bitly THE POWER *of* THE LINK.

Bitly Learning Webinars for International Users

What to Expect

This Bitly Learning webinar training is a thorough walk-through of the premium version of the Bitly platform and designed for users outside of ET-business hours. The Bitly Learning team will review beyond the Bitly basics and answer questions you may have to further optimize your Bitly account. Here are some of the questions we'll explore:

Adding, implementing, and using a Custom Domain

- What is a custom domain and why should I use one?
- How do I add one to my Bitly account?
- What is a custom branded link and how do I create one?

Analytics and Data Exports

- What kind of analytics does my Bitly Enterprise account offer?
- How do I access this data?

Campaigns

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

Group and User Management

- What is a group?
- How do I manage my links, users, and account permissions?

Account Settings

- Where are my personal Bitly account settings and how do I manage them?
- What security measures are available with my Bitly account?

API Integration

- What is a Bitly API integration?
- How can I leverage an integration for my business?
- 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!