branch

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Localytics

With Data Integrations, you can now combine Branch's powerful deep link and organic attribution data with your existing Localytics data.
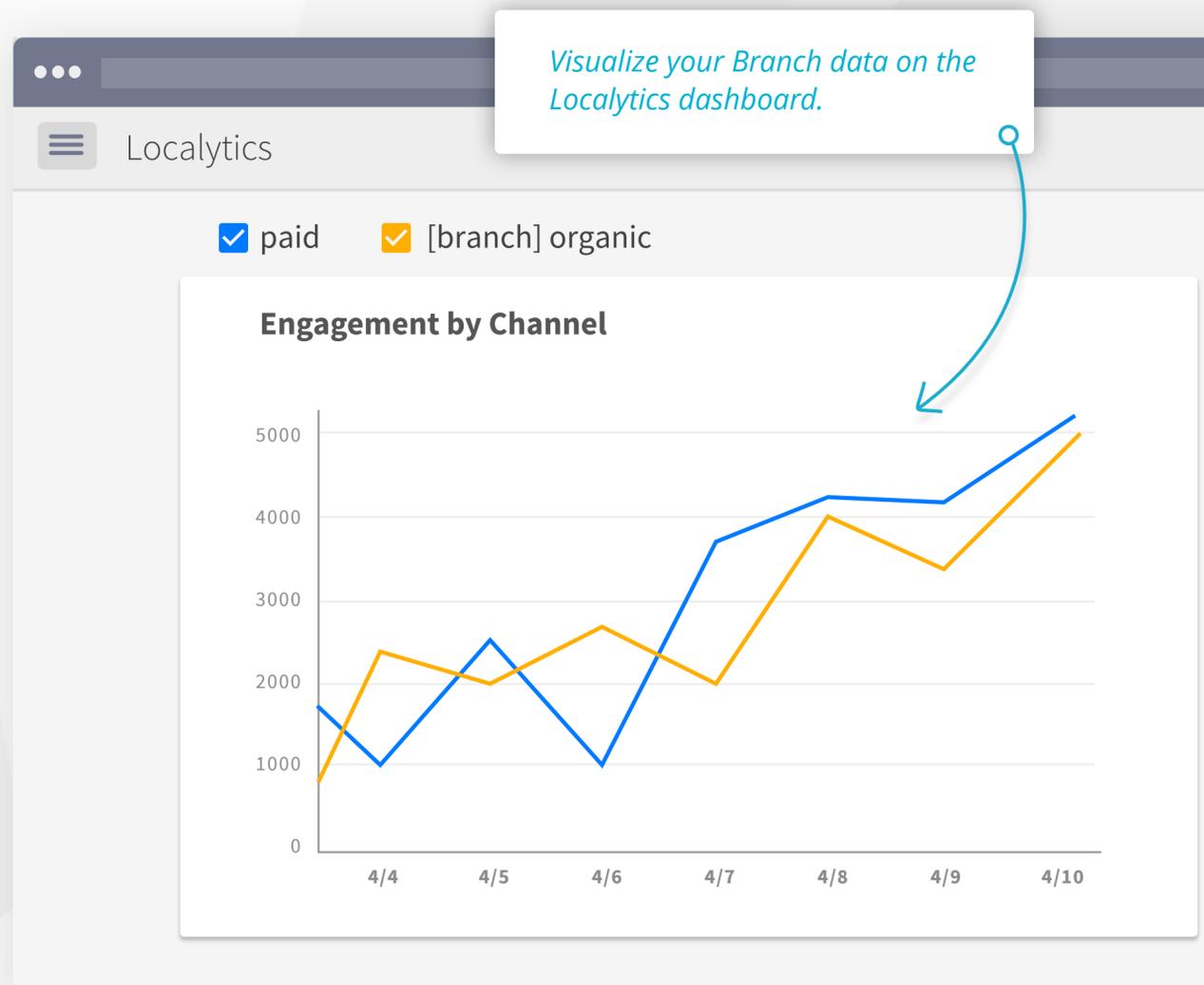
Branch's Data Integrations allows apps to leverage Branch's user segments within the Localytics dashboard. Marketers will now be able to target users acquired through organic channels with Localytics engagement campaigns like push notification, email, and in-app messaging.

