



## Feature Release: Link Tracking

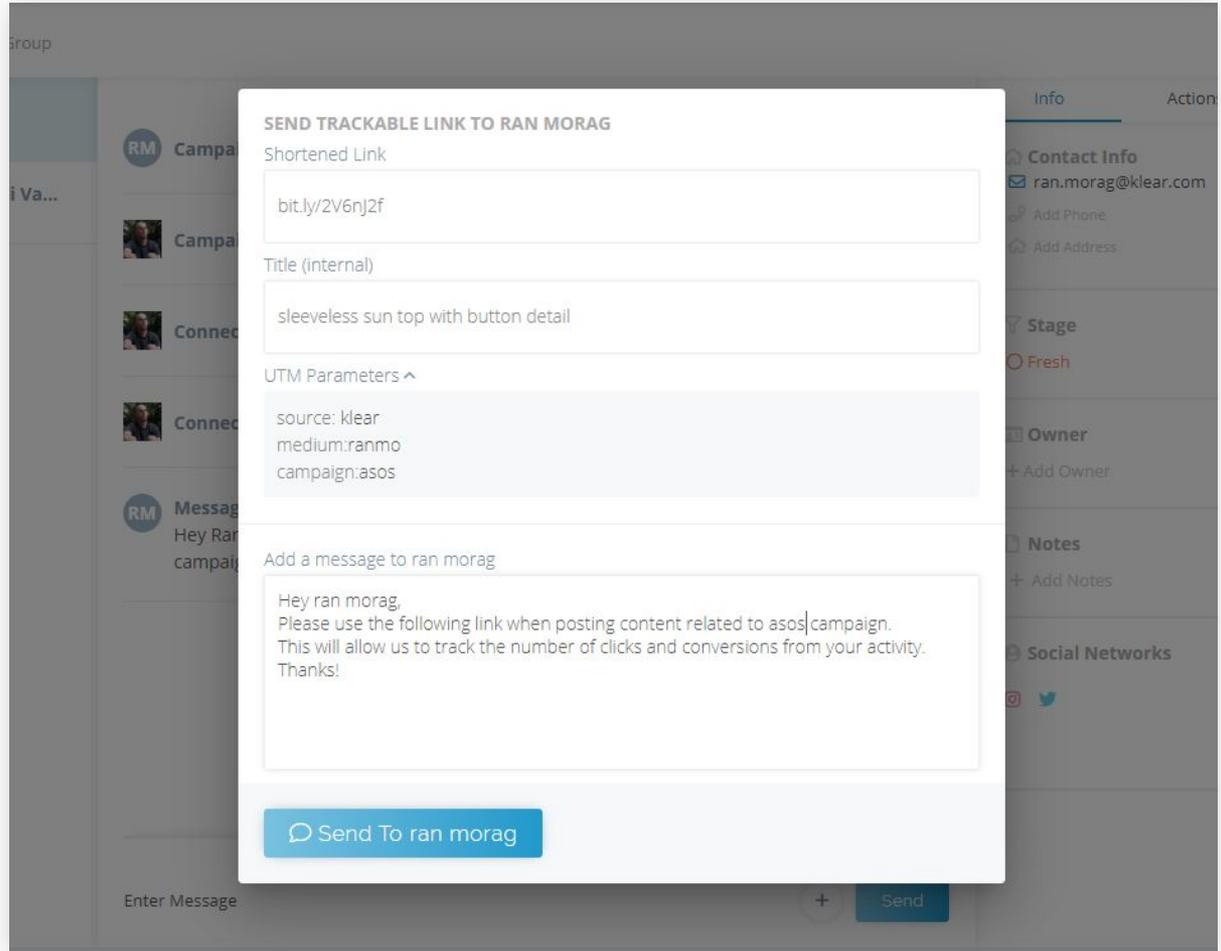


## Link Tracking

Measure the impact of your influencer campaigns up to clicks and conversions from dedicated links shared with your influencers.

Klear Connect integrates with bit.ly, so you can easily create links, send them to your influencers, and track the results automatically.

