The Definitive Guide to **Link Management**

Enterprise edition

Rebrandly

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Version 1.9 - Enterprise

Introduction

A link, or more precisely, a hyperlink, is an intrinsic feature of the World Wide Web that refers to data that a reader can directly access either by clicking, tapping, or swiping.

Every company creates thousands, even millions of links in its lifetime. They're in web pages, videos, images, SMS, emails, and almost all forms of communication you can think of, both online and offline.

In this guide, we're going to look at the importance of managing your organization's links with one must-have tool. We'll cover the terminology and concepts centeral to link management, as well as some of the most interesting use cases for enterprises. Finally, we'll provide actionable insights and solutions that you can implement to take control of your links on a global scale.

While social media managers, digital marketers and brand managers may see the most immediate benefit, employees in every area of your business have something to gain from using branded links.

This guide is intended for established companies that share links for both internal and external communications, across marketing, sales, finance, legal and all other departments.

Download this guide here
Rebrandly.Download/Enterprise

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02

The Importance of Link Management

Why it’s necessary to be in control of the links your organization creates and shares

The Importance of Link Management

Links are an asset for every business that they need to be monitored, updated and reassessed over time.

When considering the importance of implementing a link management platform, there are some questions all companies should ask to evaluate overall link control:

- How many links are created and shared across the organization annually?
- Do they produce high-quality traffic?
- Are they consistent with the brand's voice?
- Do employees follow any guidelines for link sharing?
- Are these links legitimate and secure?
- Are managers able to update existing links and delete unwanted ones?

Almost all online messages contain links, making them the call to action (CTA) that connect customers to the content businesses want them to engage with, like landing pages, legal documents, commercial offers and much more.

In every company, countless links are created and shared each year. Unfortunatly, it's frequently the case that once a link is shared it's simply forgotten about. The performance of those links is never tracked and there is no recourse for modifying or recalling them once they're shared, creating a potential threat for the company.

Some of the world's most popular companies are already branding and managing their links. Adidas, Condé Nast, IWC, Pepsi, Harvard, Land Rover and Virgin are just a few. It's time for all organizations to follow their lead. A solid link management platform for corporate links is not a nice-to-have, it's a must-have.

Rebrandly.video/LinkManagement

> *Links are a direct extension of a brand. Every link shared by an organization is actually a piece of the company itself. A consistent strategy to manage links is a must-have for all contemporary #brands.*

03

Your Brand on Your Links

The first step in link management is branding

Branded Links:
Your Brand on Your Links

Great companies know that building a brand is a long-term investment. It's about so much more than just a logo, website or a catchy slogan. A brand is the culmination of every touchpoint between a company and its audience, making consistency key. Visually, a brand should include the same elements across all channels, paying careful attention to the logo, color and font, tone and imagery.

A branded link is a shortened URL that's made up of a company's name, a unique domain extension and a custom keyword after the slash. Simply put, they're short links that are built around a brand name and feature a powerful message.
YourBrand.Link/Keyword

Links are a crucial part of the branding process. They play an essential role in developing brand consistency by drawing all of the elements of a brand together with a cohesive message.

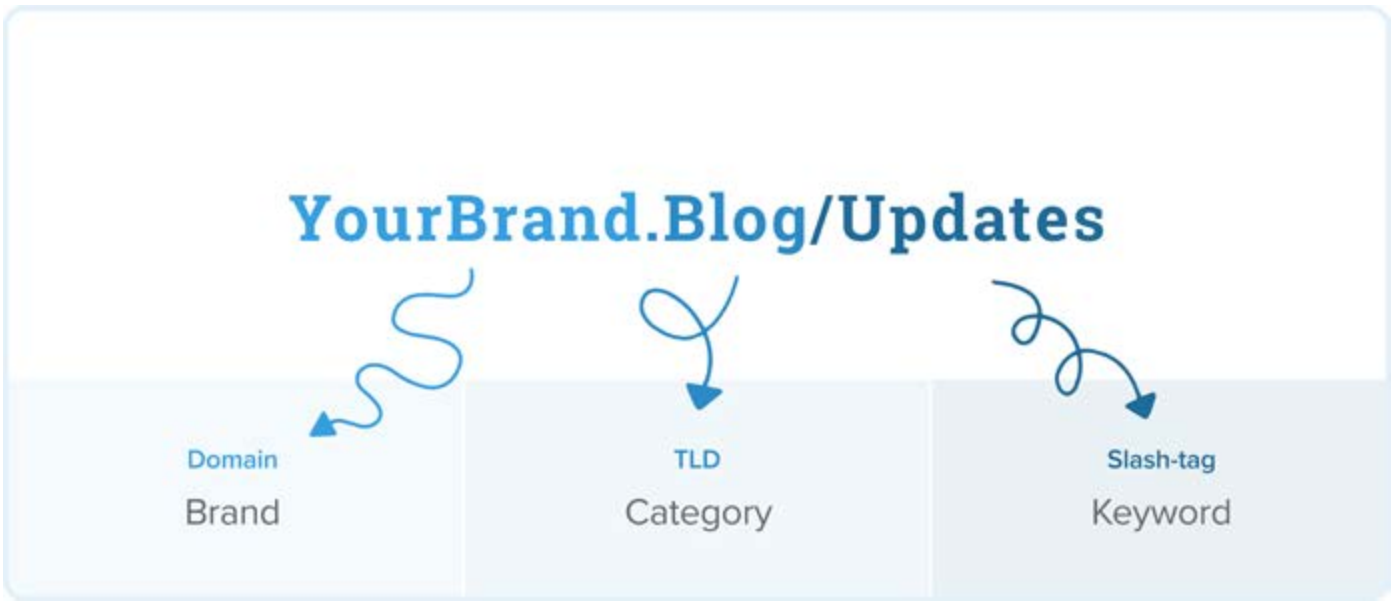
Consider that the majority of links shared actually come from external websites, tools and services, such as CRM or file management systems, partner websites and a variety of other online resources.

- https://markets.ft.com/data/indices/tearsheet/summary?s=IETP:ISE
- https://www.linkedin.com/feed/update/urn:li:activity:6369243742070800384/
- https://www.salesforce.com/eu/form/signup/freetrial-sales-pe.jsp?d=7013000000EhgV
- https://www.dropbox.com/sh/b2p7999tqx1Xk1h/AACgT5xB46f2_6AU7bcRG5yca?dl=0

All of these links all look different from one another. They're associated with another company's domain name and they all feature a long, unintelligible alphanumeric codes that are totally meaningless to end users.

In order to build a more professional rapport, all links should be managed under the same domain, regardless of the content they lead, transforming long ugly links into something more like this:

- YourBrand.news/NewsArticle
- YourBrand.rocks/JobAdvert
- YourBrand.finance/InvoiceNumber
- YourBrand.link/DocumentName



TWEET THIS

#Links play an essential part in building a #brand

The first step to incorporate links into an overall brand strategy is simple: put **your brand on your links** by using a custom domain name, ensuring the links each and every link is consistent and appears trustworthy. Use branded links to streamline the brand's communication style.

Rebrandly.blog/BrandedLinks

Branded links represent the future of link management, giving companies the freedom to tailor, shorten and control the links they share using a specific domain name and a custom slashtag.

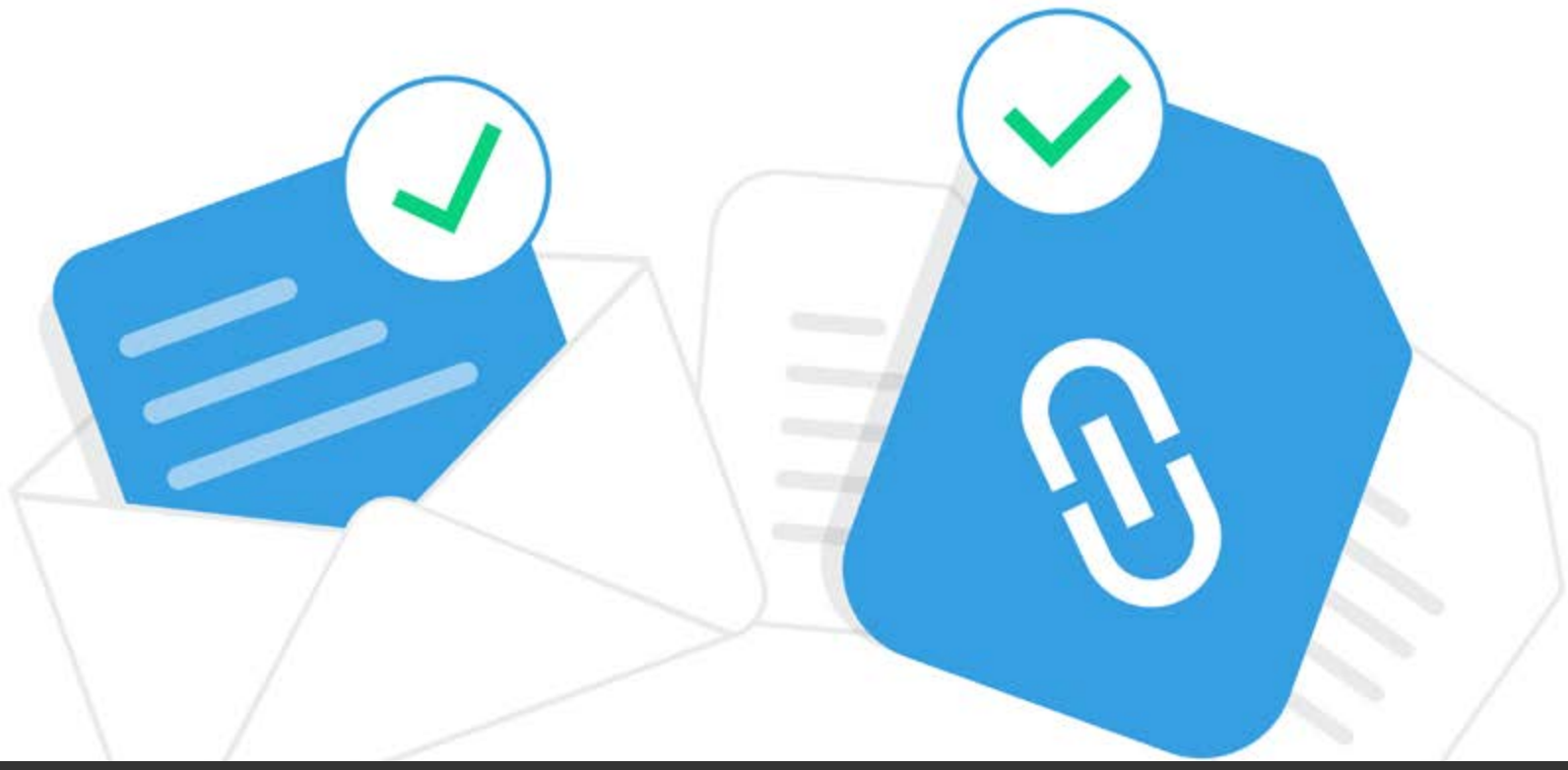
Instead of sharing an ugly destination URL or a generic short link, which looks inherently untrustworthy, increase brand visibility by embedding your brand name into your links.

HubSpot

How to Build a Brand

***HubSpot** and **Rebrandly** joined forces to create a guide for marketers who want to build a brand that appeals to modern consumers.*

Rebrandly.rocks/Build-a-Brand



A company wouldn’t allow its employees to send professional communications with a generic email address, would it?

So why would the standard be any different for links? Generic links leave the same negative impression as generic email address. Any official information shared should be done so with a dedicated, company domain that’s managed by that organization alone.

