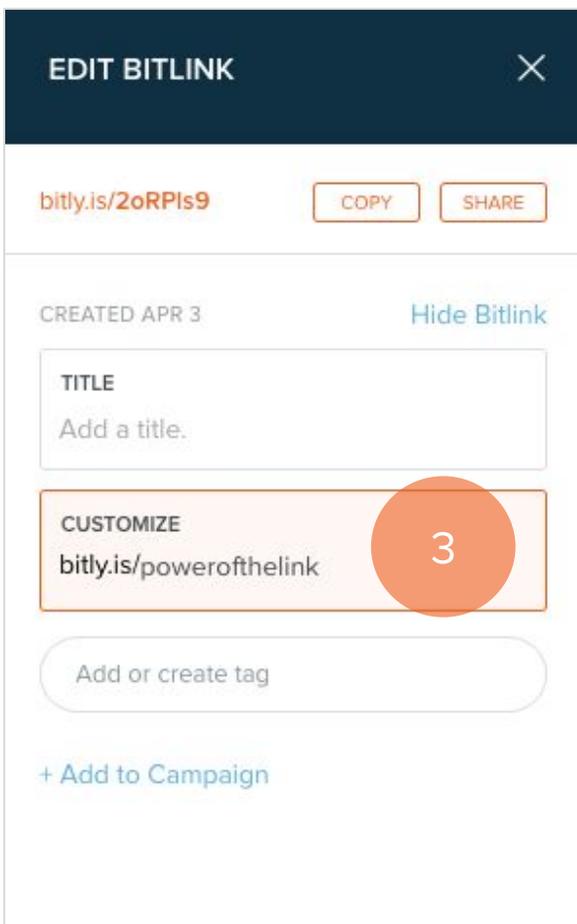
Adding a title helps you quickly find your Bitlink when you are going back through your historical links.

The title will sometimes auto-populate depending on the site's settings.

If it doesn't, click the box and add in your own title.

3

CUSTOMIZE THE URL



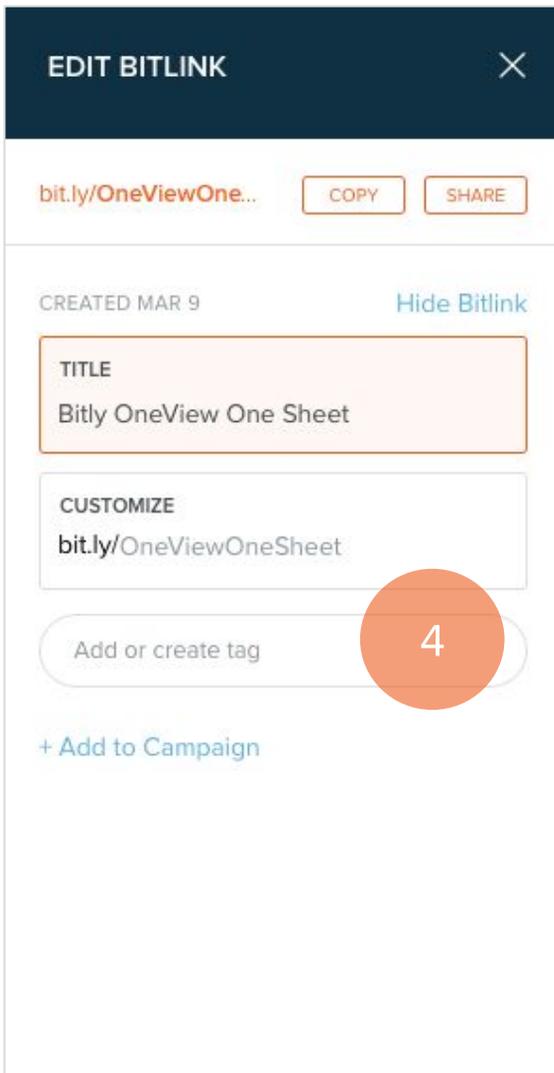
You can customize the back half of every Bitlink.

This is an easy, effective way to stand out in today's noisy digital landscape. Custom Bitlinks keep your content branded and adds a layer of credibility.

Especially with offline collateral like presentations or hand-outs, this is a great resource because it makes it easy for people to remember and type it back into their browsers.

4

TAG YOUR LINKS



You can use tags to categorize and organize your Bitlinks.

Click “Tags” after you’ve created a Bitlink to create new Tags or select existing Tags.

You can sort Tags to find and measure all the links tagged for certain campaigns, topics, products, and more.

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.

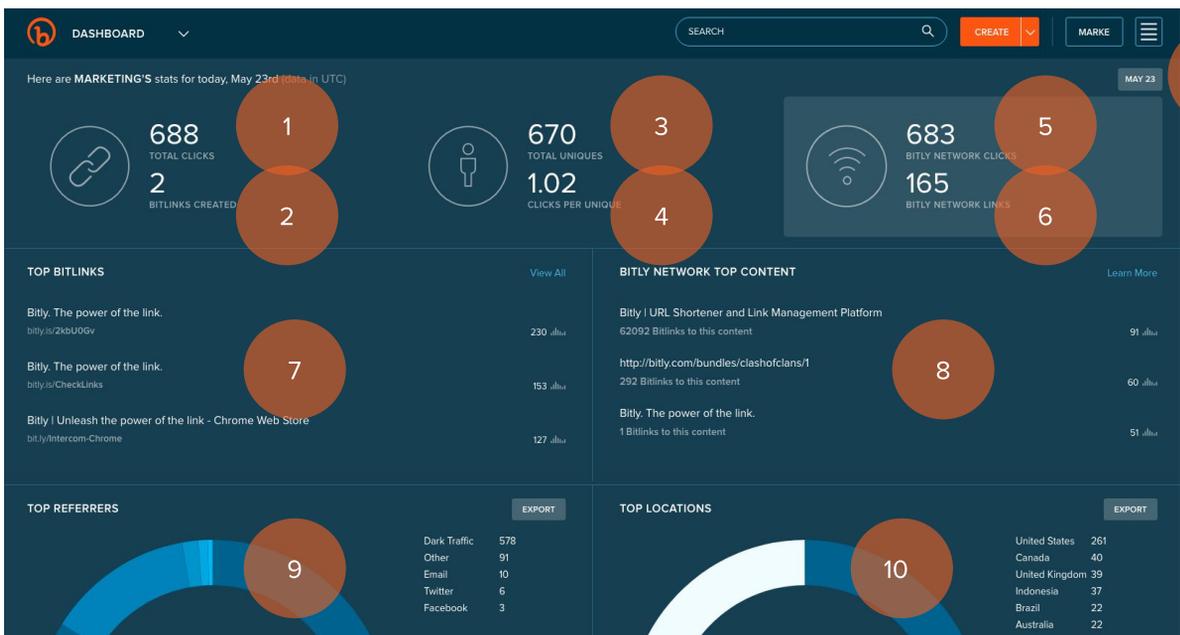


10 METRICS YOU SHOULD KNOW FROM YOUR BITLY DASHBOARD

The Bitly Dashboard shows you at a glance how your links are performing on any given day.

