

RADIUMONE™ Smart Links

Customize user paths to drive brand engagement

Create a bespoke experience that increases engagement with your brand. RadiumOne Smart Links customizes the path a user takes to your web site or app, as well as the content you show them once they arrive. Each user's journey can feature a different ad creative and multiple web or app destinations based on geographic location, device type, and whether the app is installed.

One Link, Multiple Destinations

Reduce the time it takes your team to post destination links across platforms. Drive users to specified content, whether it's on the web or within an app.

Seamless Experience

Use Smart Links alongside RadiumOne's mobile analytics tool for deferred deep linking to bring new app users to specified content on first launch.

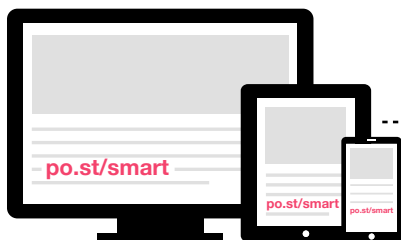
Location-Specific Content

Tailor the content users see based on their location. For example, send users accessing a link in the UK to a UK site, and users located in the US to a US site.

Data-Driven Marketing

Leverage the intelligence gathered on these engagements to improve your acquisition, retention and re-engagement campaigns.

How it works



Embed Smart Links anywhere – in ads, social posts, hyperlinks, and anywhere else you would otherwise link to your content. You also have the option to create a vanity URL.



Smart Links dynamically detects location and device characteristics to route the user to a specified destination.



Improve ad targeting with the data that Smart Links and RadiumOne mobile analytics capture from social, web, and app interactions.

Get started at

re.po.st/register

For RadiumOne mobile analytics, visit

connect.radiumone.com/register

RADIUMONE™

San Francisco, Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York City, Sunnyvale, Copenhagen, London, Milan, Oslo, Paris, Singapore, Sydney, Toronto