	Generic		Branded
✉	Daniel76@gmail.com	→	Daniel@YourBrand.com
🔗	ug.ly/2453ge43	→	YourBrand.Link/Offer

04

The branded link strategy

What companies stand to gain from branded links

The branded link strategy

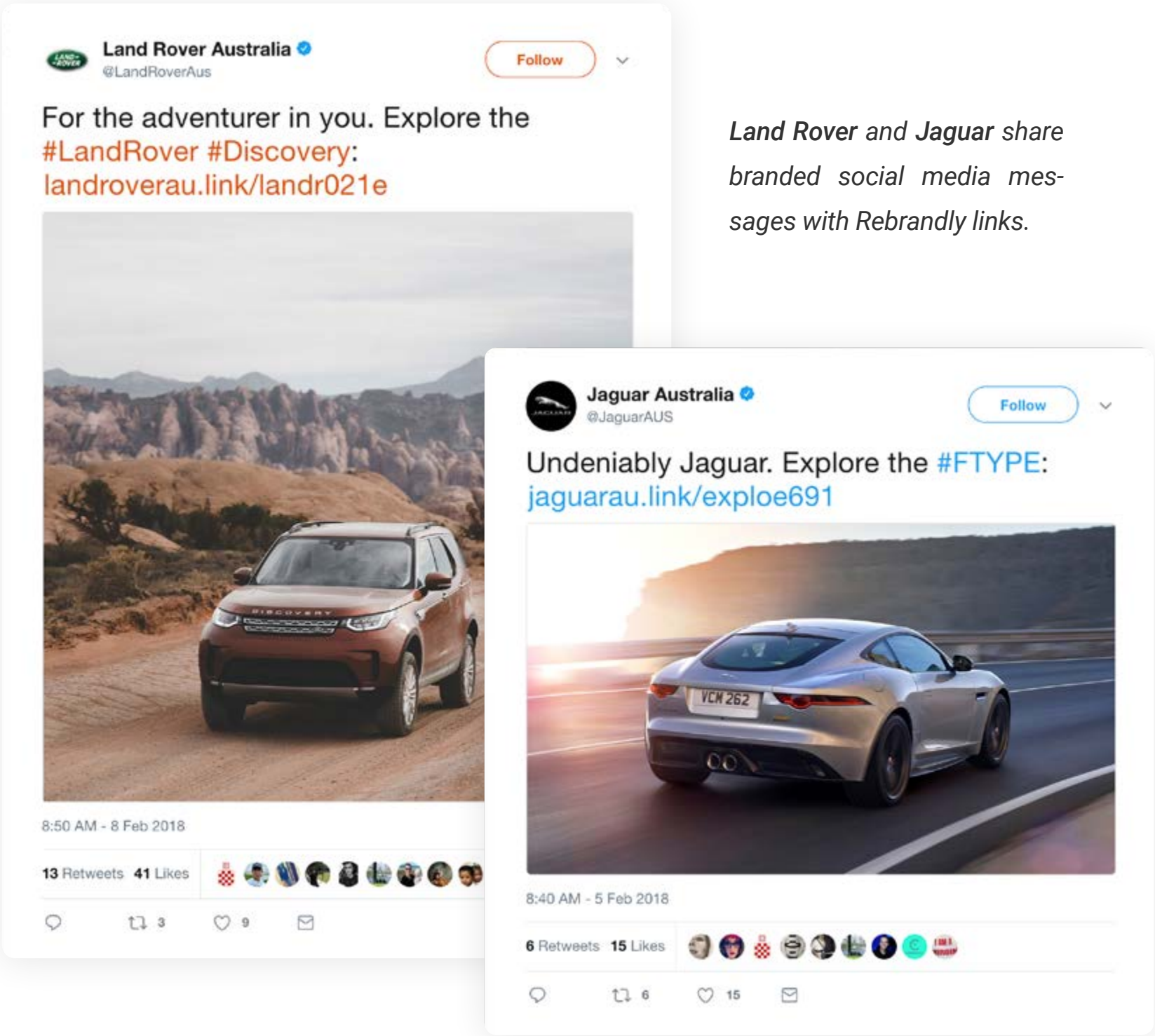
The importance of implementing a cohesive branded links strategy both online and offline is threefold:

- It has a positive impact on a brand's communication style
- It improves marketing performance
- It protects an organization from harmful risks

Here, we'll look at some of the most direct advantages to be gained from a strong link strategy and show how they've been validated by some our own customers' use cases. You'll be inspired to change the way your organization approaches links.

1. Enhanced brand awareness and visibility

Every branded link includes a company's name, exponentially increasing brand reach over time. Teams have the creative freedom to come up with meaningful shortened URLs, allowing the brand to stand out with unique communications that are completely aligned with their core message.

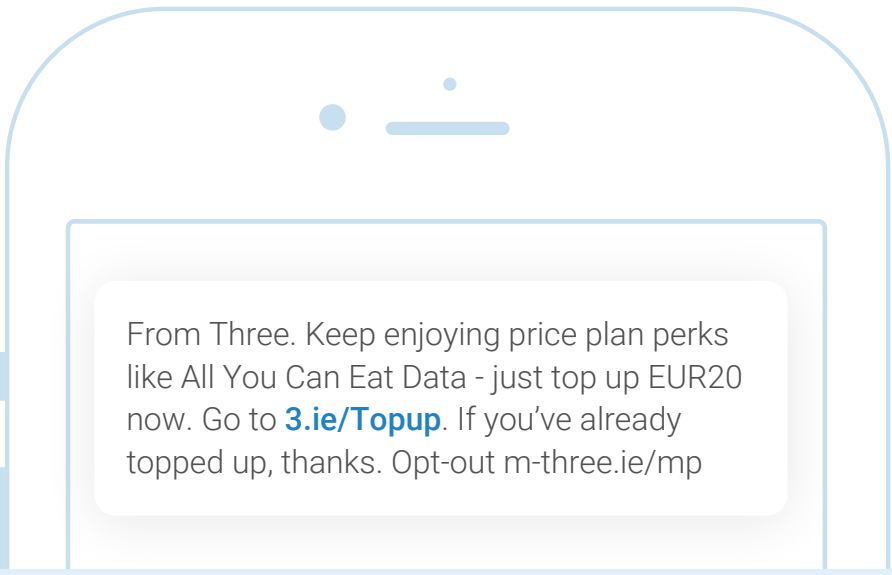


***Land Rover** and **Jaguar** share branded social media messages with Rebrandly links.*

2. Increased link trust

Users want to know what to expect from links and they're far more likely to actually click when they recognize a brand name alongside familiar, easily recognized keywords. A company's willingness to attach its brand name to its links guarantees that it's directing followers to legitimate content and not clickbait or worse, spam/phishing sites.

Branded links demonstrate a commitment to content that's relevant and valuable, encouraging people to trust the brand overall. This increased trust can improve CTR (click-through rate) by up to 39% when compared to generic short URLs or long unbranded links.



***3 Mobile** Ireland has adapted its SMS campaigns to include the branded short domain 3.ie, using Rebrandly to transform its messages. Create branded and trusted links for SMS that get customers clicking.*

Branded links increase Click Through Rate

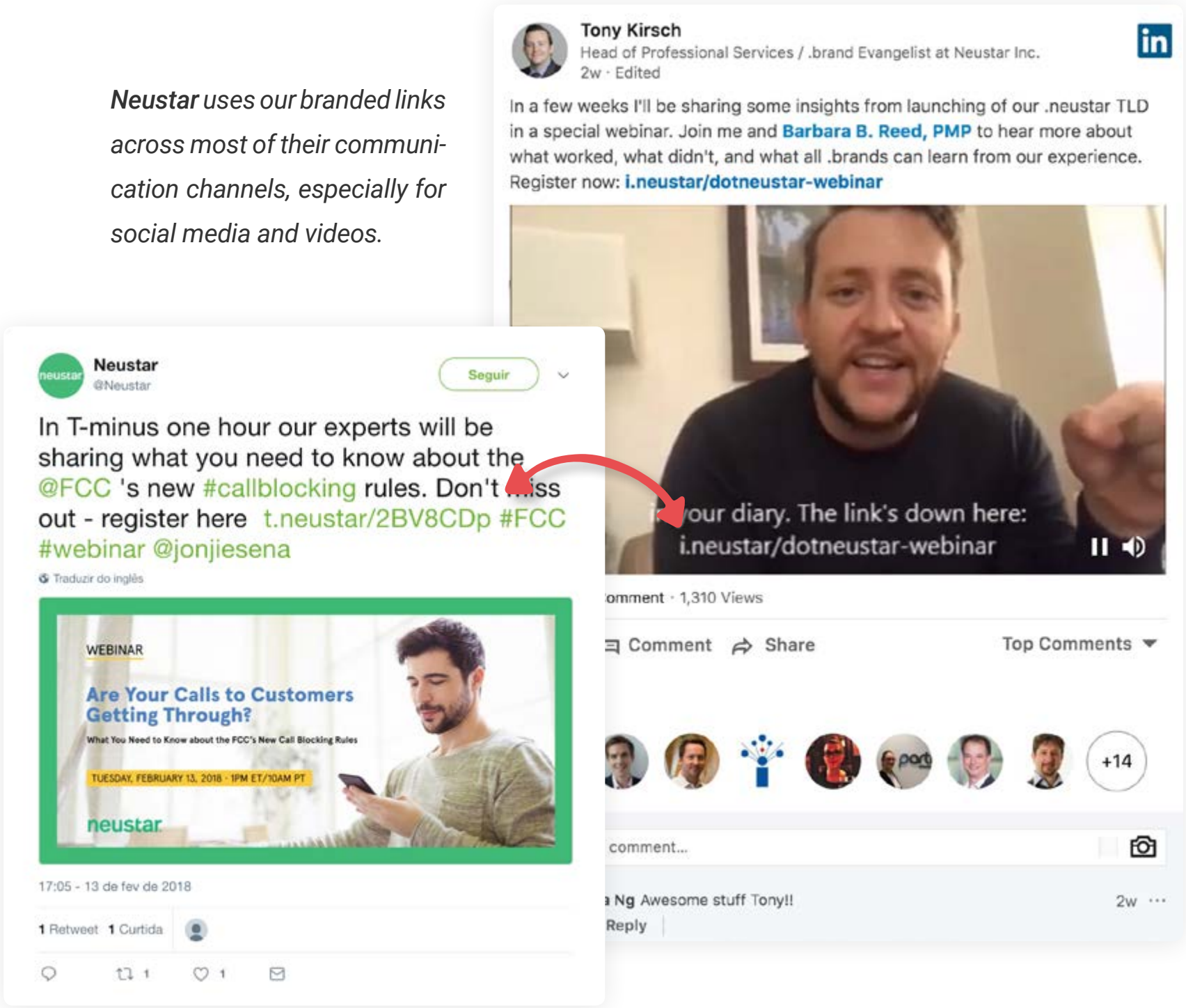
Up to **39%**

Rebrandly.support/39

3. Cohesive customer experience

Messages should be subject to the same style guidelines across every platform, allowing companies to point customers to the right destination - regardless of where they click from. I'ts possible to set style and navigation standards based on a user's language, nation or even the type of device they click from. This provides users with a seamless customer experience from start to finish.

***Neustar** uses our branded links across most of their communication channels, especially for social media and videos.*



Rebrandly empowers links in every channel

4. More Memorable Communications

Branded links that include simple keywords are easy to pronounce and recall. Many brands find themselves in situations where the link needs to be announced to an audience, so it's essential that they're easily recognized and remembered.

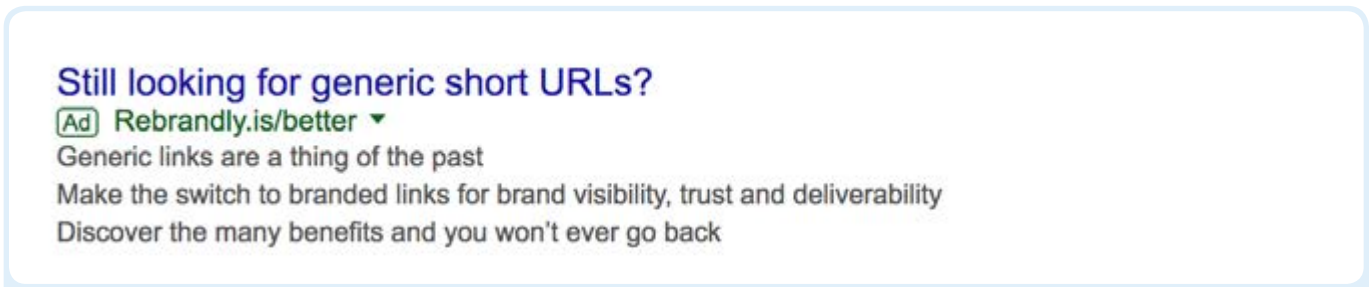
5FM, one of the most popular radio stations in South Africa, uses Rebrandly links when it needs to point listeners to web content.

Rebrandly.support/5FM

5. Outstanding Calls To Action

Customers' online attention is dwindling and, at the same time, the amount of marketing material they're served is increasing every day. It's more important than ever to formulate advertising copy, social media posts, blog content and online communications in a way that draws users' attention immediately, and motivates them to click. Often times, links serve as the main call to action (CTA) for these messages, so branded links are **central** in making that CTA exciting and actionable.

