
Physical Web Shortened Links

Description

See how your links are performing

Each Managed Beacon Service is measured using a number of tools at different stages of the customer journey. Here we see a simple breakdown of the number of times a shortened link was used to get to the secure web page on Physical.scot.

The table below demonstrates the use of a link on a Tweet. According to Twitter, the post was our most popular Tweet last month. This also demonstrates the power of recycling or reusing content. This is tapping into the curiosity of followers by offering something that many others evidently showed interest in. This is a similar psychology to being drawn towards the crowd that obscures the performer. We are drawn towards what they can experience in that moment. We want to become one of the crowd but we know we can leave if it doesn't hold our attention. It's like walking down Edinburgh's High Street at Festival Time and just going with the flow. As a casual Twitter reader and digital marketer, I am curious to know what holds the attention of others.

Physical Scot

Physical.scot provides the secure landing page required by Google's Physical Web when using Eddystone Beacons as part of a proximity marketing campaign. Eddystone Beacons are small Bluetooth devices about the size of a car key fob.

bitdo shortener results

Additional Statistics and QR Code Generator

It's worth noting that Bit.Do offers extended information in the free version and generates a QR Code for your page.

QR Code Generator

Category

1. Proximity Marketing

Tags

1. Beacons
2. Bluetooth
3. Eddystone

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