



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

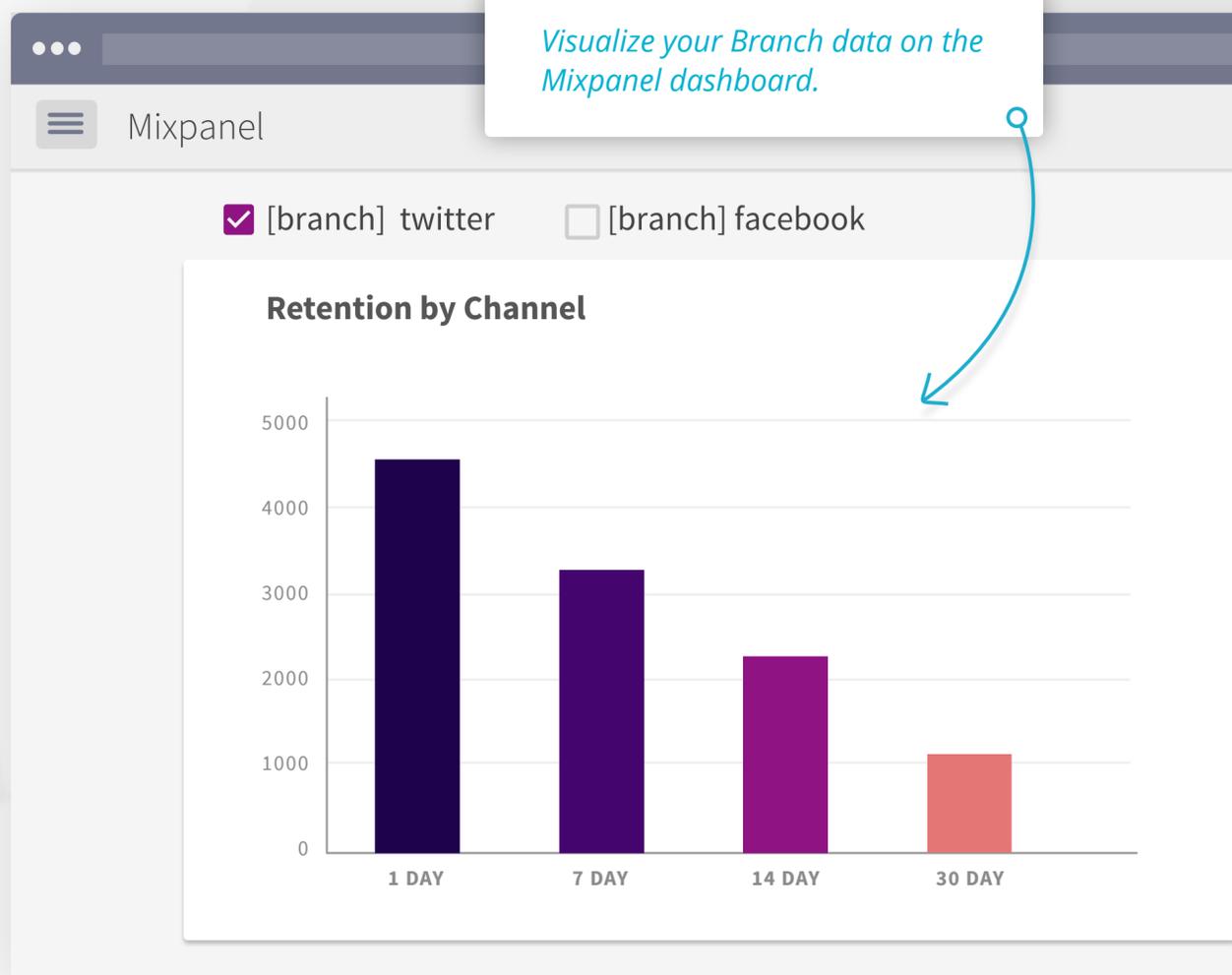
Branch's Data Integrations allows apps to pass all their deep link user acquisition and in-app engagement data into their Mixpanel dashboard. With this integration, users can couple Branch's attribution data with the which product features, channels, and in-app content that are driving new users into your app with Mixpanel's advanced in-app analytics suite.