Here are the top 10 metrics you can see:

- | | | | |
|---|----------------------|----|---------------------------|
| 1 | TOTAL CLICKS | 6 | BITLY NETWORK LINKS |
| 2 | BITLINKS CREATED | 7 | TOP BITLINKS |
| 3 | TOTAL UNIQUES | 8 | BITLY NETWORK TOP CONTENT |
| 4 | CLICKS PER UNIQUE | 9 | TOP REFERRERS |
| 5 | BITLY NETWORK CLICKS | 10 | TOP LOCATIONS |



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

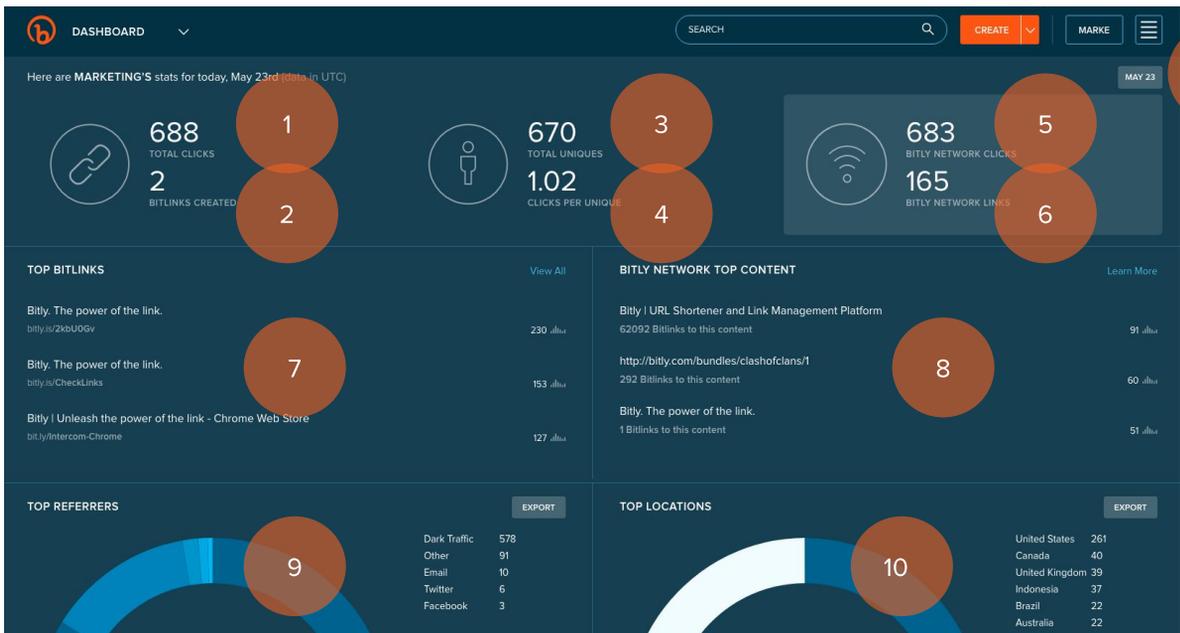
2) BITLINKS CREATED: The total number of Bitlinks that have been created by you and your group in the past day.

3) TOTAL UNIQUES: This is the total number of clicks from unique visitors clicking on one of your brand’s links in the past day.

4) CLICKS PER UNIQUE: The number of clicks each unique visitor has made on your brand’s links in the past day – the higher, the better.

5) BITLY NETWORK CLICKS: These are clicks to your owned properties by the millions of other users on the web shortening and sharing your content through Bitly over the past day.





6) BITLY NETWORK LINKS: The number of links leading back to your owned properties shortened by millions of other Bitly users through the platform.

7) TOP BITLINKS: These are your highest clicked Bitlinks.

8) BITLY NETWORK TOP CONTENT: These are your Bitly Network links with the highest number of clicks.

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

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

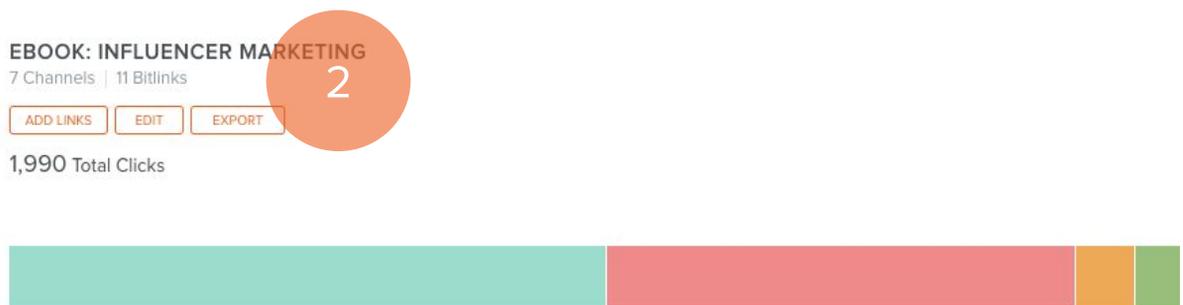
EXPERT EXPORTING

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) ONEVIEW: In OneView, you can export whole campaigns.



CHAPTER 5

BITLY ONEVIEW

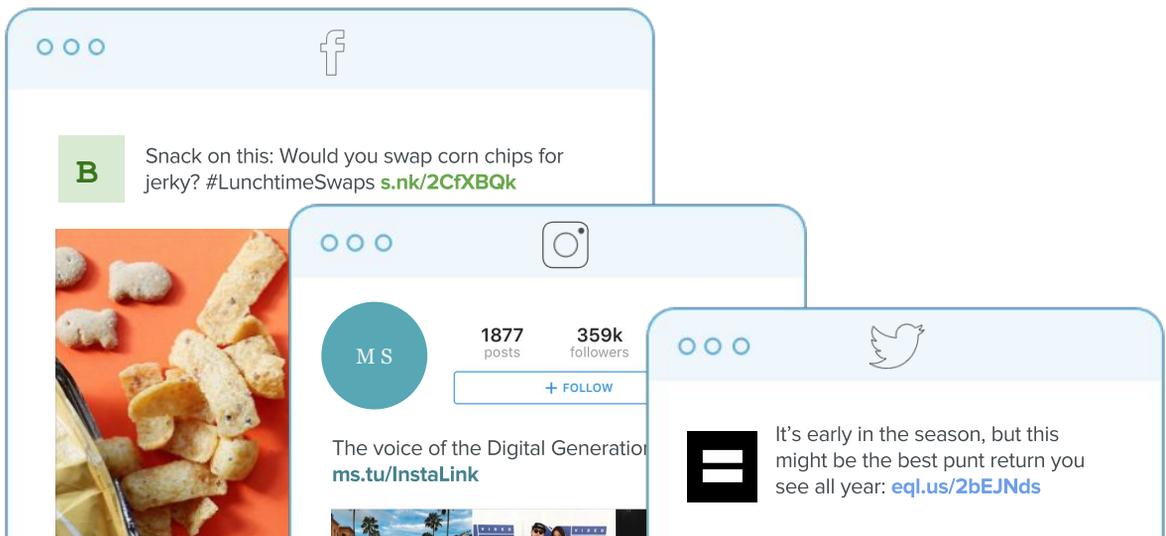
Bitly OneView, a feature of Bitly Enterprise, allows you to build, manage, and measure the engagement of your cross-channel campaigns.

What does this look like in action? When you give your entire organization access to Bitly, the Bitlinks 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.



