



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

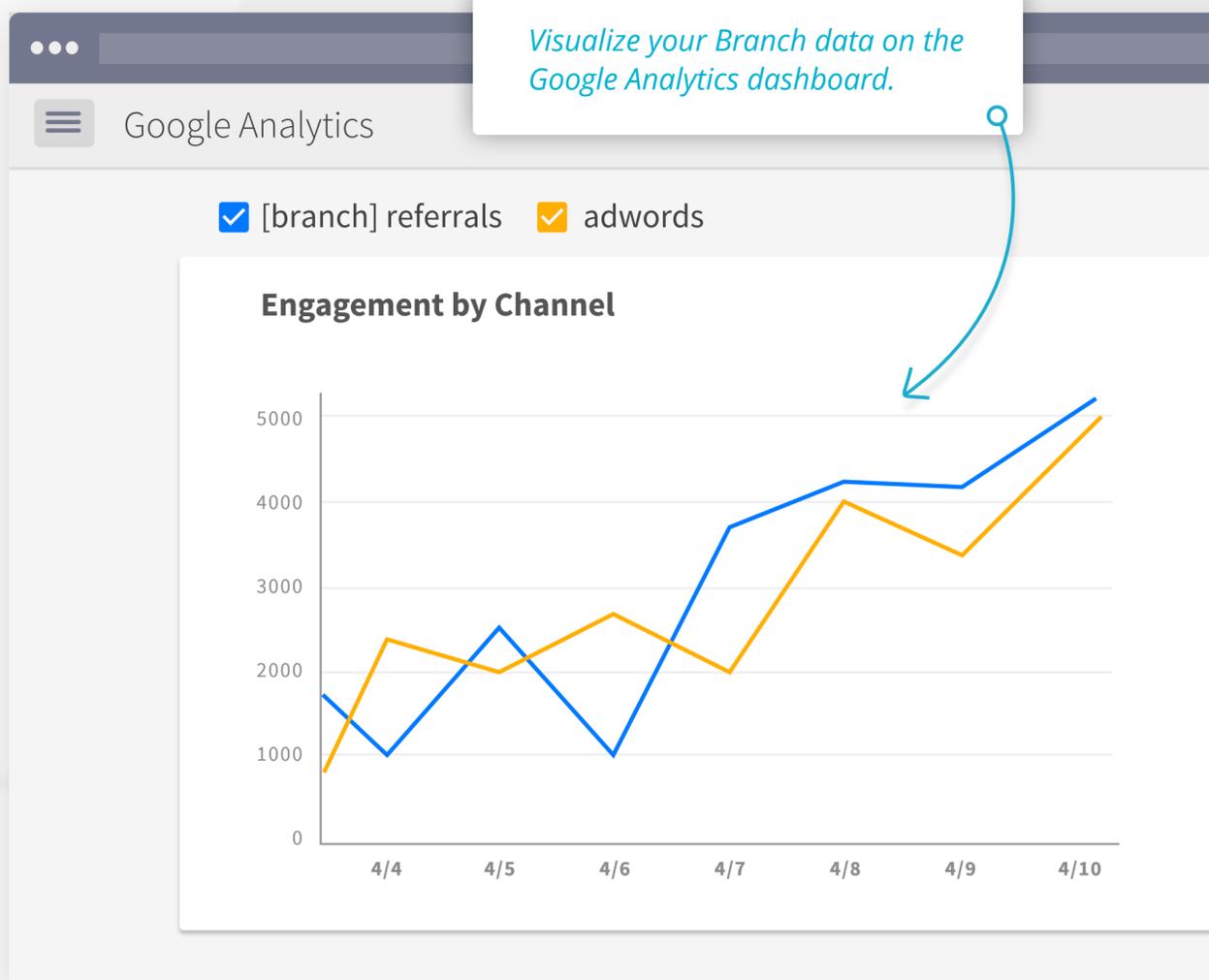
Branch's Data Integrations allows apps to pass all their acquisition and in-app user data into their Google Analytics dashboard. With this integration, you can now view behavioral data on users acquired through deep links. In addition, various product features, channels, and in-app content will be alongside the analytics for the rest of your digital properties, allowing you to measure the lift that Branch deep links provides to your business as a whole.

