

CASE STUDY

Serverless URL Shortener for an IT Major in India

Effortlessly shorten your URLs with our Serverless URL Shortener - A powerful and cost-effective solution for businesses and individuals alike.

EXECUTIVE SUMMARY

Access.io is proud to announce its own URL shortener, to boost its digital marketing initiative. This not only shortens the URL significantly, but this also tracks clicks and measure the performance of referrer. The tool has been built using AWS server-less technology, which can scale in terms of both functionalities and volume.

In today's digital age, the use of URL shorteners has become increasingly popular. They allow users to share long URLs in a compact form, making it easier to share them across different platforms. This service provides a simple yet powerful way to create short links, track clicks, and manage redirects all in one place. With the rise of cloud computing and the growth of serverless architectures, serverless URL shorteners are an efficient and cost-effective solution for businesses and individuals alike.

ABOUT ACCESS.IO

Access.io is an AWS Advanced Consulting Partner offering world-class Managed Cloud Services, Cloud Advisory, and DevOps Automation to organizations in a wide range of industries.

THE OBJECTIVE

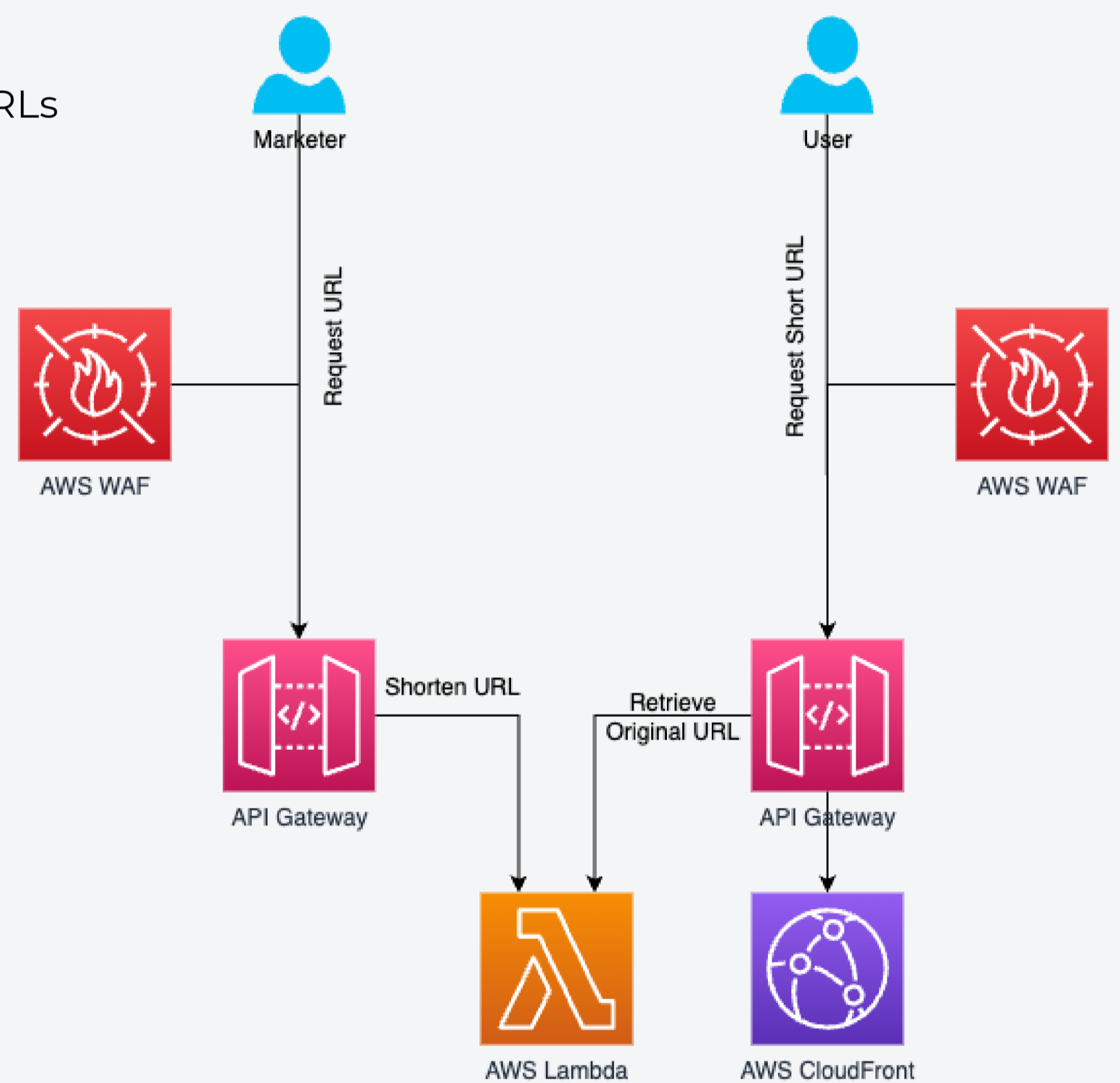
Having our own URL shortener tool for all Brand & Digital marketing campaigns which will help increase lead rate on brand URLs and enhancing Brand share across Internet.

- Creates an easily recognizable, communicable URL
- Reduce spending on the regular enterprise URL Shortener

THE HIGHLIGHTS

Launched own URL Shortener tool within a month with three years TCO of less than \$5000 which is 10 times lesser than other enterprise version of URL Shortener.

- ✓ Hit rates has been increased by 3X on Brand URLs
- ✓ Click through rates boosted by 30%
- ✓ Reduced infrastructure management
- ✓ Services are designed to be highly available
- ✓ Built-in redundancy and failover mechanisms.
- ✓ Maintenance-free



THE BENEFITS



Improved Scalability



Cost Savings



Faster Deployment