BITLY ONEVIEW USE CASE

MULTICHANNEL CAMPAIGNS



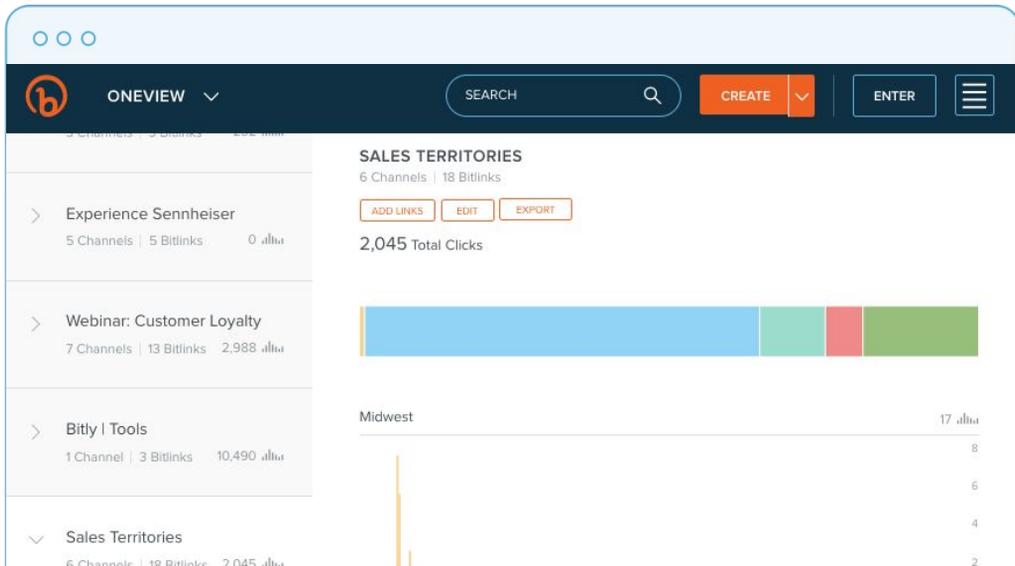
In OneView, you can see all of your channels in one place. You can compare the performance of an Instagram Ad to an organic tweet. Or see how different product lines are performing across a dozen different Facebook Ads.

When you put a Bitlink 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.



BITLY ONEVIEW USE CASE

GEO-TARGETING



If you're trying to identify your most loyal audiences across different territories, you can use Bitlinks for regional targeting.

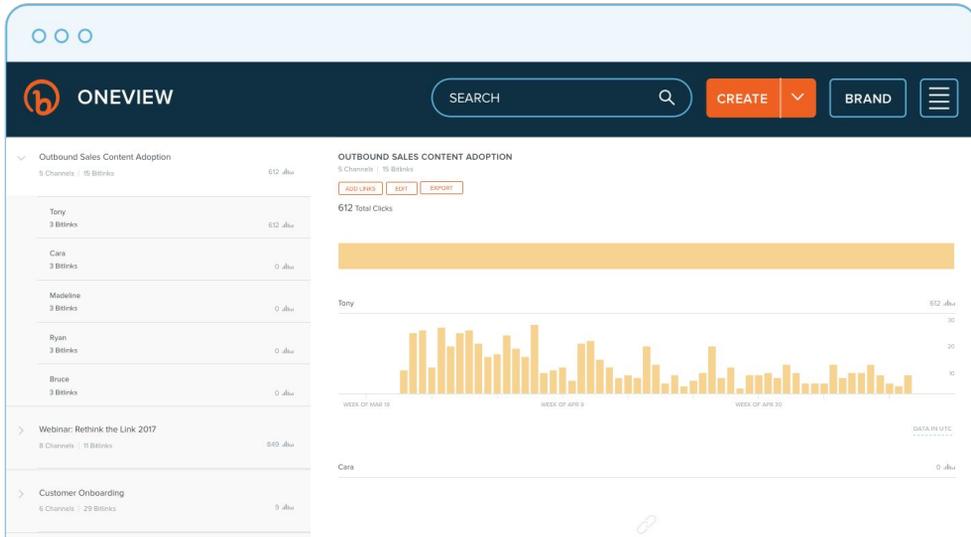
A well-known dating app uses Bitly OneView to track different promotion campaigns by region.

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.



BITLY ONEVIEW USE CASE

INTERNAL



Many teams work out of silos. [Research shows that 80%](#) of marketing collateral actually goes unused by sales.

With Bitly OneView, you can track how sales reps are sharing content with prospects by creating channels for each rep's name.



INTERNAL

continued

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.

The screenshot displays the Bitly ONEVIEW dashboard. At the top, there is a dark blue header with the Bitly logo and the text 'ONEVIEW' with a dropdown arrow. Below the header, the main content area is divided into two columns. The left column shows a list of campaigns, with the first one expanded to show individual rep performance. The right column shows detailed metrics for a specific link.

Campaign	Channels	Bitlinks	Clicks
Outbound Sales Content Adoption	5	15	0
Tony	3	3	0
Cara	3	3	0
Madeline	3	3	0
Ryan	3	3	0
Bruce	3	3	0
Webinar: Rethink the Link 2017	8	11	482
Customer Onboarding			

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

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

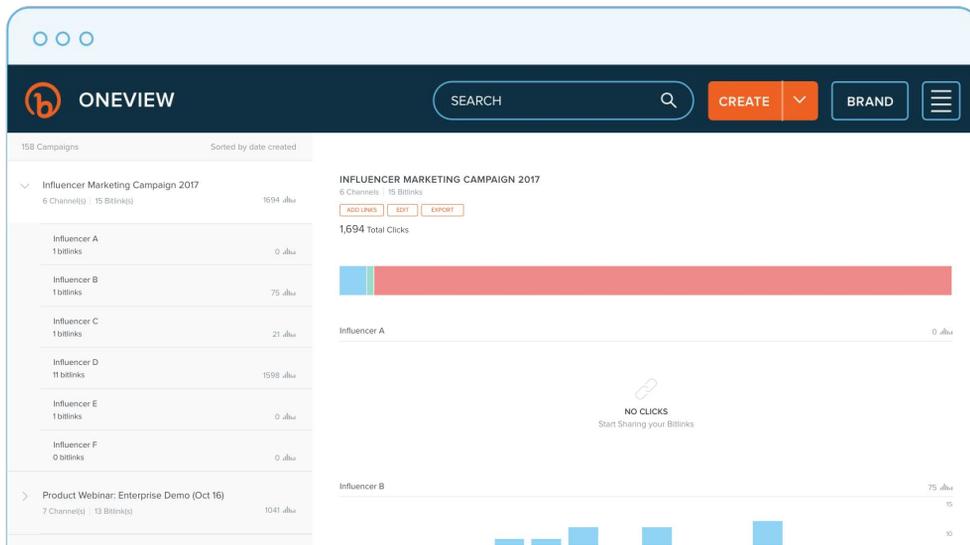
MAR 23
How to Set Your Data Free with Bitly Brand
bitly.is/2nh04hJ [COPY](#) [SHARE](#) [EDIT](#)

MAR 23



BITLY ONEVIEW USE CASE

INFLUENCERS & PARTNERS



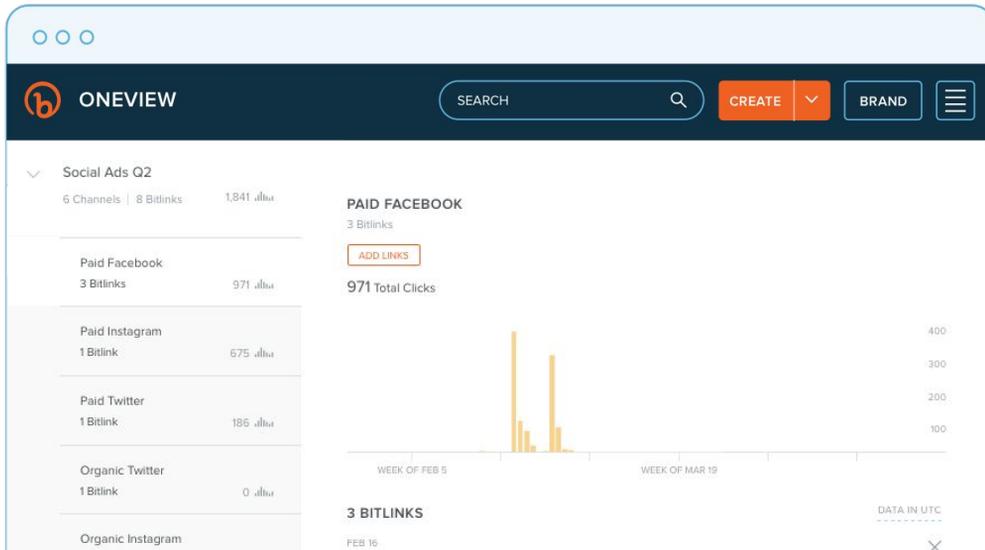
At the beginning of every influencer campaign, you can give an individual Bitlink to each influencer.

