
toui Adds Device and Geo Routing, So One Short Link Sends Everyone to the Right Place

A single toui link can now send visitors to different destinations by country or device, while tracking every click as one campaign.

TAIPEI, Taiwan — June 15, 2026 — toui, the short-link service built into your AI workflow, today launched device and geo routing, which lets a single short link send different visitors to different destinations.

It answers a familiar dilemma in a campaign. A flyer promoting an app is scanned by people on iPhones and on Android phones alike; a promotional message sent across markets reaches people at home and overseas. A plain short link can only point to one destination — send everyone to the App Store and the Android users hit the wrong store; send everyone to a local-language page and overseas visitors cannot read it. The usual compromise is to print two QR codes or build several links, which clutters the layout and splits the data.

Device and geo routing lets one link decide for itself. An iPhone user can land in the App Store, an Android user in Google Play, and visitors from different countries on a page in their own language — all from one link on one flyer or one message. The rules are set per link and can be changed at any time without reprinting anything.

Because it is still a single link to the outside world, every tap is counted together, so a campaign's total reach stays in one place even as people are routed to the destination that fits them.

Marketers get to give each person the right experience and keep clean, complete analytics at the same time.

Device and geo routing is available now on toui's paid plans.

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-ūi," meaning "where to?" The service is built entirely on Cloudflare's edge platform.

For more information, visit toui.io.

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