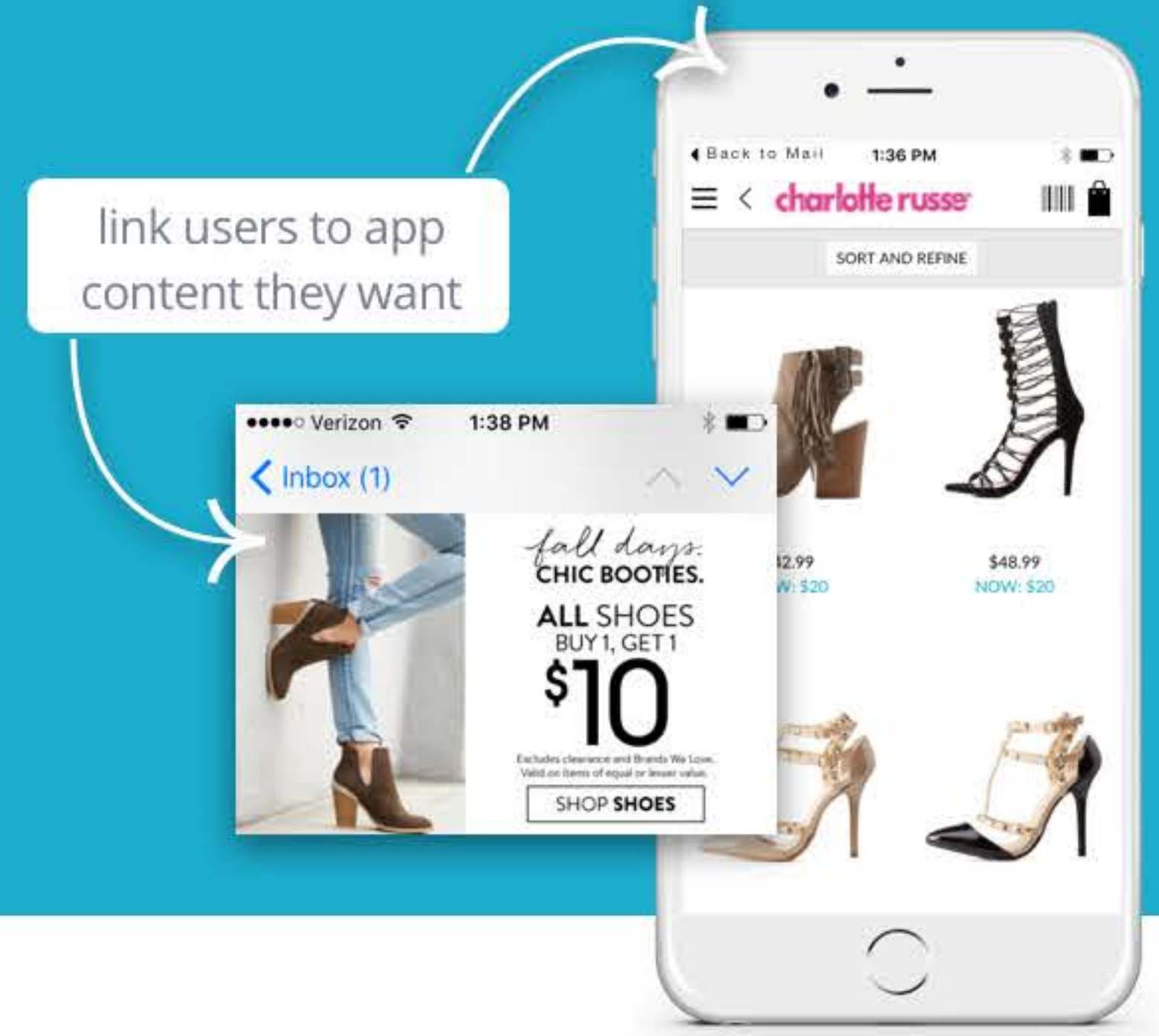


Increase Conversions and Purchases from Email

Today, **70% of emails are opened on mobile** and apps generate **three times higher revenue per user** than mobile web experiences. However, traditional email marketing takes users to mobile web rather than the app resulting in lost opportunities.

Branch's partnership with Oracle Responsys allows you to automatically convert your email links into deep links that take users directly to app content on mobile devices, while maintaining the same web experience for desktop and mobile users without the app.



