



Simply Measuring and Reporting on Impact

Your Hosts



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Simple Session Rules



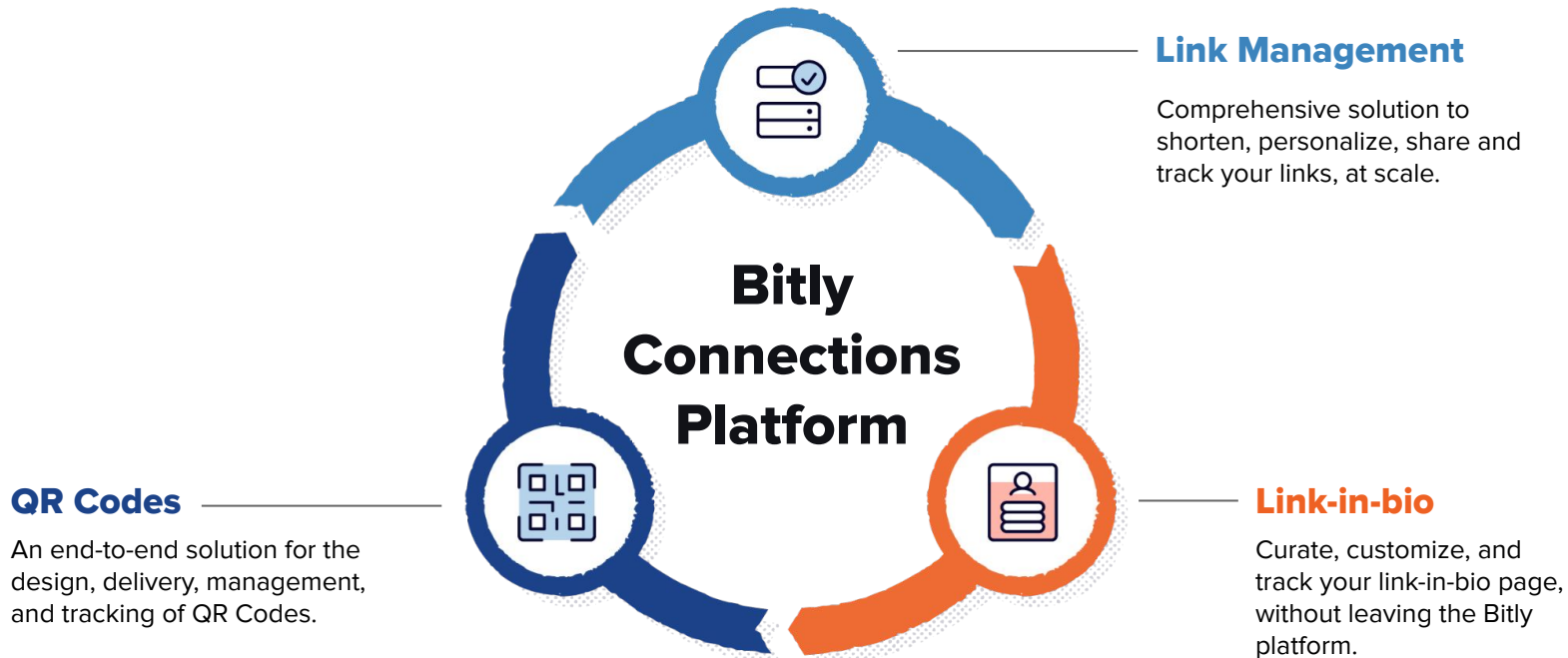
1. Today is a conversation ... **so, let's talk!**
2. We'll share recording and resources after the session, so you can **stay engaged.**
3. Have **questions?** Submit them through the Q&A panel



“I feel like there’s so much more that I could do with the platform”



Clicks and Scans ... **show me the data**



[Poll]

What are your goals for 2024?



**Grow your
Audience**



**Connect with
your Customers**



**Track your
Connections**

GOOD NEWS!

Bitly Customers Use the Connections Platform to Achieve All of These Goals



**Grow your
Audience**



**Connect with
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**Track your
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Why these goals matter



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**Close your
eyes...**



WHY are you creating this link or QR Code?

Ask yourself these questions:

- Who is your intended audience?
- What is the outcome you want?
- How will you measure success?



How to set goals



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Create more moments to connect

Where is my audience?



Location

Where do they
live?



Referral Source

Where are they
coming from?



How is my audience engaging?



Top Performing

What is already
working?



Device

Phone or
computer?



Time

When are they
paying attention?



When are they paying attention?

