

**Short URL: Trackable short URLs that direct users to your chosen site.**



Short URL is a tool designed to convert lengthy web addresses into concise, easy-to-share links. When someone clicks on the shortened link, they are automatically redirected to the original, longer URL. What sets our URL shortener apart is its ability to offer detailed analytics, giving you full control over your campaigns and insights into their performance.



# Short URL

## Shortened URLs offer several benefits:

- **Efficient Use of Space:** On social media or in SMS messages, where space is limited, shortened URLs help you make the most of your character count.
- **Improved User Experience:** Short links are more memorable, making them more likely to be clicked by users.
- **Trackability:** Many URL shorteners provide analytics, allowing you to track clicks, monitor traffic sources, and measure the success of your campaigns.
- **Link Management:** It is easy to update or change the destination without needing to resend the link.
- **QR Code:** When you create your Short URL, we'll automatically generate a QR code for you to share.
- **Reverse Billing:** The end user doesn't need airtime to access the shortened URL. If your website is set up for reverse billing, using our links won't interfere with your process.
- **Customized URL Domain:** A custom or branded URL shortener allows you to use your own domain, such as EXAMPLE.io, in your marketing content instead of our default ahop.to domain. This ensures that your brand name is consistently visible in your messaging, helping to build trust and strengthen the connection with your audience during campaigns.



# Costs

<b>Fee's</b>	<b>Cost</b>	<b>Product Subscription fee</b> R500 per month
Per Click Transaction	R0.0085	
<b>Customed Domain Options</b>	<b>Once Off Cost</b>	
Customed Domain .CO.ZA	R2 535.00	
Customed Domain Other*	R2 366.00	
<small>(This cost applies when a .co, .org, .to, or similar domain is required, in addition to the domain purchase cost.)</small>		
<small>* Annual domain registration renewal fees apply.</small>		

## Notes

Messaging Accounts have a minimum spend of R155 per month on SMS and/or MMS traffic.

All figures exclusive of VAT

## Sales:

Monday - Friday 8am - 5pm



082 178 66



[sales@vodacommessaging.co.za](mailto:sales@vodacommessaging.co.za)



## Support



087 55 00 200



[support@vodacommessaging.co.za](mailto:support@vodacommessaging.co.za)



[www.vodacommessaging.co.za](http://www.vodacommessaging.co.za)



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