



Deep Linking with Lyf

Link Types & Behaviour

There are multiple deep link types supported in Lyf, and they will behave in different ways depending on where they are clicked and the state of the app installation on the phone.

Deep Link Type	Example	Desktop click	Phone Click		Notes
			App NOT installed*	App installed *	
Custom Scheme	<code>lyfapp://li.nk/beat?id=36094</code>	not clickable	not clickable	Opens desired content in app	This is added as it is required by Branch for some links
Universal Link	<code>https://www.lyfapp.com/beat?id=36094</code>	Opens Lyf homepage	Sends user to Apple App Store / Google Play Store	Opens desired content in app	This is the standard deep linking supported by Android & iOS
Branch Link	<code>https://lyfapp.app.link/seeing_a_marrried_man</code>	Opens Lyf homepage	Takes user to App Store / Play Store. After app has installed, takes user to desired content in app (deferred deep linking)	Opens desired content in app	Requires links to be generated on Branch service including metadata containing the desired <i>Universal Link</i>

* The installed version of the app must be able to handle deep-links. Previous versions of Lyf which do not handle deep-linking will have the same behaviour as not having the app installed at all.

Our Universal Links

Our universal links will open specific content in the app. These links must conform to a certain format to work in the app.

The format is: `https://www.lyfapp.com/{action}?{parameter1} &{parameter2}`
i.e. `https://www.lyfapp.com/beat?id=36094` will open the beat with id=36094 in a `JourneyDetailController`.

Link Action:

- `beat`
- `filter`

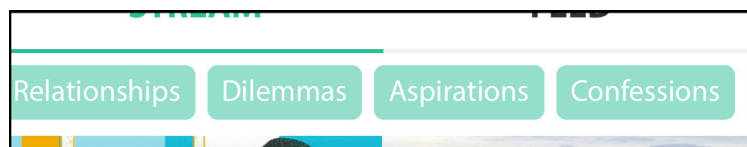
Parameters:

- For a **BEAT** link:
 - Must specify the JourneyId with `id={journeyIdNumber}`
 - Can optionally specify a starting post with `post={postNumber}`
- For a **FILTER** link: Must specify the filter type with `filter=`. Possible values are:
 - `filter=all`
 - `filter=following`
 - `filter=new`
 - `filter=welcome`
 - `filter=categories`

If it's a `categories` filter, a second parameter must specify the category name with `category={name}`:

- `filter=categories&category=relationships`

The category name must be an exact match to one of the categories listed in the app (but lowercase).



For example, `relationships` is correct, but `relationship` will not work

Putting it together

[Putting parameters together](#) -- Parameters start with a `'?'`. Multiple parameters are separated by an `'&'`

So, putting it all together: `https://www.lyfapp.com/{action}?{parameter1} &{parameter2}`

For examples, see the test cases below.

Some Test Cases for Universal Links (metadata for Branch Links)

Test case	Link
Go to certain beat	www.lyfapp.com/beat?id=1234
Go to certain post in a beat	www.lyfapp.com/beat?id=1234&post=2
Beat does not exist	www.lyfapp.com/beat?id=12384646544
Post does not exist	www.lyfapp.com/beat?id=1234&post=76855335189654
Select 'all' filter on 'Stream' tab of Home	www.lyfapp.com/filter?filter=all
Select 'following' filter on 'Stream' tab of Home	www.lyfapp.com/filter?filter=following
Select 'new' filter on 'Stream' tab of Home	www.lyfapp.com/filter?filter=new
Select 'welcome' filter on 'Stream' tab of Home. Upcoming feature, not yet supported	www.lyfapp.com/filter?filter=welcome
Select 'Relationships' filter on whatever tab ('Stream' or 'Feed') is active	www.lyfapp.com/filter?filter=categories&category=relationships
Select category filter that does not exist	www.lyfapp.com/filter?filter=categories&category=nonexistent

Suggested in our [GitLab issue ticket](#)

1. www.lyfapp.com/beat?id=32930 **Losing it ain't easy.**
2. www.lyfapp.com/beat?id=36094 **Seeing a Married Man**
3. www.lyfapp.com/beat?id=77278 **Tales of the warrior**
4. www.lyfapp.com/beat?id=103620 **Becoming eco friendly***
5. www.lyfapp.com/beat?id=93026 **Fathering the Flock***
6. www.lyfapp.com/beat?id=110145 **Healing from emotional wounds***
7. www.lyfapp.com/beat?id=95406 **Ramped Anxiety...lotsa reasons***
8. www.lyfapp.com/beat?id=104100 **Therapy diary***