Rebrandly.blog/LinksCTA



*At **Rebrandly**, we create calls to action in our Google AdWords campaigns that deliver messages with the links themselves.*

6. Better Search Engine Optimization

Branded links have a clean and efficient structure, making them the perfect solution for SEO. They're short and contain a specific keyword alongside a relevant domain name. Branded links redirect using a 301 response code (also known as permanent redirect), so they pass on the full "link juice" to the destination page itself. Learn more about branded links for SEO here:

Rebrandly.blog/SEOLinks

Choose the perfect SEO structure for your links

- [ ] Match URLs to page titles
- [ ] Remove unnecessary words
- [ ] Avoid punctuation
- [ ] Utilize hyphens
- [ ] Cut out dynamic parameters
- [ ] Avoid subfolders
- [ ] Limit redirects
- [ ] Use a descriptive domain
- [ ] Shorter is better
- [ ] Use standard characters
- [ ] Capitalize the first letter for readability

7. Amplified customer retargeting

Retargeting, also known as remarketing, is a form of online advertising that can help keep brands in front of bounced traffic after users leave your website. Branded links make it possible to directly associate those retargeting pixels with links, adding those who clicked to retargeting lists. Link retargeting lets companies interact with users who clicked on their links, even if they weren't pointing to its website or content.

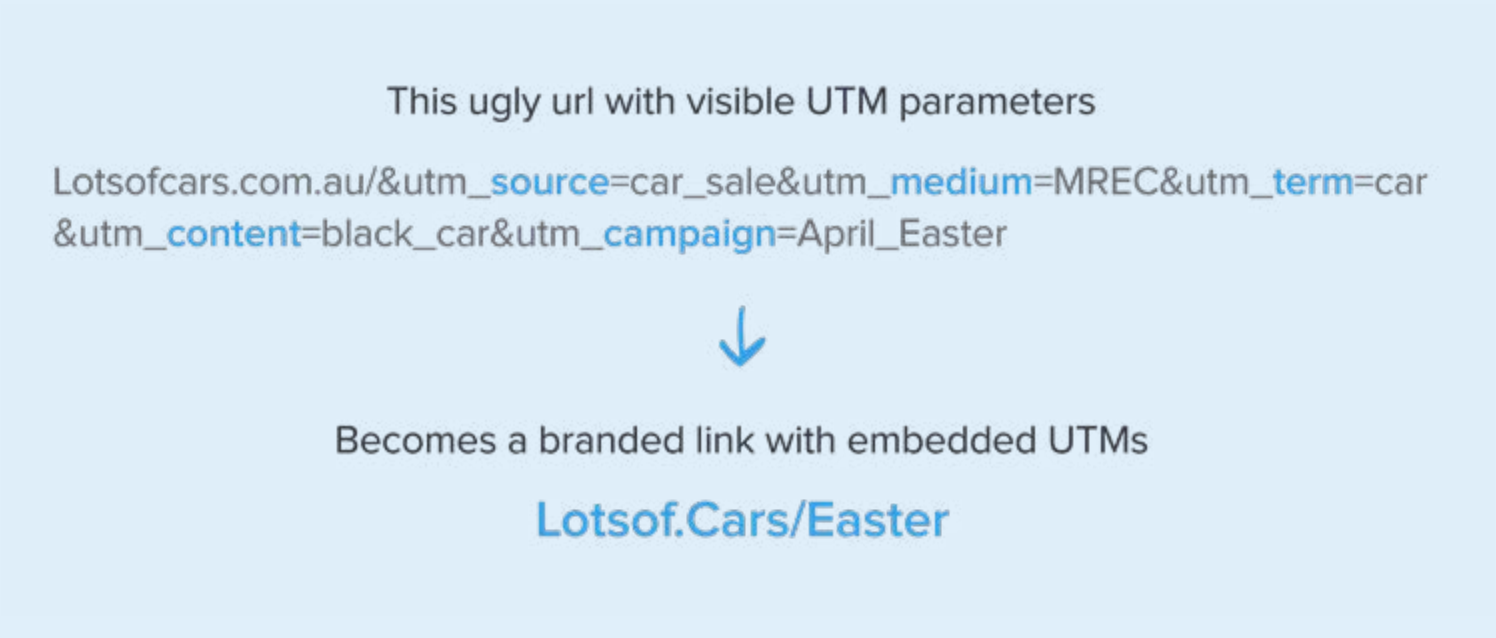
Rebrandly.blog/Retargeting

A famous retail brand for kids uses link retargeting to target new parents. They choose to direct their audience to relevant articles in parenting magazines. After readers click on the link, they're added to the retailer's retargeting list and banners about baby products are shown to them when they navigate to other sites.

8. Precise analytics

Branded links can provide in-depth analytics that pinpoint important click data, providing the information required to craft even stronger campaigns. Click tracking happens at the source level, which makes it the most accurate way to monitor your traffic and gain the most valuable insights to optimize campaigns.

*Rebrandly includes a **UTM builder** that lets you easily attach UTM parameters to branded links' landing pages, integrating the click data into your Google Analytics reports for more detailed insights. With this feature you're able to reuse UTM parameter templates at scale and connect click stats to Google Analytics without any other integrations.*



Custom reports

Rebrandly collects link click data, giving you the ability to organize it with our custom report builder. Build bespoke reports that can be scheduled and automatically sent to colleagues and partners. Analyze default data that we collect or add custom datapoints.

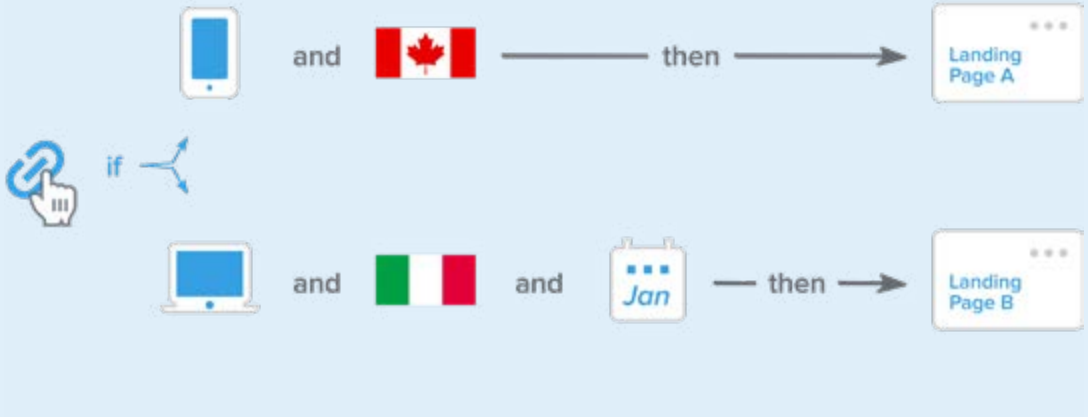
Measure and optimize omni-channel campaigns using trackable touchpoints- links. Perform precise audience intelligence mapping and create meaningful reports to identify trends, capture opportunities and/or mitigate risks.

9. Attribution

Which marketing efforts are actually paying off? Attribution refers to the rules and methods used to assign value across multiple channels and touchpoints. A great link management platform allows for conversion tracking from each link, meaning companies can determine which marketing channels, campaigns, team members and actions are working best (as well as which need a bit more work). Multi-channel attribution is not simple to set up, but by using branded links with detailed tracking you can measure it more precisely with source level data from every touchpoint.

10. Dynamic traffic routing

With Rebrandly's advanced redirect, it's possible to control link destinations based on user behavior. This helps brands to deliver better user experience and increase conversion rates by delivering more targeted content. For example, if a user visits a website from a mobile phone, is based in a certain nation or is browsing in a specific language, the destination page can be adjusted based on that information.



Advanced redirect *allows companies to target customers based on device (mobile/desktop), country, language, day of the week, time of visit, number of times they've visited your site or clicked on a specific link. With* ***mobile deep linking*** *you can route mobile traffic directly to the Android or iOS app if the customer has it installed on their smartphone.*

11. Stronger brand protection

Brands need to maintain precise communication procedures for legal and operational compliance. With employees all over the world creating and sharing links on behalf of the company, a method for editing or deleting links at a later date is essential. Over time, and after many thousands of links have been shared, it's impossible to keep track of out of date, broken, incorrect or even misleading links associated with the brand. Having a tool for link management means companies can maintain strong, consistent communications with followers without unnecessary risks later on.

12. Reputation and message deliverability

Domain reputation refers to the idea of domain respectability: whether or not a domain is associated with illegitimate content. Generic URL shorteners allow anyone and everyone, including spammers, access the same domain name. So, this means if a brand is also sharing URLs with that generic domain, they have no control over the reputation of the links they create. Blacklisted domains severely impair the deliverability of all messages, especially those sent via email.

When using a custom branded domain for creating short links, the owner of that domain is the only one responsible for it. This means keeping it in good standing is much simpler and within your control.

Rebrandly.blog/LinkReputation

***USPS** uses Rebrandly links in emails to increase their message deliverability while also tracking metrics like open, click-through, and conversion rates.*

13. Complete Link Ownership

Creating short URLs without a custom domain means companies cannot claim ownership over a single one of the links they've shared. Any links made with a 3rd party domain belong to that organization and it's not possible to edit or manage them. What's more, if the short URL provider ceases operation, all of the links can be deleted with no recourse for users.

***Harvard University** personalizes its social media content with the unique hvrd.me custom domain and our branded links.*

Why are **branded links better** than **generic short URLs?**

- Branded links are memorable and pronounceable
- They increase brand recognition
- Branded links inspire trust
- They can increase click-through rate by up to 39%
- Branded links make communications unique

Rebrandly.blog/Branded-vs-Short-Links

14. One centralized management dashboard

Using a branded link platform, teams can be organised into “workspaces” according to their departments or locations, with access to domains and account permissions determined by managers. Colleagues can share links from the same place and are free to access one another’s links too. A centralized dashboard eliminates the scenario where employees all over the world have different (or non-existent) procedures for link sharing and categorization. Instead, a central dashboard keeps all of a company’s link assets in one easy-to-manage place.

SAINT-GOBAIN

***Saint Gobain**, a French multinational corporation with offices in 67 countries and over 170,000 employees worldwide, uses Rebrandly to give global departments the freedom to create branded links organized by nation. Employees can share branded links for portfolios, product catalogues, documents, email signatures, business cards and have widely adopted the solution for sharing their own work product.*

15. Full control over the destination

Allowing for human error, rapid changes to campaign guidelines, legal policy updates and other factors, it's important for companies to retain the rights to edit link destinations or delete links after they're shared. With generic short URLs and normal links, editing and deletion is not possible. However with branded links, the control stays in the hands of your company. From a legal perspective, link control provides assurance and protection, allowing companies to point users to updated, relevant content if ever something risky or detrimental is shared.

__Xing__ and __Kelly Services__ use Rebrandly links to share job opportunities on job sites like Indeed, on social networks like LinkedIn, via email and in print. They function as a trusted call to action that builds brand awareness and encourages potential candidates to apply. Once the vacancy is filled, the link is updated to reflect other relevant content.

16. Powerful automation

Large organizations frequently need to create, edit or delete a high volume of links at the same time, “in bulk.” It’s possible to automate the link management process through APIs, which is particularly useful when hundreds, thousands or even millions of links are created very quickly, like for emails and/or SMS campaigns. APIs are just one way of creating links in bulk - it’s also possible to do so using integrations or uploading them from a CSV file.

Rebrandly.support/API

PatientPay

***Patient Pay**, a smart payment solution service, uses links that contain its brand name and a customer-specific alphanumeric code to share invoices produced within their system. They’ve found that connecting a custom domain drastically improved the open rates of their messages - with more invoices being paid on time as a result. Companies should share all their important and transactional documents like invoices, sales offers, contracts and reports with branded links.*

Rebrandly API

With Rebrandly, it’s possible to create and manage millions of links in bulk with high API rate per second, as well as to set them to auto expire. We maintain an updated set of APIs that can be accessed immediately, as well as dedicated engineer consultancy for complex projects. A branded link creation and analytics solution can easily integrate into existing enterprise tools.

