
toui launches toui Go, branded short links that need no domain of your own

Pick a name in the dashboard and it goes live within the hour. Existing short links move to the new address with their click history intact. Included in the Pro+ plan.

toui, the short-link service built to sit inside an AI workflow, today launched toui Go — branded short links for marketers who do not have a domain of their own and should not have to go and get one.

The case for a branded short link is not in dispute among marketers: text messages are billed by the character, a link on a business card or a printed page has to look worth trusting, and the address in an ad should say at a glance who sent it. What stops people is not the decision but the errand — find and buy a domain, edit DNS records at a registrar, wait for them to take effect, then come back and connect them to a short-link service. That errand sits outside most marketing roles, and usually outside anyone they can easily ask, so the brand carries on publishing links that show someone else's name.

toui Go replaces the errand. The customer does one thing: choose a name and submit it. **Their part ends there** — toui does the acquiring and the configuring, and an address of the form `go.yourbrand.link` is ready to use within the hour. What used to pull in procurement, IT or an outside vendor across several days is now a single entry.

Adopting it costs nothing that is already in flight, either. Short links created earlier move to the new address, links already handed out keep working, and clicks keep accumulating on the same link rather than restarting — no campaign already running has to be rebuilt. The same name carries the customer's QR codes and their link-in-bio page, so the brand stays consistent across every touchpoint.

toui Go branded short links are included in toui's Pro+ plan. They go live with the plan and stop when the plan ends.

Full details: <https://go.toui.link/KCtH6d>

About toui.io

toui.io is a short-link service embedded in your AI workflow. It lets people shorten links, build link-in-bio pages, generate QR codes, and measure campaigns — including directly inside AI assistants like Claude and ChatGPT through its Model Context Protocol integration.

Founded in Taiwan, toui.io takes its name from the Taiwanese phrase "tó-uī," meaning "where to?" The service is built entirely on Cloudflare's edge platform.

For more information, visit toui.io.

Media Contact