- Holidays
- Events & conferences
- Black Friday
- Back to School month
- Seasons
- Day of the week





Keep it SIMPLE

- S - Simple
- I - Insightful
- M - Measurable
- P - Predictive
- L - Logical
- E - Efficient



Get a baseline



Set your own benchmarks





See patterns and trends emerge

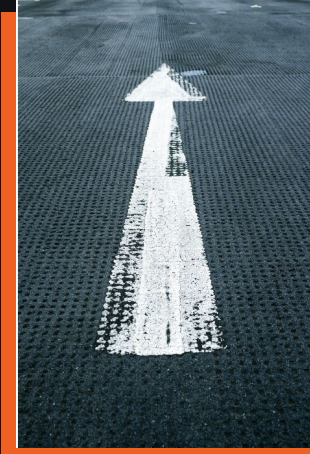
Poll: Where are you at in looking at data?



Get a baseline



Set your own
benchmarks



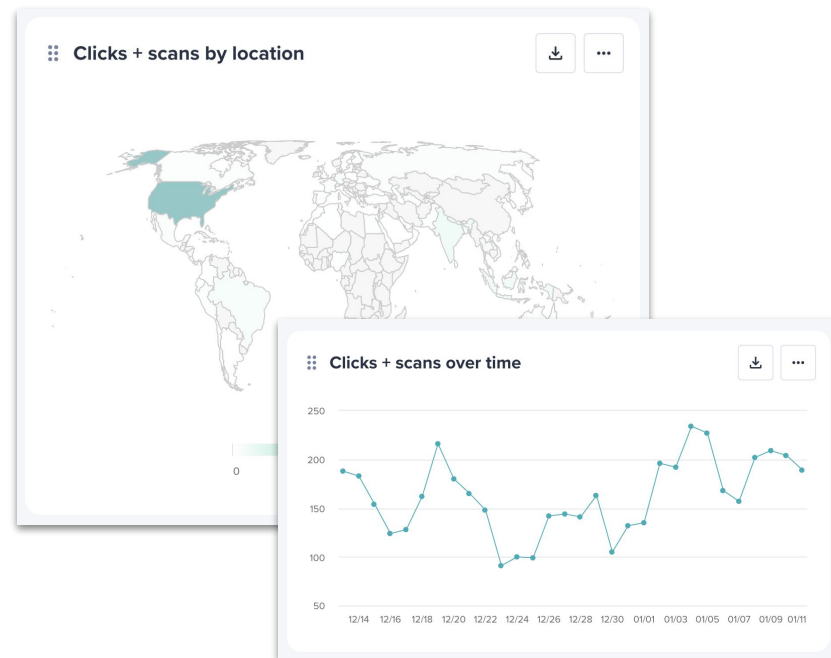
See patterns and
trends emerge



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Choosing your success metrics

- Number of clicks and scans **over time**
- Number of clicks and scans **by referrer**
- **Top performing** links and QR Codes
- Number of clicks and scans **by location**



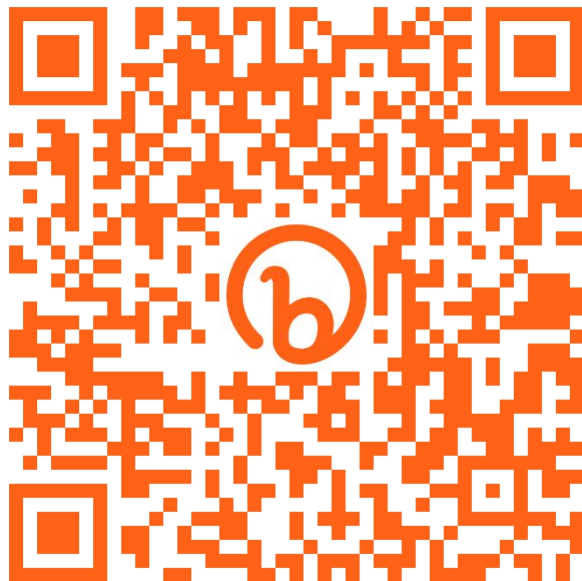
Before you create your 2024 goals, look at where you are today.

- **Industry Trends and Benchmarks:** what a successful campaign or tactic looks like in your industry.

Example: [bitly.education/click-through-rates](https://bitly.com/education/click-through-rates)

- **Your Data:** including past performance, data trends, new insights from your customers and what your objectives are for 2024.

Source: Bitly Analytics (more on that next 😊)



How will you achieve those goals?