## Questions I can answer with Mixpanel and Branch:

Which channel for content sharing (Twitter vs. Facebook) has the highest average retention rate?

What is the most common screen my paid users visit before converting to purchase?

Does the content I deep link to impact the number of sessions per user?



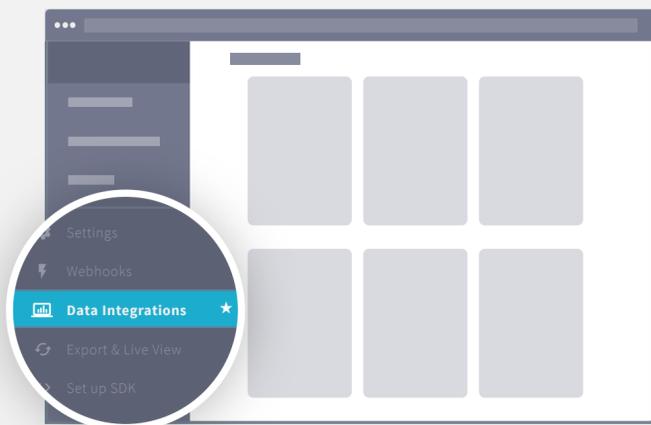


Start sending Branch's powerful deep link and organic attribution data to Mixpanel in three easy steps.

## How do I get started?

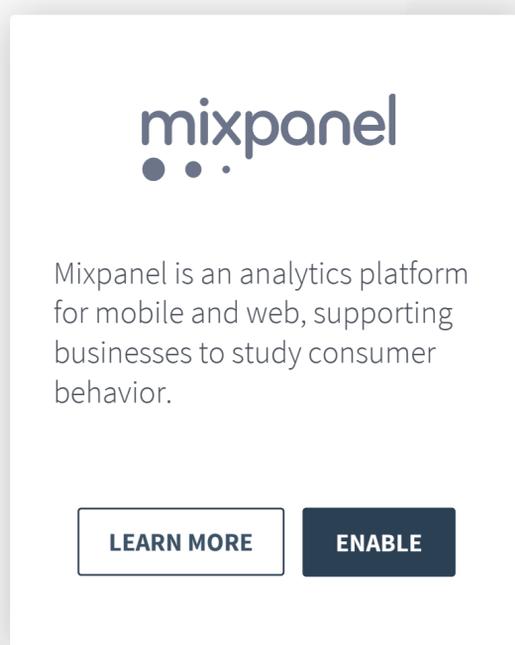
1.

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



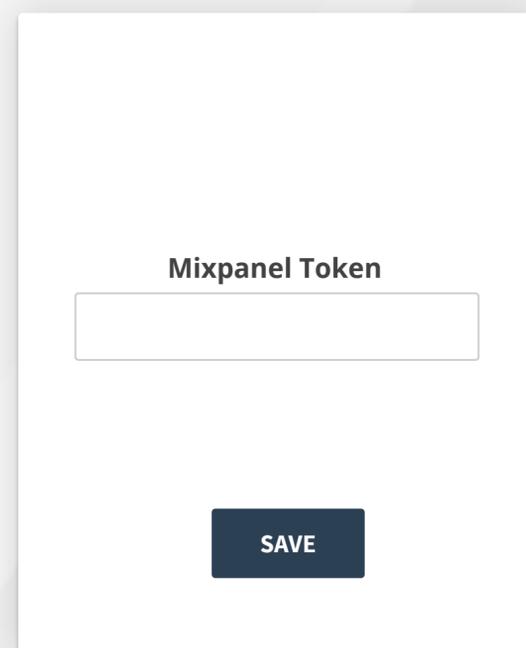
2.

Click 'enable' on the Mixpanel card.



3.

Enter your Mixpanel 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