

O TUNE URX

Deeplinking: A fundamental change in the mobile app ecosystem



Intros

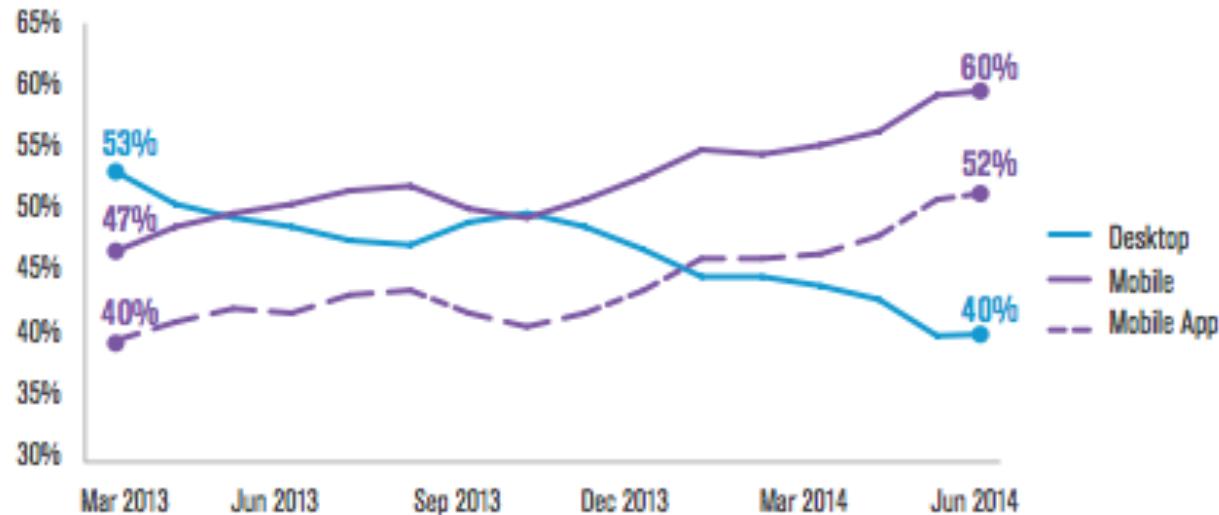


Why Deep Linking Matters

52% of Digital Time is Spent in Apps

Share of U.S. Digital Media Time Spent by Platform

Source: comScore Media Metrix Multi-Platform & Mobile Metrix, U.S., March 2013 - June 2014



Source: ComScore

However Apps Create Challenges



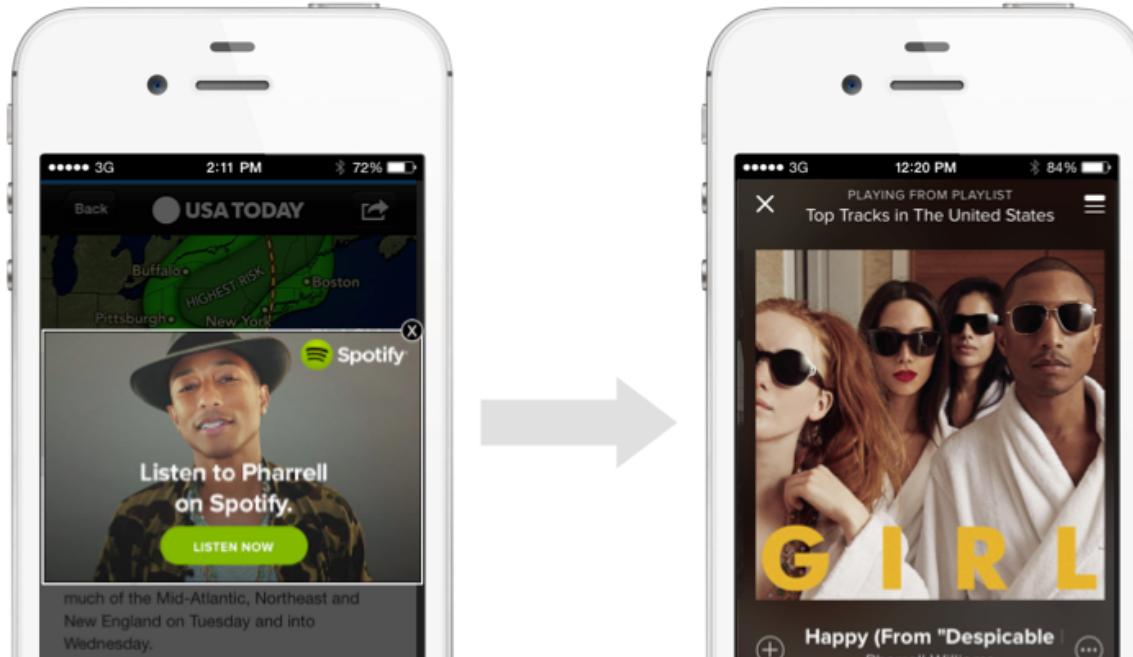
Source: xkcd

“Imagine a web without URLs.
That’s what the mobile app world looks like now”

- *VentureBeat*

What is Deep Linking?

- Linking to a specific part, page, or state of a mobile app
- Sends the user to a richer mobile experience



Example Web vs Deep Link URL

Link to a particular product on your website:

