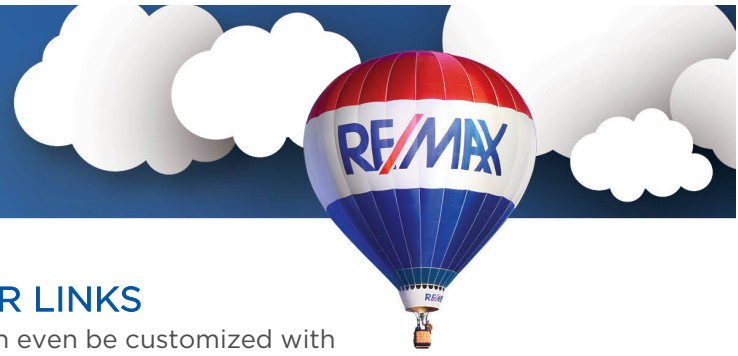# REM.AX
URL SHORTENER

SHORTEN, MEASURE AND OPTIMIZE YOUR LINKS

Turn cumbersome URLs into shorter, cleaner links, which can even be customized with keywords of your choice. All shortened links begin with **rem.ax**, and the RE/MAX branding allows for easy recognition and comfort with clicking your shared links. Once shortened and shared, you can measure and track click-through rates with the available link analytics.

ACCESS

1. Log in to MAX/Center
2. Select the **rem.ax URL SHORTENER** tile

http://looooooong.url

http://short.url

SHORTEN

The rem.ax URL Shortener can shorten any link, 255 characters or less. Select the **CREATE LINK** button to begin.

Copy and paste your original link into the **PASTE LONG URL** field and click the **CREATE LINK** button. Your shortened link then is then added to the **LINK HISTORY** list.

Create Link ✕

Paste long URL

Create Link
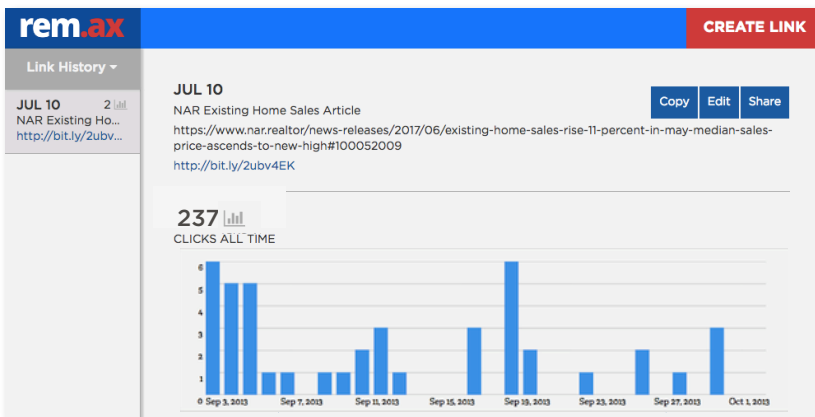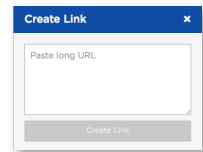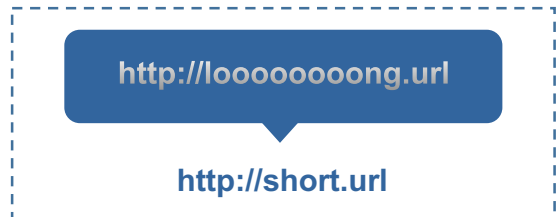
VIEW

All shortened links are available to view in chronological order on the main screen of the dashboard. Though you may shorten an unlimited number of links, the **LINK HISTORY** will show your 100 most recently shortened URLs. Selecting a URL from the **LINK HISTORY** list will populate link details and stats.

*Your LINK HISTORY will include the rem.ax URLs that you shortened for projects in Design Center

SHARE

Click the **COPY** button to share the link out in an email, text message, etc. Click the **SHARE** button to share the shortened link directly to your Facebook, LinkedIn or Twitter page.

CUSTOMIZE

Select the **EDIT** button to add a title to your link. this title is only for organizing your links internally and will not be visible when sharing.

While editing you can also edit the back-half of the link to change it from a random combination of letters and numbers to a phrase of your choice. This can extend your branding, tailor your messaging and increase engagement.
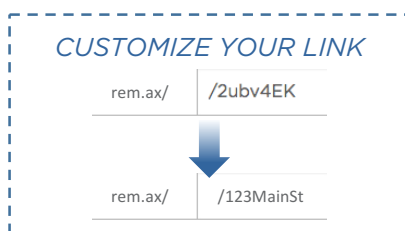
TRACK

Select a shortened link from your **LINK HISTORY** to view the link's **STATISTICS** including how many times a shortened URL was clicked, when it was clicked, as well as geographic location (country) and referring channel the link was clicked from.

Use these insights to quantify your ROI and learn what is resonating with your audiences to continuously improve your marketing efforts.

CUSTOMIZE YOUR LINK

rem.ax/   /2ubv4EK

↓

rem.ax/   /123MainSt

*Custom back-half phrases are available on a first-come, first-served basis and each phrase can only be used once across the rem.ax URL Shortener tool