

Enterprise-Grade Security

Top notch dedication to security and privacy

Security and privacy are of utmost importance, especially to enterprise teams. Security-focused brands—such as United Health Care and Coca-Cola—choose BL.INK because we take these needs seriously, with third-party penetration testing, customer code audits, single sign on (SSO), and multi-factor authentication.

BL.INK also supports integration with an SSO capable of integration with the Auth0 platform. If you're using URL shorteners like Bitly, anyone (including your competitors) can access your link analytics unless you request an expensive configuration.

With BL.INK your link data is private from the start.



Advanced security

Use single sign on (SSO) and multi-factor authentication for additional security.



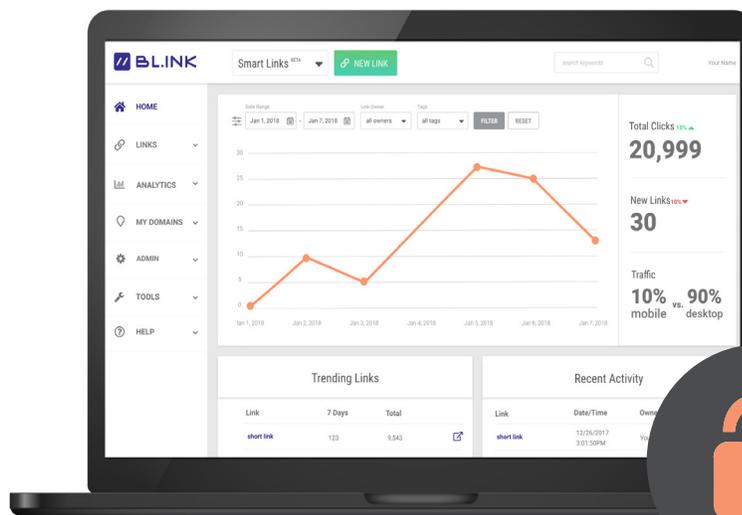
Easy to monitor

IT teams love BL.INK's 404 reports, audit logs, whitelist and blacklist options.



Committed to privacy

Your link data stays private, unlike other leading link shortening platforms.



Common Pain Points without BL.INK

- ✗ Data is not private, so competitors can see your links and campaign performance
- ✗ Your audience hesitates to click a link because they don't know where the link goes
- ✗ URLs represent the URL shortener's brand, not yours
- ✗ URLs are strings of meaningless characters and hard to read, say, hear, or remember
- ✗ Legacy short URLs are often flagged as spam

Key Benefits with BL.INK

- ✓ Link privacy is built in from the start
- ✓ Enterprise-level security helps you stay compliant
- ✓ Optional add-ons for expanded enterprise functionality
- ✓ Multi-user support with tiered access roles
- ✓ Seamless integration with popular tools: Khoros (formerly Spredfast), Google Analytics,, Adobe Site Catalyst, Sprinklr and more

Who Loves BL.INK?

IT Teams

Integrate smoothly without management or compliance risks using the flexible and secure API

Business Intelligence Analysts

Gain rich insights and make better decisions using real-time data

Marketing Teams

Keep everyone on the same page with standardized templates in URL builder

Ad Agencies and Partners

Optimize campaigns with robust performance insights

"When I started at Webroot, we were using bit.ly. Ironically, we were constantly telling people, 'Don't click on unknown links. Don't click anything that could be suspicious.' And yet we were pushing out all our content with unsecure bit.ly links. People were starting to call us out for that hypocrisy. It was a huge realization that we had to 'walk the talk.'"

LeVar Battle, Sr. Social Media Manager, Webroot

Learn more about BL.INK Enterprise.

Contact sales@BL.INK for a demo and pricing information.