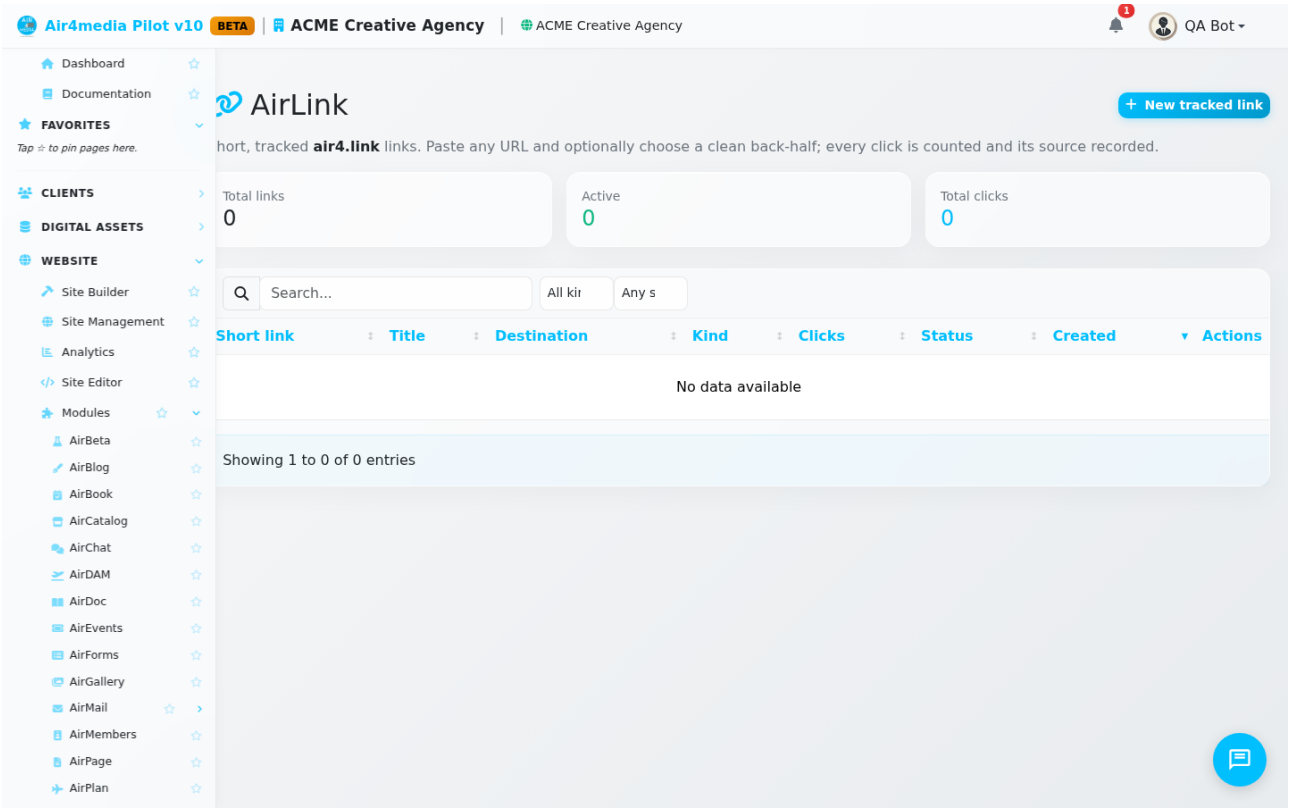

AirLink — URL Shortener

AirLink turns any long URL into a clean, trackable short link at air4.link. Whether you're sharing client proposals, media galleries, or campaign pages, every link is scoped to your account and tracks every click automatically.

Key Features

- **Short links at air4.link**: Every link gets a unique address like `air4.link/abc12345`, ready to share by email, text, or social media.
- **Click tracking**: See exactly how many times each link has been clicked. Your dashboard shows total links, active links, and a running click count across all your links.
- **Custom back-half**: Instead of a random code, choose a memorable slug — for example, `air4.link/acme-proposal` or `air4.link/summer-campaign`.
- **Story links**: When ACME Creative Agency publishes a media story through AirDAM, a short link is created automatically — no extra steps needed.
- **Enable or disable**: Pause any link instantly without deleting it. Disabled links stop working and can be re-enabled at any time.
- **Filter and search**: Filter by type (manual or story) and by status (active or disabled). Search by title or destination URL.

How to Use

Creating a short link:

1. Click **+ New Link** to open the create panel.
2. Paste the destination URL — the full address you want the short link to point to.
3. Optionally add a **title** to help identify the link in your list (e.g., "Cannes Proposal — June 2026").
4. Optionally enter a **custom back-half** (e.g., `summer-proposal`) to create a memorable URL. Leave it blank for a random code.
5. Click **Create Link**. Your new short URL appears immediately in the list.

Using your links:

- Click **Copy** on any row to copy the short URL to your clipboard.
- Click **Open** to preview the destination in a new tab.
- Click **Toggle** to enable or disable the link without deleting it.

Finding links:

- Use the search bar to find links by title or destination.
- Use the **Kind** filter to show only manual links or only auto-created story links.
- Use the **Status** filter to show only active or only disabled links.

Tips

- Use descriptive titles — when ACME Creative Agency has dozens of links, a label like "Cannes 2026 Proposal" makes it far easier to find the right one at a glance.
- Custom slugs are great for links you share in print or presentations — short and memorable beats random characters every time.
- Disabled links are preserved with their full click history intact. Re-enable them whenever you need them again.
- Story links are created automatically when you share a DAM story — check AirLink to see how many times clients have opened each one.