With Bitly OneView, you can track each influencer's performance by those links. By pointing each link to the same product, landing page, or other destination, you can measure influencer outreach side-by-side.



BITLY ONEVIEW USE CASE

DEMOGRAPHICS

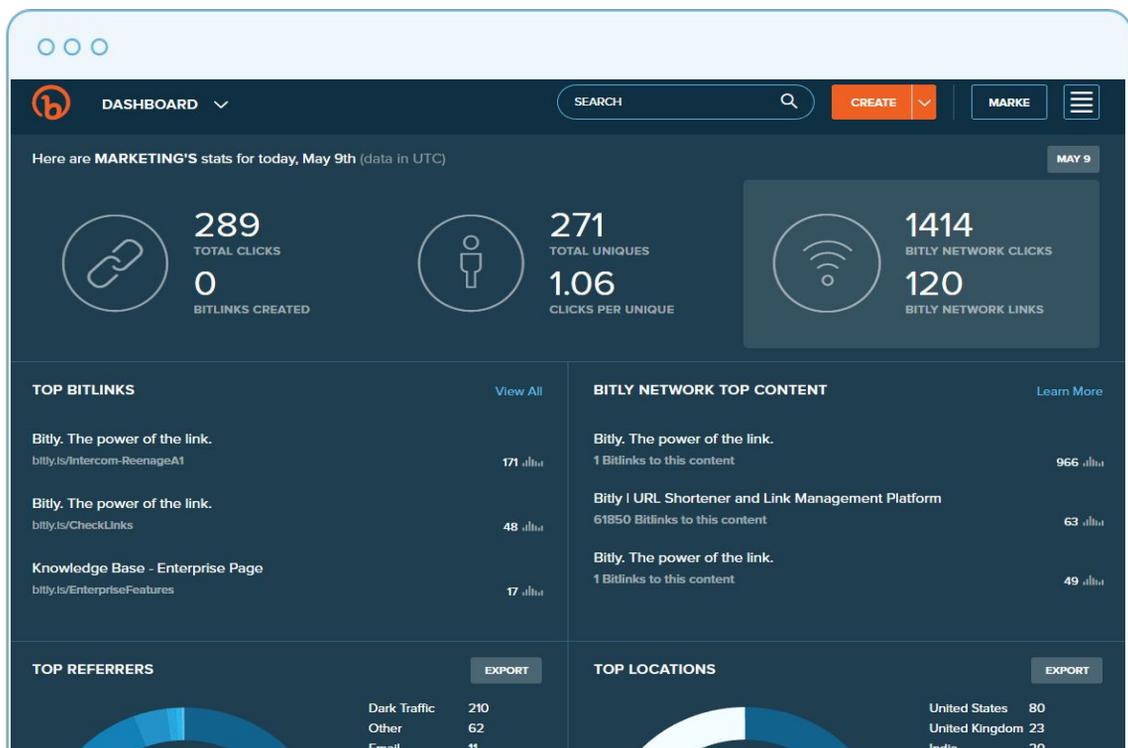


If you want to target demographic groups, Bitly can help. When you've set up paid ads on a social network or search engine for the specific segment, make sure that each link in the promotion is a Bitlink. Then, set up channels that correspond to each demographic in a OneView campaign. This way, you can see how different segments engage with the promotion, even if you're using multiple paid platforms for targeting.



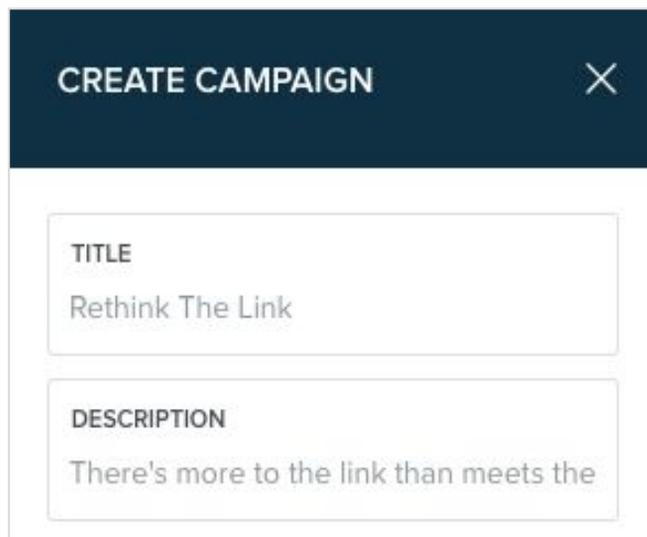
GETTING STARTED: LINING UP YOUR VIEW

Now that you know what OneView is and how to use it, let's take it for a spin. Log into your account and try creating a new campaign. Just follow these steps.



LINING UP YOUR VIEW: CREATE CAMPAIGN

1

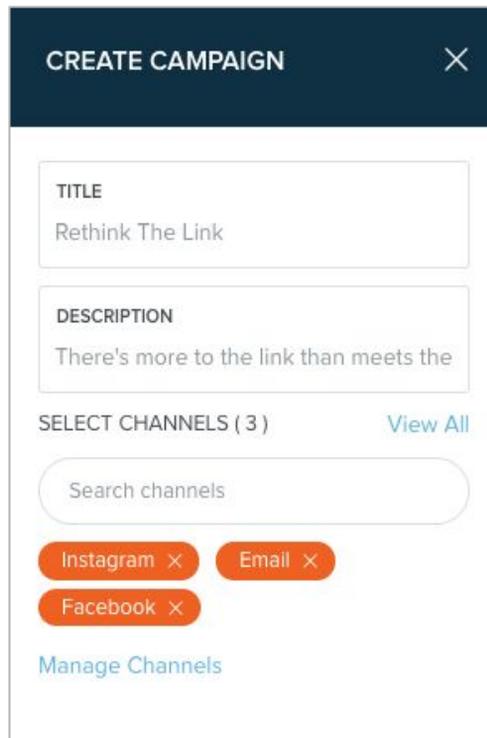


The screenshot shows a dark blue header with the text "CREATE CAMPAIGN" and a close icon (X). Below the header are two input fields. The first field is labeled "TITLE" and contains the text "Rethink The Link". The second field is labeled "DESCRIPTION" and contains the text "There's more to the link than meets the".

