



## About Rebrandly - Branded Link Management

Rebrandly ([Rebrandly.com](https://rebrandly.com)) is the most comprehensive link management platform to **brand, track and share** short URLs using a custom domain name.

Behind every piece of valuable information you share online, there's a link. Every one of those links is an asset for your company - so why put another brand's name in the spotlight? At Rebrandly, we believe **your brand comes first**. We put the control over links back into the real owners' hands.

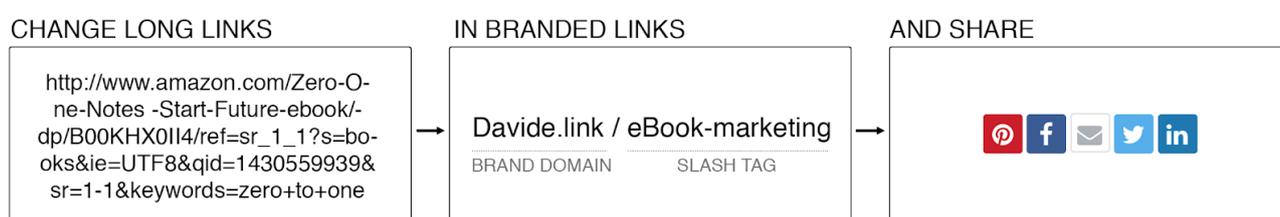
- 2 billion links tracked each month
- 1 billion links created so far
- 250,000 customers
- 20,000 developers using Rebrandly's API

More info here: [Rebrandly.com/About](https://rebrandly.com/about)

### Branded links

Branded links are the evolution of short URLs. Simply put, they turn a long, ugly link into a short, memorable phrase - featuring the company's own domain name. Unlike generic shortened URLs, brands these days prefer to use a link that incorporates their name. As well as associating them with the content they are sharing, branded links also help companies increase:

- Brand awareness
- Trust - potential CTR increase up to 39%
- Deliverability
- Pronounceability & Memorability



Watch the video: [Rebrandly.Video/BrandedLink](https://rebrandly.com/video/branded-link)

## Link management

Link management is about the ability to **organize, edit, analyze and have complete control** over all the links your organization shares – no matter how big or small your company is.

Links are an important asset to any business. They connect your brand with the online world, so it's essential that you're in control of them. Between social media sharing, email marketing, customer support, admin and internal communications - it's difficult to estimate just how many links you create and share each year. That's where a central **link management** tool comes in. From improved collaboration and tracking to safeguarding your brand against a PR crisis, Rebrandly helps you take back control of your links.

## Customer case studies

**The United Nations** promotes video content using branded links. Incorporating the organization's name into each link ensures users trust the content comes directly from the UN. Click tracking provides them with insights into which content performs best with their audience.

**Harvard University** is the oldest third level institution in the USA, and one of the most famous universities in the world. They personalize their social content with a variety of custom domain names for different departments and schools, as well as alumni communities and networks.

**Lamborghini**, one of the most iconic car brands in the world, keep their brand name in the spotlight with the branded domain '**lam.bo**'. They share short URLs across their social profiles and manage them with the help of marketing partners through multiple shared workspaces.

More use cases available here: [Rebrandly.com/Case-Studies](https://rebrandly.com/Case-Studies)

## Additional resources

- What is Link Management? [Rebrandly.Video/LinkManagement](https://rebrandly.com/Video/LinkManagement)
- Short URLs or Branded Links? [Rebrandly.Video/ShortURLs](https://rebrandly.com/Video/ShortURLs)
- **Ebook:** [Rebrandly.Rocks/LinkManagementGuide](https://rebrandly.com/Rocks/LinkManagementGuide)
- **Shareable Press Kit Link:** [Rebrandly.Live/PressKit](https://rebrandly.com/Live/PressKit)

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