

Bitly Webinar: Optimize your Account

What to Expect

This Bitly webinar explores advanced Bitly features of the platform to help optimize your account. This webinar builds on the Bitly Introduction webinar to help our users harness the full power of a paid Bitly account. Here are some of the questions we'll explore:

Campaigns

- What is a campaign in the Bitly platform?
- How do I create a campaign?
- What can Bitly campaigns do for me, my team, and my business?

Group Management

- What is a group?

Single Sign-On

- How do I configure Single Sign-On in my Enterprise account?

Mobile Deep Links

- What are mobile deep links?
- How can I enable mobile deep linking in my Enterprise account?
- What analytics are provided?

Webhooks

- What is a webhook?
- How can I access my Bitly analytics data using webhooks?

API Integration

- What is a Bitly API integration?
- Where and how do I request my OAuth Token?

How to prepare

- Log in to your Bitly account and explore the platform. Don't worry, we'll start with the basics—but you'll get more out of the session if you've checked out the platform beforehand.
- We'll have a Q&A session, so bring any questions you might need answered. If you have a pressing question that can't wait until the webinar, submit a ticket at bitly.is/supportive and we can help you!

****No recording provided in order to provide the latest product updates & walk-through****