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

LINING UP YOUR VIEW: ADD CHANNELS

2



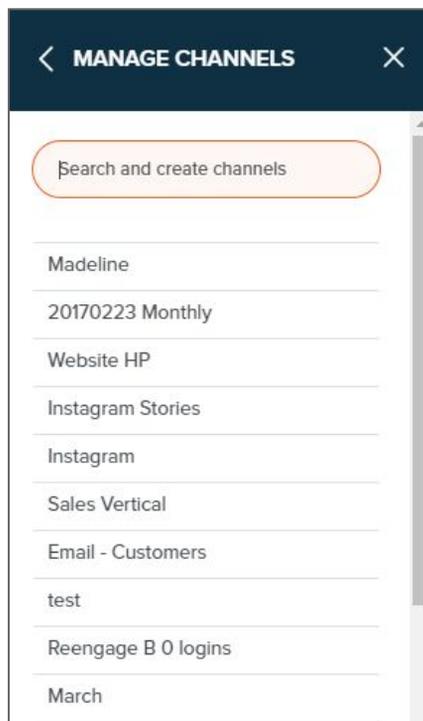
The screenshot shows a 'CREATE CAMPAIGN' form with the following fields and options:

- TITLE:** Rethink The Link
- DESCRIPTION:** There's more to the link than meets the
- SELECT CHANNELS (3): View All**
- Search channels:** Search channels
- Selected Channels:** Instagram, Email, Facebook
- Manage Channels:** Manage Channels

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

LINING UP YOUR VIEW: MANAGE CHANNELS

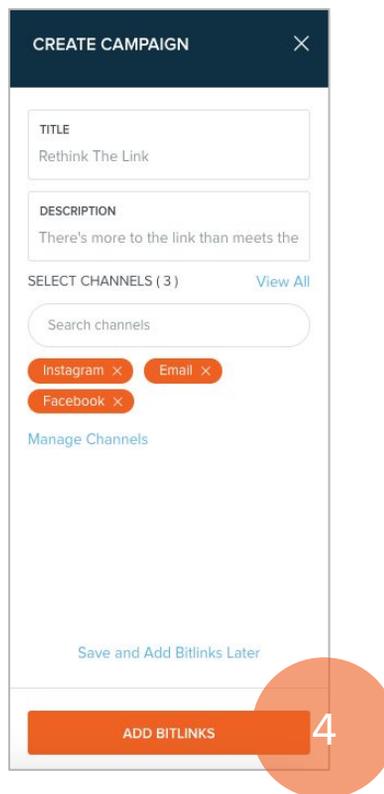
3



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

LINING UP YOUR VIEW: ADD BITLINKS TO THE CAMPAIGN

4

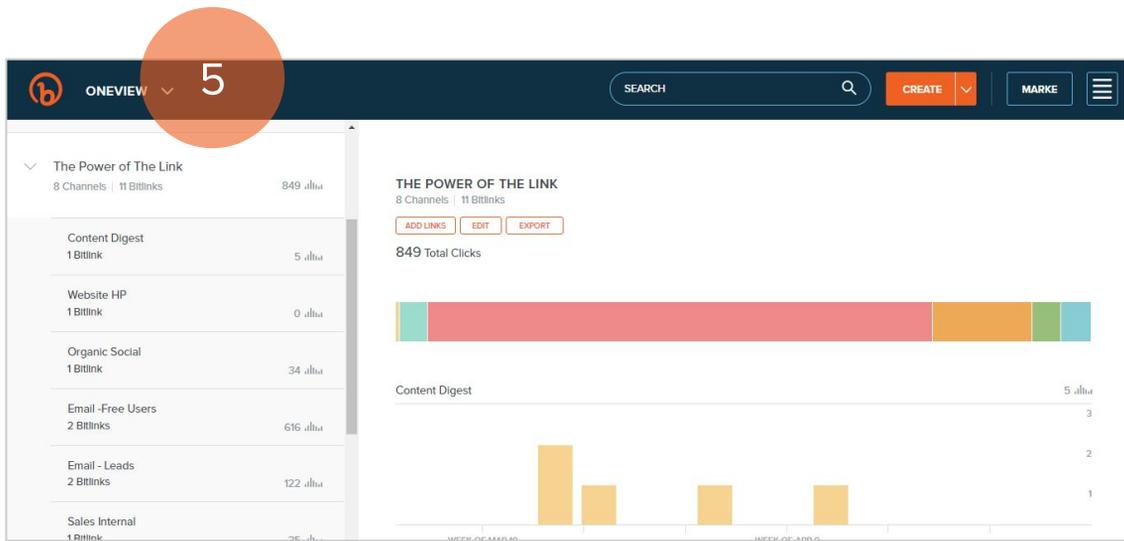


The screenshot shows a mobile interface for creating a campaign. At the top, there's a dark blue header with the text 'CREATE CAMPAIGN' and a close icon. Below this, there are several input fields: 'TITLE' with the text 'Rethink The Link', and 'DESCRIPTION' with the text 'There's more to the link than meets the'. Underneath is a 'SELECT CHANNELS (3)' section with a 'View All' link, a search bar, and three selected channels: 'Instagram', 'Email', and 'Facebook', each with a close icon. Below the channels is a 'Manage Channels' link. At the bottom of the form, there is a 'Save and Add Bitlinks Later' link and a prominent orange button labeled 'ADD BITLINKS'. A large orange circle with the number '4' is overlaid on the 'ADD BITLINKS' button.

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

LINING UP YOUR VIEW: MEASURE YOUR CAMPAIGN

5



To measure and manage the Campaign, click “OneView” from the Feature Menu. Now, you can see the Bitlink in your OneView Campaign.

By using Bitlinks, you can achieve a single view of every channel across your business funnel.



LINING UP YOUR VIEW: SHARING CAMPAIGNS



EBOOK: INFLUENCER MARKETING

7 Channels | 11 Bitlinks

ADD LINKS

EDIT

EXPORT

5

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 click “Export” to download your click metrics from OneView, as well as other metrics such as top referrers and top locations.

CHAPTER 6

ALL YOUR DATA IN ONE ACCOUNT: BRAND MANAGER

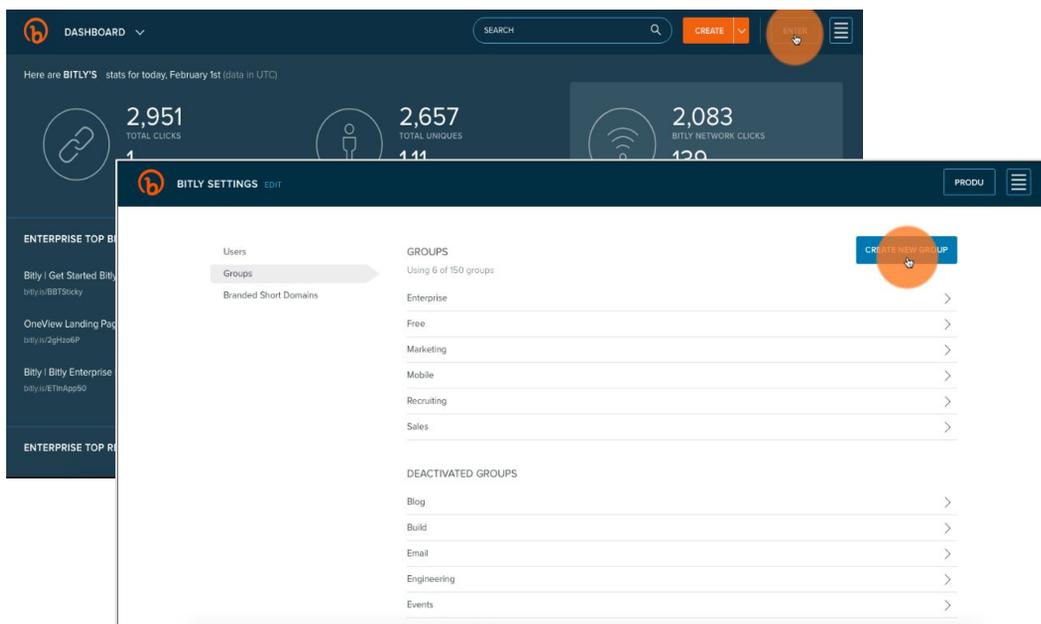
Almost a quarter of all marketers say that siloed data is the biggest hurdle to developing a single customer view.