<http://www.gilt.com/product/123>

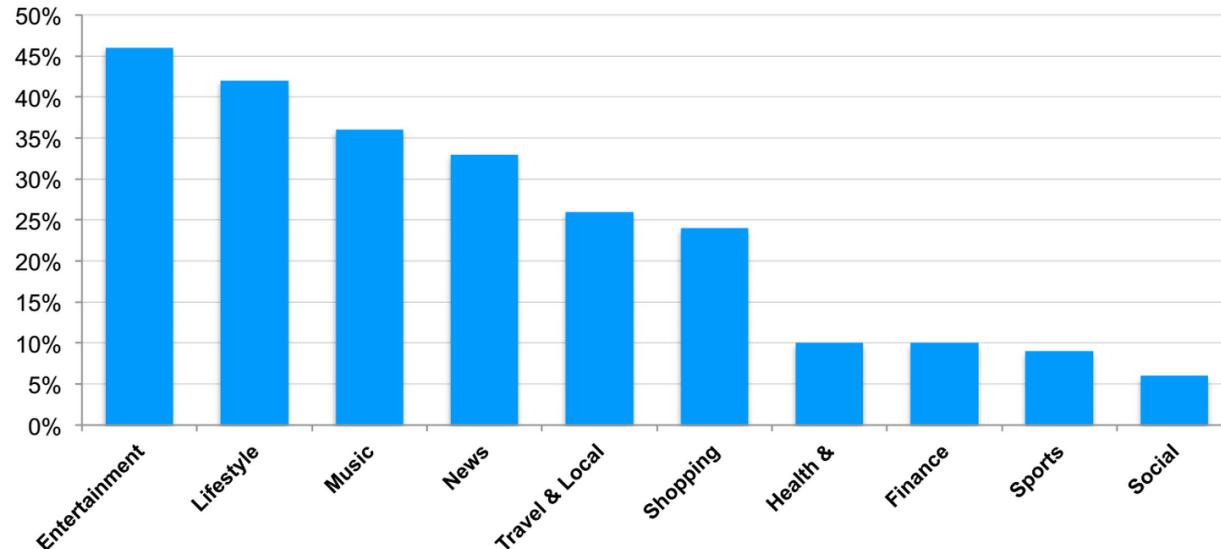
Link to a product screen in your mobile app:

<gilt://product/123>

Industry Adoption Early but Growing

22% of the Top 200 apps use deep link tags today

Percentage of the Top 200 Apps with Deep Link Website Tags (by Vertical)



“Deep linking is quickly shifting from feature
to requirement for context critical apps”

- *Grand St*

Current Deep Linking Landscape



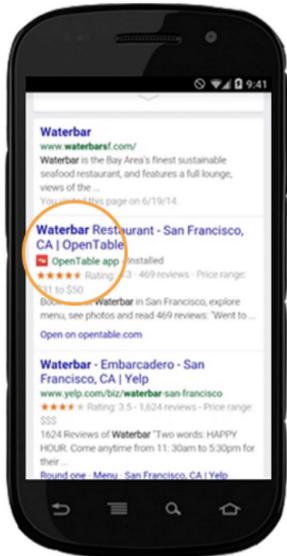
Source: URX Blog, "Deepscape 1.0", June 25, 2014

Tech Giants Driving Adoption



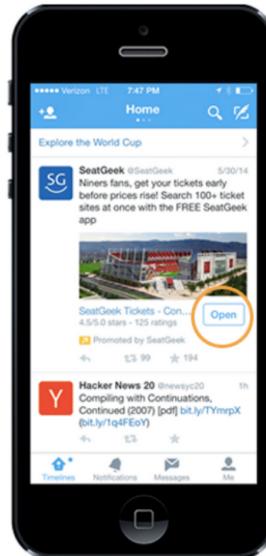
App Indexing

Deep links to your app appear in Google search results

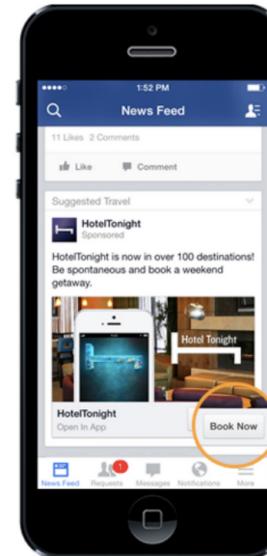


Deep links in cards

Open links from your Twitter stream in an app

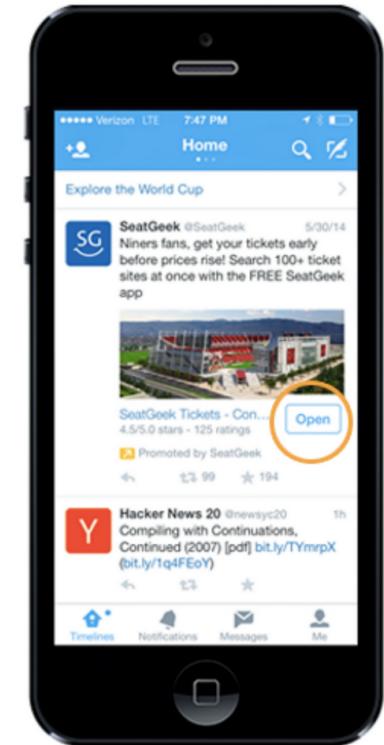


Link from one App Link-enabled app to another



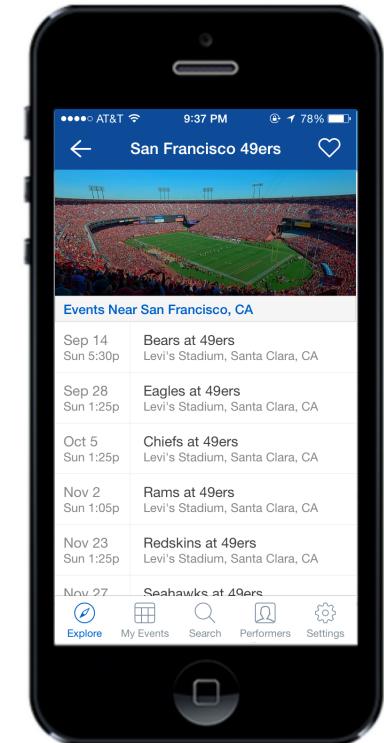
Twitter cards close the loop between app content, app discovery & app downloads

- Announced in April 2013, Twitter deep-link card tags are older than Google's App Indexing tags or Facebook's App Links tags
- Users tap one link to either view content directly in your app, or download your app
- Twitter's mark up tags have the highest adoption rate among the top apps



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Google prioritizing App Indexing

Expect us to most aggressively make sure that App Indexing happens and information is available and easily accessible across devices. People are looking for the most relevant answer, which in certain cases happens to be the app.

