
toui Adds Custom Domains, Letting Businesses Send Short Links From Their Own Brand

Companies can now serve touti short links from their own domain — branded links for SMS and print, with touti's tracking and routing behind them.

TAIPEI, Taiwan — May 25, 2026 — touti, the short-link service built into your AI workflow, today launched custom domains, letting businesses serve their short links from their own web address instead of a shared one.

For a brand that sends text messages, the way a link looks has a direct effect on results. A promotional SMS carrying an unfamiliar shared short link is, in an age of rampant phishing texts, often mistaken for something suspicious and deleted on sight — and the best offer goes unopened. The same is true of a QR code on a flyer or a package: whose brand sits behind the link decides whether people are willing to trust it.

Custom domains put the company's own brand on the link. Setup is a single DNS change: the customer points a subdomain at touti, and touti handles the certificate and routing automatically, with nothing to host or maintain. A link that carries the company's own brand looks more trustworthy beside a message, a flyer, or a QR code, and it still runs on touti's full platform underneath.

Every link created on that domain keeps its own click analytics, device and geo routing, and QR codes — brand and measurement in the same place. For SMS marketing in particular, a recognizable, trusted sender and link help messages get read, and keep costs down over time.

Custom domains are available now on touti's paid plans.

For full details, see: <https://toui.io/sms-marketing/>

About touti.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, touti.io takes its name from the Taiwanese phrase "tó-ūi," meaning "where to?" The service is built entirely on Cloudflare's edge platform.

For more information, visit toui.io.

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