



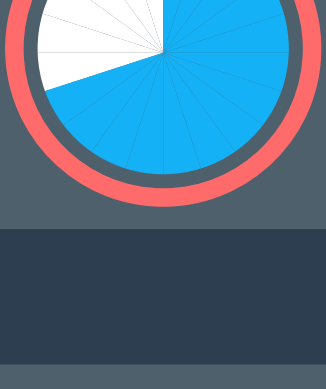
3x YOUR MOBILE CONVERSION RATES WITH DEEP LINKING PARTNERSHIPS

Deep linking was a game-changer for the web, but it's a novelty in the app world. Ensure a seamless deep linking user experience with Impact's TrueLink™. We handle all the complexity so you can enjoy the payoffs without the hassle.

RELEVANT TRENDS



A growing percentage of transactions are conducted **IN THE APP**



70% of mobile transactions occur in-app, and in-app's share of transactions has increased by

22% YoY¹

IN-APP CONVERSION RATES ARE 3x HIGHER than mobile web

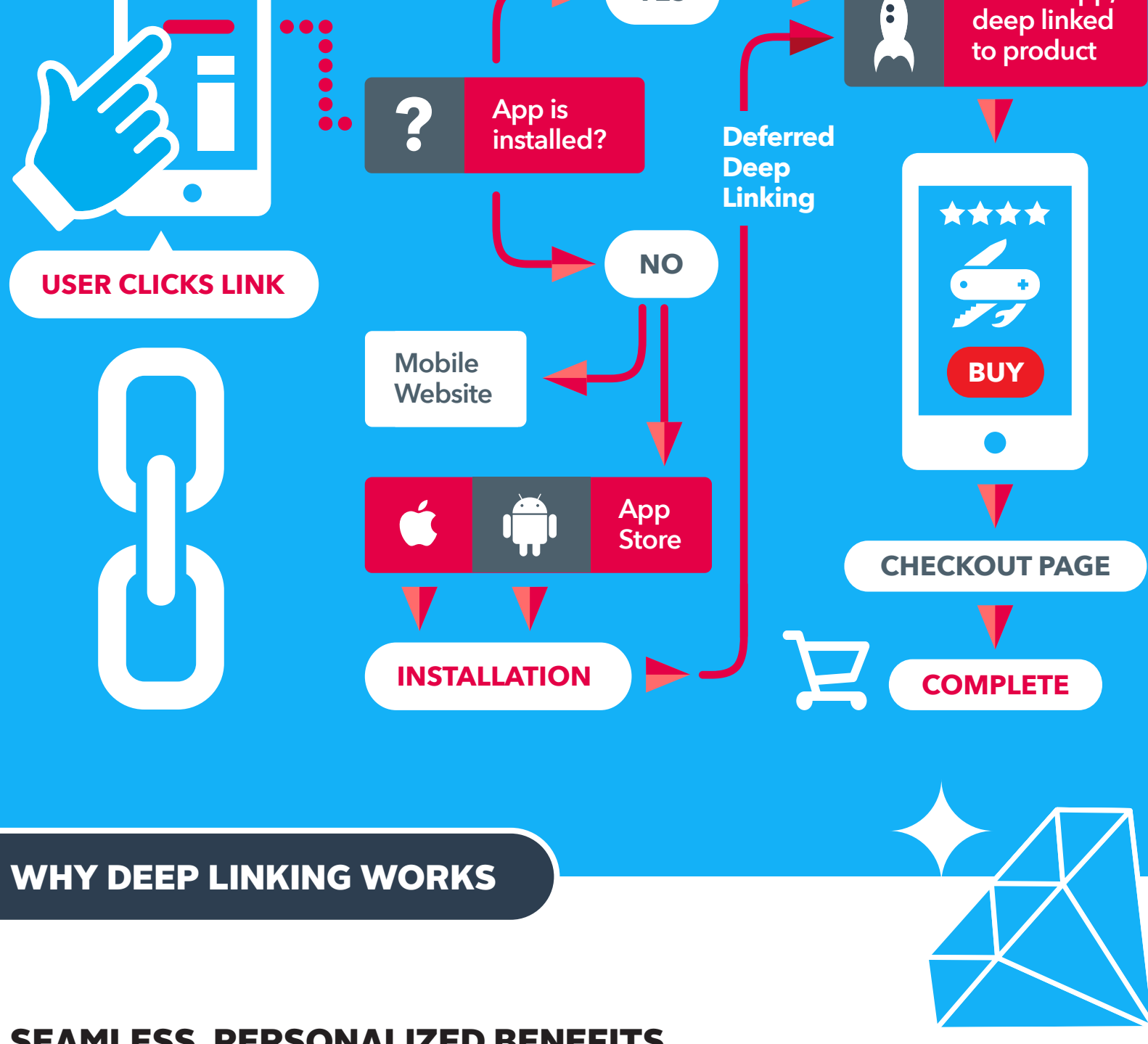
App engagement is becoming just as much the focus as app user acquisition