With Brand Manager, you can set up Groups for each team to transparently share and see data across the org.



1

CREATE A GROUP

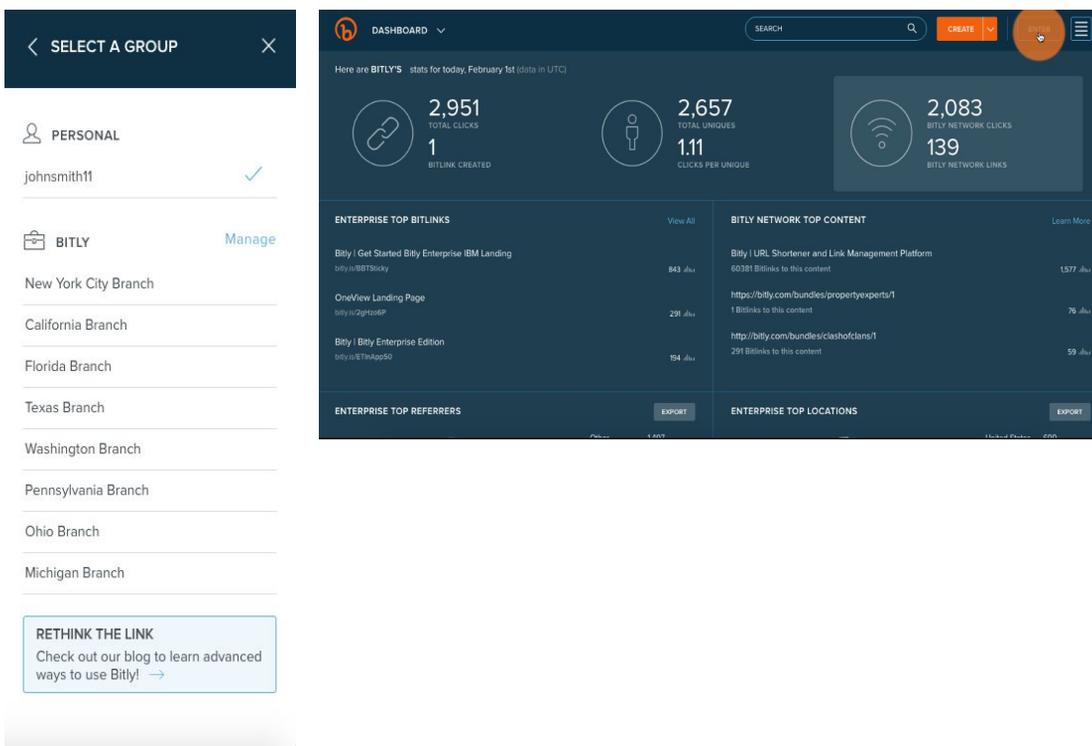


To create a new Group, click Brand Manager and then click “manage.” This will bring you to the admin console, where you can manage users, groups, and the Branded Short Domains assigned to each group.



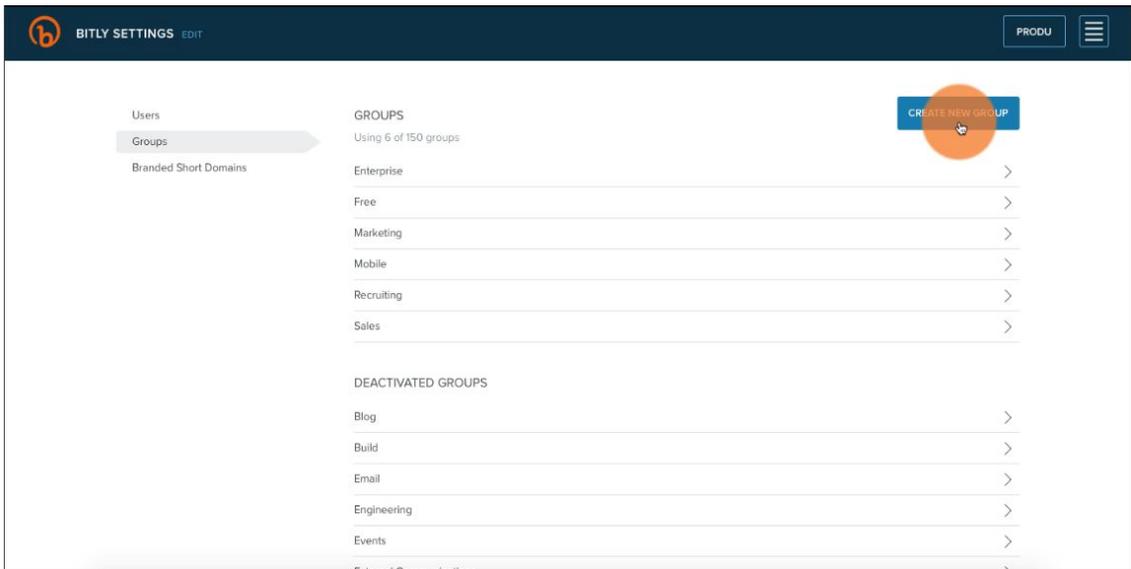
2

APPLY A BSD TO THE GROUP



Go to the “Groups” menu and click “Create New Group.” Type in the channel, department, rep, or whatever else. Choose your Branded Short Domain and 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 Bitlinks in each corresponding channel, you'll be able to see exactly which initiative is driving the most traffic. To help with measurement, every Bitlink 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 a OneView campaign 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 Bitly OneView or use Google's URL builder.

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

https://bitly.com/pages/landing/social-metrics-webinar?utm_medium=Email&utm_source=LastCallLeads&utm_campaign=ImproveSocialMetricsWebinar

UTM PARAMETERS

continued

2) Clean it up with Bitly

Shorten the link in Bitly. You can customize this to brand the link and make it more memorable. For example:

<http://bit.ly/social-metrics-webinar>

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

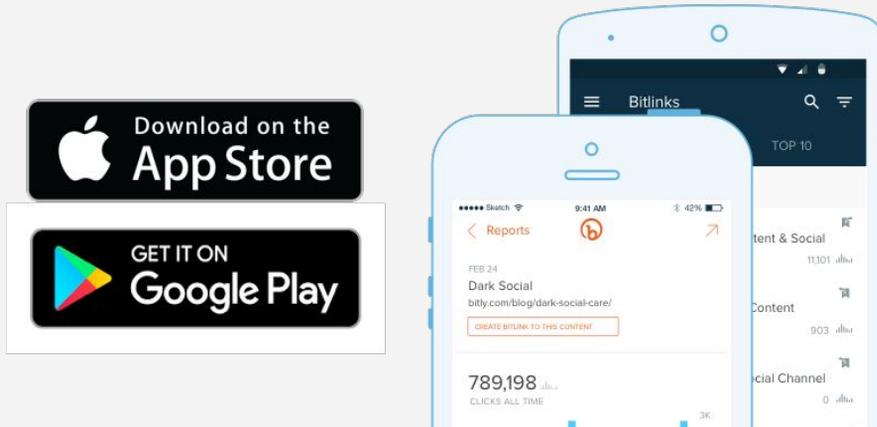
Mobile has changed the way we research, shop, and interact with one another.

