SMS Suite

Link Shortening

Yes OPTUS

Effortless Link Shortening for SMS

With Link Shortening, you can now condense URLs contained in message content sent through the Optus SMS Suite API Gateways*. The links are shortened as per customer requirements, using the Optus SMS Suite unique 'modd.ly' or 'modica.link' domain or your own custom domain.

Features and Benefits

- Fast set-up for new and existing clients
- Custom domains allowing for flexible, branded URLs**
- Summary reporting
- Replaces long web addresses
- Save costs by reducing the number of SMS per message
- Affordable Link Shortening for high volumes at speed

Example

Original:
https://www.yourbank.com/business/accounts/savings/termdeposits/springoffer

→

Shortened:
ybank.com/etn5gs**

Link Shortening is part of the Optus SMS Suite, an intelligent, omnichannel messaging platform that can integrate seamlessly with your business applications such as CRM, eCommerce platform and more.

*To ensure your API is compatible please talk to your Account Manager
**Customers must have their own registered domain