Customers just expect mobile links to work – they have no patience for broken pipes

CUSTOMERS PREFER THE APP EXPERIENCE OVER MOBILE WEB

WHAT IS MOBILE DEEP LINKING?



WHY DEEP LINKING WORKS

SEAMLESS, PERSONALIZED BENEFITS

Deep linking technologies like TrueLink provide a seamless, personalized experience into the app. Studies show:

↑ 18% INCREASE in install-to-booking rate for a hotel aggregator app²

↓ 16% DECREASE in cost per install for a hotel aggregator app²

7.8x INCREASE

in sharing of in-app content links for a major classifieds app²

INSTALL →

103% INCREASE in install-to-purchase behavior for a major e-commerce player³

ADDITIONAL BENEFITS

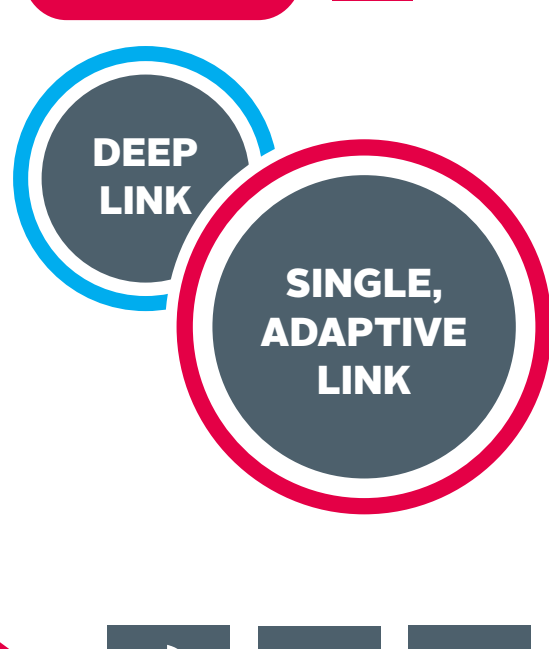
- Accurate tracking enables you to understand the consumer journey.
- Maximize conversion rates by sending users to the most relevant location on your app.
- Exceed revenue goals by bringing them to your app, where they tend to spend:

140% more per transaction and purchase → **2x more frequently**

DON'T LET THE WORDS "DEEP LINKING" FOOL YOU

Deep linking the user to a specific page in your app isn't required to enjoy performance gains via TrueLink. After all, maybe you only sell one product.

TrueLink still provides tremendous benefit because a single link from your partner adaptively takes you:



- to the app, where there's a higher chance to convert →
- or to your mobile website if your app isn't installed → <https://www>
- or even to your app store download page →

WHERE SHOULD YOUR PARTNERS USE TRUELINKS?

In short, everywhere on mobile!



Use TrueLinks on:

- Web and in-app links
- Display banners
- Paid search ads
- Paid social posts
- Newsletters
- Influencer posts
- SMS marketing

Basically, use TrueLinks any time you could be reaching the user on a mobile device!

¹ Criteo. Global Commerce Review: United States, Q1 2018

² Branch. Better Results for Mobile eCommerce

³ Branch. Prolific Webinar: Building an Effective Mobile Growth Stack