

PROS & CONS OF COMMON TRACKING LINKS

	NO LINK TRACKING	SHORT LINKS (EX. BIT.LY)	SECONDARY DOMAINS	WEB SITE DOMAINS	BENEFITS OF TRACKER.LY	
Description:	Expensive marketing bullets are shot blindly, without knowing which hit the mark or miss.	Track marketing with links branded to a service's domain and a random code.	Descriptive links on a new domain pointed to a service and dedicated to tracking links.	Descriptive links on your website domain, usually through a simple plugin with minimal analytics.	Each of those links and others, tracked side-by-side in real-time, combining best of worlds.	
Who Uses It:	People just starting or who rely on luck.	Tens of millions of marketers, directly or through marketing automation services.	Hundreds of thousands of marketers, and large corporations and brands.	Over a hundred thousand WordPress bloggers.	Small to medium size marketers of all types, including several marketing trainers and coaches.	
What Is It:	No service cost or extra time spent setting up tracking links or checking stats.	Very quick to make links with basic analytics to measure engagement with links.	Increased trust, detailed tracking, and special features provide better marketing ROI.	Give maximum exposure to your true brand, instead of a service or incorrect secondary domain.	Easy SaaS tracking with high ROI links that brand websites with advanced marketing features.	
Example:	https://na.alienwarearena.com/contest-sweeps/Deadpool	bit.ly/1Ki2c0b	deadpool.link/contest or dp.link/contest	deadpool.com/contest	Short links, branded short links, secondary and website domains, domain redirects, and QR codes.	
Click Rate Effect:	Benchmark: Links can have good or bad click-through rates, depending on length and descriptiveness.	Massive Click Loss: Short links cost up to 25% of clicks. A quarter of these marketing bullets are blanks.	Click Gain: 34% more, compared to short links. Best results when domain very closely matches website.	Best Click Gain: Best scenario with perfect match to the website. Legitimate domain further increases clicks.	Even Better Click Gain: Use best converting type of link for each campaign, each with the same marketing features.	
Branding Effect:	No Branding: The links always brand wherever you're sending people in the message.	No or Poor Branding: Tens of millions of marketers, directly or through marketing automation services.	Brand Dilution and Confusion: Links promote the wrong domain, not the one you really want more exposure for.	Perfect Branding: Every message sent and shared promotes your website in the link, and gives bonus SEO boost.	Choice Of Branding: Links on all your websites and domains are managed from a single dashboard. Just pick.	
Recommendation:	Start Tracking Right Away: It may take time to see the benefits, but you will thank yourself for starting earlier.	Never Use Where Visible: Also, get your own short domain if you use them at all so you always own/control your links.	Only Use If No WebSite: Secondary domains should easily pay for itself, if you don't have a website you want exposure for.	Use Your Website in Links: Brand your site instead of the wrong domain or a service, for more branding, SEO, and clicks.	Tracker.ly Is The Only Choice: That combines SaaS analytics with website branding for full featured links with high CTR.	