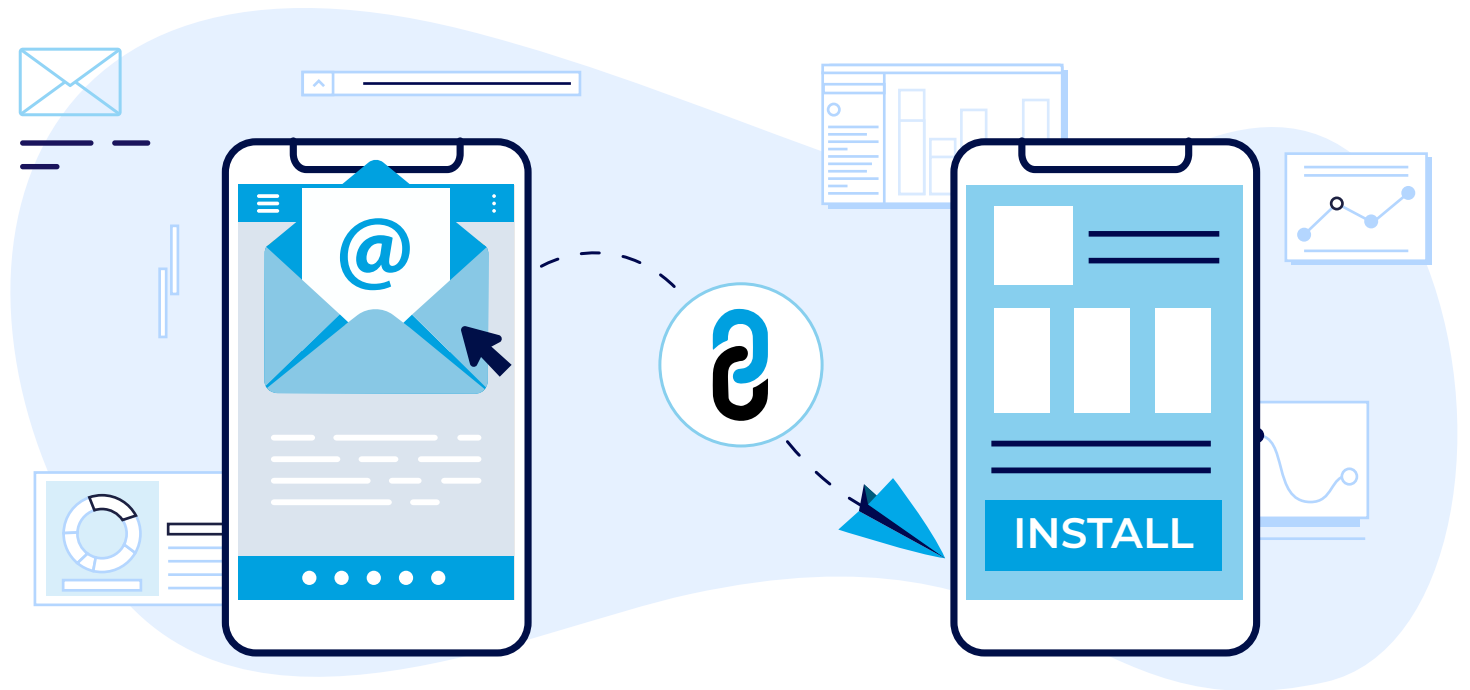AppsFlyer

Tired of broken mobile journeys and incomplete marketing measurement?

Introducing:
Seamless Email-to-Mobile App Experiences

INSTALL

Powered by:

OneLink

AppsFlyer's Advanced Deep Linking Solution

Turn your email owned media audience into your most loyal app users

Ensuring a smooth path to your app from your users' mobile email inbox is not easy, as mobile links are prone to breakage - causing disruptive user journeys and incomplete analytics. Integrating OneLink deep links into your email campaigns within your Salesforce Marketing Cloud® interface enables seamless email-to-app experiences, as well as complete attribution and analytics data required for campaign and ROI optimization.

OneLink customers Show higher ROI

OneLink deep linking technology is one of the most powerful tools in Letgo's marketing toolbox.

