URLBuilder

Build, track, and deploy integrated marketing links at scale

BL.INK's **URLBuilder** empowers marketers to build, measure, and manage analytics tracking parameters in URLs. With **URLBuilder**, multifunctional teams can standardize, analyze and optimize paid advertising, email, SMS and other digital campaigns.

Improperly tracked links can cannibalize ROI and corrupt data. Manual URL management is cumbersome and error-prone.

Maximize marketing effectiveness and save time by adding **URLBuilder** to BL.INK.

Run ads on all display and PPC ad platforms

Google, Bing, Facebook, Instagram, etc

Track all details of customer acquisitions

Top of the marketing funnel to conversion

Optimize omnichannel marketing campaigns

Uncover ROI drivers and impactful efforts

How it Works

1. Enter Original URL

Select your link destination (aka your long URL)

https://www.bl.ink/blog/how-to-use-utm-codes/

2. Add Parameters

Specify your UTM parameters using the pre-configured menus

Campaign Link Builder

Google Analytics

Campaign Source

✓ Facebook

Twitter

3. Save and Share

Save and use your new URL

https://bl.ink/UTM-codes

Common Pain Points
without **URL**Builder

- ✕ **Unruly, manually updated** spreadsheets leave businesses vulnerable to costly errors

- ✕ **No tracking parameter standardization** across an organization, perpetuating inaccurate marketing data

- ✕ **Inconsistent URL structures** are difficult to interpret and correctly attribute

- ✕ **Fragmented management** limits visibility in global marketing activities

- ✕ Forced to make business decisions **without key insights and clarity**

Key Benefits
with **URL**Builder

- ✓ **Build properly tagged URLs in seconds**

- ✓ **Unified global management** that's always up-to-date

- ✓ **Seamless integration** with platforms such as Google Analytics and Adobe Site Catalyst

- ✓ **Administrator-managed parameters** make link building a no brainer for all teams

- ✓ **Real-time data**

- ✓ **Multi-user support**

- ✓ **Bulk URL upload**

Who Loves **URL**Builder?

Digital Marketers
Keeps everyone on the same page with minimal effort

Business Intelligence Analysts
Better formed data yields better insights and decisions

Ad Campaign Managers
Performance insights to optimize campaigns and offers

IT Teams
Flexible API for easy integrations without management or risks

BL.INK "..integrated into our Spredfast social efforts seamlessly, giving us branded links and enhanced tracking at a great value. They are also consistently reliable with high quality product and customer service. It is the solution we needed."

Scott Carrington, Digital Marketing, Patagonia

Learn more about adding **URL**Builder to BL.INK Enterprise
Contact **sales@BL.INK** for pricing.

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Enterprise