Cru Policy on Bit.ly Links

Prohibited Use

Bit.ly URL shortener links are prohibited for any emails using Cru IPs in the sending process.

Reason

Use of Bit.ly links results in a "ReturnPath Certification" violation.

Consequence

Violations lead to Cru emails being blocked due to the lack of certification whitelisting.

Check the Bit.ly Link

Add a `+` to the end of any bit.ly link in your browser address bar (e.g., `bit.ly/xxxx+`) to preview the destination page and inspect the URL before navigating.

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