Developers.Rebrandly.com

To see a Rebrandly API project in action, look at CarDash- an established car service marketplace in California that creates branded links automatically for every individual customer, allowing them to track the status of their repairs in real time. The links are easy to remember, trackable, contain a piece of the CarDash brand in the domain and are bespoke for each customer.

17. Manage multiple domain names

Branded domains provide creative freedom that's unavailable with traditional URL shorteners. The new gTLD revolution released hundreds of unique domain names that companies can use for specific projects, new initiatives or business segments. Strong domain extensions include .link, .news, .tech, .social, .blog, .click, .store and many more. With over 1,000 to choose from, brands can manage domains for virtually any use case.

Registering branded domains is simple and can be handled departmentally within the Rebrandly platform, meaning companies don't have to rely on their IT departments for setup every time they want to create a new domain.

Unilever

***Unilever Group** has already registered more than 13,000 domain names and this list grows by about a thousand each year. Branded links are an efficient and effective way to put these spare domains to good use, representing a variety of products, campaigns or interests.*

18. Better data and privacy protection

With true link ownership and management from one central dashboard, it's possible to strictly control the way data is stored and shared. Privacy laws and standards vary from country to country, and there are specific requirements for how data controllers handle the data they collect (in this case, the link data.)

Did you know that the most famous URL shorteners ***allow competitors to spy on your link click metrics?*** *Simply adding .info to a Goo.gl link or "+" to a Bitly link exposes all that link's click stats! On the other hand, when you use a custom domain and work with a trusted link management provider, you can control what information about your links becomes public.*

GDPR and Link Management

In May 2018 General Data Protection Regulation (GDPR) laws were introduced in Europe, changing the way companies must treat, process and store data. With the introduction of GDPR, companies were required to make significant changes to their policies- and Rebrandly is no exception. We take security and privacy seriously and are fully GDPR compliant.

What is Personal Data?

Personal data as information that's related to an identified or identifiable natural person. This includes names, identification numbers, location data, online identifiers or special characteristics that can express the physical, genetic, mental, cultural or social identity of a natural person.

Examples of personal data include telephone numbers, credit card numbers, account data, appearance, address, number plates, customer IDs and more.

Rebrandly as a Data Processor

To provide customers with click stats, we analyze data from the users who click on your links. In this scenario, Rebrandly is considered the data processor on behalf of our customers, who are individual data controllers.

To produce click metrics we analyze a variety of sources of data, none of them considered personal data under GDPR- save for the IP address. While an IP address can be considered personal data, we anonymize it by truncating the last class of digits prior to any reporting or storing. As such, no personal data is stored and Rebrandly click metrics are not subject to GDPR laws. Even cases of IPv6, we anonymize the data and remain compliant.

Learn more about GDPR and link management here:

Rebrandly.support/GDPR

19. Responding when things go wrong

It's inevitable that when dealing with customers, sometimes things are going to go wrong. Whether through technical glitches or human errors, problems will arise. It's important to be prepared for any kind of response from users, deciding ahead of time which kinds of incidents constitute a major problem and which are just bumps in the road.

When handling all types of customer communications (including complaints) it's just as critical to maintain a solid brand reputation as it is to respond quickly. Some events can irreparably damage a brand's reputation if they're not dealt with effectively.

In many scenarios, the fastest way to deal with a crisis is simply to change the destination URL of the affected link or links, routing customers to a new landing page or an updated article relevant to the situation at hand. Branded links offer the freedom to edit the destination URL at will, meaning in a crisis they can truncate the problem and stop it from spreading any further.

20. Offline marketing

Branded links offer companies and their creative teams the flexibility to come up with memorable, user-friendly, trackable and pronounceable links for offline marketing. Links can be featured on billboards, t-shirts, business cards, in QR codes and more. Offline marketing links can be a really inventive way to show off your company's unique persona. These links should be particularly memorable, even allowing users to recall them by word-of-mouth.

21. Partner and customer collaboration

Branded links allow agencies, customers and partners to work together seamlessly from both perspectives. In the Rebrandly platform, companies can give external vendors access to their domains to create branded links on their behalfs without relinquishing control over the domain itself. On the other hand, agencies can allow their customers to check the progress of campaigns at their leisure and without extra requests. Regardless of the relationship, varying degrees of access can be set to make sure the right people can access the information they require with ease.

Edelman

***Edelman**, a well-known PR agency, uses our branded links to share messages and press releases for their customers using that client's specific domain name. They can also monitor and share analytics reports of campaign results.*

05

Link management checklist

A step-by-step procedure to take control of your links

Link management checklist

A well executed link management strategy can involve everyone in the organization without having a major impact on current procedures. Using the Rebrandly link management platform, companies can seamlessly apply the strategy progressively and without data or software migration.

The following checklist will allow for wide-scale adoption, demonstrating the steps an organization should follow (with guidance from link experts) to roll out a link management solution.

Please note, this checklist is not meant to be exhaustive or sequential, and your own organization may find some steps more important than others.

- [ ] Branded domain names
- [ ] User seats and virtual workspaces
- [ ] Integrations and apps
- [ ] Datapoint import
- [ ] Reports
- [ ] Compliance
- [ ] Training
- [ ] Optimization

Branded domain names

Evaluate your current portfolio

Conduct a domain audit to assess which domains the organization already owns and identify possible gaps in the portfolio. This should include negative domains to prevent opponents of your brand from obtaining them. Agencies should consider the names of the most important brands they manage, in addition to the most important keywords for their own organization.

Register the missing domain names

Purchase the branded domains that are missing. Rebrandly lets you easily search for new domains and add them directly to your dashboard. Check out **Rebrandly.rocks/NewDomains** to see which domains are still available.

Activate the Branded domains

All domains bought with Rebrandly are activated immediatly and take just a few minutes to finalize. On the other hand, DNS setup is simple for domains your company registered with another provider. However you choose to get set up, we are always on hand to help!

User seats and virtual workspaces

Organize workspaces

Once custom domains are connected, organize your link management platform into workspaces -folders where specific teams can create and manage their links as a group. Different workspaces can share one or more domain names and teammates, each corresponding to various departments or regions across the organization. Give all the relevant employees access, and even assign different roles/permission levels.

Send invitations

After building workspaces, invite colleagues or partners and make sure they understand the procedures they should follow for clean link management.

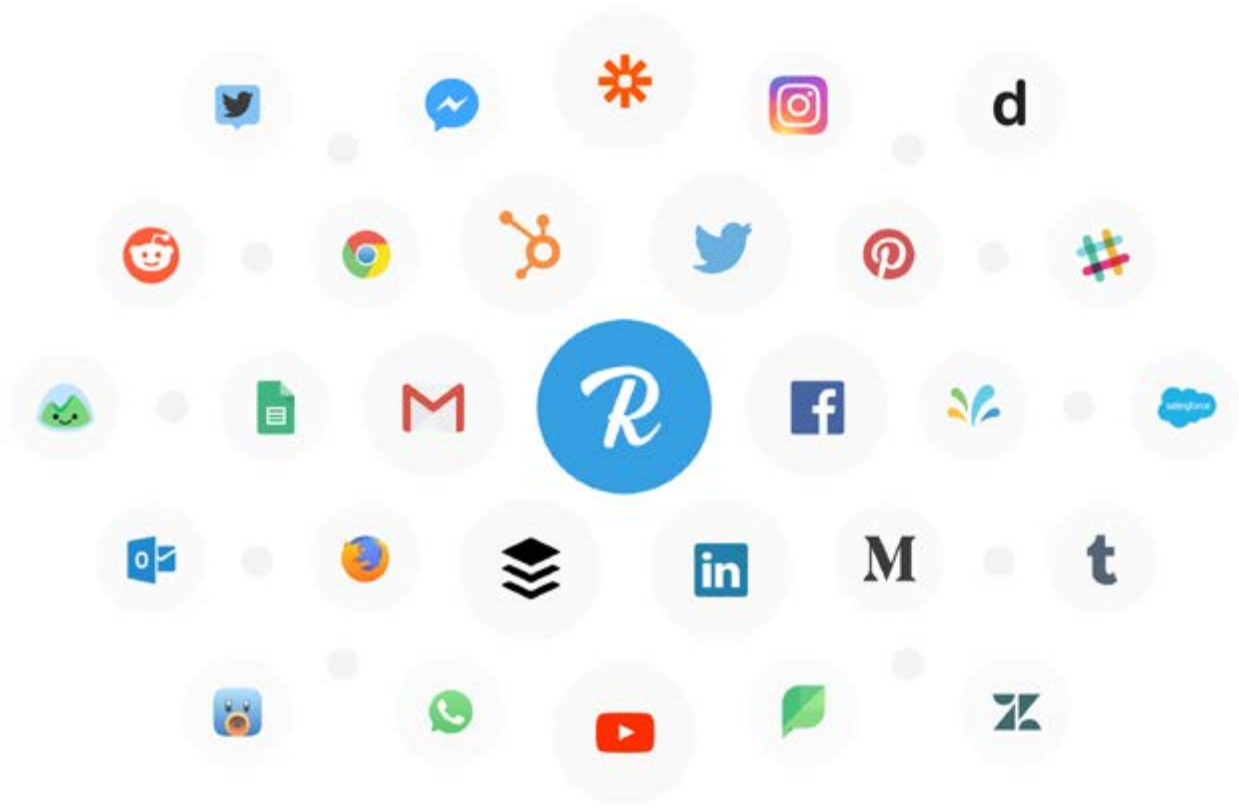
Integrations and apps

Check existing integrations

Integrations facilitate link creation by speeding up the process itself. Rebrandly already integrates with the most well-known social media applications, email systems, CRMs and web tools. Check to see which popular apps are included in our current list of integrations: **Rebrandly.com/apps**

Create new integrations

If the software you're currently using needs to create branded links and isn't included in our apps list, our engineers will work with your IT team to create a solution using the Rebrandly API. We've already got thousands of developers using our APIs for custom projects and can provide support wherever necessary.



Rebrandly works with over 100 of the most well-known tools and services

Datapoint import

Gather your links together in one place

Consolidate all of the links you're currently sharing, whether created with a link shortening tool or otherwise. Import them into the new link management platform using software or with the help of a dedicated engineering team.

Reports

Create and schedule custom reports

Define the key metrics each department needs to see from a reporting perspective and then schedule custom reports that can be exported or automatically sent via email to colleagues at set frequencies.

Compliance

Conduct a privacy assessment

As a data controller, it's your responsibility to liaise with internal and/or external legal counsel to identify privacy concerns and to fully understand the privacy requirements placed on your link management provider according to international legislations like GDPR.

Training

Educate

Set up a fast and effective training programs to teach teams about how branded links should function for your brand, providing them with a set of rules and best practice guidelines. Then train them to use the service in a way that best suits their workflow. Depending on the size and distribution of the organization, perform this step progressively and ensure each team really understands the importance of link management. Reinforce these guidelines overtime until it's a part of the overall brand culture.

Create a procedure manual

Ensure that employees are compliant with link management guidelines and provide continuous training if necessary. Encourage creativity among teams and ensure link control in the long run.

Optimization

Don’t forget old links

Periodically check existing links and optimize them. Often times, older or broken links need to be pointed to a new destination and existing links might benefit from additional marketing features, like retargeting scripts. Also consider making similar updates in bulk.

No tech ability required

Without a link management system, employees wanting to create specific links for the pages and content they share needed to rely on the IT department to create those links. What’s interesting is that employees in the IT department are some of the least likely to be sharing links.The majority of custom links are created for other departments in the organization. By implementing a branded links solution, every department can become autonomous in creating links fit for purpose with speed and ease. Take the responsibility for link management away from the technology department alone, and allow for more targeted link creation and management.

