

Why Leading Enterprises Choose BL.INK

Robust link management platform for brands

Branded short links are certifiably more clickable.* Leading enterprises like Coca-Cola, Airbnb, and Patagonia choose BL.INK because they recognize the brand impact of a sound linking strategy. BL.INK short links communicate calls to action, key messages, and brand impressions via our flexible, easy-to-use platform. Advanced analytics give you clear visibility into the way your audience engages with your content – all within a secure, privacy-protected environment. Plus, BL.INK offers a robust API to connect tools you already use. Unite and empower teams across your organization with the industry’s most sophisticated link management platform.



Maximized link value and ROI

75% of users prefer to click on branded links vs. generic links*



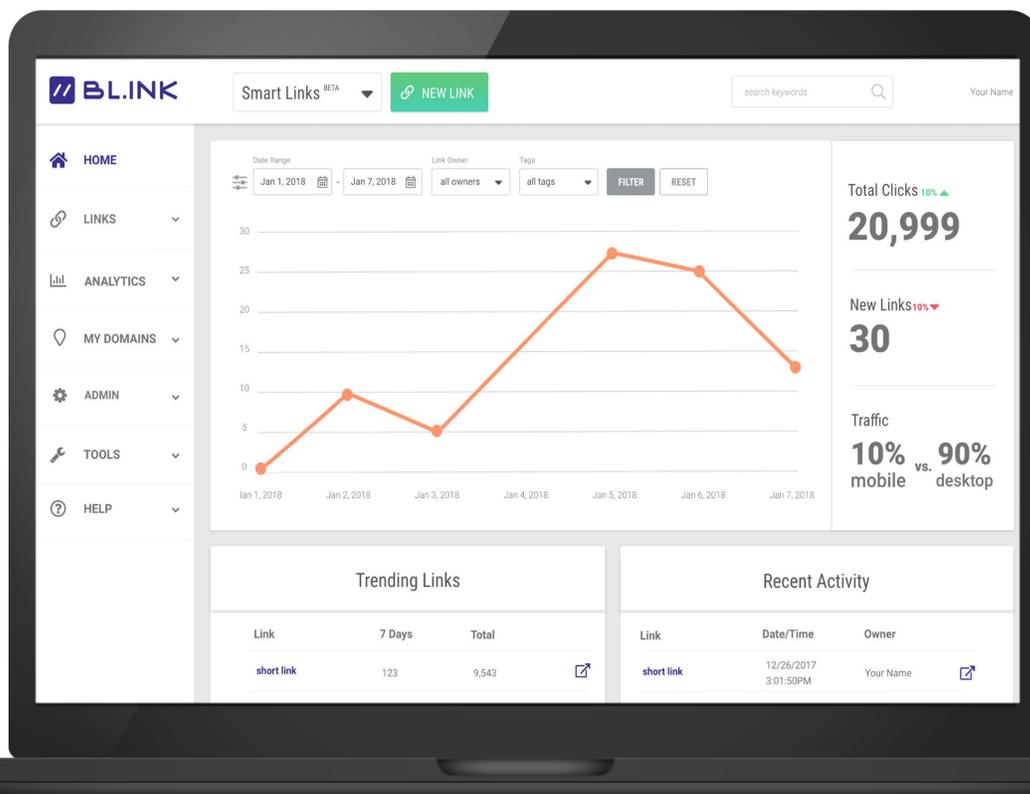
Real-time analytics and exportable data

Omnichannel insights and integration with third-party tools



Unmatched privacy and security

Multi-factor authentication, audit logs, and advanced user management



Common Pain Points without BL.INK

- ✗ Generic short links do not promote your brand
- ✗ Data is not private, so competitors can see your campaign performance
- ✗ URLs are strings of meaningless characters and hard to read, say, hear, or remember
- ✗ Your audience hesitates to click a link because they don't know where the link goes
- ✗ Legacy short URLs are often flagged as spam

Key Benefits with BL.INK

- ✓ Branded links are more clickable and trustworthy
- ✓ Real-time analytics and exportable data
- ✓ Optional add-ons for expanded enterprise functionality
- ✓ Multi-user support with tiered access roles
- ✓ Seamless integration with popular tools: Khoros(formerly Spredfast), Google Analytics, Adobe Site Catalyst and more

Who Loves BL.INK?

Marketing Teams

Keep everyone on the same page with an easy-to-use platform

Business Intelligence Analysts

Gain rich insights and make better decisions using real-time data

Ad Agencies and Partners

Optimize campaigns with robust performance insights

IT Teams

Integrate smoothly without management or compliance risks using the flexible API

BL.INK “..integrated into our Spredfast social efforts seamlessly, giving us branded links and enhanced tracking at a great value. They are also consistently reliable with high quality product and customer service. It is the solution we needed.”

Scott Carrington
Digital Marketing, Patagonia

Learn more about BL.INK Enterprise.

Contact sales@BL.INK for pricing.

*Source: <https://bl.ink/infographic>

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