- *Q&A during Google earnings call (Q2 2014)*

Apps that use Facebook App Link tags can deep link to each other



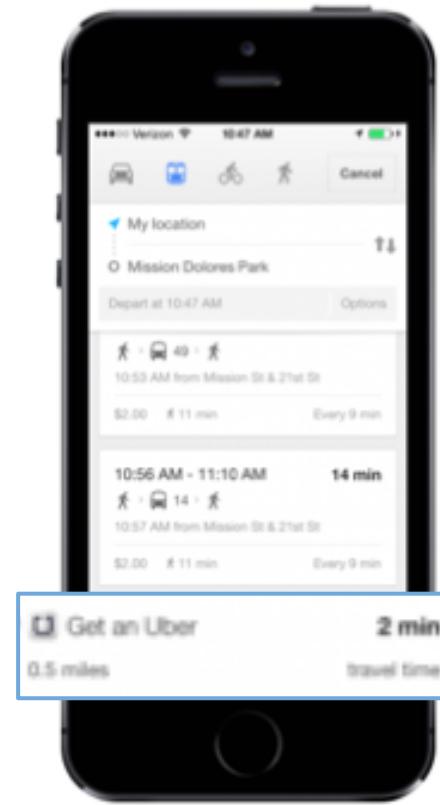
- Create seamless links from one App Link-enabled app to another
- Advertisers can use App Links in mobile ads through Facebook's Preferred Marketing Developers program - Introduced at F8 2014

“It’s an open, cross-platform solution for app-to-app linking that gives you the tools you need to expose deep links in your app or to link out to others.”

- *App Links site*

Deep links enable app partnerships

- The Uber integration with Google Maps is a great example of creating a relevant & seamless experience



“Each mobile app is it’s own silo... App discovery is broken; app content is locked within each app, and each app creates its own ‘walled garden’, in a way.”

- *Taylor Davidson*

Implementing Deep Links

3 Steps

1. Enable deep links in your app
2. Expose your deep link structure
3. Link user to the right location

Enabling deep links

- Involves creating a custom URL scheme, registering it with the OS, and mapping routes to destinations
- App developers should be able to set up deep links relatively easily
- Open source resources can help developers enable deep links (e.g. Turnpike, mobiledeeplinking.org, etc.)

Exposing deep links

- Easiest method is adding html meta tags to the <head></head> of your website
- These tags map the content on your web pages to content within your app, which helps other apps & websites find your app content

App Links iPhone tags

```
<meta property="al:ios:app_store_id"  
content="456788990" />  
<meta property="al:ios:url"  
content="sample://page1" />
```

App Links iPad tags

```
<meta property="al:ipad:app_store_id"  
content="234788990" />  
<meta property="al:ipad:url"  
content="sample://page1" />
```

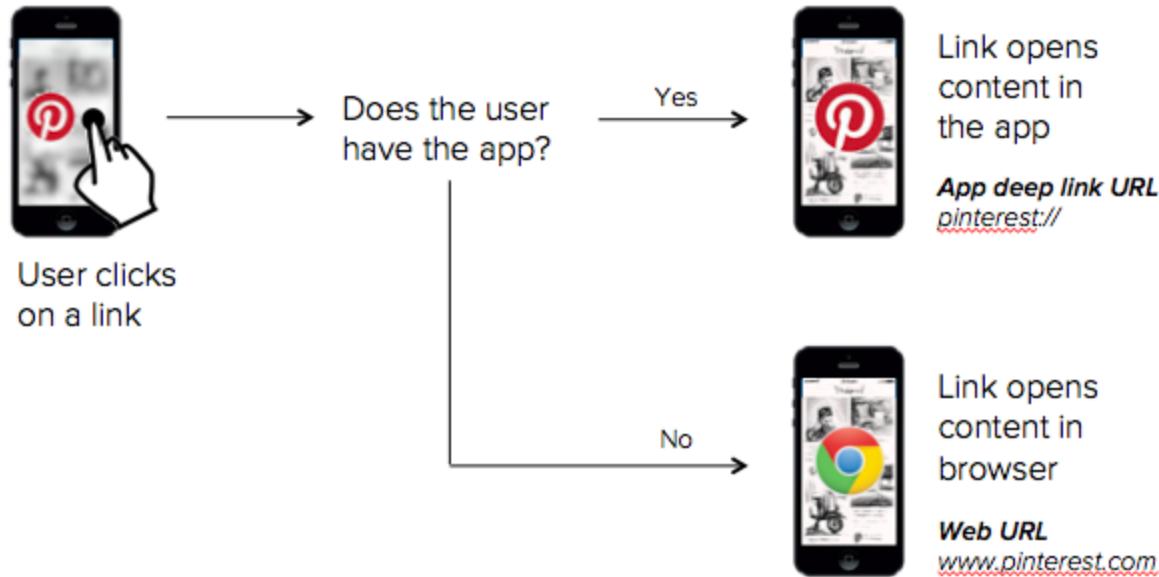
App Links Android tags

```
<meta property="al:android:package"  
content="com.sample.android" />  
<meta property="al:android:url"  
content="sample://page1" />
```

App Links Windows tags

```
<meta property="al:windows_phone:url"  
content="sample://page1" />  
<meta property="al:windows_phone:app_id"  
content="12345678-1234-1234-1234-12345678  
9012" />
```