A good consultant is integral for setting up a link management platform

At Rebrandly, our experts are accustomed to working with world class companies that embrace the link management philosophy. They can help you to:

- Select the best new domains for purchase and identify gaps in the domain portfolio
- Setup workplace structure
- Integrate the link management platform with existing systems
- Consolidate current links and define URL structure
- Create custom reports to understand which marketing efforts are providing the most value
- Help legal teams to identify possible risks and optimize privacy policies
- Team training

06

Keep it simple with Rebrandly

Everything you need in one platform

Keep it simple with Rebrandly

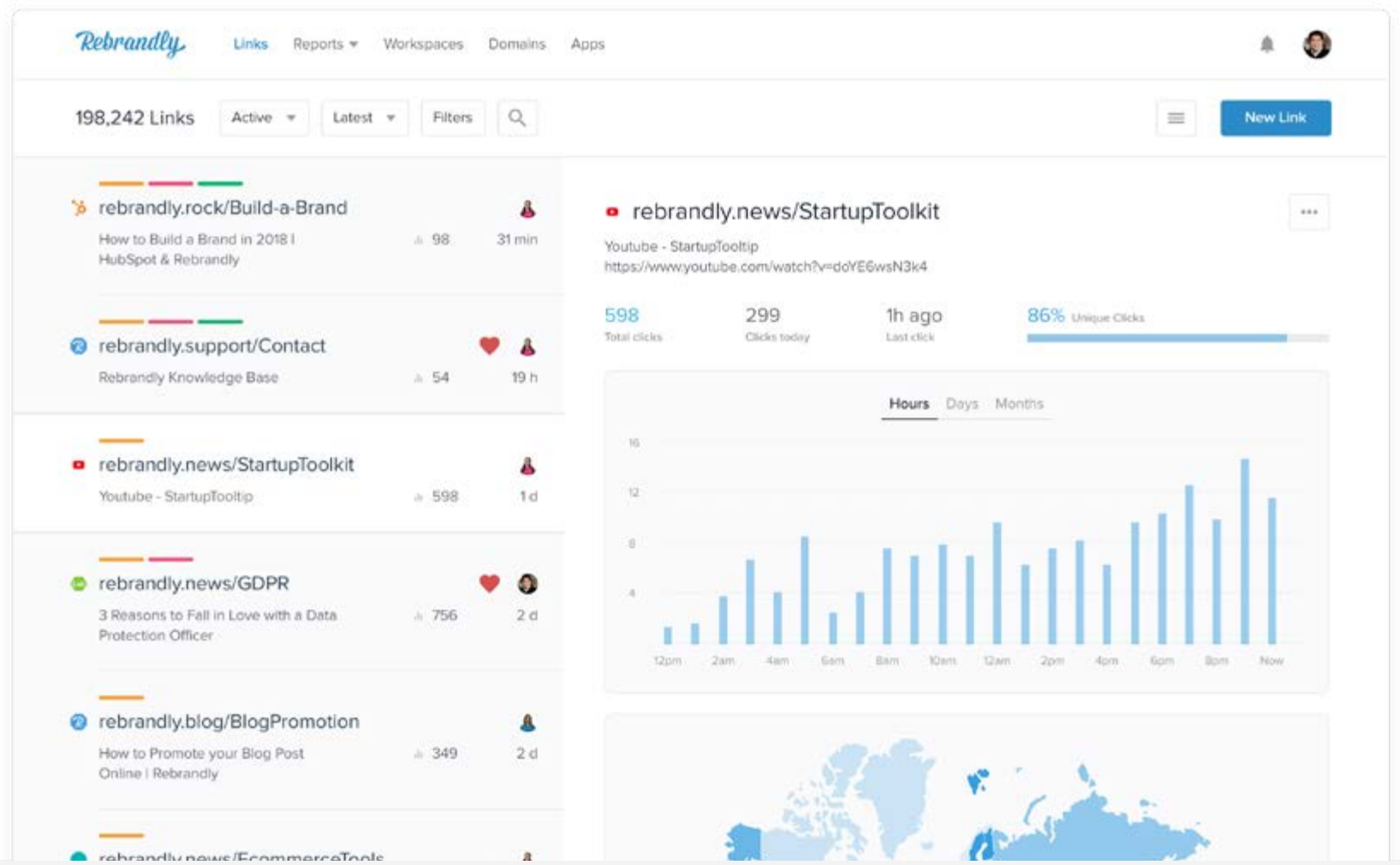
Rebrandly is the fastest growing company providing link management and link branding solutions for large organizations and enterprise brands.

Our marketing and technical experts collaborate with organizations' internal management teams to provide an initial assessment and tailored solutions.

Rebrandly can ensure the links your organization creates and shares are managed correctly regardless of the department or use case.

TWEET THIS

Rebrandly turns any #link you share into a promotion for your #brand



Rebrandly works with organizations on full implementation strategies, which includes:

- Initial assessment and recommendations for scope of work
- Domain name consultancy and portfolio management advice
- Definition of procedures for link branding
- Initial setup and link import
- Single sign-on
- Custom report setup and scheduling
- Software integrations
- Company-wide training program
- Custom SLA
- Malicious content monitoring
- Dedicated account manager and engineer support

The Rebrandly platform for branded links lets brands:

- Seamlessly adopt new technology
- Use a single platform for link distribution and data monitoring on every channel
- Standardize analytics procedures across teams
- Understand the value of every customer touchpoint
- Create a consistent customer journey from the first click on any device
- Manage all link assets in one place both manually and programmatically

Thousands of global brands rely on Rebrandly, including:

ABB
AEGON
AMAZING.com
AUTOGRILL
BOSE
brother
Busey
cheddar
Chopard GENÈVE
Cochlear
CONDÉ NAST
COWBOYS
Debt.com
Expedia
EY
HARVARD UNIVERSITY
Heineken
INDIEGOGO
IWC Schaffhausen
JAGUAR
KELLY SERVICES
LAND ROVER
L'ORÉAL
PANDA EXPRESS
randstad
SAINT-GOBAIN
south east water
3
Turner
UBISOFT
UNITED STATES POSTAL SERVICE
vf
William HILL
XING
xe.gr
ZEISS

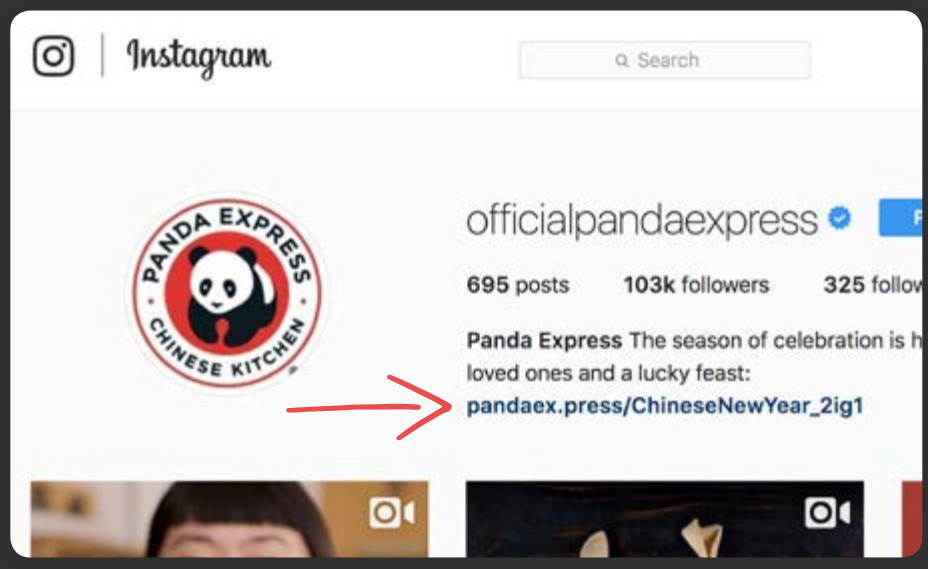
07

Appendix A: Branded links in action

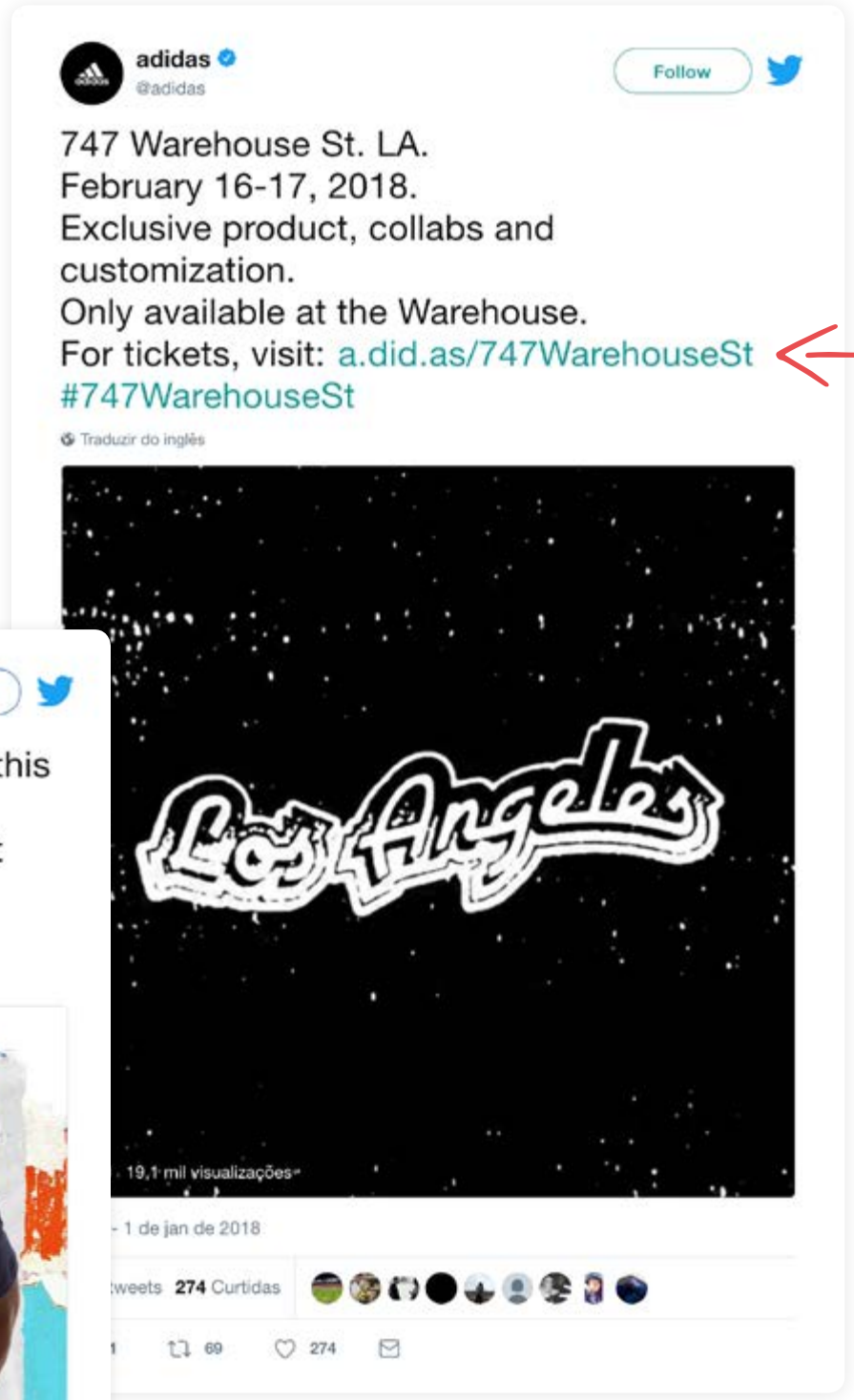
Be inspired by brands big and small who are already using branded links

