ONEVIEW

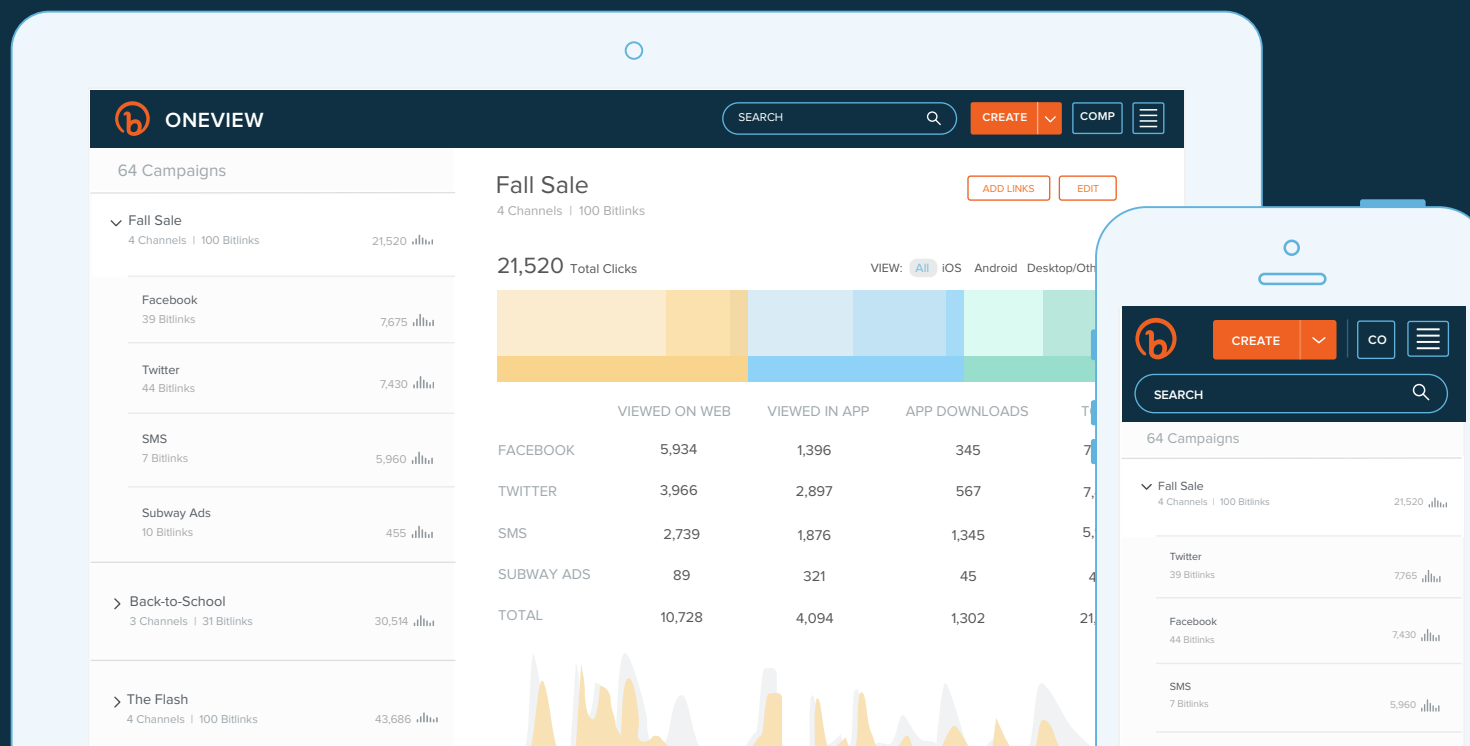## OWNING MULTICHANNEL EXPERIENCES

bitly THE POWER *of* THE LINK.

Bitly's software platform helps the world's leading brands deliver and measure their efforts across all marketing channels.

ONEVIEW

Bitly OneView offers unparalleled visibility across multichannel campaigns, giving marketers one dashboard that reflects real-time, cross-channel data, so you have insight into how every channel performs for your business and how customers experience your brand at each touchpoint.

WHY SHOULD YOU CARE ABOUT ONEVIEW?

MEASURE CROSS-CHANNEL CAMPAIGNS EFFICIENTLY:
Track & compare the customer experience across digital ads, offline ads, social media, influencers and partners, email, SMS, and display from one dashboard to inform future content, campaigns, and product launches.

BRIDGE SILOS BY STREAMLINING METRICS ACROSS TEAMS, BRANDS, AND FRANCHISES:
Create user seats for reps, teams, franchises, or brands. Monitor dozens of brands at once to track micro and macro performance in different regions, departments, and product lines. Streamline metrics and data analysis across teams to bridge silos, maximize ROI from every campaign, and optimize the customer experience.

IMPORT BULK LINKS AND GENERATE UTM PARAMETERS AUTOMATICALLY:
OneView allows you to import all your tracking links from disparate data sources and generates UTM codes with the click of a button. So instead of looking at a spreadsheet all day, you can easily manage all of your links from OneView.

HEAR ABOUT IT FROM VISSLA

GOAL:
Optimize content and spend based on different channels performance

RESULTS:
Saved hours on analysis - marketers spend more than 3 hours a week analyzing cross-channel

Tracked investments across media placements, email, and paid social in one place

Branded all channels with trackable Bitlinks

"Bitly OneView allows us to see what kinds of content work on what channel, which channels we should be investing in the most, and what we need to do to optimize our content."

Keegan Fong
Media Marketing Manager, Vissla

LEARN MORE

Contact sdr@bitly.com or your Customer Success Manager.