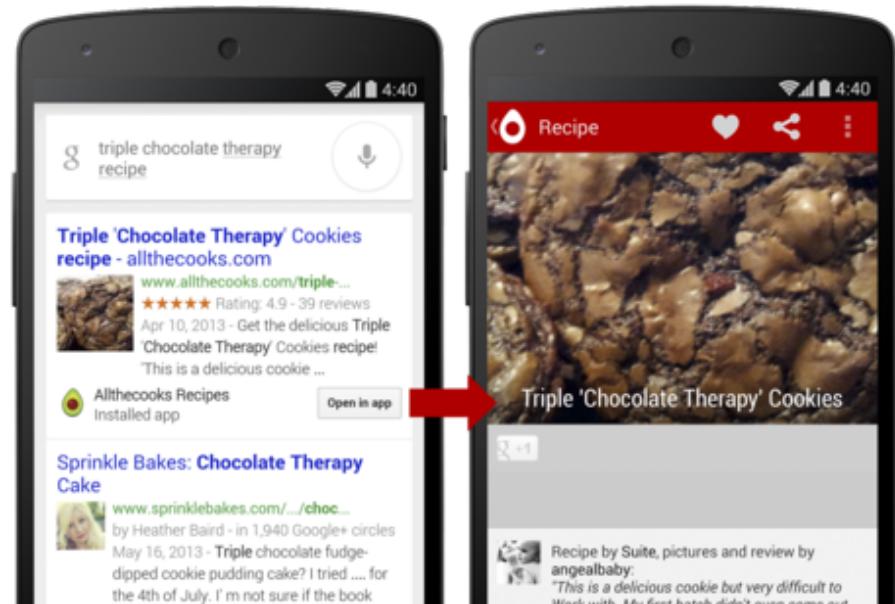
Link user to the right location



Deep Linking Best Practices

Improve User Experience

- Remove obvious steps.
- Fill in known information.
- Make them do as little as possible.
- Send them to relevant screen in-app.



Increase Conversion Rates

- Just as relevant of content as if were a web page and not in-app.
- Limit the steps between Call-to-Action (CTA) and the offer as much as possible.
- Ideal: do everything but hit the “buy it now” button for them.



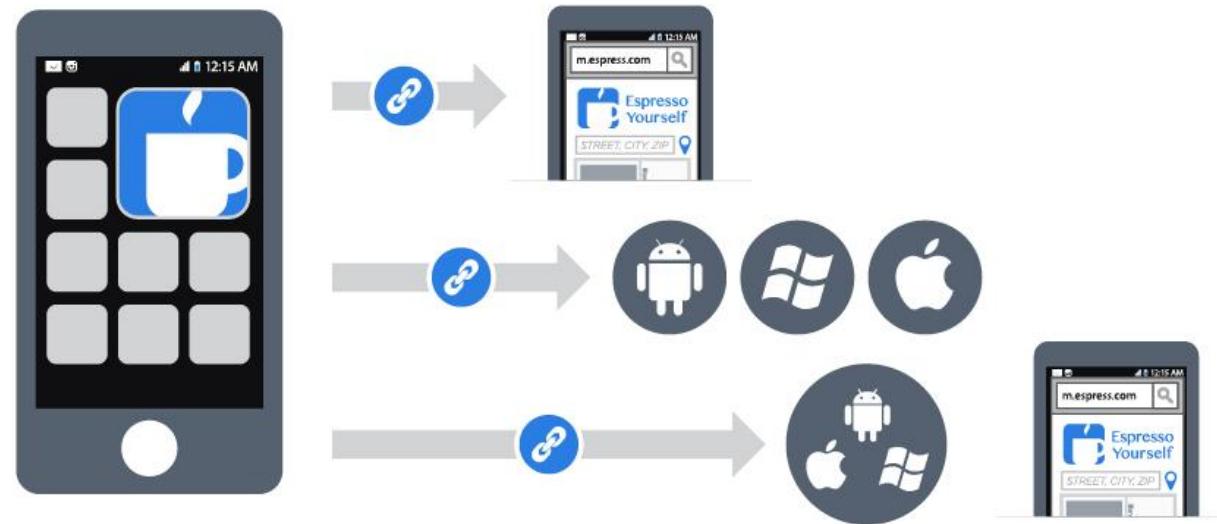
Targeted Advertising

- Target users with specific ads to re-engage them.
- Measure events for targeting data.
- Send event data to ad partners for targeting.



Deep Links for Advertising

Users can easily find & view to app content because app developers have enabled deep link discovery.