Questions I can answer with Google Analytics and Branch:

How many of my paying users come in through user referrals vs. Adwords?

What is my retention rate for users who come in via content shared on Twitter vs SMS?

How did my most recent app update affect average user session for users coming in through our smart banner?



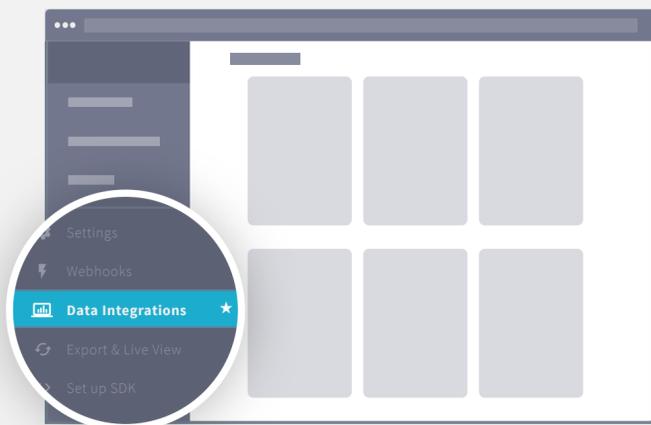


Start sending Branch's powerful deep link and organic attribution data to Google Analytics in three easy steps.

How do I get started?

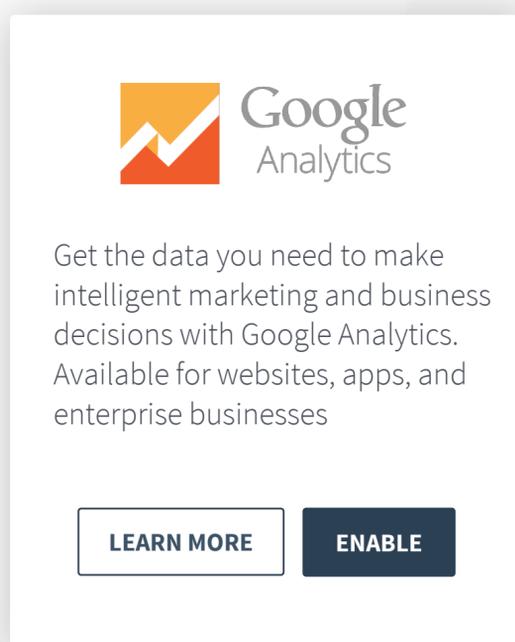
1.

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



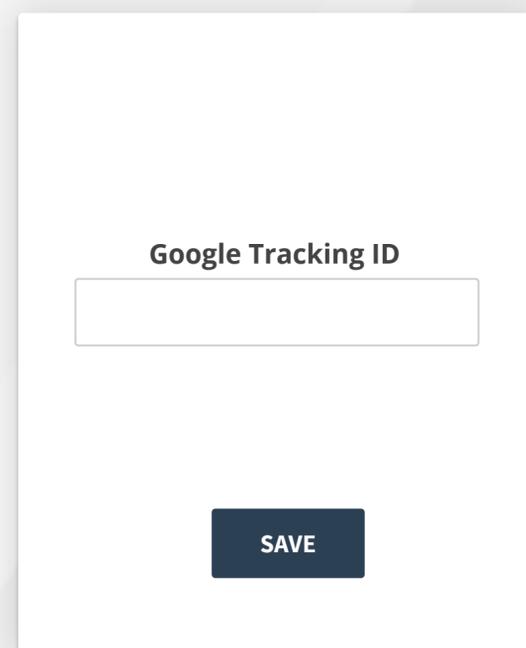
2.

Click 'enable' on the Google Analytics card.



3.

Enter your Google 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