

# Bitly Integration

Bitly is the largest Link Management Platform, used globally to create short, branded call-to-action links. Understanding link performance is essential to optimizing customer communication. However, link data around content and campaigns are often disconnected from analytics systems and other teams. Analytics teams struggle to unify and add brand-required granularity to this siloed data.

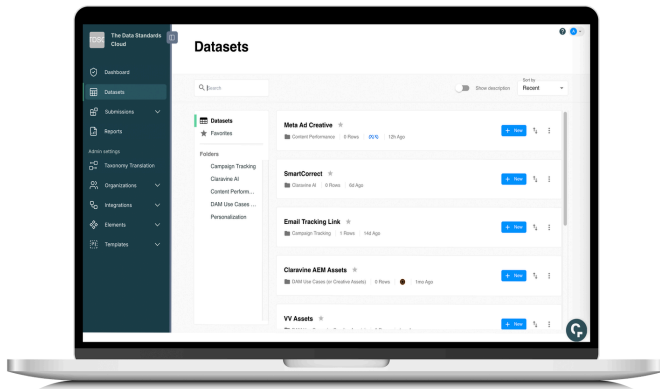
When you log into Claravine and Bitly, simply click, connect, and allow the systems to integrate. Select the desired Bitly accounts and branded domains in a customizable Claravine template. Saved templates enforce and validate link readiness, metadata capture, and automatically create branded Bitly links and campaign tracking URLs enabled to send data to your organization's analytics solution.



**Britne L.**

MarTech Analyst at Top  
Financial Services Company

"I LOVE IT! =) Huge time saver for me. I save at least 5 clicks and 30 seconds per post - my workflow is much easier."



## Enrich Analytics Maximize Engagement

- Create standardized, governed links in centralized UI
- Streamline workflow for creating Bitly links
- Enrich link metadata for analytics teams
- Automatically upload standardized metadata to your analytics platform and teams
- Enable richer and more granular views for Bitly links

With Claravine's integration with Bitly, users can continue to leverage Bitly-enabled brand control, and you can ensure the link data you create is governed and connected for analytics and optimization.