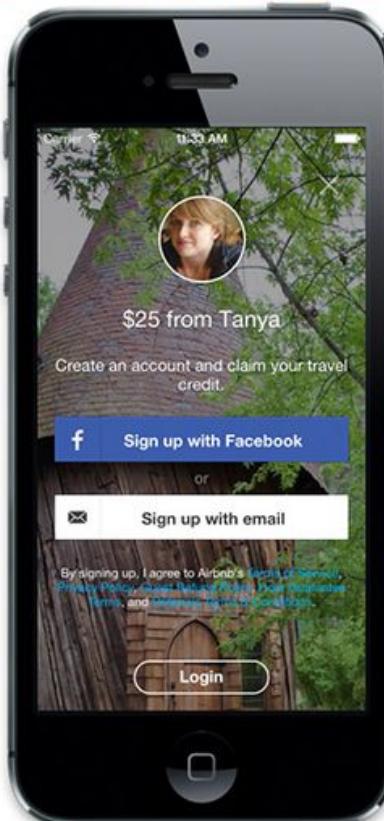


Deep links for User Acquisition campaigns

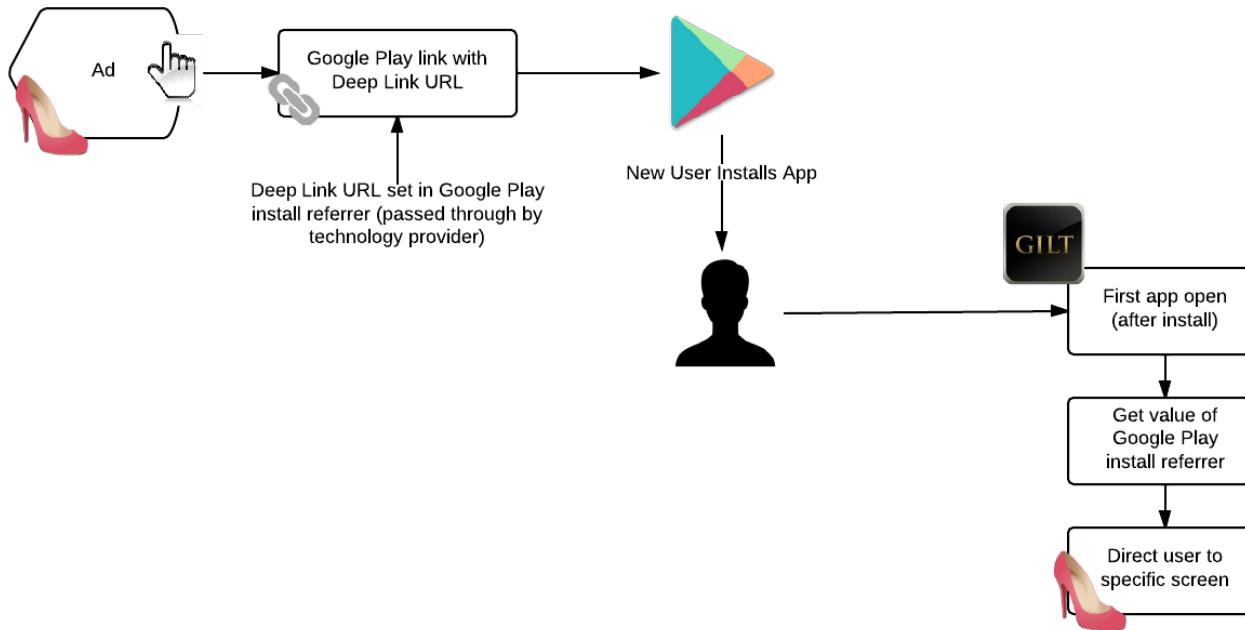
Deferred Deep links using Referral



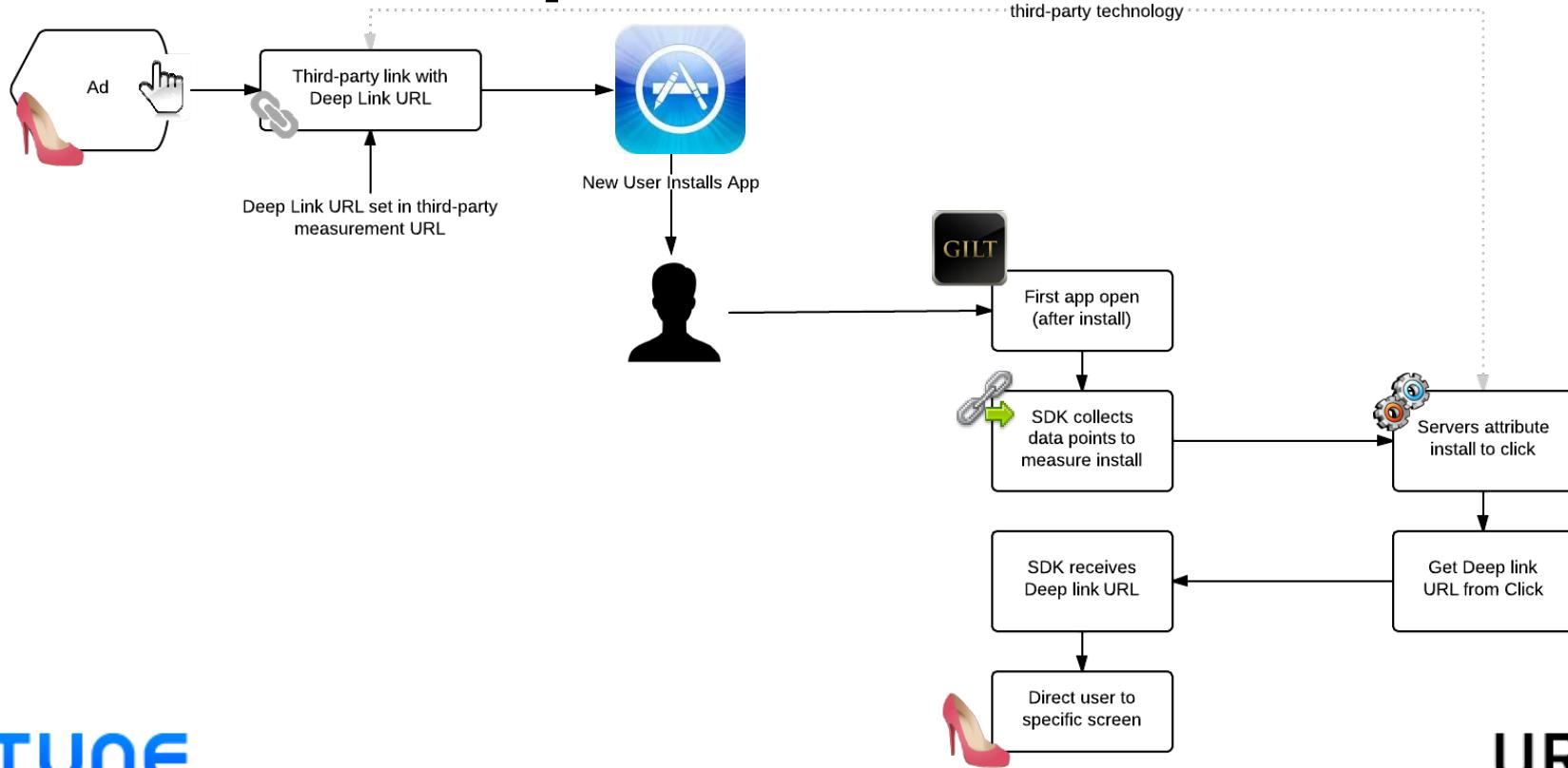
VS



Deferred Deep links with Google Play



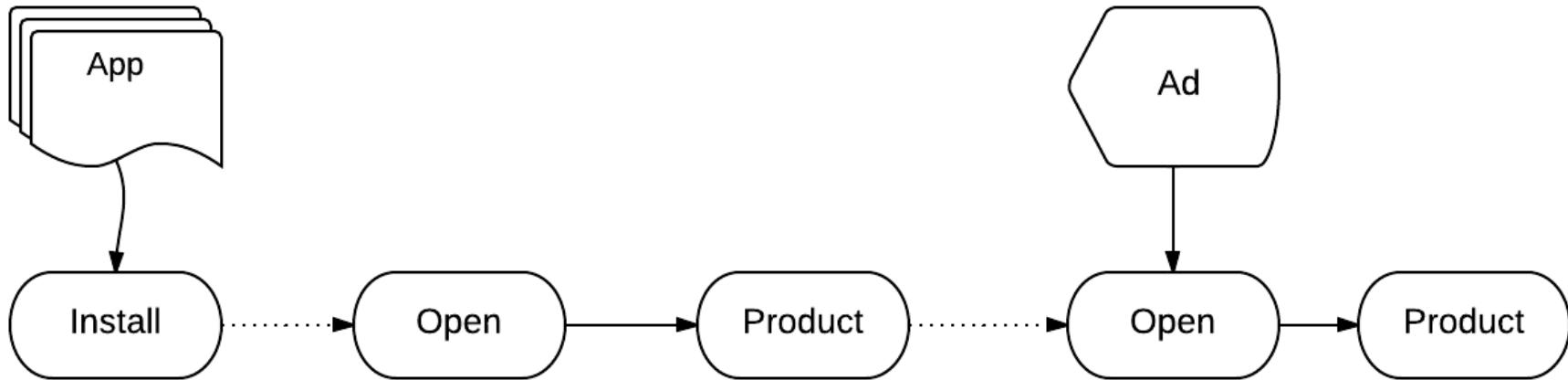
Deferred Deep links with iTunes



Deep links for Re-engagement campaigns

Deep Links for Re-engagement

Deep links typically used to re-engage, re-target, re-market to existing users of the app.



Routing Parameters

If app has a corresponding website, it is recommended that syntax for the app match the URL structure on the website.

- Web URL

<http://www.gilt.com/category/women/handbags>

- Deep Link URL

<gilt://category/women/handbags>

Routing Parameters

Query string is optional, and might be used if to pass specific value, like a product ID.

- Web URL

<http://www.gilt.com/women/handbags/?id=1059962437>

- Deep Link URL

<gilt://category/women/handbags/?id=1059962437>

Routing Parameters

Third parties append additional metadata to the routing parameters, so it's important that your app can handle this use case.

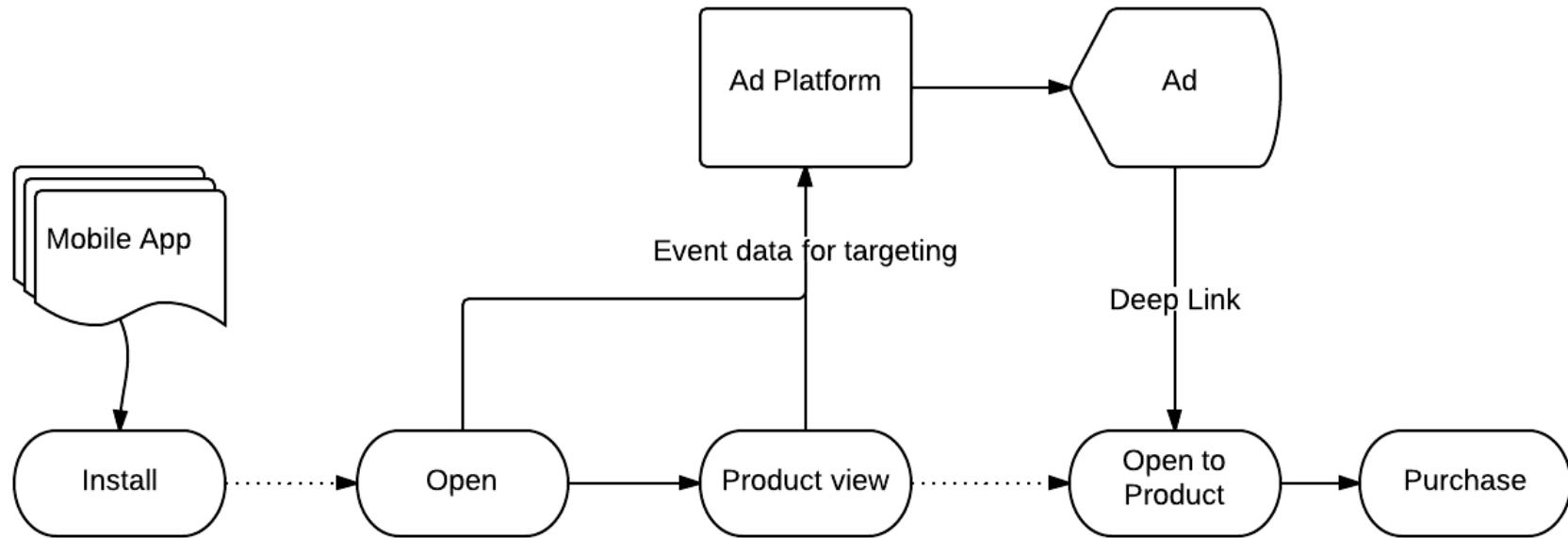
- gilt://category/women/handbags?click_id=100000001
- <gilt://category/women/handbags?publisher=Adwords>

Attribution for Re-engagement

- Attribute determined on app open from deep link.
- 1:1 accuracy.

	ENGAGEMENT	CONVERSION	GOOGLE PLAY	Apple iTunes/App Store
Attribution Method	Click	Event		
<i>Google Install Referrer</i>	View	Event		
	Click	Event	YES	YES
<i>Identifier Matching</i>	View	Event	YES	YES
	Click	Event		
<i>Fingerprint Matching</i>	View	Event		
	Click	Event		
<i>Open URL w/ Click ID</i>	Click	Event	YES	YES
	View	Event		

Re-targeting with Deep Links



Popular Types of Campaigns

- People who did or didn't use the app recently
- People using a specific app version
- People who took a specific action in the app
- People who searched or viewed a specific product in the app

Shared library > Audiences >
New remarketing list

Create a list of people who have recently visited your website or mobile app. Before you create a list, you need to place a remarketing tag across your website or mobile app. [Learn more](#)

Remarketing list name

Enter a name for your list

Web or app Websites
 Mobile apps

Who to add to your list

People who did or didn't use an app recently

People who used this app:

Select

Define your list by how recently people used the app

Recently used the app

Last used less than Days ago

Didn't use the app recently

Choose your own time period

Description

Optional

Save

Cancel

Check the "Policy for advertising based on interest and location" to find out which sensitive categories of sites or apps can't use remarketing, and what you need to add to your site's or app's [privacy policy](#).



