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Campaign Management & Analytics

Short links solve big problems

Track and optimize every digital initiative using Bitly's best-in-class analytics tools.

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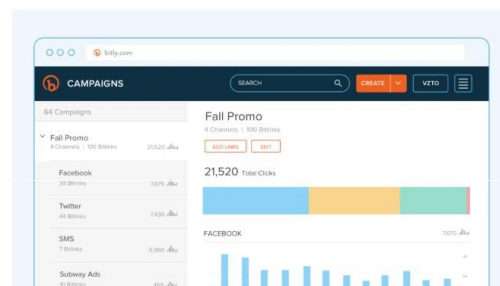
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Be done with spreadsheets

Stop hopping from one spreadsheet to the next to track the performance of your campaigns. With Bitly, you can easily track your customers' journeys on every link and channel from a single, sleek dashboard.

Capture 20+ data points

Empower yourself with more than 20 real-time data points – all the way down to the local city level – on every click, tap, and swipe so you're armed with the information you need to share more of the content your audience is most excited about.



Track organic shares

With Bitly, you can track engagement metrics on your content's organic shares (links other Bitly users create that point to your content). This gives you a clearer picture of how well your content is performing, even if you're not the one sharing it.

The most recognized brands in the world love Bitly



Take your links to a new level

Get Started for Free

Why Bitly?

Bitly 101
Integrations & API
Enterprise Class
Pricing

Solutions

Social Media
Digital Marketing
Customer Service
For Developers

Features

Link Management
Branded Links
Mobile Links
Campaign
Management &
Analytics

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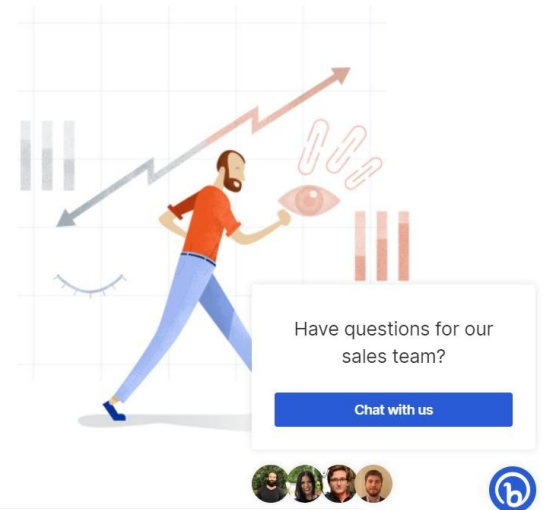
Digital Marketing

Better links, better results




Convert clicks to customers with trusted call-to-action links.

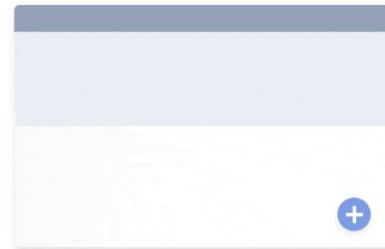
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Key Features

-  **Links that work in all your channels**
Deploy branded links to lift results across every touchpoint.
[Learn more about link management →](#)
-  **Brand-building built into every click**
Improve click-through's and amplify your brand at the same time.
-  **Fully understand engagement**
Identify and promote your top-performing content.



The most recognized brands in the world love Bitly



Best-in class experience, reliability, and security

Bitly is the world's leading link management platform for digital marketers.



Seamless integrations

Bitly integrates with hundreds of industry-leading marketing platforms, including the tools you love and use every day.



Proven API for links at scale

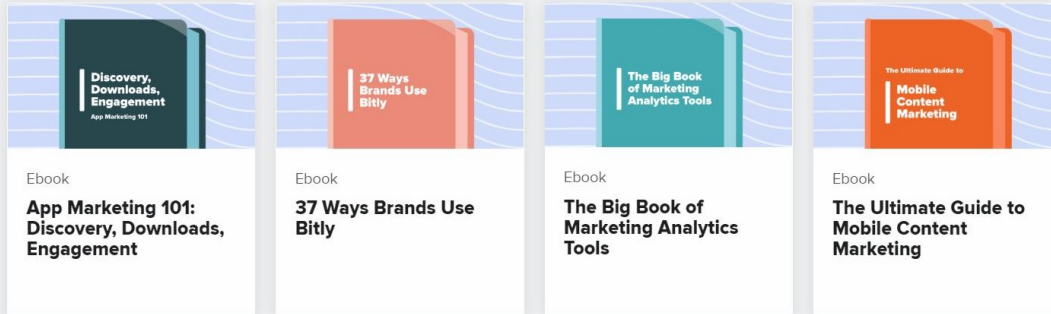
Automate the delivery of unique branded links for SMS marketing efforts or as part of any customized programmatic workflow.



Ready-to-go support

If you have questions, you'll have full access to Bitly's extensive knowledge base and resource library. If you're an Enterprise customer, you'll also be paired up with a customer success

More for digital marketers



Discovery, Downloads, Engagement
App Marketing 101

Ebook
App Marketing 101: Discovery, Downloads, Engagement

37 Ways Brands Use Bitly

Ebook
37 Ways Brands Use Bitly

The Big Book of Marketing Analytics Tools

Ebook
The Big Book of Marketing Analytics Tools

The Ultimate Guide to Mobile Content Marketing

Ebook
The Ultimate Guide to Mobile Content Marketing

Take your links to a new level

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