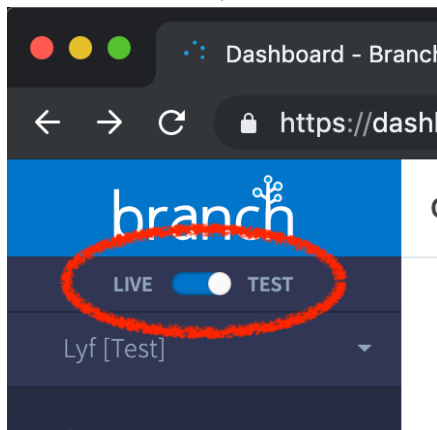
* not available on Demo API

Deferred Deep Linking with Branch

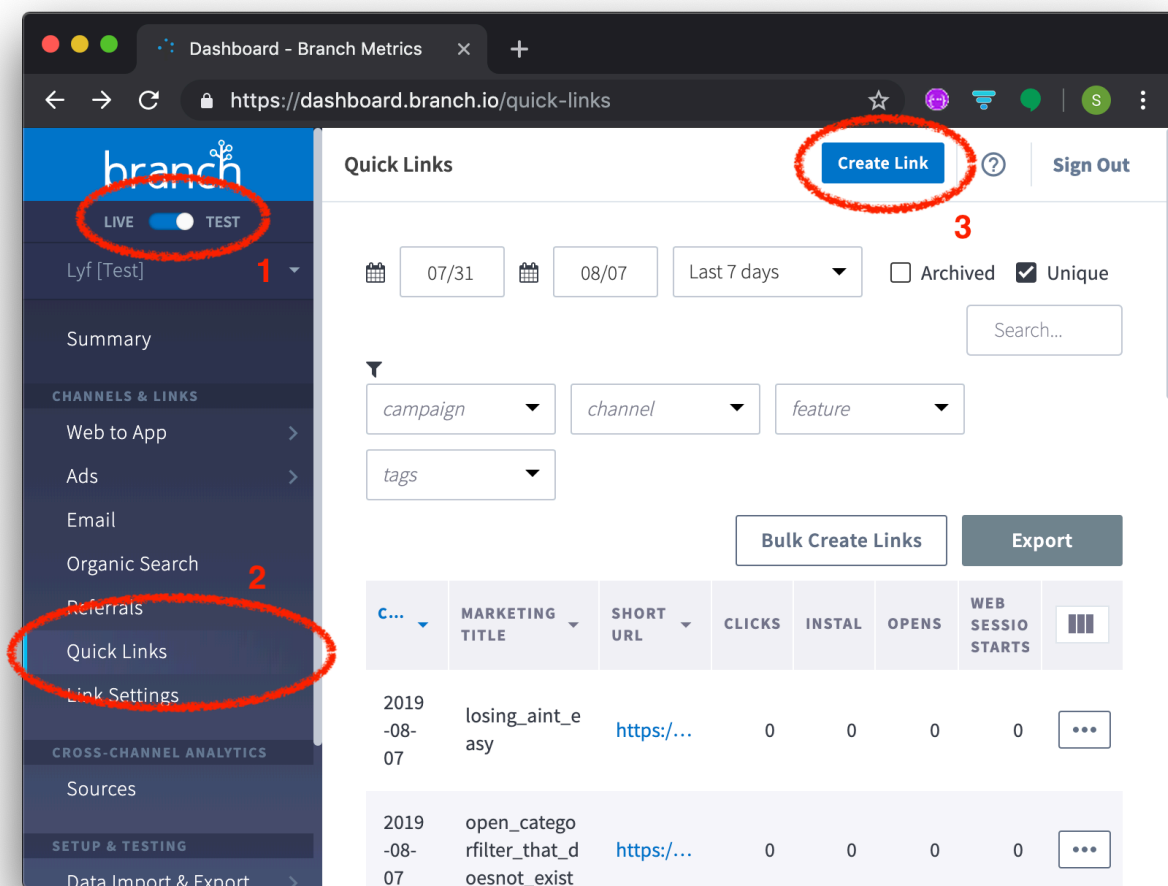
Using the Branch deep linking service, we can send a user to specific content within the app, whether they have the app installed or not! For this to work, the links must be created within the Branch service. This is typically done through the Branch Dashboard (but can also be done through their API).

Branch Link Creation - Step 1

Select the correct environment for link creation, either **TEST** or **LIVE**. The **LIVE** environment should only contain links used in the production environment to avoid inadvertent linking



The following steps are reached through the following menu options:



Branch Link Creation - Step 2

- **Name** of the link will appear on the Branch website when the user follows the link on desktop.
- **Web URL** is the Universal Link as defined below. The main element to get correct is: `{action}?{parameter}` part (in this case `/beat?id=36094`).
- **utm_source** this can be used to track campaign type (email, Facebook, Instagram) if desired.
- **utm_campaign** can be used to track a campaign by name

The screenshot shows a web browser window with the address bar displaying `https://dashboard.branch.io/quick-links/qlc/de...`. The page title is "Quick Links". A progress bar at the top indicates three steps: 1. Define (completed), 2. Configure Options (current step), and 3. Validate & Share.