UTM parameters allow you to measure conversions and more on third party tools.



The screenshot displays a user interface for sending a trackable link. A modal window titled "SEND TRACKABLE LINK TO RAN MORAG" is open over a background of a contact profile for "ran.morag@klear.com". The modal contains the following fields and content:

- Shortened Link:** A text box containing the URL `bit.ly/2V6nj2f`.
- Title (internal):** A text box containing the text `sleeveless sun top with button detail`.
- UTM Parameters:** A section with a dropdown arrow, containing the text:  
`source:klear  
medium:ranmo  
campaign:asos`
- Add a message to ran morag:** A text box containing the message:  
`Hey ran morag,  
Please use the following link when posting content related to asos campaign.  
This will allow us to track the number of clicks and conversions from your activity.  
Thanks!`
- Send To ran morag:** A blue button with a speech bubble icon and the text "Send To ran morag".

At the bottom of the modal, there is a "Send" button. The background interface shows a contact profile with fields for "Info", "Action", "Contact Info", "Stage", "Owner", and "Notes".

# Sending a Trackable Link

1. Easily create and share trackable links with your influencers directly from the Klear Connect messaging interface.

2. Influencers will receive both an email and Klear direct-message with the unique link. Stats from this link will be automatically tracked and displayed within Klear.

3. The Actions tab allows for easy management and tracking of all links and stats.

The screenshot displays the Klear Connect messaging interface. On the left, a list of messages is shown:

- Campaign Invite Sent** (Mar 27 14:09)
- Campaign Invite Accepted** (Mar 27 14:09)
- Connected Instagram Business** (Apr 17 11:33)
- Connected Youtube** (Apr 17 12:21)
- Message Sent** (Apr 3 12:29)  
Hey Ran, We are happy to work together. we will soon send everything you need for this campaign.
- Tracking Link Sent** (May 7 17:30)  
Hey ran morag, Please use the following link when posting content related to asos campaign. This will allow us to track the number of clicks and conversions from your activity. Thanks!  
<http://bit.ly/2V6nj2f>

On the right, the 'Actions' tab is active, showing:

- Payments** (Coming soon)
- Link Tracking** (3 links, 25 stats)  
<http://bit.ly/2V6nj2f>  
Manage 1 links
- Contract** (Coming soon)

At the bottom, there is an 'Enter Message' field and a 'Send' button. A callout menu is open over the 'Tracking Link Sent' message, showing options: 'Tracking Link', 'Payments COMING SOON', and 'Contracts COMING SOON'. A '+' icon and a 'Send' button are also visible in the callout menu.

Callout numbers are placed on the interface:

