

## Shortened URL VS Smart Link



VS



### Shortened

### URL aesthetics

### Smart Link

Shorter in length, but not customizable based on, for example, the brand's name



Both short in length and customizable based on business needs

### Tracking and analytics

Captures only the basic metrics, like views, clicks, and traffic sources



Enables omnichannel audience tracking and delivers comprehensive analytics, like multi-touch attribution insights and individual propensities

### Personalization

Unable to support the personalization of audience interactions



Facilitates omnichannel hand-offs and personalized customer experiences after the click

### Third-party integrations

Limits third-party integration because of restrictions imposed by many apps and websites



Enables easy third-party integration as a universally accepted link

### Data capture precision

Captures data from the whole web page, but cannot distinguish traffic specifically generated by the link



Delivers metrics generated specifically by the Smart Link

### Data reliability

Can miss data points at a relatively high frequency



Ensures high level of accuracy for captured data points

### Dynamic link

Requires separate links to be created for different URLs and to be embedded manually



Can generate a multi-URL code and change dynamically based on Resulticks' next-best algorithms

### QR code embedding

Unable to change the destination URL after generation making it not ideal for being embedded in QR codes



Can be embedded into QR codes and support URL redirection after campaign duration

### Customer friendliness

Cannot dynamically optimize offers and interactions based on customer preferences



Optimizes what offers and interactions each customer receives based on their propensities and profiles

Learn what Resulticks can do for your brand.

REQUEST A MEETING

