

branch

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Adobe Analytics

With Data Integrations, you can now combine Branch's powerful deep link and organic attribution data with your existing Adobe Analytics data.

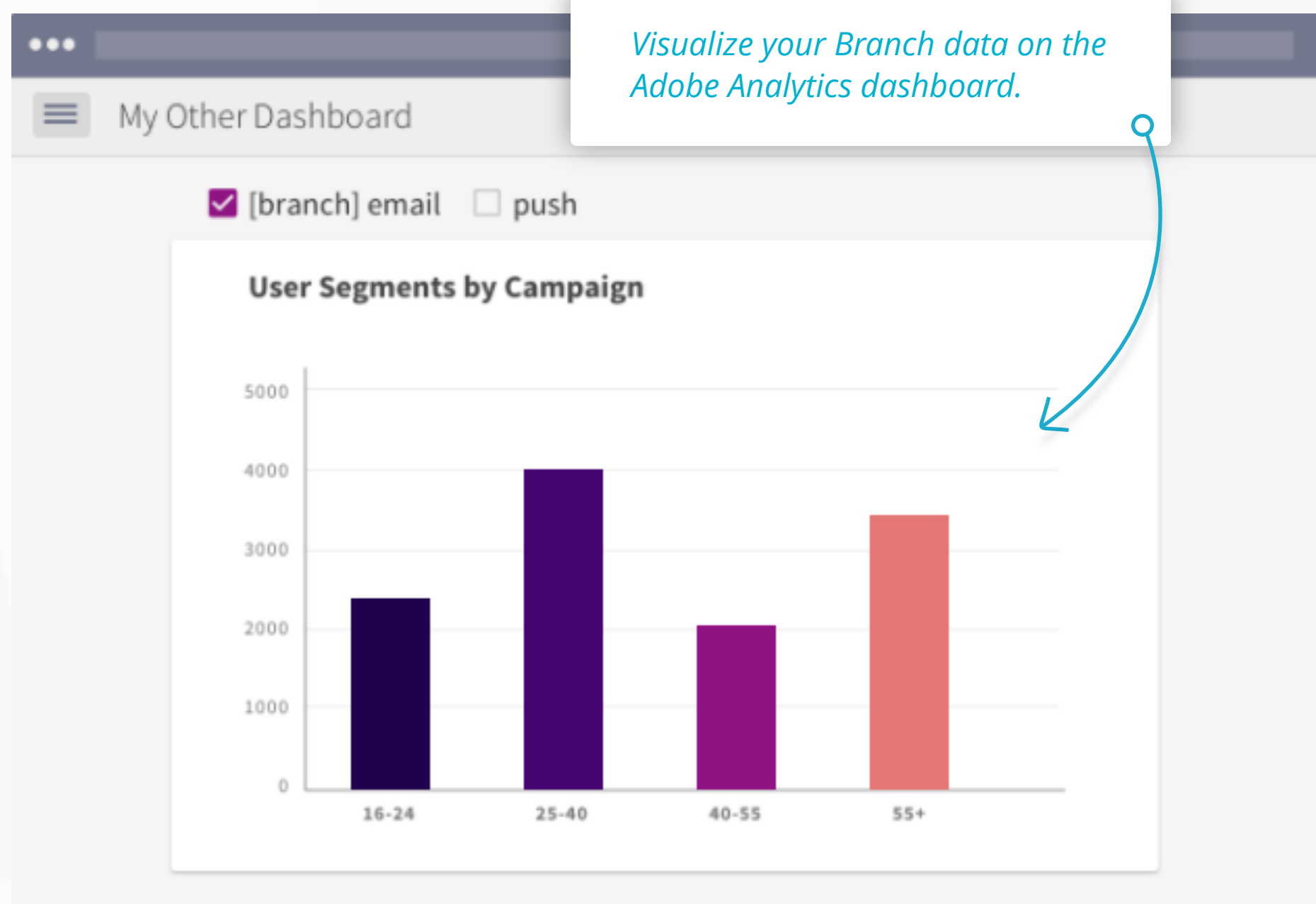
Branch's Data Integrations allows you to leverage Branch's deep link and organic attribution data within the Adobe Analytics reporting suite. Users can now analyze the in-app behavior of user cohorts based on product feature, app content, organic channel, or deep linked experience that brought them into the app in the first place.

## Questions I can answer with Adobe Analytics and Branch:

Which organic user cohort performed best across my email campaigns?

What is the 30 day retention rate of users who came from my referral program?

How does the 7 day retention of paid users compare to that of organic users?



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Adobe Analytics

Start sending Branch's powerful deep link and organic attribution data to Adobe Analytics in three easy steps.

