

DUB.CO x NGROK

Utility Edition

Small Tools, Big Leverage

LINK MANAGEMENT · LOCAL TUNNELING · DEVELOPER TOOLS

01 INTRODUCTION

Dub What is Dub?

Dub.co is an **open-source** link management platform. Not just a URL shortener — a full link infrastructure with **custom domains**, click tracking, and a clean API. It's the **attribution layer** for everything you share publicly.

ngrok What is Ngrok?

Ngrok is a **tunneling service**. One command exposes your **localhost** as a public HTTPS URL — the fastest way to **test webhooks**, demo features, or expose a local server without deploying anything.

02 CORE BENEFITS

DUB.CO

- **API-FIRST**

Clean REST API to programmatically create, manage, and track links from your stack. Not a UI tool — infrastructure.

- **CUSTOM DOMAINS**

Run `yoursite.com/go/` instead of `bit.ly/xyz`. Brand, trust, deliverability.

- **REAL ANALYTICS**

Geo, device, referrer, UTM parsing, conversion events. UTMs alone don't cut it.

NGROK

- **INSTANT SETUP**

One command (`ngrok http 3000`), one public HTTPS URL. Zero DNS, zero config.

- **WEBHOOK-READY**

Real Stripe/Attio/Tally webhooks hit your localhost. Breakpoint, iterate, done.

- **REQUEST INSPECTOR**

Built-in UI at `localhost:4040` shows every incoming request — headers, body, timing, replay.

03 TECH DEEP DIVE

The Power of Short Slugs

ATTRIBUTION WITHOUT THE UTM CLUTTER

Every link in every Weekly Stack post goes through Dub. Custom subdomain, clean slugs, full attribution — without polluting URLs with UTM parameters.

```
dub_links_example.txt
1 kaiten.sh/go/ws-01 → /blog/weekly-stack-attio
2 kaiten.sh/go/ws-02 → /blog/weekly-stack-tally
3 kaiten.sh/go/ws-03 → /blog/weekly-stack-dub-ngrok
4 kaiten.sh/go/early → /early-access
5 kaiten.sh/go/github → github.com/kaitencloud
6 kaiten.sh/go/demo → calendly.com/alexandre/demo
```

One Command, One Public URL

REAL WEBHOOKS ON YOUR LOCALHOST

Run one command, share the tunnel URL with Stripe, Attio, or any webhook source — and watch real events hit your local dev server. No deploy, no mocks, no staging delays.

```
ngrok_terminal_session.sh
$ ngrok http 3000

Session Status      online
Account             alexandre@kaiten.sh (Plan: Pro)
Region              Europe (eu)
Forwarding           https://alex.ngrok.io → http://localhost:3000
Connections         ttl  opn  rt1  rt5  p50  p90
                   42   2    0.12 0.08 25.1 58.3

HTTP Requests
-----
POST /webhooks/stripe      200 OK 42ms
POST /webhooks/attio      200 OK 67ms
POST /webhooks/tally      200 OK 31ms
```

04 MARKET LANDSCAPE

LINK MANAGEMENT

PLATFORM

CHARACTERISTICS

Dub.co	Open-Source	API-First	Dev-Friendly
Bitly	Incumbent	Legacy UI	Expensive
Rebrandly	Custom Domains	Proprietary	Marketing-First
Short.io	Good Pricing	Solid	UI-Only

LOCAL TUNNELING

PLATFORM

CHARACTERISTICS

Ngrok	Easiest Start	Best UI	Reliable
Cloudflare Tunnel	Free	Production-Grade	Complex Setup
Tailscale Funnel	VPN-Integrated	Secure	Overkill for Webhooks