At Bitly, we see 9 billion clicks tracked through our platform each month. Of those clicks, more than 60% come from mobile. Research also shows that [89% of consumers prefer to access their media via apps.](#)

That's why we've spent a lot of time figuring out how to use the link to optimize the mobile experience.



THE BITLY APP



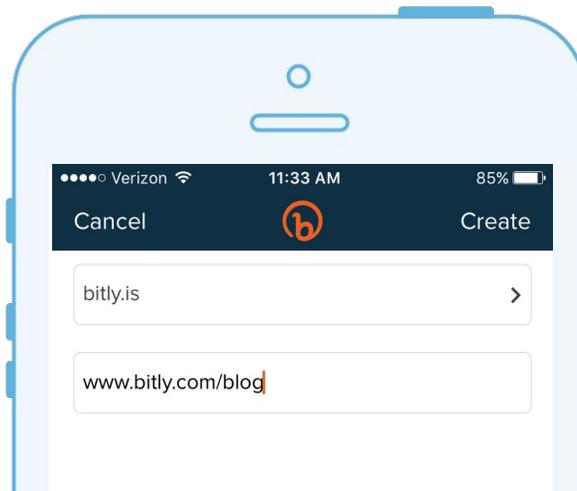
If you don't have the Bitly app downloaded on your phone already, go ahead and find us in the Apple App Store and Google Play Store.

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 Bitlinks, access detailed performance metrics at an individual link level, and edit or share Bitlinks 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. Tap the plus sign and it will take you to a screen where you can paste in your long URL to be shortened.

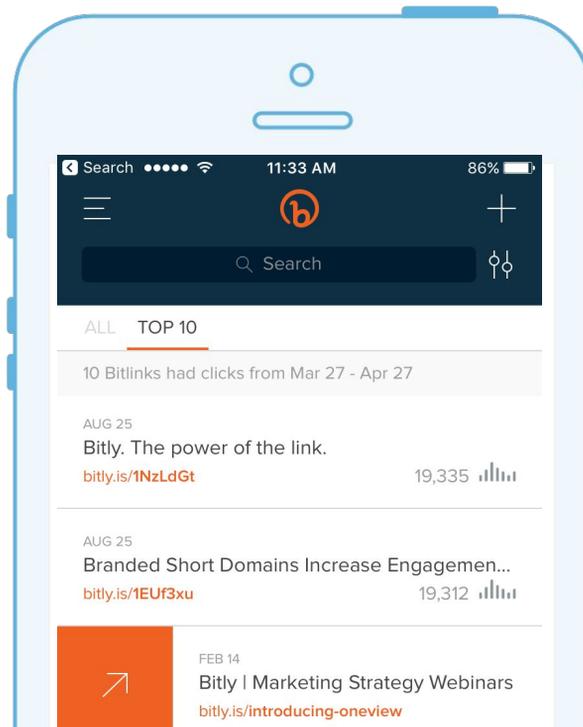
If you have a BSD, you can also select that BSD from the drop-down. Click “Create” and your shortened link will automatically populate in your clipboard.

With the Bitly app you can create Bitlinks 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.

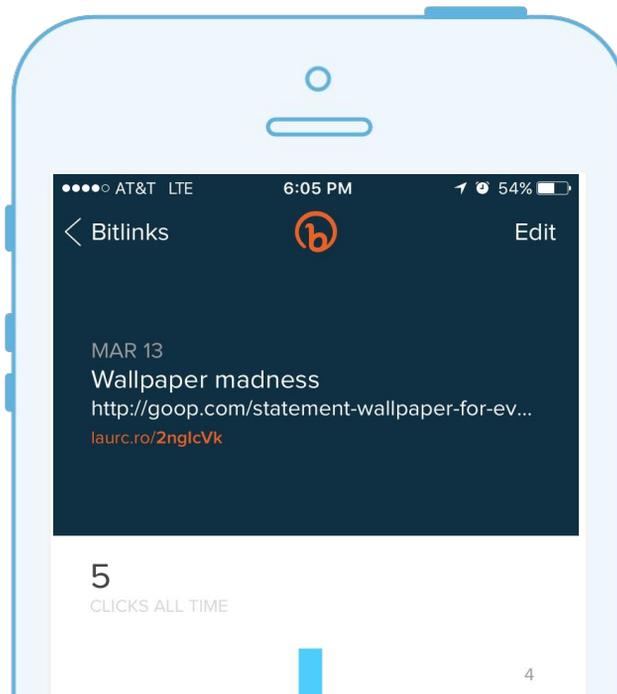
When you swipe right on a link in your dashboard, you will see an orange button with a white arrow. Click that button and you'll see an option to share your Bitlink.

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



THE BITLY APP

continued



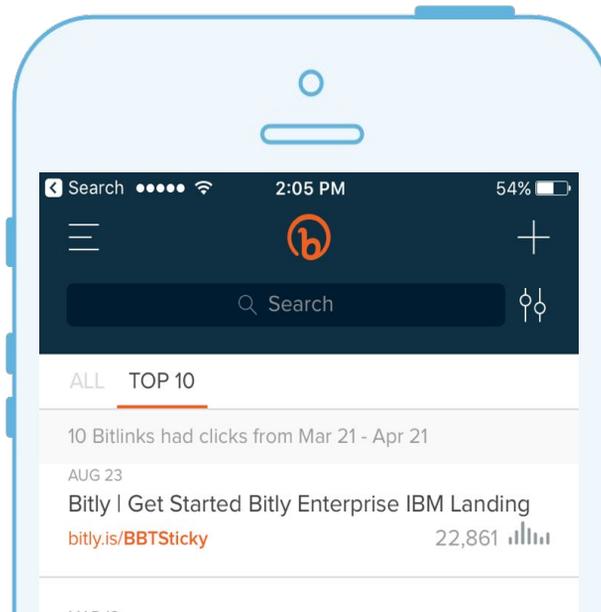
VIEWING INDIVIDUAL LINK PERFORMANCE

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



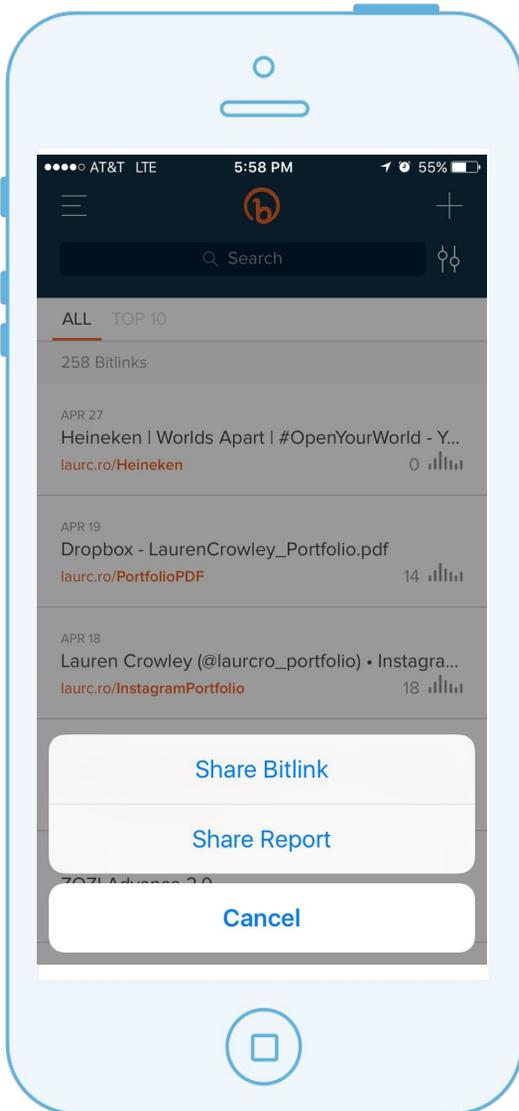
VIEWING YOUR TOP 10 LINKS

Click on the “Top 10” tab to view your top ten 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.