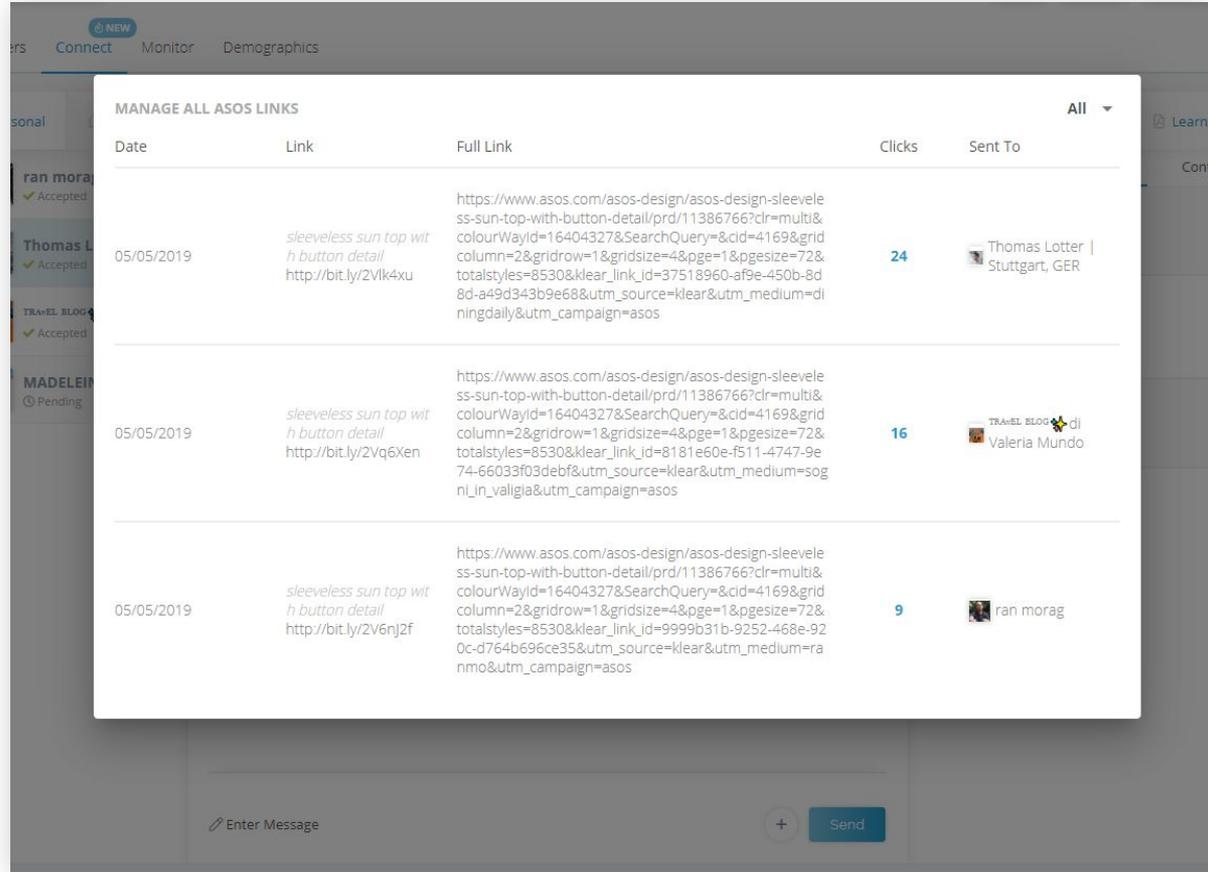
- 1: Points to the 'Tracking Link' option in the callout menu.
- 2: Points to the 'Tracking Link Sent' message in the list.
- 3: Points to the 'Link Tracking' section in the Actions tab.

## Manage links

Access all links in your campaign from the actions sidebar.

You can view details for all created links or filter for all links shared with a specific influencer.

Each link contains a title, creation date, the shortened link, the full link with the UTM parameters, and the number of clicks it generated so far. You can view additional stats on bit.ly (by adding a "+" sign to the end of the bit.ly link)



The screenshot displays a web interface for managing ASOS links. A modal window titled "MANAGE ALL ASOS LINKS" is open, showing a table with the following data:

