bitly (https://bitly.com)

Build stronger digital connections

Use our URL shortener, QR Codes, and Link-in-bio pages to engage your audience and connect them to the right information. Build, edit, and track *everything* inside the Bitly Connections Platform.

Get Started for Free (https://bitly.com/pages/pricing)

Get a Quote (https://bitly.com/pages/landing/discover-enterprise)

Curology

NOVASOL

RAD POWER BIKES

MARRIOTT BONVOY

The New York Times

Great connections start with a click

Sign up for a free account and put Bitly to work

Short link | QR Code | Link-in-bio

Shorten a long link

Paste a long URL

Example: http://super-long-link.com/shorten-it

Sign up and get your link

No credit card required. Your free plan includes:

- Short links

- QR Codes
- Link-in-bio page

The Bitly Connections Platform

All the products you need to build brand connections, manage links and QR Codes, and connect with audiences everywhere, in a single unified platform.

URL Shortener

A comprehensive solution to help make every point of connection between your content and your audience more powerful.

Popular Link Management Features

- URL shortening at scale
- Custom links with your brand
- URL redirects
- Advanced analytics & tracking

Get Started for Free (https://bitly.com/pages/pricing)

Learn More (https://bitly.com/pages/products/url-shortener)

QR Codes

QR Code solutions for every customer, business and brand experience.

Popular QR Code Features

- Fully customizable QR Codes
- Dynamic QR Codes
- QR Code types & destination options
- Advanced analytics & tracking

Get Started for Free (https://bitly.com/pages/pricing)

Learn More (https://bitly.com/pages/products/qr-codes)

Link-in-bio

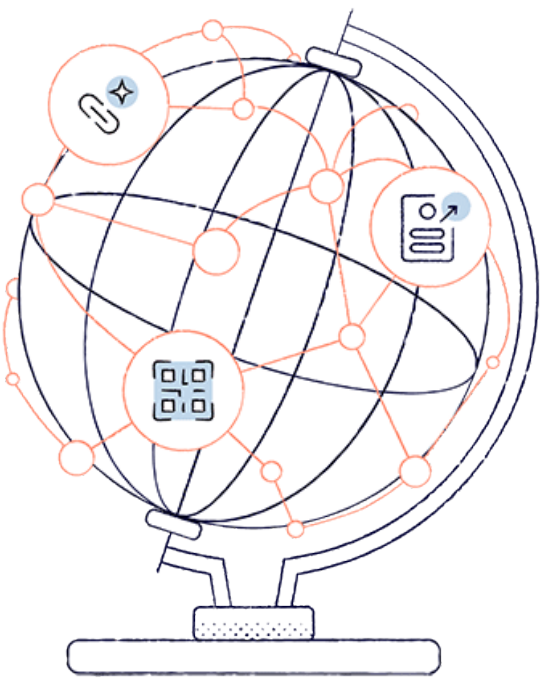
Bitly Link-in-bio, powered by Bitly Link Management, to help you curate, package and track your best links.

Popular Link-in-bio Features

- Custom URLs for social media
- Customizable landing page
- Easy-to-manage links
- Link and landing page tracking

Get Started for Free (https://bitly.com/pages/pricing)

Learn More (https://bitly.com/pages/products/link-in-bio)



500K	global paying customers
256M	links & QR Codes created monthly

10B	connections (clicks & scans) monthly
800+	app integrations

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What Bitly customers are saying

Our goal was to implement a system that would not interrupt the gameplay experience when a new update was announced, and we found QR Codes to be the perfect answer.

Bitly is user-friendly and accessible. Itâ€™s the one-stop-shop for all link-associated things.

The more I use Bitly, the more valuable it becomes to me. It cuts my time down because it saves all my information, and it gives me insight into which links are most popular and have the most clicks.

Bitly has enabled us to build trust with clients by giving them branded short links that carry the main message of the link and that carries our brand. Bitly also gives us data analytics on who is clicking our links which helps us carry the clients forward in the advertising process.

Frequently asked questions

- What is a URL shortener?
- Benefits of a short URL
- What is a custom URL shortener?
- What is a QR Code?
- What can a QR Code do?
- What is a Link-in-bio?
- Why choose Bitly?

More than a free link shortener

Get Started (https://bitly.com/pages/pricing)

Why Bitly?

Integrations & API (https://bitly.com/pages/why-bitly/integrations-api)
Enterprise Class (https://bitly.com/pages/why-bitly/enterprise-class)
Pricing (https://bitly.com/pages/pricing)

Products

URL Shortener (https://bitly.com/pages/products/url-shortener)
QR Codes (https://bitly.com/pages/products/qr-codes)
Link-in-bio (https://bitly.com/pages/products/link-in-bio)
Analytics (https://bitly.com/pages/products/analytics)
2D Barcodes (https://bitly.com/pages/products/2d-barcode)

Company

About Bitly (https://bitly.com/pages/about)
Careers (https://bitly.com/pages/careers)
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Partners (https://bitly.com/pages/partners)
Press (https://bitly.com/pages/press)
Contact (https://bitly.com/pages/contact)
Reviews (https://bitly.com/pages/reviews)
Accessibility Report (https://s17233.pcdn.co/blog/wp-content/uploads/2024/02/Bitly-Accessibility-Conformance-Report-2023-12-21.pdf)

Solutions

Social Media (https://bitly.com/pages/solutions/social-media)
Digital Marketing (https://bitly.com/pages/solutions/digital-marketing)
Customer Service (https://bitly.com/pages/solutions/customer-service)
For Developers (https://bitly.com/pages/solutions/for-developers)
CPG (https://bitly.com/pages/solutions/consumer-packaged-goods)
Retail (https://bitly.com/pages/solutions/retail)
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Tech Software & Hardware (https://bitly.com/pages/solutions/technology)
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Healthcare (https://bitly.com/pages/solutions/healthcare)
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Features

Branded Links (https://bitly.com/pages/features/branded-links)
Mobile Links (https://bitly.com/pages/features/mobile-links)

Resources

Blog (https://bitly.com/blog/)
Resource Library (https://bitly.com/pages/resources)
Developers (https://dev.bitly.com)
Apps and Integrations (https://bitly.com/pages/marketplace)
Help Center (https://support.bitly.com/hc/en-us)
Trust Center (https://bitly.com/pages/trust)
Browser Extension (https://bitly.com/pages/browser-extension)
Mobile App (https://bitly.com/pages/mobile-app)

Legal

Privacy Policy (https://bitly.com/pages/privacy)
Cookie Policy (https://bitly.com/pages/cookies)
Terms of Service (https://bitly.com/pages/terms-of-service)
Acceptable Use Policy (https://bitly.com/pages/acceptable-use)
Code of Conduct (https://bitly.com/pages/code-of-conduct)

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