Not all the following examples are using Rebrandly to create Branded Links

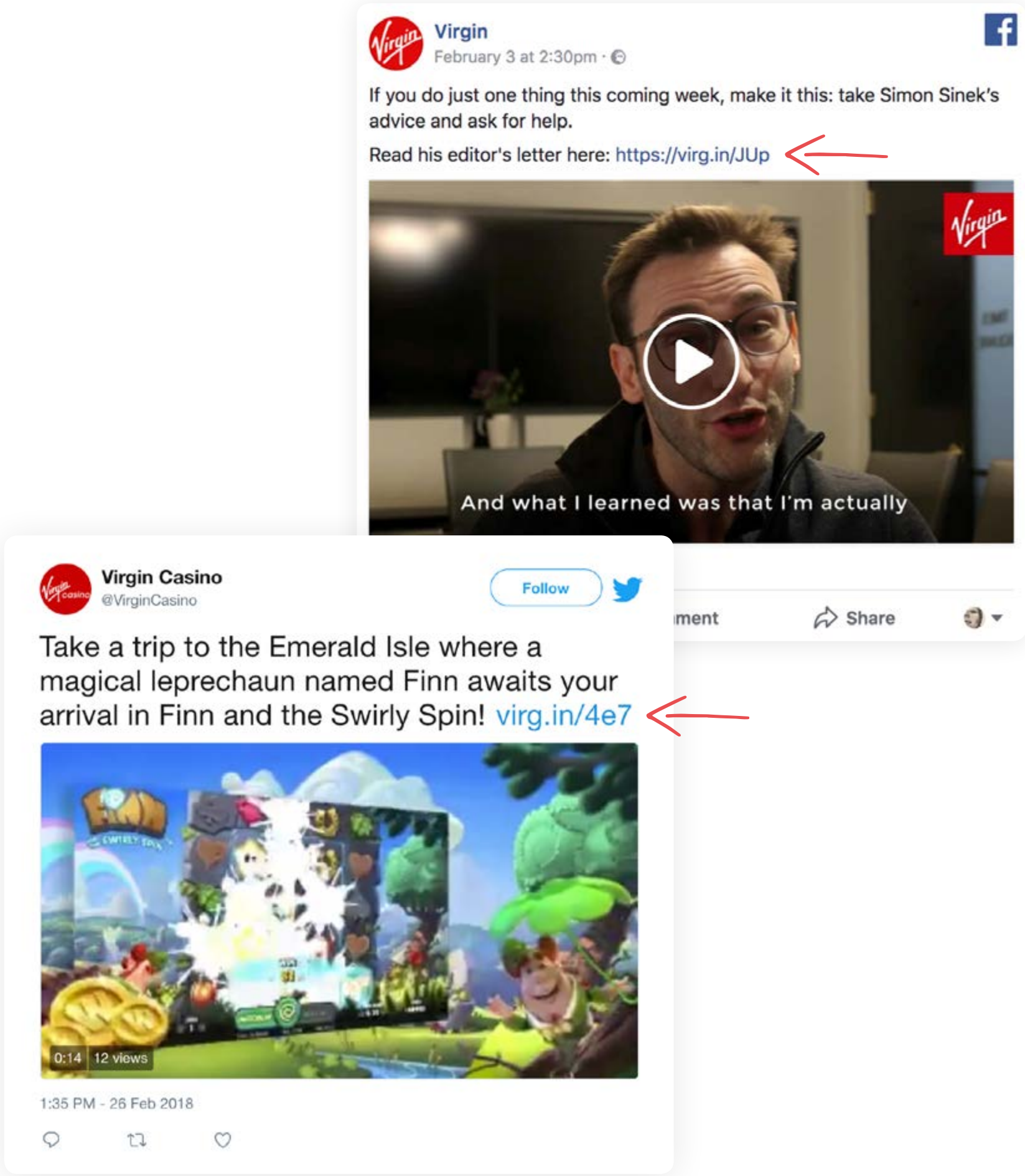
Look how **Panda Express** uses **Rebrandly links**



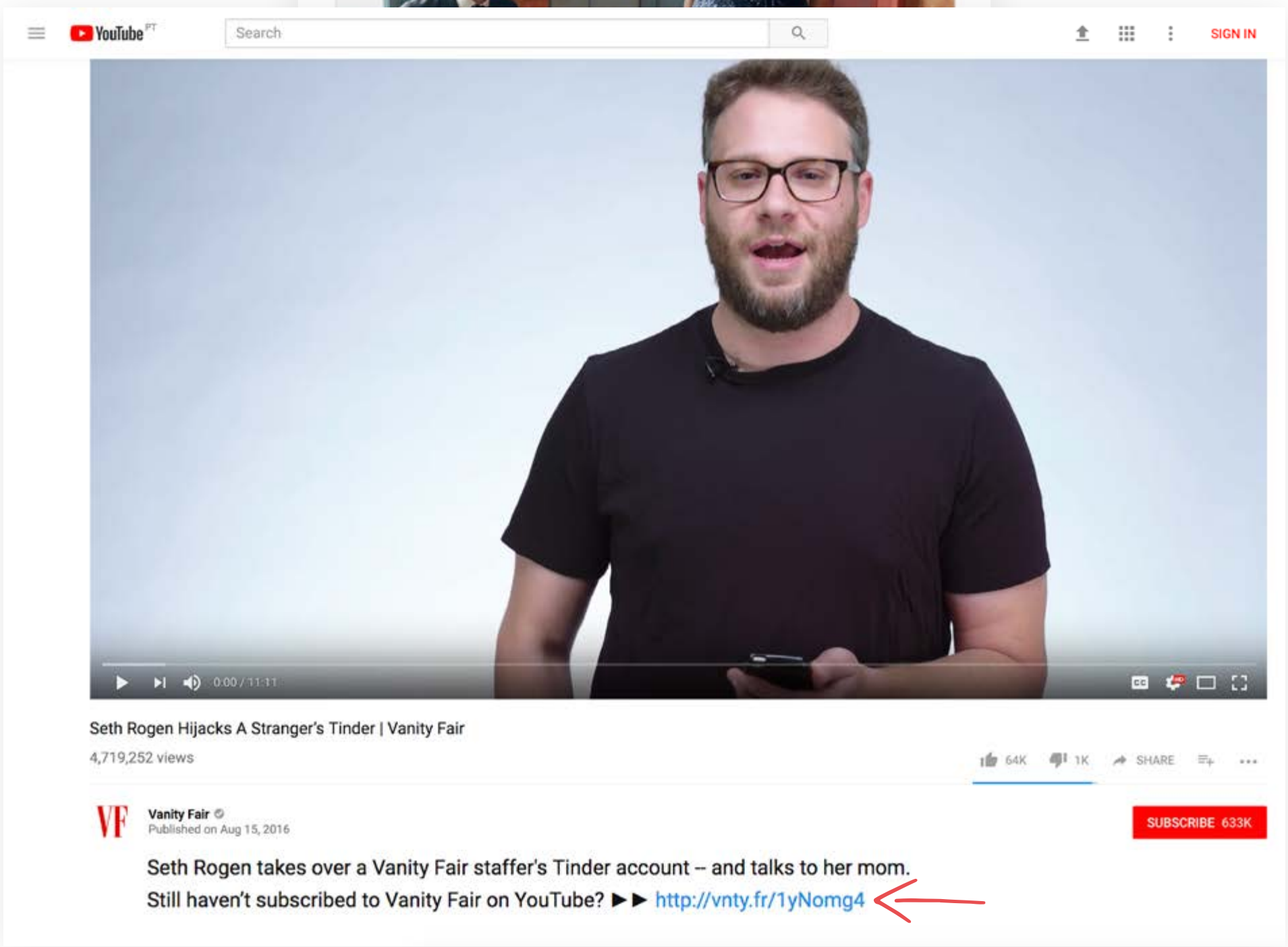
Pepsi™
@pepsi
Follow
This is the Pepsi for every generation RT this #SweepstakesEntry to be entered for a chance to win with a Pepsi tee! We've got 100 set aside just #ForTheFans #PepsiHalftime pep.si/FTF
Traduzir do inglês
#FORTHEFANS
02:46 - 5 de fev de 2018
6.430 Retweets 1.830 Curtidas
291
6,4 mil
1,8 mil


adidas
@adidas
Follow
747 Warehouse St. LA.
February 16-17, 2018.
Exclusive product, collabs and customization.
Only available at the Warehouse.
For tickets, visit: a.did.as/747WarehouseSt
#747WarehouseSt
Traduzir do inglês
Los Angeles
19,1 mil visualizações
- 1 de jan de 2018
tweets 274 Curtidas
69
274

McDonald's
@McDonalds
Follow
We're thrilled to announce a multi-year alliance w/ @waltdisneyco! More details here:
McD.to/6002DR7BC
Disney
McDonald's
@McDonalds
Follow
Wanna put a ring on it? Compete to win the Bling Mac by tweeting the vows you feel in your heart for the Grand Big Mac, Big Mac or Mac Jr. Be sure to add your own Special Sauce! PlayatMcD.com/BlingMacContest
Traduzir do inglês
0:33
Tweet your vow
Tweetar #BlingMacContest
20:18 - 8 de fev de 2018
424 Retweets 1.492 Curtidas
606
424
1,5 mil


Virgin
February 3 at 2:30pm
If you do just one thing this coming week, make it this: take Simon Sinek's advice and ask for help.
Read his editor's letter here: https://virg.in/JUp
And what I learned was that I'm actually
Share
Virgin Casino
@VirginCasino
Follow
Take a trip to the Emerald Isle where a magical leprechaun named Finn awaits your arrival in Finn and the Swirly Spin! virg.in/4e7
0:14
12 views
1:35 PM - 26 Feb 2018