Date	Link	Full Link	Clicks	Sent To
05/05/2019	<i>sleeveless sun top with button detail</i> <a href="http://bit.ly/2Vlk4xu">http://bit.ly/2Vlk4xu</a>	<a href="https://www.asos.com/asos-design/asos-design-sleeveless-sun-top-with-button-detail/prd/11386766?clr=multi&amp;colourWayId=16404327&amp;SearchQuery=&amp;cid=4169&amp;gridcolumn=2&amp;gridrow=1&amp;gridsize=4&amp;pge=1&amp;pagesize=72&amp;totalstyles=8530&amp;klear_link_id=37518960-af9e-450b-8d8d-a49d343b9e68&amp;utm_source=klear&amp;utm_medium=dingdaily&amp;utm_campaign=asos">https://www.asos.com/asos-design/asos-design-sleeveless-sun-top-with-button-detail/prd/11386766?clr=multi&amp;colourWayId=16404327&amp;SearchQuery=&amp;cid=4169&amp;gridcolumn=2&amp;gridrow=1&amp;gridsize=4&amp;pge=1&amp;pagesize=72&amp;totalstyles=8530&amp;klear_link_id=37518960-af9e-450b-8d8d-a49d343b9e68&amp;utm_source=klear&amp;utm_medium=dingdaily&amp;utm_campaign=asos</a>	24	Thomas Letter   Stuttgart, GER
05/05/2019	<i>sleeveless sun top with button detail</i> <a href="http://bit.ly/2Vq6Xen">http://bit.ly/2Vq6Xen</a>	<a href="https://www.asos.com/asos-design/asos-design-sleeveless-sun-top-with-button-detail/prd/11386766?clr=multi&amp;colourWayId=16404327&amp;SearchQuery=&amp;cid=4169&amp;gridcolumn=2&amp;gridrow=1&amp;gridsize=4&amp;pge=1&amp;pagesize=72&amp;totalstyles=8530&amp;klear_link_id=8181e60e-f511-4747-9e74-66033f03debf&amp;utm_source=klear&amp;utm_medium=sogni_in_valigia&amp;utm_campaign=asos">https://www.asos.com/asos-design/asos-design-sleeveless-sun-top-with-button-detail/prd/11386766?clr=multi&amp;colourWayId=16404327&amp;SearchQuery=&amp;cid=4169&amp;gridcolumn=2&amp;gridrow=1&amp;gridsize=4&amp;pge=1&amp;pagesize=72&amp;totalstyles=8530&amp;klear_link_id=8181e60e-f511-4747-9e74-66033f03debf&amp;utm_source=klear&amp;utm_medium=sogni_in_valigia&amp;utm_campaign=asos</a>	16	TRAVEL BLOG + Valeria Mundo
05/05/2019	<i>sleeveless sun top with button detail</i> <a href="http://bit.ly/2V6nj2f">http://bit.ly/2V6nj2f</a>	<a href="https://www.asos.com/asos-design/asos-design-sleeveless-sun-top-with-button-detail/prd/11386766?clr=multi&amp;colourWayId=16404327&amp;SearchQuery=&amp;cid=4169&amp;gridcolumn=2&amp;gridrow=1&amp;gridsize=4&amp;pge=1&amp;pagesize=72&amp;totalstyles=8530&amp;klear_link_id=9999b31b-9252-468e-920c-d764b696ce35&amp;utm_source=klear&amp;utm_medium=rammo&amp;utm_campaign=asos">https://www.asos.com/asos-design/asos-design-sleeveless-sun-top-with-button-detail/prd/11386766?clr=multi&amp;colourWayId=16404327&amp;SearchQuery=&amp;cid=4169&amp;gridcolumn=2&amp;gridrow=1&amp;gridsize=4&amp;pge=1&amp;pagesize=72&amp;totalstyles=8530&amp;klear_link_id=9999b31b-9252-468e-920c-d764b696ce35&amp;utm_source=klear&amp;utm_medium=rammo&amp;utm_campaign=asos</a>	9	ran morag

