



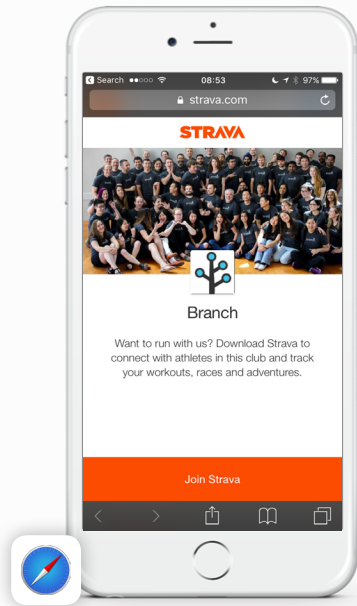
Strava uses Branch’s mobile optimized linking across every marketing and product channel to drive conversions to their premium service, save significant development time, and provide the best user experience.

PROBLEM:

As a mobile-first, social network for athletes, Strava sought to provide an optimal and unified user experience across all of their mobile marketing channels, platforms (iOS, Android, Desktop, etc.), and various product offerings. Knowing the difficulty associated with building these experiences in-house, they turned to Branch’s linking infrastructure to power their mobile needs. Strava saved thousands of development hours and saw immediate results from integrating Branch links across their app and marketing channels.

NEW PRODUCT LAUNCHES:

When Strava launched Clubs, a new feature to allow groups of all sizes to create a workout community, it used Branch to deep link users from web and social pages into the relevant club within the app. In the first three months, **12% of users who clicked on a Clubs link installed the app** across all marketing channels. Launching Clubs resulted in a 21% increase in the number of daily installs driven from Branch links.



DEEP LINKED EMAILS:

Strava noticed that users with the app that were engaging with their marketing emails were being routed to the mobile web, where engagement was significantly lower. To fix the problem, they turned to [Deep Linked Email](#) to easily add deep links to both Responsys and Sendgrid. Deep Linked Email allows users who have the app to instantly access activities, kudos, comments, and challenges in the Strava app from a single email click. With Deep Linked Email, Strava sees **41% of email clicks result in an app engagement.**

BUILDING IN-HOUSE
WOULD HAVE TAKEN OVER

20X

THE DEVELOPMENT TIME

75%

CLICK-TO-INSTALL RATE
FROM FACEBOOK ADS
OVER A TWO-WEEK PERIOD

41%

OF EMAIL CLICKS RESULT IN
APP ENGAGEMENT



Alex Macintosh, Product Manager, Growth



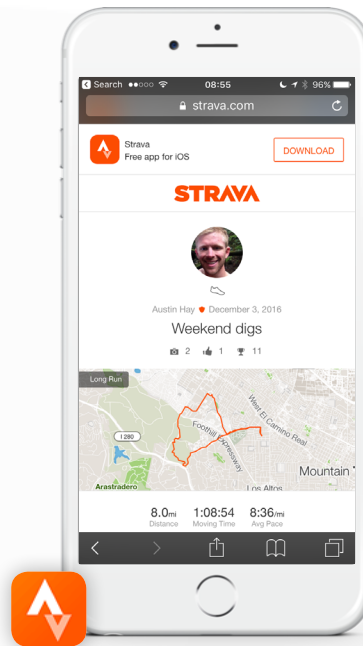
Strava takes an app-first approach to grow and stay engaged with our community of athletes. We strive to deliver the best possible user experience from the app, and partnering with Branch has allowed us to easily optimize user flows from almost every product and marketing channel, resulting in significant performance improvements across the board. Not only has Branch driven a large percentage of our installs, it has also enabled us to provide smooth user experiences across all of these channels to delight and retain users, all while saving us well over **20x the amount of development time it would have taken us to build these features in-house.**



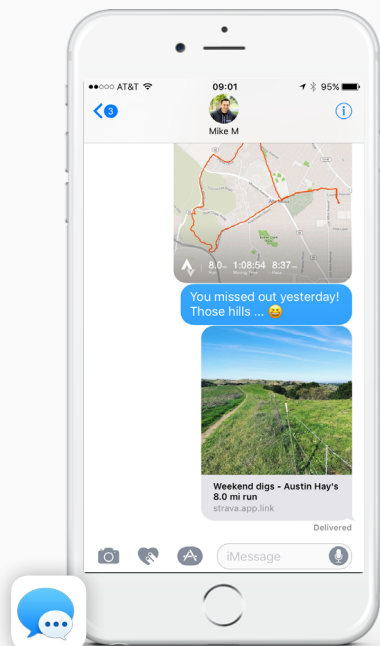
Strava uses Branch's mobile optimized linking across every marketing and product channel to drive conversions to their premium service, save significant development time, and provide the best user experience.

WEB TO APP:

Strava used a two-pronged approach towards converting their mobile website into a user acquisition channel for their app. First, they utilized a [Journeys smart banner](#) to inform web traffic that the same content they were viewing on the web was available in the app. Second, Strava replaced all of its standard web links with Branch links. Branch links carry the context of the user experience through install so they route users to the proper place inside the app. No matter where a users clicks on web, Branch links bring them to the same content in the app.



PRODUCT or MARKETING CHANNEL	USING BRANCH
Email Marketing	✓
Mobile Website	✓
Paid Ads	✓
Content Sharing	✓
Referral Programs	✓
Product Launches	✓
Social Media	✓



SOCIAL, SHARING, AND PAID:

Strava relies on Branch to power their viral growth from social marketing activities and referrals. If users invite friends via email, social, or SMS, a Branch link will take the new user to the exact content that was shared with them. Additionally, Strava uses Branch links in their paid acquisition channels to promote specific app content, such as challenges or marketing campaigns, that are specific to the audience being advertised to. In one example, by using Facebook Ads to promote Branch links to specific app content, Strava saw a **75% click-to-install rate over a two-week period.**

By trusting Branch as their linking provider, Strava is able to increase the number of channels where they can engage users with their app. Additionally, they know that users will receive the best mobile user experience, regardless of the marketing channel, platform, or device. With Branch's build-in attribution and analytics, Strava can confidently compare all of their organic and paid acquisition channels to continually optimize their overall mobile marketing strategy.