What are they?

• Enterprise grade smart URL’s --- we think of them as Google Analytics for Off-Site Content
• Enable marketers to track the engagement of prospects engaging with content off-site or on-site content (clicks) from distribution through to conversion
• More valuable to marketers than just Likes, Shares and Follows (Vanity Metrics)
• Identify which channels, authors, influencers, content types are your top or bottom performers
• Optimize and dynamically deliver the right content to the right audience via the right channels
Why kontextURLs

Why are they important?

- Content marketing --- communicates a brand’s message
- 90% of a prospect’s journey is everywhere but on the brand’s website --- we call this Dark Funnel
- Dark Funnel engagement has been limited to Likes, Shares and referral traffic
- An alternative to using multiple UTMs & landing pages

Off-Site is the Dark Funnel.
kontextURLs enable digital marketers to gain complete visibility into audience engagement with their content anywhere they publish it on-site, off-site, online or offline.
kontextURLs enable you to report on your Content (Off-Site & On-Site).

Several ways to report on the engagement with Smart URLs.

Building a Framework enables you to report by Variables and Values which matter to you.
Create Smart URLs based on your Framework to report on content engagement.

Bulk Create Smart URLs for multiple Authors and Channels.

Create Smart URLs with your own domain.

Shorten long parameter-rich URLs to share on Social Media.
Associate Tags with Links

- Content Tags and Values as defined in your Framework can be applied to links.
- Content Taxonomies can be used to logically group related Content Tags and Values.
- Content Tags and Values can be Edited or Changed at anytime.

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Monitor real-time engagement with your content.

Record detailed user and click data.

Create Connected Content Paths to Report on Conversions.
Integrate with 3rd party analytics, CRM or Lead Nurturing solutions.

Monitor and pass through tag values, click data and engagement events.

Drive enhanced lead scoring with real off-site engagement data.

Deliver Dynamic, Personalized Content.
Enterprise reporting on Off-Site & On-Site Content performance.

Report on Individual or multiple kontextURL performance.

Obtain engagement/click data via API.
Common Use Case

Campaign
- On-Site Content
- Off-Site Content

Author (Variable)
Name (Bob)

Author (Variable)
Name (Sally)

kontextURL

Amplify

Facebook (Value)

Twitter (Value)

Off-Site (Blog, Press Release, etc..) (Values)

Clicks

Clicks

Clicks

Report by
- Campaign
- Author
- kontextURL
- Channel
The kontextURL Process

From Framework to Report

Framework

Campaign

Taxonomy

Tags & Values

Create kontextURLs

Associate Tags

Distribute

Track

Integrate

Report