Ads Manager

Account

Lucas Brown ▾

Create an Ad

Campaigns

Pages

Reports

Audience Insights

Settings

Billing

Conversion Tracking

Power Editor

Account History

Audiences

Help Center

App Ads Helper

Advertiser Support

Search your ads

Audiences

Reach the People Who Matter

Create and save audiences to reach the right people.

Custom Audiences

Connect with the people who have already interacted with your Page or App. You can create an audience from a Data File, MailChimp, or your Mobile App.

[Create a Custom Audience](#)

Lookalike Audiences

Reach new people who are similar to audience members based on people who like your Page, comment on your posts, or purchase your products.

[Create a Lookalike Audience](#)

Create Audience

Choose the type of audience you want to create on Facebook.

This process is secure and the details about your customers will be kept private.

**Data File Custom Audience****MailChimp Custom Audience****Custom Audience from your Mobile App****Custom Audience from your Website**

Top Ad Platforms for Re-targeting



Commerce



APPLOVIN



MobPartner
Global Mobile Performance Network

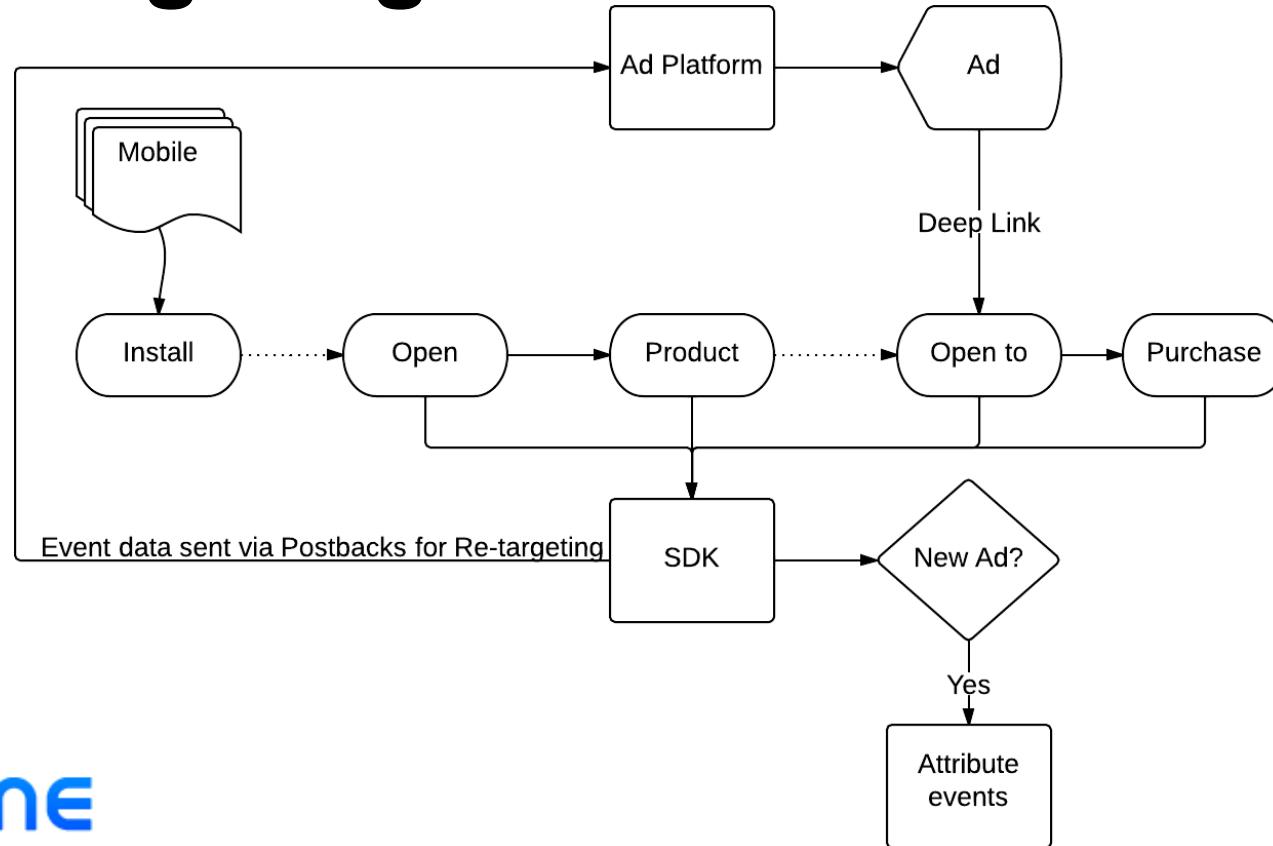
Mobvista.