Adrian Sarasa, UA Director,

letgo

25%	**2.7X**	**2.1X**
CLICK-TO-INSTALL RATE	IN-APP PURCHASES	USER RETENTION
through frictionless email-to-app journeys	Users that click on deep links buy more frequently	Contextual delivery keeps users coming back for more

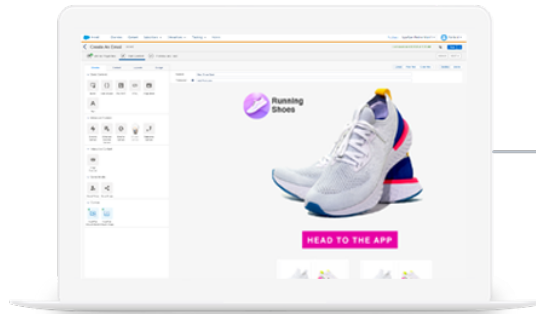*Source: Data from AppsFlyer customers using OneLink vs. customers using regular links*
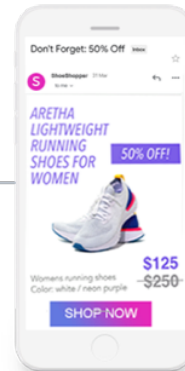
The end of your customers' broken email-to-app journeys.

salesforce marketing cloud

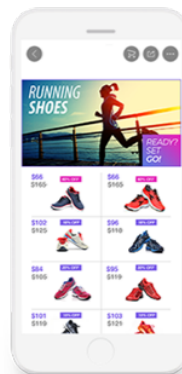### Email creation in Salesforce email studio
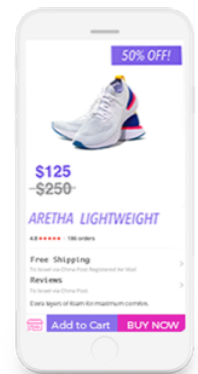
Mobile email

Regular link ✕

Onelink ✓

Mobile Web

Mobile App

Regular links limit marketers' ability to lead users to contextual mobile app destinations (deferred deep linking), often times leaving mobile users with a broken experience. Regular links also may not provide complete attribution measurement for mobile app users - reducing in-app adoption rates, in-app conversion and LTV.

Seamless deep linking & deferred deep linking solutions to ensure the optimal user journey across every digital touchpoint - increasing installs, revenue, and LTV.

The beginning of your mobile growth with complete measurement data and actionable insights.

Create the best email experience for your users

Frictionless user experiences spur higher intent and lift your bottom line. OneLink detects whether a user has already installed your app. Using deferred deep linking, OneLink generates a single powerful link to send new users to the appropriate app store first, followed by the optimal in-app destination after the app is installed. If a user has already installed your app, the link will open the right page directly in the app.

Design the perfect conversion path from your email to your mobile app

Taking users to contextually relevant destinations will create rich and meaningful in-app experiences to boost email conversions. AppsFlyer's app allows you to turn any call-to-action in your email campaigns - links, images and buttons - into a personalized experience using OneLink deep links via the native Salesforce Marketing Cloud® content manager interface.

Save time and effort using a single platform

Going forward, you now have the ability to manage your mobile deep links within a single platform in your Salesforce Marketing Cloud® account, and together with AppsFlyer's app bring new levels of efficiency into your email marketing. With a unified view of customer journeys and attribution data, you can gain actionable insights directly from AppsFlyer's dashboard, or export data on-demand to optimize your marketing growth.

Easy setup and seamless integration with Salesforce Marketing Cloud® - Email Studio

Install the AppsFlyer app from Salesforce AppExchange in just a few steps and you are all set. This will allow you to immediately integrate mobile deep links into your email CTAs directly from Salesforce Marketing Cloud®. Now you can start measuring performance using AppsFlyer's attribution and analytics platform based on your Salesforce campaign and email template naming and formats.

AppsFlyer

| AUDIENCE SEGMENTATION | EMAILS DELIVERED | EMAILS OPENS | EMAILS CLICKS | APP INSTALLS/ OPENS | APP EVENTS/ PURCHASES | MEASUREMENT & OPTIMIZATION |

email campaign metrics

mobile in-app engagement performance

Make better decisions every day based on real-time analytics

The world's leading data-driven marketers trust AppsFlyer for independent measurement solutions and innovative tools to grow their mobile business.

Use AppsFlyer attribution data and analytics for:

• Measuring your Email-to-Mobile App conversions

• Gaining visibility of the entire mobile user journey post email

• Leveraging mobile app behavioral data to improve audience segmentation for future engagement with loyal customers

Available on Salesforce AppExchange

Learn more >>

salesforce
PARTNER

available on
AppExchange

salesforce