

# Journeys™ Web to App Marketing



Personalized experiences that drive conversions

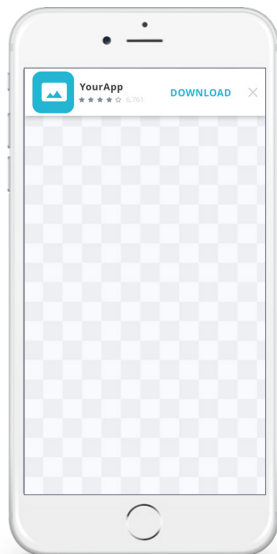
## Your App is Your Most Important Channel

Compared to mobile web, apps perform better across a variety of metrics.

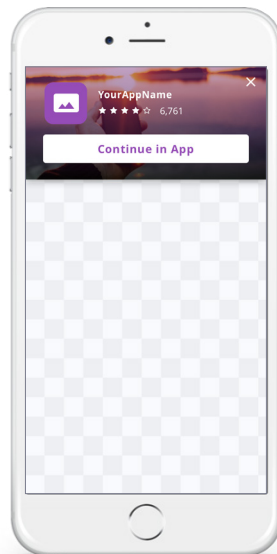


Top brands drive 20-40% of app installs from mobile web.

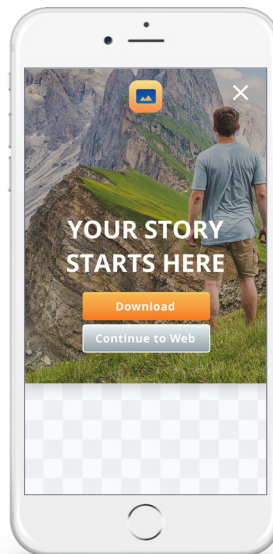
## Convert Web Visitors with Personalized Experiences



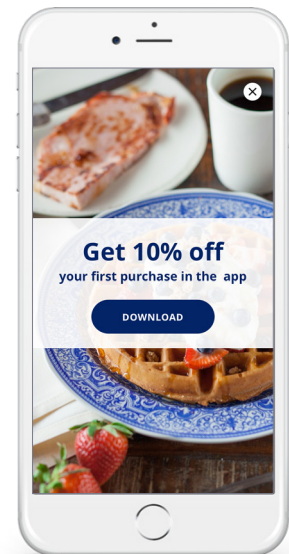
Smart banner



Quarter-page banner



Half-page banner



Full-page interstitial



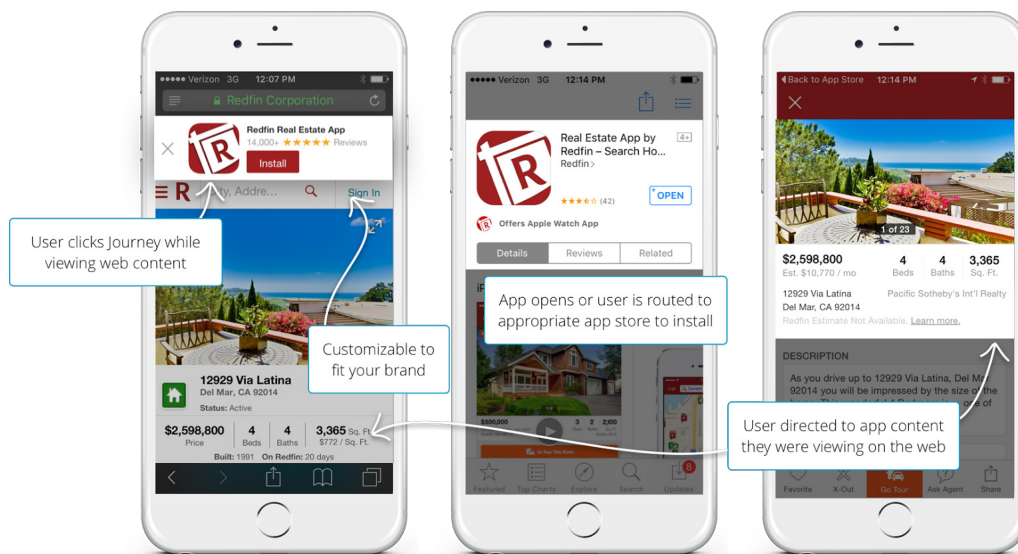
## Target Custom Audiences

Segment user groups based on whether the app is installed, web and app visit history, referring source, and more.

Example: **iOS users in the US** who have **opened your app less than 2 times**

## Improve Retention and App Engagement by 2x

Deep link Journeys to specific app content.



Sign up on your dashboard to create your first Journey today or contact [accounts@branch.io](mailto:accounts@branch.io)

## Quality Installs at Low Cost

Convert mobile web users into app users at a fraction of the cost of traditional paid channels.

Product	Monthly Mobile Web Visits	Price per Month	Cost Per 1k additional visits
Smart Banner for Startups	20k or fewer	\$ 0	N/A
Premium Journeys	20k or fewer	\$ 59	\$ 2.95
	200k or fewer	\$ 199	\$ 1.00

More than 200,000 monthly mobile web visitors for Premium Journeys? Contact us at [accounts@branch.io](mailto:accounts@branch.io).

Branch Metrics provides the most complete deep linking technology for brands to create an optimized mobile user experience that drives growth, conversion, and engagement. With Branch's deep linking, attribution, and analytics solutions, app content becomes searchable, shareable, and easy to integrate into marketing channels like email, SEM, and advertising. Branch is the only deep linking solution that supports all existing mobile app platforms and standards. Learn more at [branch.io](http://branch.io) or follow us on Twitter @branchmetrics.