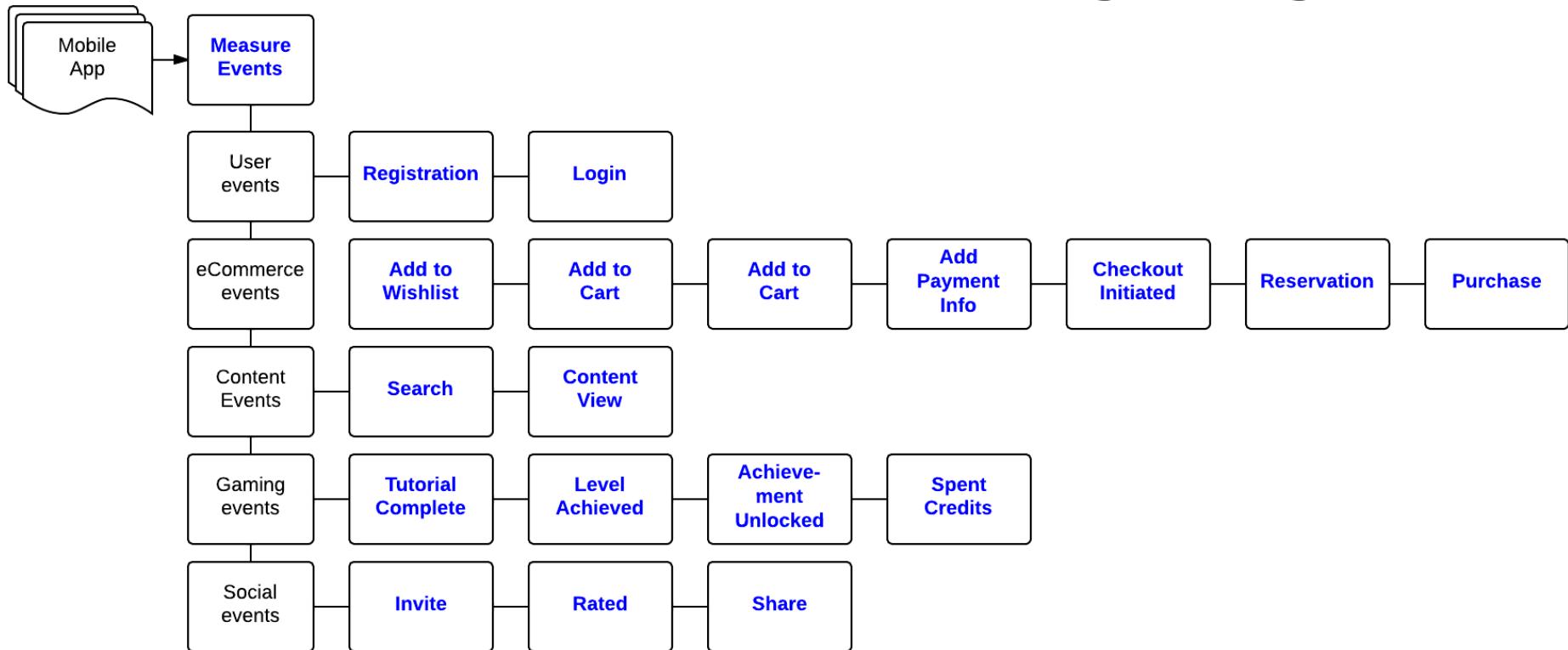
Google
AdWords

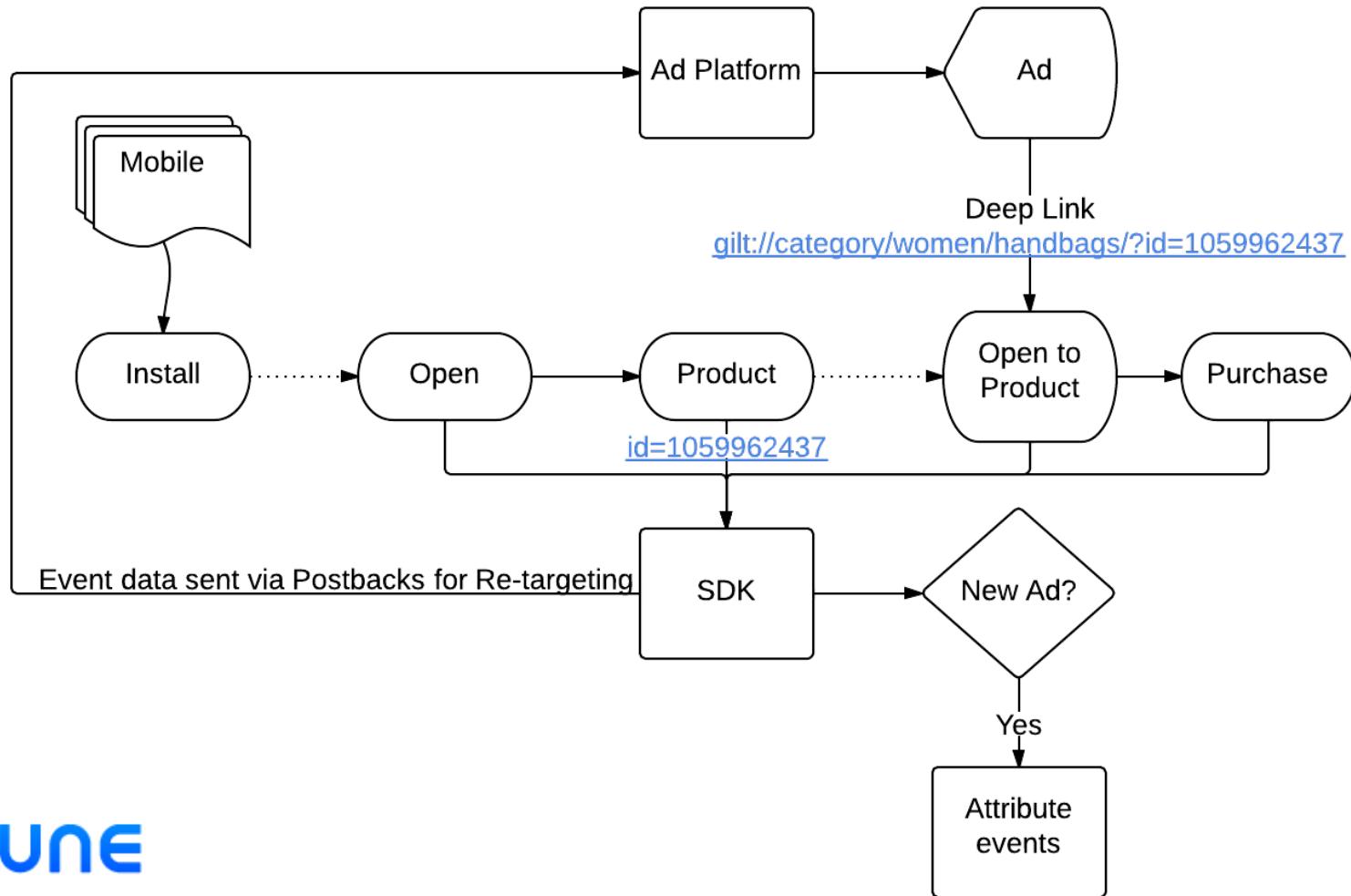
URX

Re-targeting with Event Data



Measure Events for Re-targeting





Questions

Time permitting