STARTER

Build your brand with recognizable links that increase clicks and boost trust.

$8/month(annual one-time charge of $96)

[Get Started]

200 bit.ly links/month

Everything in Free, plus:

- Link-in-bio NEW
- Link redirects
- Data export
- Access to support

Detailed Feature Comparison

–	FREE
Save up to 34% when you pay annually Pay annually ☐ Switch plansPay monthly	$0/mo [Get Started]
Link Management	
Branded Links ⓘ Links are created with a custom domain. Instead of bit.ly/2m75BWD, yourbrnd.co/2m75BWD	–
Branded Link Redirects ⓘ Change the destination page for branded links	–
Bit.ly Link Redirects ⓘ Change the destination page for bit.ly links	–

Auto-Branded Links ⓘ
Links created by others on Bitly's website are branded with your custom domain

—

Custom Back-Halves ⓘ
Insert your own words at the end of a link. Eg: change bit.ly/2ZonlUz to bit.ly/MyOnlinePage

50/mo

Link Clicks ⓘ Number of clicks allowed on the links you create

Unlimited

Mobile Deep Links ⓘ Point links to your mobile app and track their performance

—

CSV Bulk Shortening ⓘ
Create multiple links with a single upload

—

CSV Bulk Export ⓘ
Download a file with your short links

—

QR Codes

Branding ⓘ Download a QR Code for any link with or without a Bitly logo

Bitly Branded

Colors ⓘ Change the color of your QR Code

—

Download Format ⓘ
Download the QR Code in PNG or SVG format

PNG

Advanced Performance Dashboard ⓘ View detailed performance data and metrics

—

For more advanced QR Code capabilities, check out our recent acquisition: [QR Code Generator →](#)

Link-in-bio NEW

Pre-Designed Themes ⓘ
Select from beautiful layouts and color schemes

Custom Background Colors ⓘ Choose colors that reinforce your brand

Button & Font Styles ⓘ
Choose button and font styles that represent your brand

Profile & Background Image Upload ⓘ Customize your page with your own visuals

Link-in-bio QR Code ⓘ
Create a QR Code that directs people to your Link-in-bio

Advanced Performance Dashboard ⓘ View detailed performance data and metrics

Custom Domain Essentials

Complimentary Custom Domain* ⓘ Only Bitly gives you a dedicated custom domain as part of a complete link management solution for your brand

Domain Finder ⓘ Select, for free, the perfect custom domain to build your brand

Domain 1-Step Setup ⓘ
Begin creating branded links on a dedicated domain almost immediately, without ever leaving the Bitly platform

Domain Guard ⓘ Built-in safeguards protect your privacy so you can focus on growing your brand

Domain Root Router ⓘ
Redirect visitors to a web page you designate when they enter your custom domain with nothing after the slash "/"

Domain 404 Error Fixer ⓘ
Prevent 404 dead-ends by pointing visitors to a designated web page if your branded short link contains an error or typo after the slash "/"

Campaign Management

Campaigns ⓘ Group and manage links in bulk

UTM Builder ⓘ Add UTM parameters to your links through Bitly

Bulk Import to Campaigns ⓘ Add multiple links to a campaign via CSV

Export of Campaign Data ⓘ Export your campaign data to a CSV file

Social Posting ⓘ Connect your account to Twitter to post a link right from Bitly

Parameter Passing ⓘ Keep
your link parameters intact when
you shorten links containing
URL codes

—

Data and Analytics

Link History ⓘ View the
performance of your links over
time

30 Days

Link Reporting ⓘ View
detailed performance metrics for
each link over 30 or 90 days

30 Days

Advanced Performance
Dashboard ⓘ View a
dashboard with aggregated
metrics for all your links

—

Data Export ⓘ Export data
out of Bitly

—

City-Level Data ⓘ Access
city-level tracking for every link
you create

—

Device-Type Tracking ⓘ
Get a breakdown of clicks by
device types for each of your
links

—

Mobile Deep Link
Reporting ⓘ Reporting on
mobile deep links i.e. app installs
and performance of mobile deep
links

—

Data Delivery

API Rate Limit ⓘ Share data
between Bitly and your other
apps through our open API

Standard

Webhooks ⓘ Capture and send notification in real-time on any click, enabling near-limitless workflows options

Integrations ⓘ Connect Bitly to your marketing tools to create links directly from other platforms

SLA Uptime ⓘ A service level agreement that guarantees top service and performance quality

Platform Access

Web Browser

Extensions ⓘ Shorten links right from Chrome, Firefox, or Edge with our browser extensions

Mobile App ⓘ Shorten links and view metrics in our mobile apps for Android and iOS

API v4 ⓘ 4th-generation API reduces complexity and streamlines integration with 3rd-party apps and solutions

Device-Specific Web

Access ⓘ Securely access the Bitly platform, optimized by device, using any web browser

Admin Features

Group Permissions ⓘ Place campaigns, users, or departments into distinct groups

User Management (i) Control which groups and links your users have access to

SSO Self-Service Setup (i) Access Bitly through your SSO provider in four simple steps done within minutes

2-Factor Authentication (2FA) (i) Add a layer of protection by sending a security code to your mobile device upon login

Customer Success

Help Center (i) Find answers in our help articles

Support (i) Connect with our dedicated support team for assistance

Account Management (i) Unlock the most value from Bitly with expert account manager support

Onboarding & Setup (i) Get your team up and running with help from our Bitly experts