budurl

URL BUILDER

Build the perfect link in seconds

NO SPREADSHEETS REQUIRED

Manage custom campaign parameters and build tracking links

How URL Builder Works

The URL Builder allows you to add tracking code for the web analytics tool of your choice directly to your destination URL. Choose from a customizable dropdown menu of approved parameters as you create a link - no additional management required.

Google Analytics • Coremetrics An IBM Company • Adobe Analytics

INTEGRATES WITH YOUR WEB ANALYTICS TOOL OF CHOICE

- Google Analytics
- CoreMetrics
- Adobe Analytics (Omniture SiteCatalyst)
- Custom systems

URL Builder can work with any analytics tool - custom integrations are available

One Tool, One Form to Create The Perfect Link

Can I use multiple builder forms?

Absolutely- multiple builders can be integrated at the domain level and selected via a dropdown menu.

How are parameters managed?

Menu options are managed by account administrators, to control terms and structure and make the process a no-brainer for your team.

Are multiple users supported?

Yes! Unlike the spreadsheet method, users can create links at the same time without worry of being locked out or overwritten.

Can I batch upload links?

Yes, it's a snap to add links from your existing spreadsheet to BudURL via bulk upload. The tool will auto-validate the links to ensure the transition is seamless.

Benefits of URL Builder

CONSISTENCY

When campaign parameters are manually entered, variation in terms and structure is inevitable. Dropdown menus ensure consistency, delivering clean analytics every time.

ALL IN ONE PLACE

Adding analytics parameters while building a short tracking link is quick and seamless. Creating the perfect link is as quick as a few clicks.

ELIMINATE THE SPREADSHEETS

Tracking parameters in a spreadsheet is unruly and creates countless opportunities for error. Removing it from the equation saves time and guarantees accuracy.