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Rebrandly Partners With Rightside to Meet Demand for Branded Short Links

Rebrandly to resell Rightside's popular portfolio of TLDs like .NEWS, .SOCIAL, .LIVE, and .ROCKS to offer brands trusted ways to communicate with their audience

KIRKLAND, Wash., May 31, 2017 (GLOBE NEWSWIRE) -- [Rightside Group](#), Ltd. (NASDAQ:NAME) and [Rebrandly](#) today announced a partnership that will make it easier for companies to create their own unique Branded Short Links that promote their brand and reflect their personality. The partnership is in response to a growing number of brands embracing Rightside's new top-level domains (TLDs) in Branded Short Links, which improve trust, engagement, and name recognition over non-branded link shorteners.

"If you frequent social media, you've seen a growing use of short links, which are great when you are limited on space. But the links are typically a generic string of numbers and characters that completely miss the opportunity to showcase the brand," said Scott Ryder, VP Registry at Rightside. "Rebrandly can now easily leverage Rightside's portfolio of TLDs to provide their customers with trusted short links to connect with audiences."

Big Brands are realizing the importance of using [Branded Short Links](#), including Chick-fil-A, Microsoft, and the New York Jets football team who can share recognizable links with followers using [ChickfilA.social](#), [MSFT.social](#), and [NYJ.social](#), respectively. Jenn Herman, a social media expert and Rebrandly customer, is using [jennstrends.social](#) as a Branded Short Link in her Instagram bio. In addition to appending her brand to the top of her page, the Branded Short Link helps her to track traffic to her blog much more accurately.

By partnering with Rightside, incorporating new domains such as .SOCIAL, .LIVE, and .NEWS will be easier than ever for Rebrandly's customers. The combination of Rightside's brand-focused TLDs and Rebrandly's leading short link platform gives brands an important tool to execute their marketing strategies.

"When you create Branded Short Links, it's just so much easier to post links to a company website or blog, while also reinforcing your company's name in a highly trusted way to boost your CTR by as much as 39%," said Katie Espinoza, Growth & Partnership Manager for Rebrandly. "We've already made it very intuitive to create, share, and track Branded Short Links, and now our partnership with Rightside gives our customers a way to do it using some of the most popular new domain names. Setting up your Branded Short Link has never been easier."

About Rightside

Rightside inspires and delivers new possibilities for consumers and businesses to define and present themselves online. The company, with its affiliates, is a leading provider of domain name services, offering one of the industry's most comprehensive platforms for the discovery, registration, usage and monetization of domain names. In addition to being a new gTLD registry operator, Rightside is home to one of the most admired registrar brands in the industry, [Name.com](#). Headquartered in Kirkland, WA, Rightside has offices in North America and Europe. For more information please visit [www.rightside.co](#).

About Rebrandly

Rebrandly is a link shortener that incorporates custom, branded domains in the URL, this way every link users share creates a connection to their brand. Rebrandly is for individuals, businesses and enterprises who are forced to choose between long alphanumeric URL's or ugly, unpronounceable, and anonymous short links when sharing content. Rebrandly allows users to create short links with their brands associated, instil trust and offer a cool factor previously only available to global brands. Moreover, Rebrandly allows users to get the most out of their marketing efforts for free, providing a useful solution in a digital world where it's increasingly important to stand out from the crowd.

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