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Campaign Ideas from the Experts

SMS Campaigns

- Scheduling real estate appraisals
- Tracking deliveries and parcels
- Sending donation or volunteer signup requests
- Event / appointment check-ins
- Marketing retargeting and promotions

QR Codes

- Loyalty program sign-ups in-store or on location
- Donations and silent auction for nonprofits
- On-package product information and warranties
- Class, webinar or event registration
- Menus and supplemental information / resources

General

- Personalized URLs for event signups, account information, etc.
- Customer service SMS or emails
- Brand ambassador management



Analytics Infrastructure: Campaigns, UTMs and Tags

Campaigns



Build, manage, and measure the success of your links and QR Codes across multiple channels.

UTM Parameters



Bits of information added at the end of a URL that can help you understand the visitors on your site

Tags



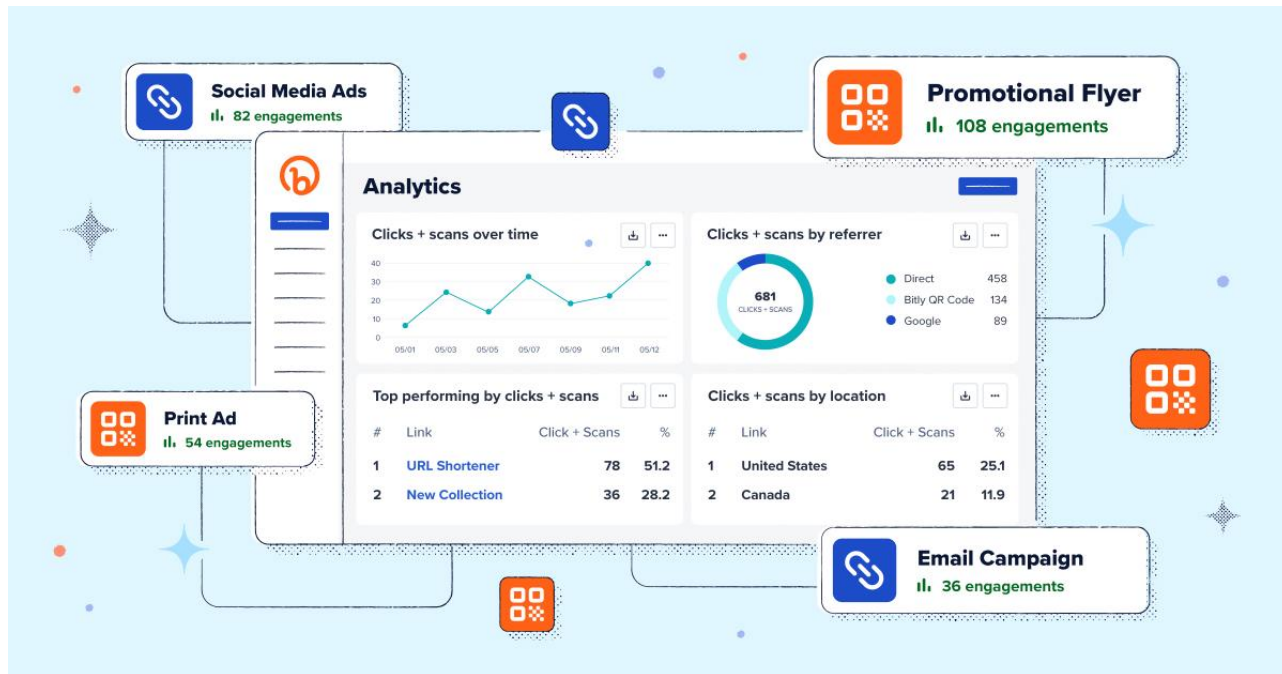
A way to organize your links so that you can search and filter them more easily.