## How do I get started?

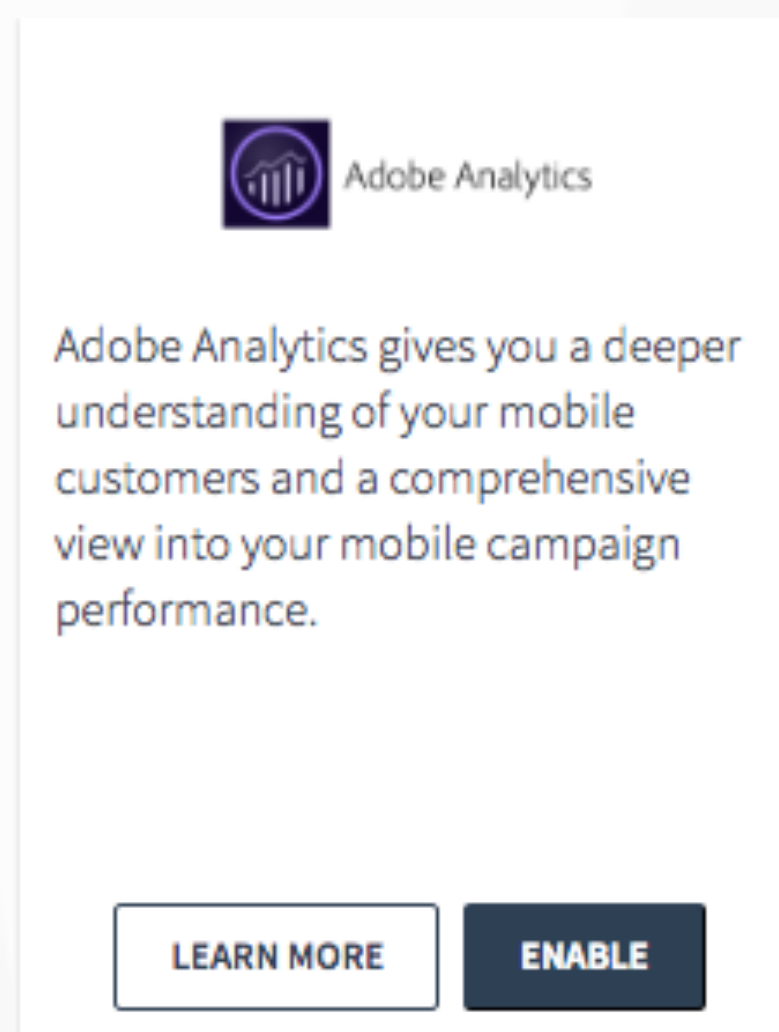
1.

Log in to the Branch dashboard and click on the Data Integrations tab.



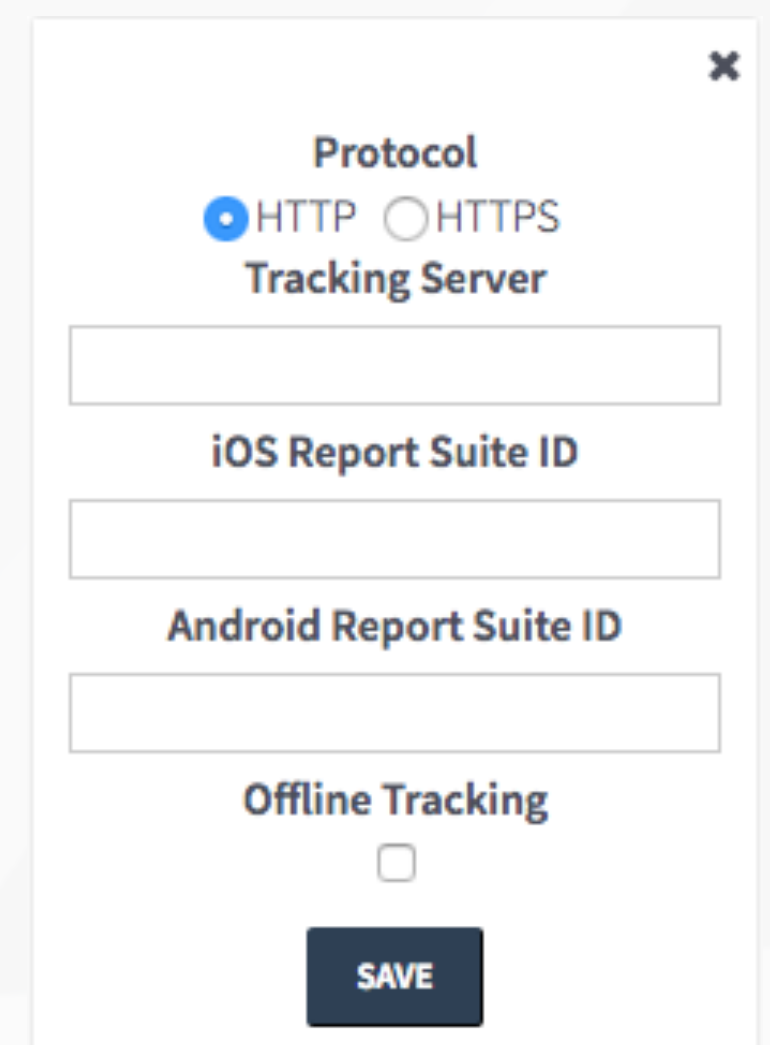
2.

Click 'enable' on the Adobe Analytics card.



3.

Enter your Adobe Analytics information and press 'save'



## How much does it cost?

Our event based pricing allows companies of all sizes to unlock the power of their app data.

PRICE PER EVENT

\$ 0.0025

/per event forwarded to partner

Interested in learning more about Branch or this partnership? Email [accounts@branch.io](mailto:accounts@branch.io) or visit [Branch.io](http://Branch.io)  
For further information on Adobe Analytics, visit <http://www.adobe.com/marketing-cloud/web-analytics>