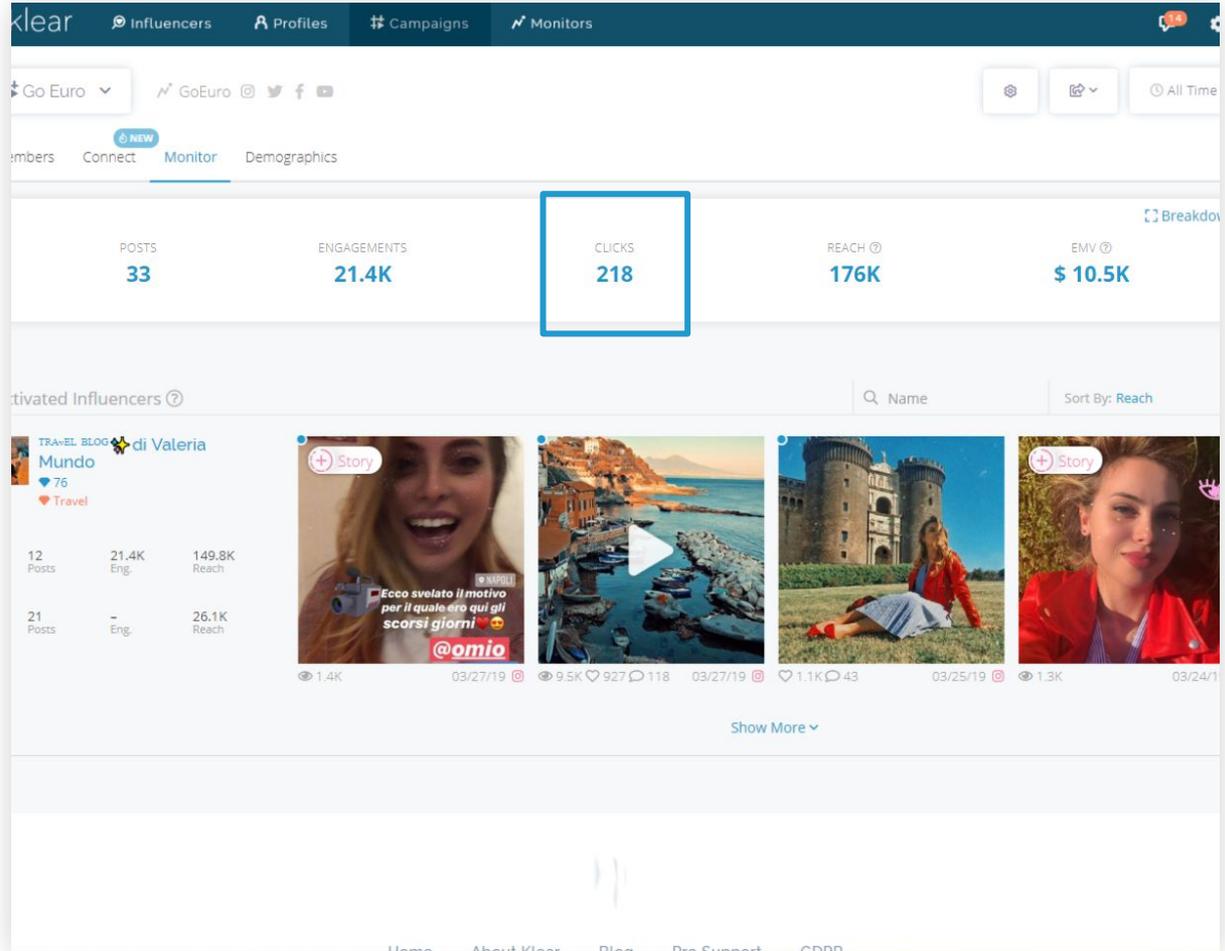
At the bottom of the modal, there is an "Enter Message" input field and a "Send" button.

# KPIs

Clicks will be automatically integrated in your campaign monitor, for easy measurement and reporting.

The EMV calculation takes clicks into account, so you can improve the way you evaluate influencers and campaigns.

Link stats are updated on an hourly basis.



## Conversion Tracking

Track traffic and conversions driven by specific influencers using third party tools, such as Google Analytics.

Use the UTM parameters to distinguish between a specific influencer, campaign, etc.

For the conversions columns in this example, dedicated goals have been added to indicate when a product sale occurs, and its \$ value.

Source / Medium ?	Campaign ?	Acquisition			Conversions	
		Users ? ↓	New Users ?	Sessions ?	Products Sold ?	Sold Products Value ?
		43,132 % of Total: 100.00% (43,132)	39,024 % of Total: 100.00% (39,024)	52,637 % of Total: 100.00% (52,637)	64.12% Avg for View: 64.12% (0.00%)	2.52 Avg for View: 2.52 (0.00%)
1. [blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]
2. [blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]
3. [blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]
4. klear / zoella	My Campaign Name	307 (0.69%)	8 (0.02%)	608 (1.16%)	28	\$15,400
5. [blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]
6. [blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]
7. [blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]
8. [blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]
9. [blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]
10. [blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]	[blurred]

Number of products sold through links shared with a specific influencer

Total value of sold products through links shared with a specific influencer