



Rad Link: AWS Serverless URL Shortener

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The Vision: Radical Transparency

Rad Link is not just a URL shortener; it is a high-performance traffic intelligence engine. While competitors hide data behind paywalls, Rad Link is built on the philosophy of **Radical Transparency**.

Key Innovations:

- A unique, **system-wide visualization** engine that aggregates global metrics in real-time.
- Live tracking** of Android vs. iOS usage across the entire platform.
- Geo-spatial data aggregation** to identify high-density traffic zones instantly.