VANITY FAIR
@VanityFair
Follow
Take a look at some of the stunning photographs from inside the #VFOscars @Instagram Portrait Studio
vntyfr.com/HtwE3dw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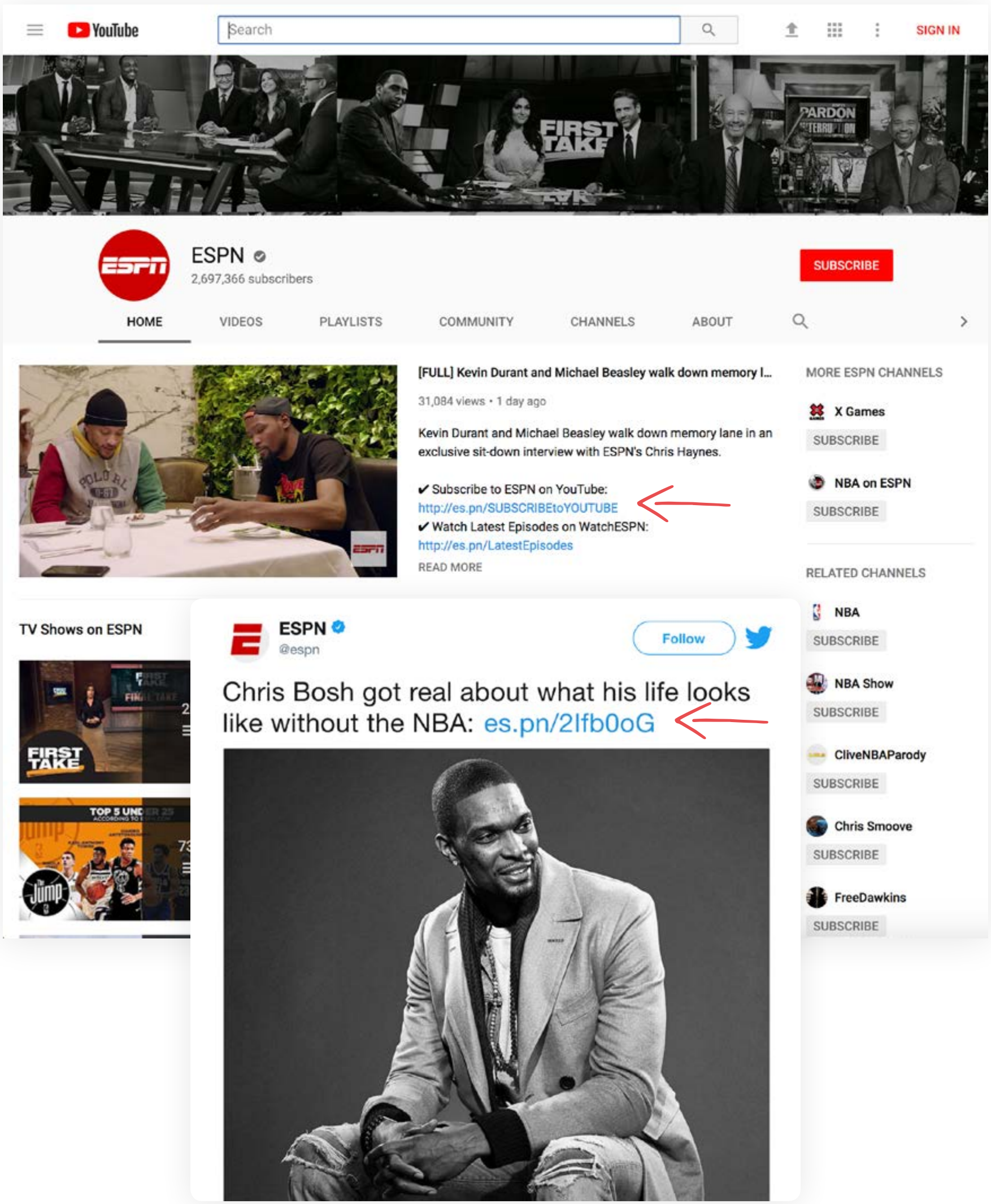
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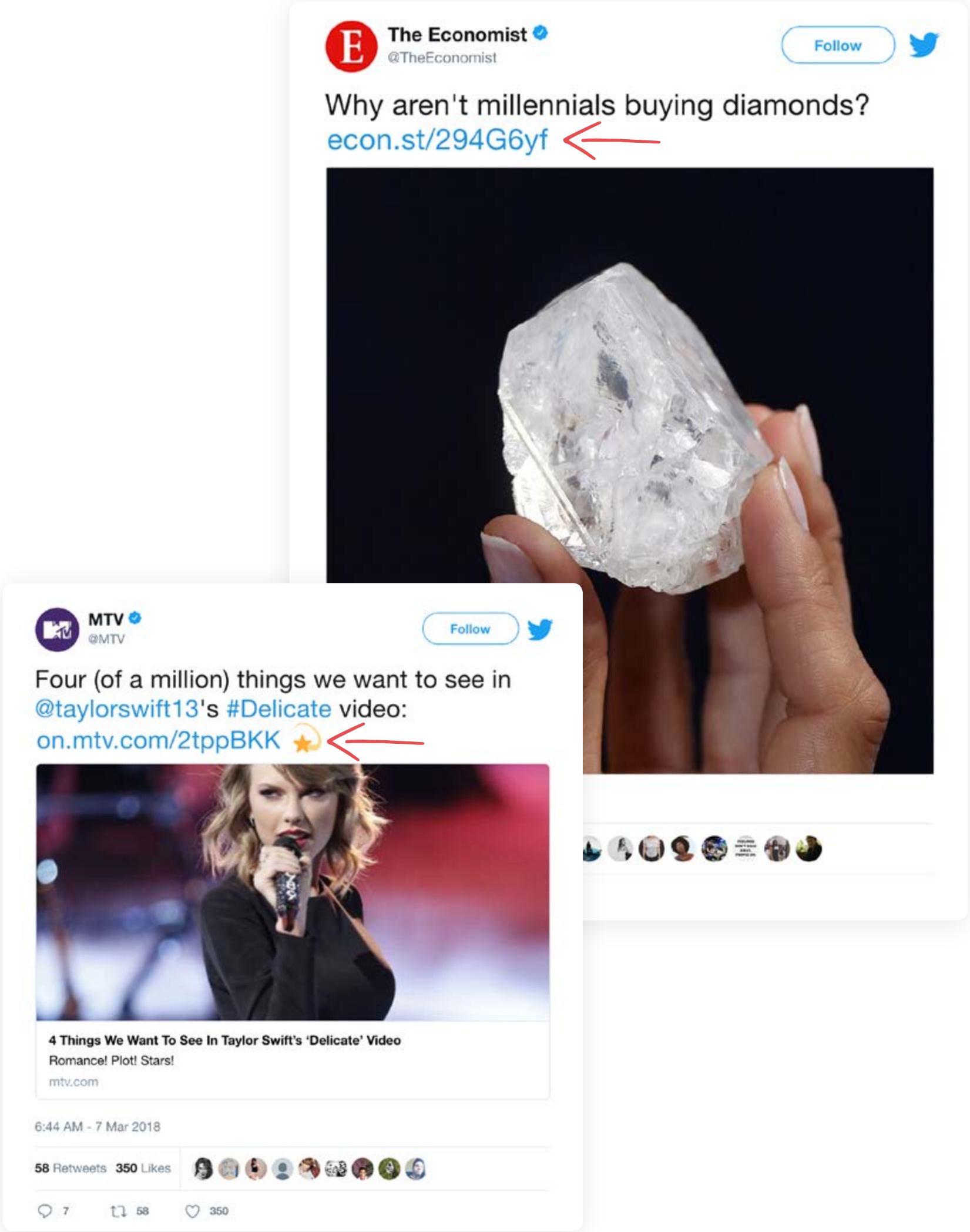
SUBSCRIBE
NBA Show
SUBSCRIBE
CliveNBAParody
SUBSCRIBE
Chris Smoove
SUBSCRIBE
FreeDawkins
SUBSCRIBE
TV Shows on ESPN
FIRST TAKE
The Jump
ESPN
@espn
Follow
Chris Bosh got real about what his life looks like without the NBA: es.pn/2lfb0oG


