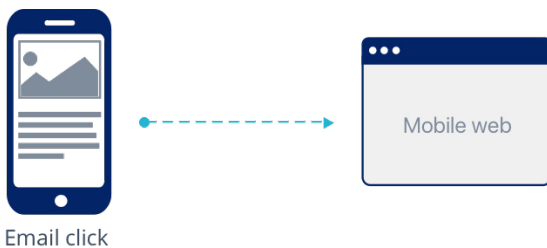# Increase Conversions and Purchases from Email

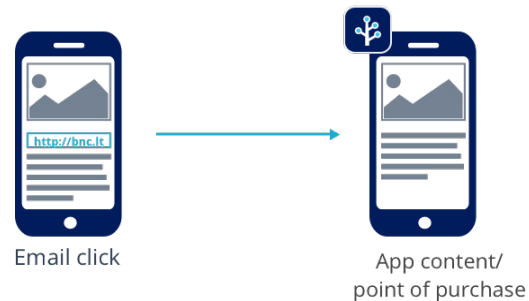## Getting mobile users to your app is simple.

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Emails are Broken

Currently, email clicks on mobile send users to the web where context is lost and the customer experience is broken.

WITHOUT DEEP LINKING

Email click → Mobile web

BRANCH DEEP LINKED EMAILS

http://bnc.lt

Email click → App content/ point of purchase

- Customer not logged in
- Slower user experience
- More likely to bounce

- Customer always logged in
- Improved customer experience
- Higher conversion results

Harness the Value of App Users

↑ **285%**

PRODUCT VIEWED
Users engage with products more in apps.

↑ **6X**

CLICK-TO-PURCHASE
Instacart significantly increased their click-to-purchase by deep linking to the app.

↑ **11%**

ORDER VALUE
App customers spend more on every purchase.

Current Integration Offerings:

ORACLE® RESPONSYS   **SAILTHRU**   **SendGrid**   **appboy**   **salesforce** marketing cloud

Don't see your provider here? Email accounts@branch.io and we'd be glad to onboard them.
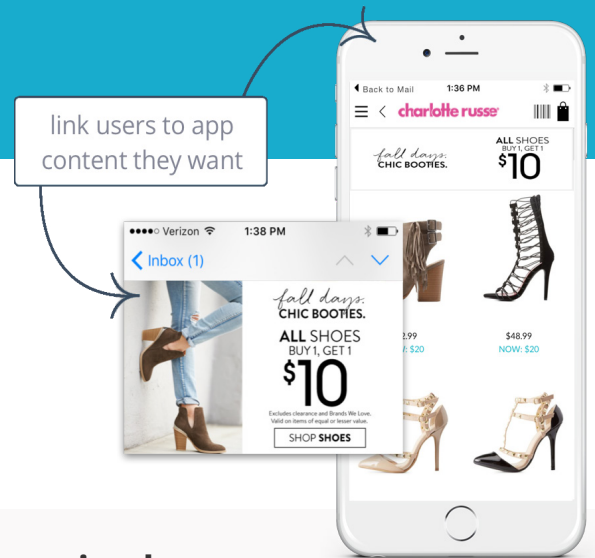
App Engagement at Scale

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Understand and analyze app install and engagement attribution from email.

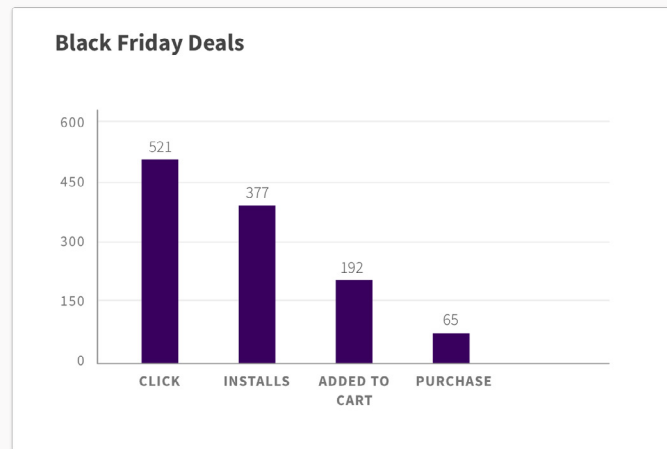link users to app content they want

How Does it Work?

In your ESP's dashboard, a simple script automatically converts your regular email links to deep links.

- Quick one time setup
- Works with dynamic personalization
- Scalable to any number of emails and links

Gain New Insights into your In-App Conversions in the Branch Dashboard

View campaign-level conversions all the way from email, to app, to purchase.

Black Friday Deals

Metric	Value
CLICK	521
INSTALLS	377
ADDED TO CART	192
PURCHASE	65

Increase Revenue & Drive Engagement from your Emails

Branch offers a two week free trial period for Deep Linked Emails.

$0.02
/per click

Deep Linked Email Revenue Calculator

Contact our team at accounts@branch.io to estimate your ROI from using Deep Linked Emails.

650.209.6461 | branch.io | @branchmetrics