

# Boost Trust with Branded Shortlinks in SMS

Condense URLs contained in message content sent through Modica's SMS RESTv2 API or when using our cloud-based Web2SMS.

Reduce message characters by automatically shortening links in SMS to a 'modd.ly' shortlink for free - or better yet, **boost trust, brand-recognition, and click-throughs** by using your own familiar domain for the shortlink.



## Benefits of Link Shortening

### 1. Boost Trust in Links

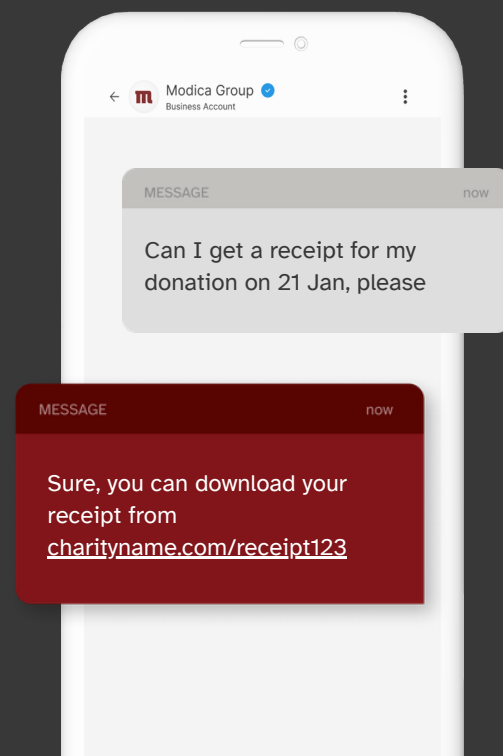
Set up a custom shortlink domain using your own familiar, trusted URL.

### 2. Reduce Message Length & Save

Automatically shorten long web addresses to shorter URL, saving on character count and SMS message units.

### 3. Monitor & Test Click-Throughs

Monitor conversion and click-through with our reporting; optimise campaigns and sales.



→ Link Shortening is available in our **cloud-based platform** which includes Web2SMS, Campaign Manager, Email2SMS, and **automatically via RESTv2** - one of our SMS, MMS, WhatsApp, and Video APIs