Select the channel and recipient. Your coworker or partner will receive a Bitlink 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 the most popular features of Bitly Enterprise. 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.

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 food & beverage company automates their Password Reset function with SMS and Bitly.

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

PERSONALIZATION

A telecommunications service creates and delivers trackable links for customer on-boarding and finance invoicing.

An online skill marketplace sends users to new classes with individual Bitlinks to track class registration and engagement.



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.

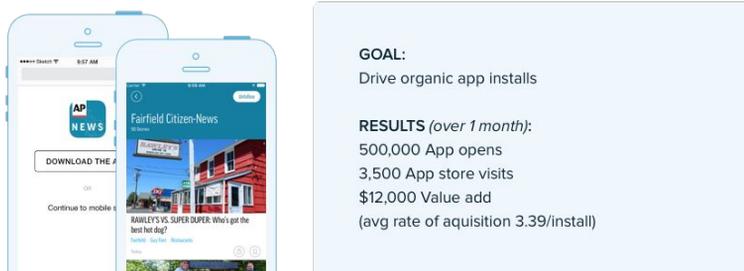
A major cloud service provider uses the API to generate shareable links to help users map out different parts of the environment and even leverages the integration as a sandbox for engineers to test out different initiatives in an API environment.



BITLY API USE CASE

SOCIAL CHANNELS

Using Bitly Mobile Optimizer, the Associated Press (AP) integrated deep links into social sharing buttons across all of their articles and enabled deep linking for every story.



The AP ended up driving 500,000 app opens and 3,500 visits to the app store in one month... an estimated \$12,000 value (the average cost per install for app promotion campaigns is \$3.39)!

With the Bitly API, you can ensure that even your earned media is branded. Auto-branding your links builds awareness and makes earned media trackable.



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.



CHAPTER 8

BITLY NETWORK

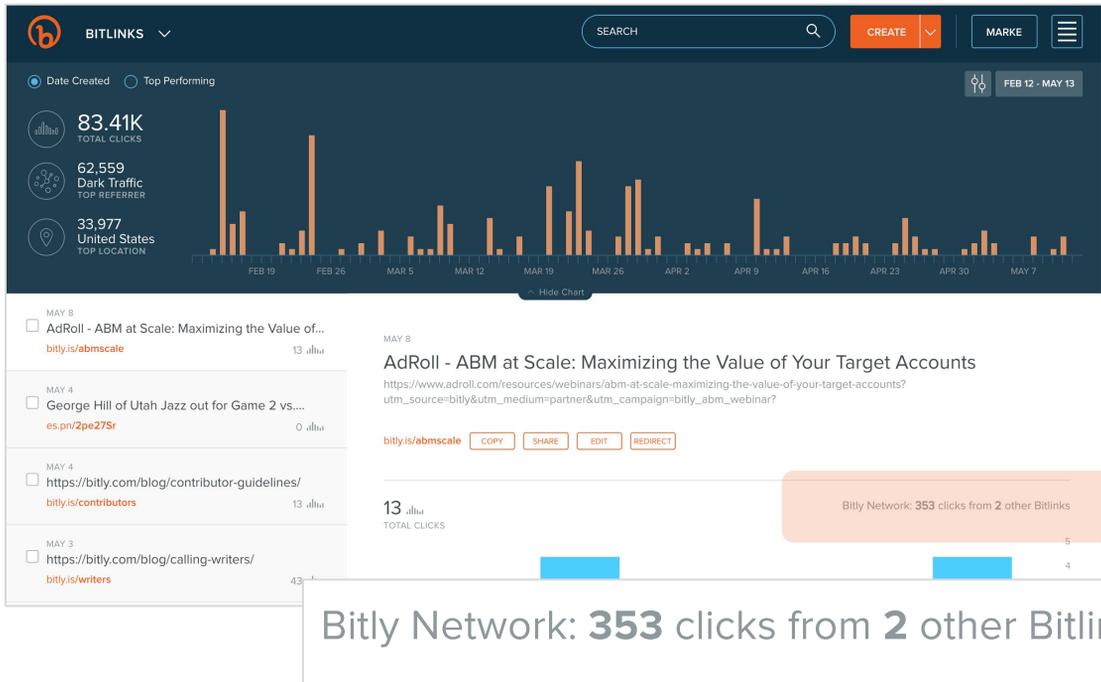
When you create a Bitlink, you're joining the Bitly Network – a network of millions of influencers and followers that are actively using Bitly.

The Bitly Network is comprised of 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 branded links.

Every time someone creates a Bitlink to your content through his or her own personal Bitly account, the link is branded and tracked within the Bitly Network.



BITLY NETWORK



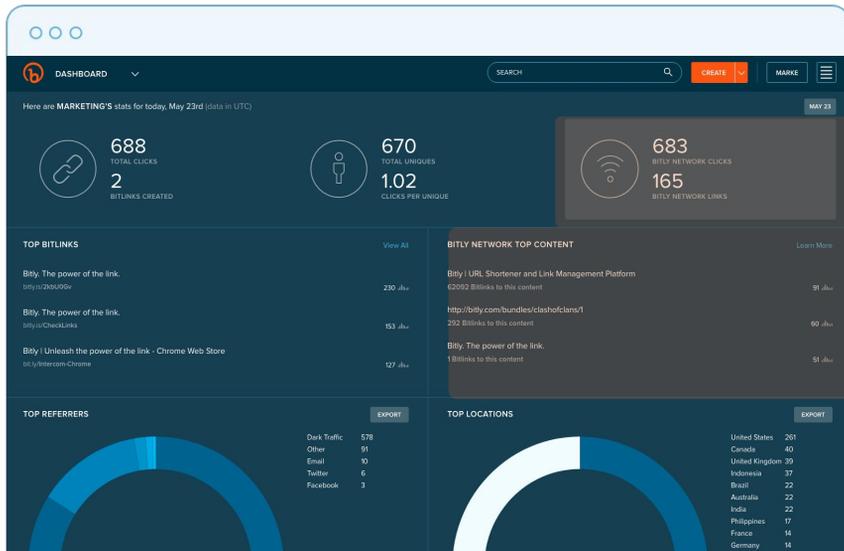
When you use Bitly Enterprise, you can see all of the earned links being created to your content, along with the top trending content. Many Bitly customers use the intelligence from the Bitly Network to see what's organically popular among their audience, which helps optimize spend and iterate on future campaigns.

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



BITLY NETWORK

continued



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

The Bitly Network data in your dashboard can help answer some of these questions.



CONCLUSION

RETHINK *the* LINK

WITH BITLY ENTERPRISE

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 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 of all marketers \(60%\)](#) rate their personalization efforts as “very good” or excellent. But in reality, 40% of consumers say that 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

WITH BITLY ENTERPRISE

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.

Brands 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.**

**INTERESTED IN LEARNING MORE ABOUT HOW YOU CAN USE
THE LINK TO OPTIMIZE THE CUSTOMER EXPERIENCE?**

Email us at sdr@bitly.com to learn more.

bitly THE POWER *of* THE LINK.



RETHINK THE LINK