Questions I can answer with Localytics and Branch:

How many of my installs came from paid vs. organic channels?

Are push notifications more effective on users who came from smart banners or ads?

What does my purchase funnel look like for users coming in through content shared via Twitter, Facebook, SMS, and Email?
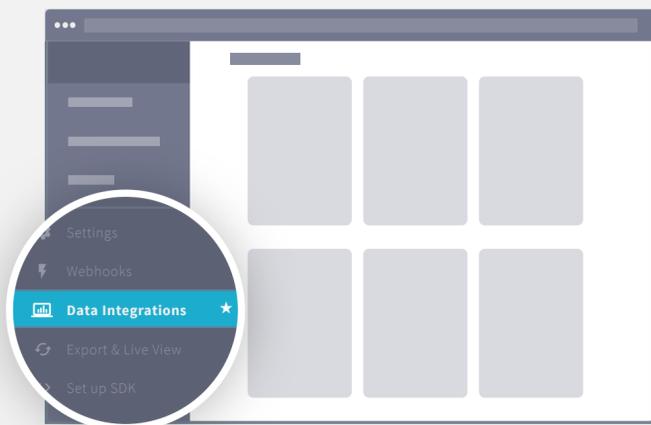
Visualize your Branch data on the Localytics dashboard.

Localytics

☑ paid   ☑ [branch] organic

Engagement by Channel

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How do I get started?

1.

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

Settings
Webhooks
Data Integrations ★
Export & Live View
Set up SDK

2.

Click 'enable' on the Localytics card.

Localytics

Localytics brings app marketing and analytics together in one complete platform.

LEARN MORE   ENABLE
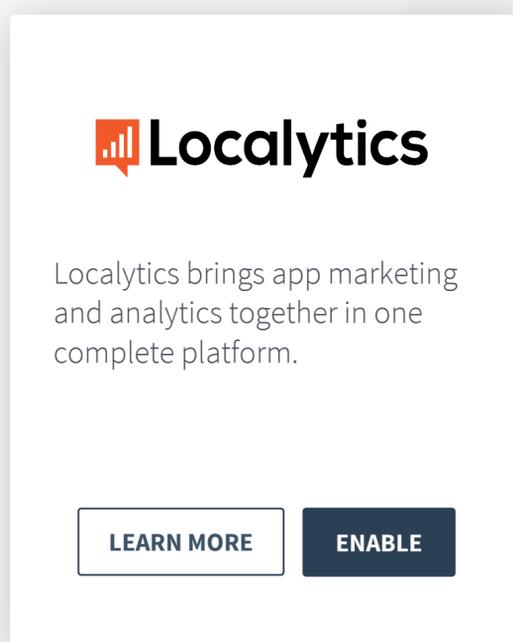
3.

Enter your Localytics information and press 'save'

Localytics iOS API Key

Localitycs Android API Key

SAVE
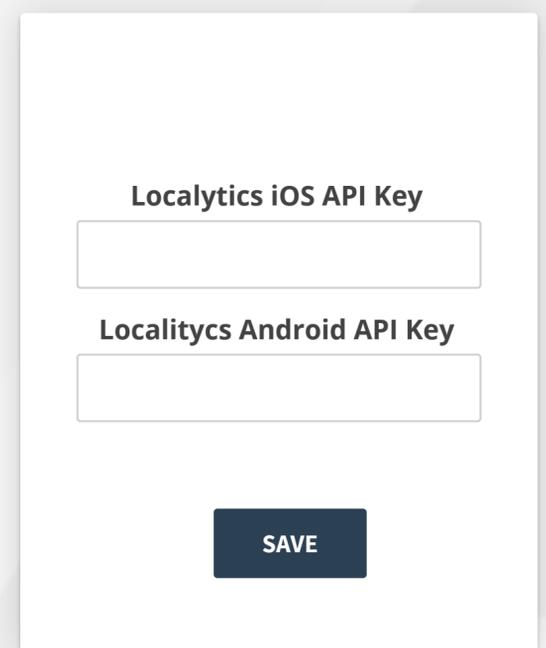
How much does it cost?

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