The Economist
@TheEconomist
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Why aren't millennials buying diamonds?
econ.st/294G6yf
MTV
@MTV
Follow
Four (of a million) things we want to see in @taylorswift13's #Delicate video:
on.mtv.com/2tppBKK
4 Things We Want To See In Taylor Swift's 'Delicate' Video
Romance! Plot! Stars!
mtv.com
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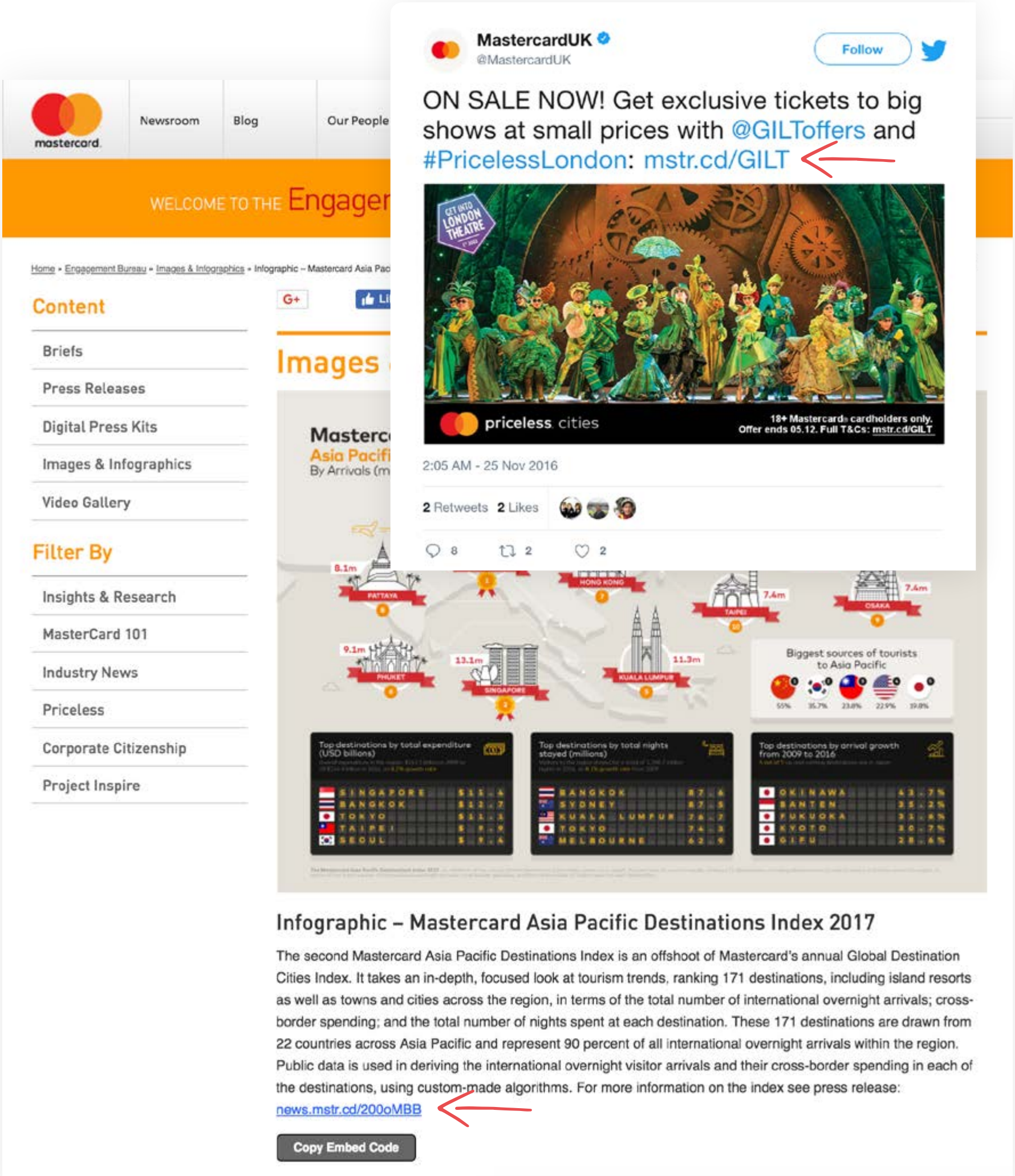
58 Retweets 350 Likes
7
58
350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priceless cities
18+ Mastercard® cardholders only. Offer ends 05.12. Full T&Cs: mstr.cd/GILT
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2 Retweets 2 Likes
8
2
2
mastercard
Newsroom
Blog
Our People
WELCOME TO THE Engager
Home » Engagement Bureau » Images & Infographics » Infographic – Mastercard Asia Pac
Content
Briefs
Press Releases
Digital Press Kits
Images & Infographics
Video Gallery
Filter By
Insights & Research
MasterCard 101
Industry News
Priceless
Corporate Citizenship
Project Inspire
Images
Asia Pacifi
By Arrivals (m
8.1m
PATTAYA
HONG KONG
7.4m
TAIPEI
7.4m
OSAKA
9.1m
PHUKET
13.1m
SINGAPORE
11.3m
KUALA LUMPUR
Biggest sources of tourists to Asia Pacific
55%
35.7%
23.8%
22.9%
19.8%
Top destinations by total expenditure (USD billions)
SINGAPORE $15.4
BANGKOK $12.7
TOKYO $11.1
TAIPEI $ 9.9
SEOUL $ 9.4
Top destinations by total nights stayed (millions)
BANGKOK 87.4
SYDNEY 87.5
KUALA LUMPUR 28.7
TOKYO 24.3
MELBOURNE 62.9
Top destinations by arrival growth from 2009 to 2016
OKINAWA 43.7%
BANTEN 35.2%
FUKUOKA 31.8%
KYOTO 30.7%
GIFU 28.4%
Infographic – Mastercard Asia Pacific Destinations Index 2017
The second Mastercard Asia Pacific Destinations Index is an offshoot of Mastercard's annual Global Destination Cities Index. It takes an in-depth, focused look at tourism trends, ranking 171 destinations, including island resorts as well as towns and cities across the region, in terms of the total number of international overnight arrivals; cross-border spending; and the total number of nights spent at each destination. These 171 destinations are drawn from 22 countries across Asia Pacific and represent 90 percent of all international overnight arrivals within the region. Public data is used in deriving the international overnight visitor arrivals and their cross-border spending in each of the destinations, using custom-made algorithms. For more information on the index see press release:
news.mstr.cd/200oMBB
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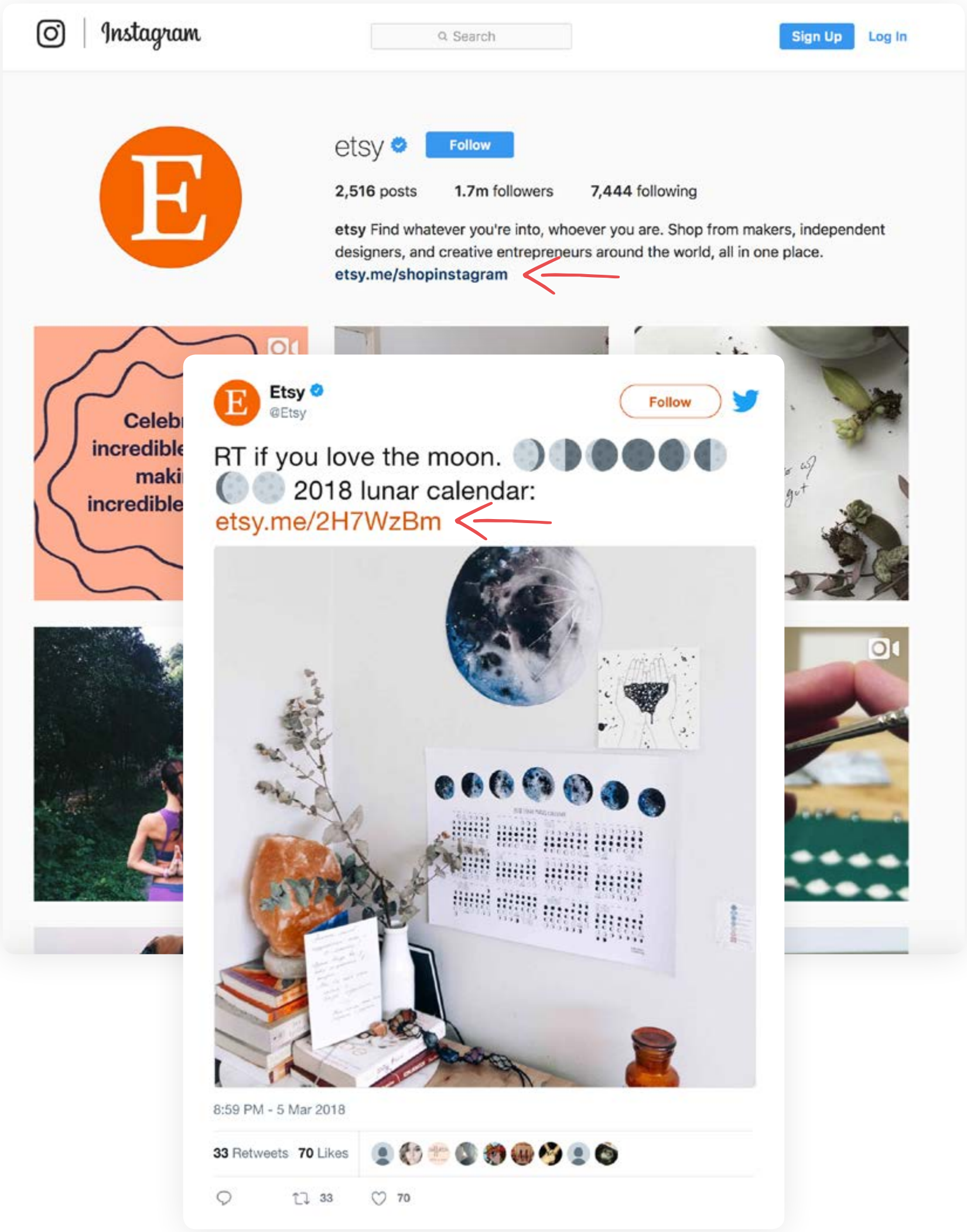
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Log In
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Follow
2,516 posts
1.7m followers
7,444 following
etsy Find whatever you're into, whoever you are. Shop from makers, independent designers, and creative entrepreneurs around the world, all in one place.
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Follow
RT if you love the moon.
2018 lunar calendar:
etsy.me/2H7WzBm
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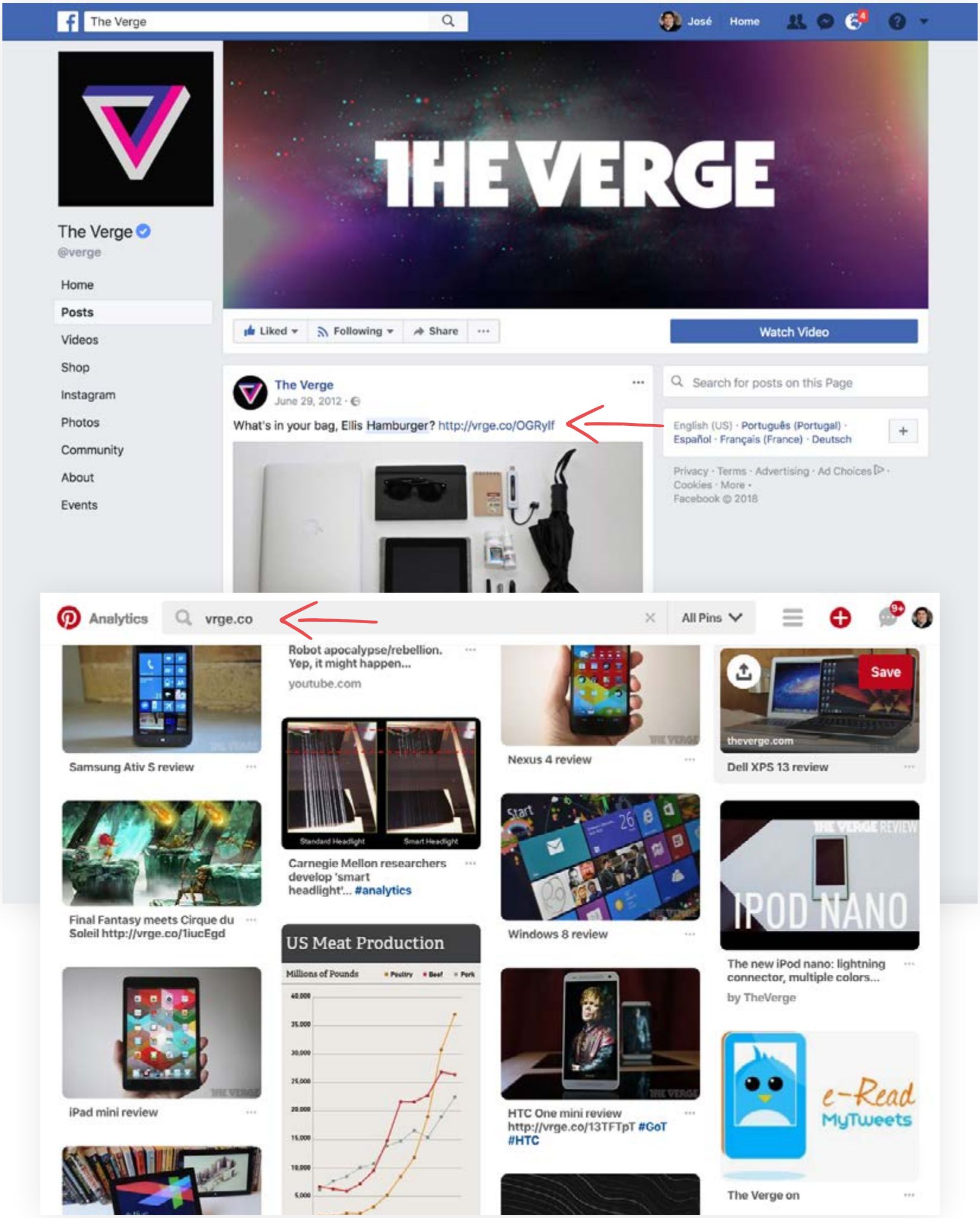
33 Retweets 70 Likes
33
70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José
Home
THE VERGE
The Verge
@verge
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Videos
Shop
Instagram
Photos
Community
About
Events
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Following
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The Verge
June 29, 2012
What's in your bag, Ellis Hamburger? http://vrge.co/OGRylf
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Save
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Smart Headlight
Carnegie Mellon researchers develop 'smart headlight'... #analytics
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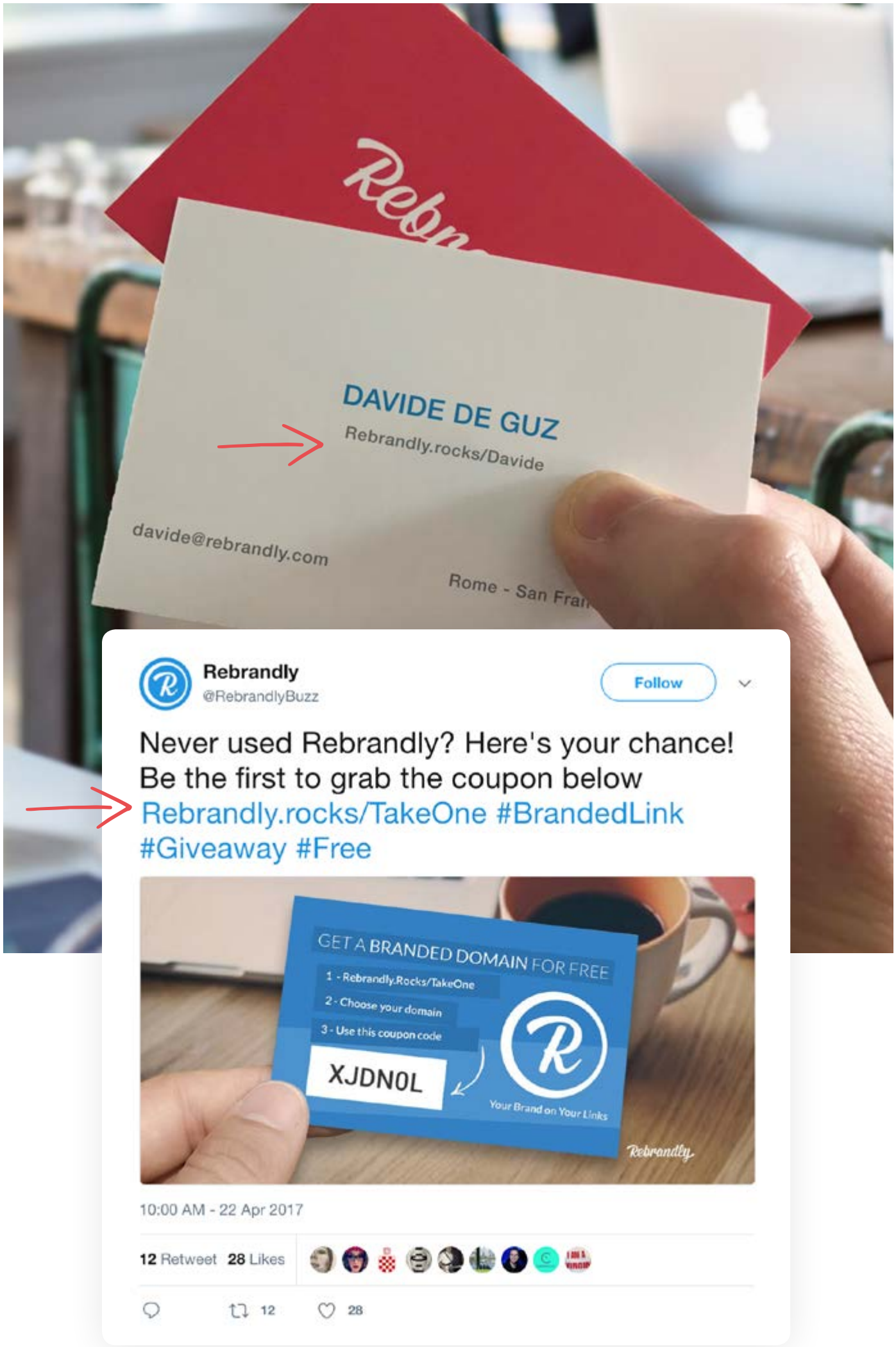
Windows 8 review
THE VERGE REVIEW
IPOD NANO
The new iPod nano: lightning connector, multiple colors...
by TheVerge
US Meat Production
Millions of Pounds
Poultry
Beef
Pork
iPad mini review
HTC One mini review http://vrge.co/13TFTpT #GoT #HTC
e-Read MyTweets
The Verge on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1 - Rebrandly.Rocks/TakeOne
2 - Choose your domain
3 - Use this coupon code
XJDN0L
Your Brand on Your Links
Rebrandly
10:00 AM - 22 Apr 2017
12 Retweet 28 Likes
12
28

08

Appendix B: New gTLDs

New gTLDs

Top Level Domains, more commonly referred to as TLDs, represent the last part of a domain name. The first TLD that probably comes to mind is ".com", which stands for commercial. It's the most well-known TLD in the world, but in recent years many more new TLDs have been released, allowing for a multitude of new meanings for custom domains.

Over one thousand new TLDs are now available, some geographically specific and others with a wider variety of keywords. Read more about the new TLD revolution here: Rebrandly.blog/TLDs

The most widely used new TLDs are available directly through the Rebrandly domain search tool, found at Rebrandly.rocks/NewDomain. Registering a new custom domain with Rebrandly is quick and easy, and includes additional features like WHOIS privacy, SSL certification and 404-error management.

On the next page, you'll find some of the most commonly used new gTLDs in alphabetical order.

.academy	.credit	.healthcare	.pizza
.blog	.deals	.help	.press
.business	.delivery	.holdings	.pro
.buzz	.design	.how	.rocks
.capital	.digital	.info	.sale
.care	.direct	.institute	.services
.careers	.directory	.insure	.shopping
.casa	.discount	.international	.site
.cash	.download	.investments	.software
.center	.energy	.io	.solutions
.click	.engineering	.land	.space
.clinic	.enterprises	.lease	.storage
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.college	.fans	.london	.tech
.cologne	.fyi	.love	.technology
.community	.gallery	.marketing	.tips
.company	.gift	.media	.university
.computer	.gifts	.mobi	.video
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Rebrandly

Take Control of Your Links

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Rebrandly.Download/Enterprise