

Linktree

Melbourne, AU · Link-in-bio platform · May 2026 (v5)

Built so creators don't lose people in the *gap*.

Linktree is the link-in-bio platform 70M+ creators use to share what they make, curate, and sell — from one URL that works no matter which app sent someone there. Originator of the category (Product Hunt, December 2016). Melbourne-built. Footer carries an Acknowledgement of Country.

[THE HIDDEN ENEMY]

The belief that being first to a category is a permanent moat. Three independent LLMs (Claude.ai, ChatGPT, Perplexity), asked the same Q3 prompt on 30 April 2026, returned the same diagnosis: Linktree's differentiation is "distribution and defaults, not product."

[AUDIENCE TRUTH]

"Every platform wants to host my audience. I want one place that's actually for sending them somewhere — without making them choose which of my socials to use."

[PERSONALITY]

QUIETLY AUSTRALIAN

Melbourne footer + Wurundjeri custodianship. Direct, not performative. Australian English in product copy.

INCLUSIVE WITHOUT PERFORMATIVE EFFORT

Homepage testimonials show breadth: comedian, pastry chef, TV reporter, YouTuber, founder. Concrete outcomes, not hashtag-inclusive.

PRACTICAL, NOT PROMOTIONAL

Plain-language pricing. Verbs over adjectives. No "revolutionary" / "next-generation" rhetoric on the captured surfaces.

CUSTOMER-SUPPORT-FIRST (EMERGING)

Joyce-named-agent pattern in 8 of 13 captured April 2026 5-star Trustpilot reviews. The Trustpilot 11% reply rate is the gap to close.

[VOICE]

Plain-language, outcome-led, named-human. Sounds like a platform built by people who run platforms — not by people selling the idea of running one.

[3 DIFFERENTIATORS]

- The category default that 70M+ creators chose first.**
Linktree homepage live sub (verbatim, 30 April 2026): "Join 70M+ people using Linktree." PH launch badge: "#5 of the day for December 14th, 2016."
- The breadth of integrations specialists do not match.**
Claude.ai Q3 verbatim: "More native integrations with Spotify, Shopify, Mailchimp, Cameo, etc. than most competitors bother with."
- Melbourne-built. Acknowledgement of Country in the footer.**
Linktree footer captured live 30 April 2026: 1-9 Sackville St, Collingwood VIC 3066 + Wurundjeri custodianship statement.