Name your link ⓘ

*This field is required

Optional

Is there a web URL that corresponds to this link?
If so, we'll grab app link and social info from it and assign url to \$canonical_url. [Learn more.](#)

✓ **LINK MAGICALLY CONFIGURED FROM WEB URL**

Where will you post this link? (utm_source) ⓘ

What campaign is it part of? (utm_campaign) ⓘ

What feature will you use this link for? (utm_medium) ⓘ

At the bottom, there are three buttons: "Cancel", "Create Link Now", and "Configure Options" (highlighted in blue).

Branch Link Creation - Step 3

- **Link name** The link name can be changed to anything you want here! Something related to the content for example.
- **Data** - Add an extra field with Key = `$deeplink_path` and Value = `{action}?{parameter}` the same as in the `$canonical_url`. The App will preferentially use this field first and use the `$canonical_url` as a fallback.
- **\$og_type** is populated here by default. This is the Facebook OpenGraph **type** and can just as well be deleted, or changed to `*applink`

The screenshot shows the 'Quick Links' dashboard in a web browser. The URL is `https://dashboard.branch.io/quick-links/ql...`. The dashboard has a progress bar with three steps: 1. Define (completed), 2. Configure Options (current step), and 3. Validate & Share. Below the progress bar, the link preview shows `lyfapp.app.link/` followed by a text input field containing `this_is_the_link_name`. A note below the input field states: `*You cannot change this once you create your link`. Below the link preview, there are four tabs: `DEEP LINKING` (selected), `REDIRECTS`, `ANALYTICS TAGS`, and `SOCIAL MEDIA`. The `DEEP LINKING` section is titled 'Where should the user be taken within your app?' and includes a subtitle: 'Define the data that you would like to send to your app for contextual deep linking.' Below this, there is a table with two columns: 'Key' and 'Value'. The table contains three rows: 1. Key: `$og_type`, Value: `website`. 2. Key: `$canonical_url`, Value: `https://www.lyfapp.com/beat?id=360`. 3. Key: `$deeplink_path`, Value: `beat?id=36094`. Each row has a minus sign icon to its right. Below the table is a button labeled '+ More Data'. At the bottom of the dashboard, there are two buttons: 'Back' and 'Create Link Now'.

Key	Value
<code>\$og_type</code>	<code>website</code>
<code>\$canonical_url</code>	<code>https://www.lyfapp.com/beat?id=360</code>
<code>\$deeplink_path</code>	<code>beat?id=36094</code>

Custom Scheme URLs

The app also supports a custom URI Schema `lyfapp://` which would look like: `lyfapp://{any host}/{action}?{parameter}` There needs to be some sort of made up host name, I suggest `li.nk`.

i.e. `lyfapp://li.nk/beat?id=36094` would open beat 36094 in the app

Testing Deep Links

For iOS, the suggested method is to create a note (in the app “Notes”) of links to tap.

For our purposes, emailing this list to your iOS test device is a better test.

For Android, emailing a list of links to your test device works well

A table of links for testing is given below:

Description	Universal Link	Branch Link	Custom Scheme
Open Beat “Losing Ain’t Easy”	https://www.lyfapp.com/beat?id=32930		lyfapp://li.nk/beat?id=32930
Open Beat “Losing Ain’t Easy” to post 2	https://www.lyfapp.com/beat?id=32930&post=2		lyfapp://li.nk/beat?id=32930&post=2
Open a Beat that does not exist	https://www.lyfapp.com/beat?id=12384646544		lyfapp://li.nk/beat?id=12384646544
Open Beat “Losing Ain’t Easy” to a post that doesn’t exist	https://www.lyfapp.com/beat?id=32930&post=76855335189654		lyfapp://li.nk/beat?id=32930&post=76855335189654
Open with all filter	https://www.lyfapp.com/filter?filter=all		lyfapp://li.nk/filter?filter=all
Open with following filter	https://www.lyfapp.com/filter?filter=following		lyfapp://li.nk/filter?filter=following
Open with new filter	https://www.lyfapp.com/filter?filter=new		lyfapp://li.nk/filter?filter=new
Open with welcome filter. This filter doesn’t exist in current build	https://www.lyfapp.com/filter?filter=welcome		lyfapp://li.nk/filter?filter=welcome
Open with relationships category filter	https://www.lyfapp.com/filter?filter=categories&category=relationships		lyfapp://li.nk/filter?filter=categories&category=relationships
Open with category filter that doesn’t exist	https://www.lyfapp.com/filter?filter=categories&category=nonexistent		lyfapp://li.nk/filter?filter=categories&category=nonexistent