Benefits of Apps vs. Mobile Web

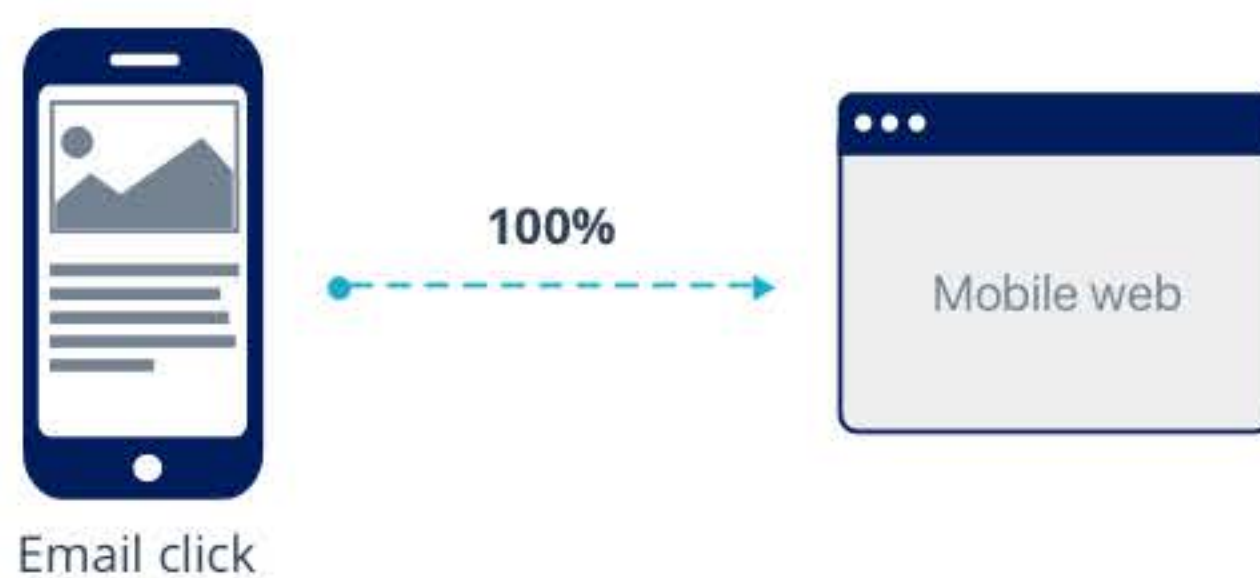


How It Works

'Deep linking' gives consumers the optimal experience by linking them to specific app content. Branch is the most robust and commonly used deep linking platform. Branch allows companies to easily deep link from their marketing emails and measure the click, open, and in-app conversions.

Branch's Email Experience

WITHOUT DEEP LINKING:



BRANCH:



Email us before June 30 at responsys-setup@branchmetrics.io and we'll even set up your account for you (it's easy, we just want to help).

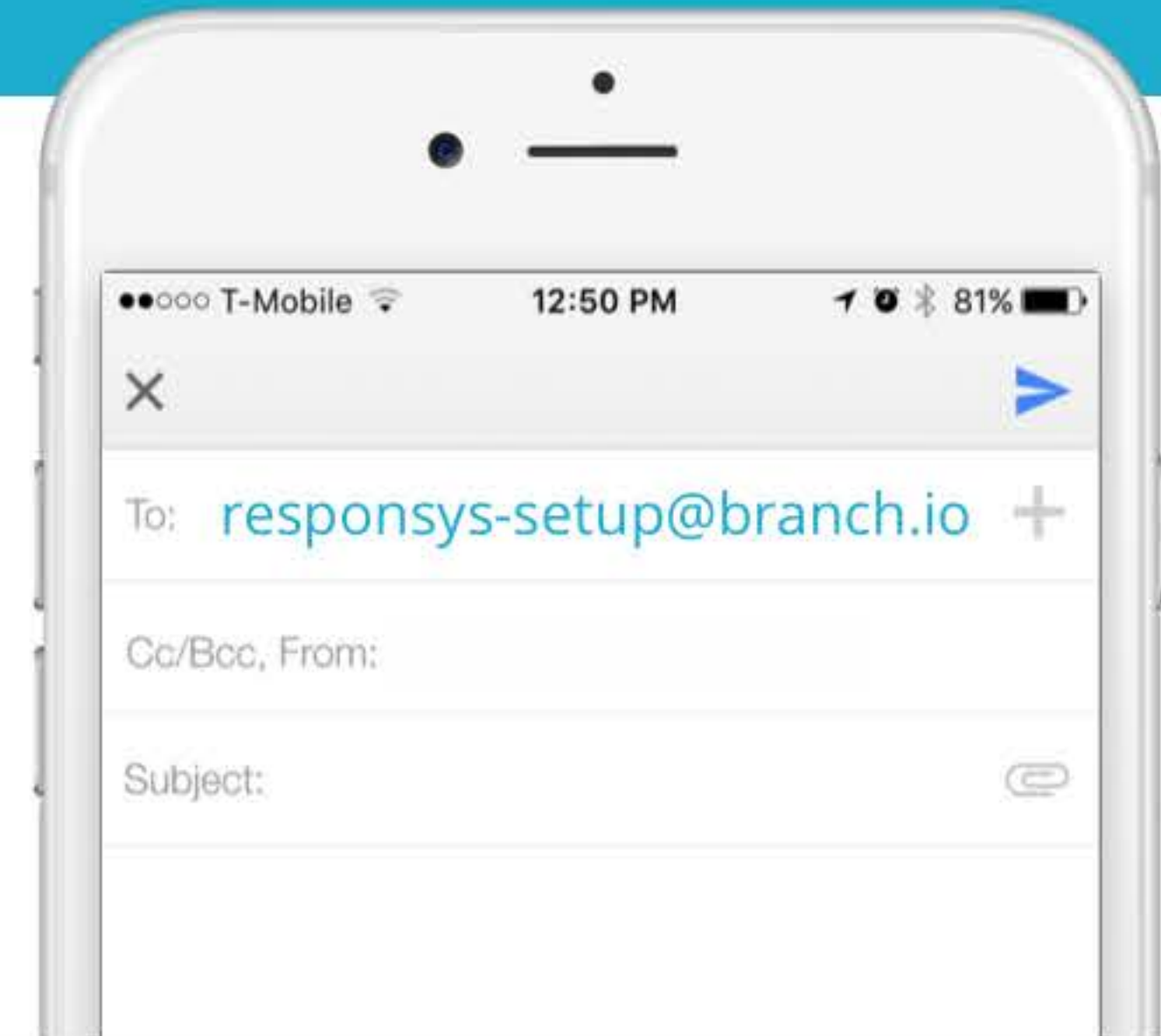
App Engagement at Scale

branch

With Branch and Oracle Responsys, improving app marketing email performance is simple

Easy to implement and set up

Contact us at responsys-setup@branch.io to get started



In your Oracle Responsys dashboard, a simple script converts your regular email links to deep links

- Integrates into your existing workflow
- Works with dynamic personalization
- Scalable to any number of emails and links



Gain new insights into in-app conversions in the Branch dashboard



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 or follow us on Twitter @branchmetrics.