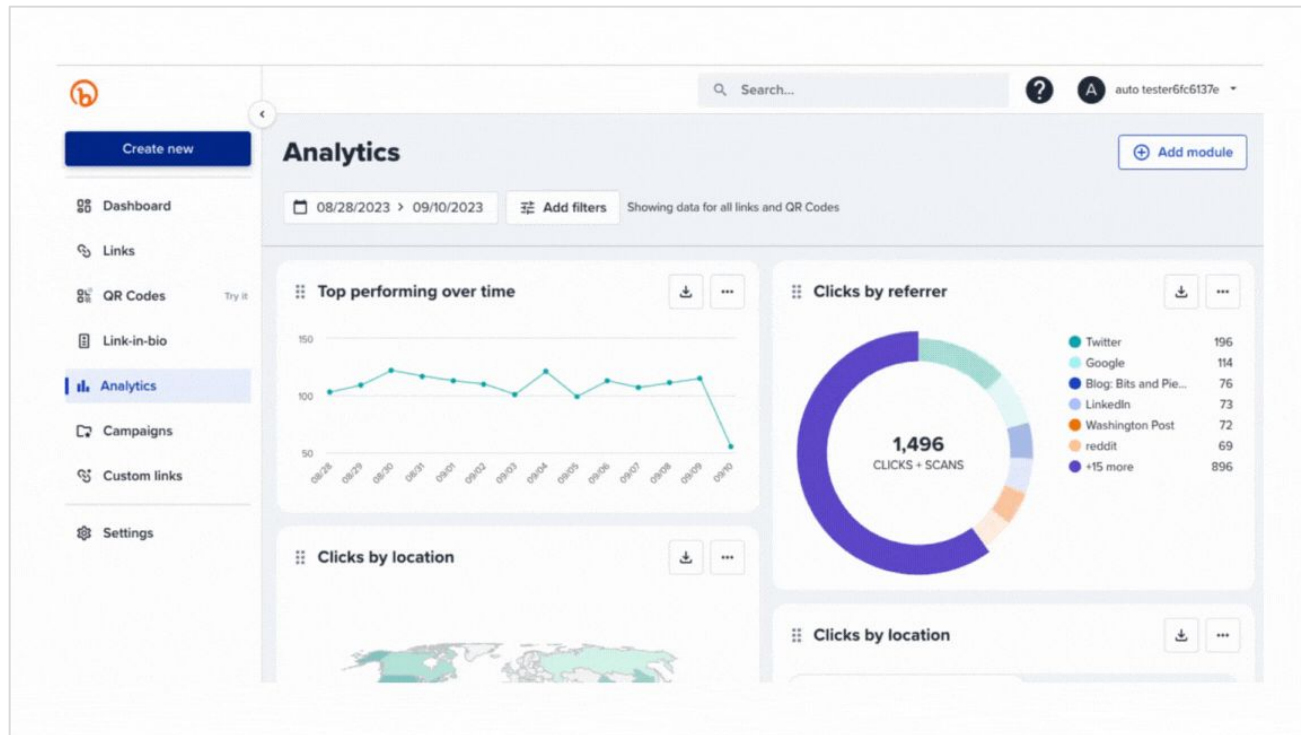
bitly.education/tracking



Bitly Analytics



A quick peek with Zack Jones



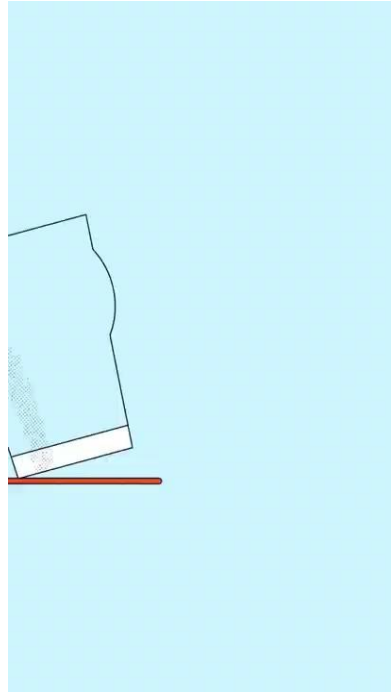
Bitly Analytics in the Wild: Modus Brewery



Photos provided by Modus Brewery

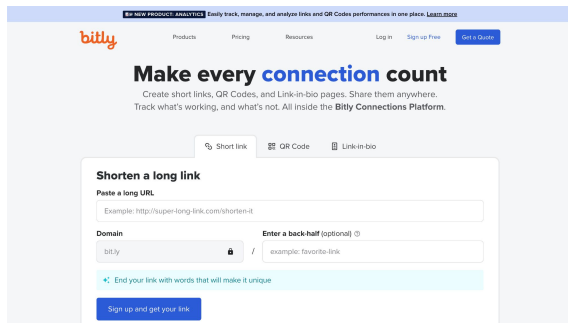
*“We used Bitly QR Codes to launch our campaign and understand the data, **where people were coming from**, and **how they were interacting** with the campaign.”*

- *Sam Evans, Digital Marketing Manager*



Get Started with Analytics / try it out

Try it out!



Login to Bitly

Learn more!



Features breakdown



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Like Bitly? Love FREE stuff?

**Our NEW Bitly Analytics
is here, but are you
qualified to use it??**

(Spoiler alert: you are)

**Take our quiz then enter to win
\$75 to the Bitly swag store!**

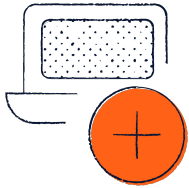


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