

Boxed increases mobile revenue by 54% with seamless web-to-app and email-to-app user journeys

Boxed, an online and mobile retailer delivering grocery and household products in bulk, leveraged Branch as the foundation of its cross-platform user acquisition and retention strategies. With Branch, Boxed is able to power seamless web-to-app and email-to-app journeys that their customers deserve and expect. In response to the company's continued investment in its native app, Boxed has seen a 54% jump in mobile revenue as a business, compared to merely offering a mobile web experience.

↑ **104%**

30-day retention rate

Due to better engagement in-app, Boxed's retention rate has more than doubled.

↑ **81%**

Re-engagement rate

Conversion to purchase from campaigns has increased 81% with Branch's deep links.

↑ **54%**

Mobile revenue

In-app conversion rates are 90% higher, leading to a 54% increase in mobile revenue.

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Mobile web and native app: Do the apps justify the costs?

For most companies, the existential question continues to be whether native apps are worthwhile investments. There are many costs associated with building out and maintaining native apps for Android and iOS. In addition, from a user perspective, downloading an app remains a tough barrier if you're simply trying to make a purchase.

Boxed faced this exact situation at the company's 2013 inception. As a platform, mobile was unquestionably a critical aspect of Boxed's go-to-market strategy, but going to market with a mobile website would have been faster than building a mobile app, and customer acquisition might have been lower-cost. The founders, with backgrounds in mobile gaming, decided that a strategy centered around the app experience was best for the long-term vision of the company. Then, as eventual supplements, the Boxed team built fully-functional mobile and desktop sites.

Boxed's choice of investing in native apps back in 2013 has paid—and will continue to pay—extraordinary dividends, especially compared to a hypothetical version of Boxed instead focused on the mobile web.



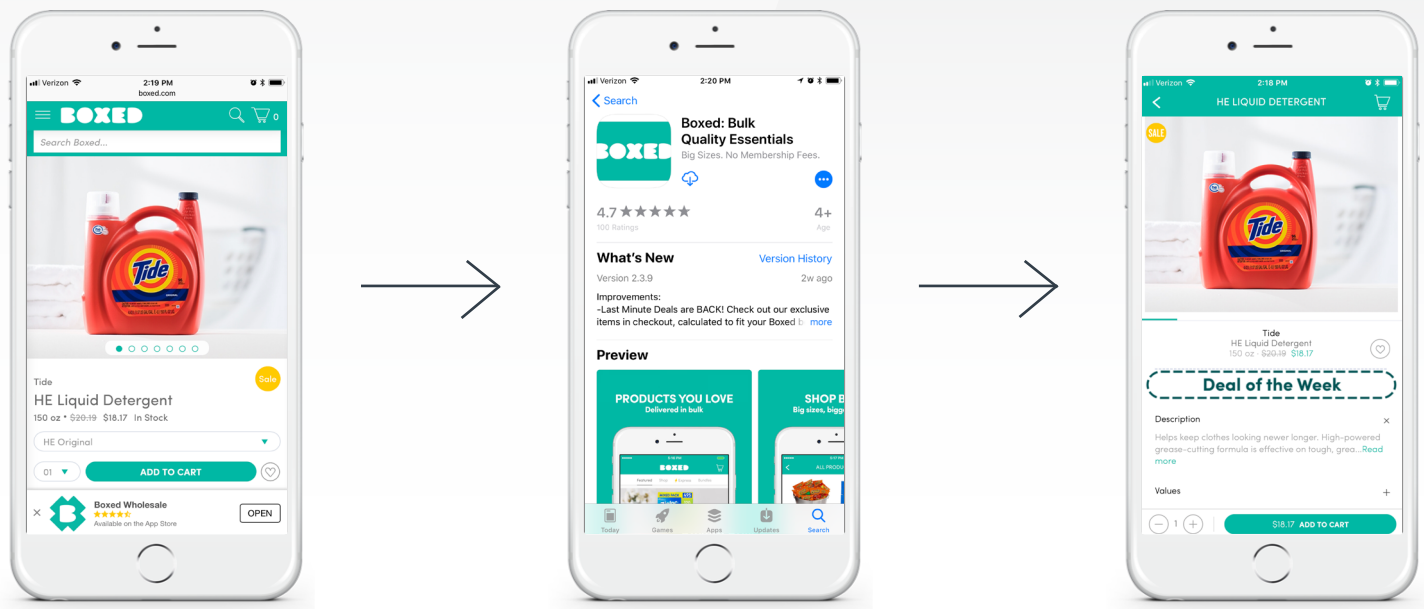
Looking past the install

One of the largest obstacles to driving growth through a native app is guiding users through the process of installing and onboarding. The cost of acquiring a new onboarded app user is significantly higher than acquiring a new web visitor, which is a common concern for most businesses. Boxed subsequently built the mobile website to reduce the cost of new user acquisition across traditional channels, since mobile web traffic is significantly cheaper.

It is important to remember that the mobile web is an earlier part of an optimized longer-term user journey that ultimately leads users to native apps. Boxed uses the Branch platform to drive these mobile web users into the native app once they're ready to convert, then uses Branch's highly accurate deferred deep linking to personalize each first-time user experience, significantly increasing the likelihood of post-install activation and retention.

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For instance, consider the Branch web-to-app optimization platform. Across the bottom of all its mobile web pages, Boxed shows new users a standard sticky banner with a call to action to install the app. They've used Branch's attribution analytics to A/B test the right call to action and graphics to ensure banners are attractive and compelling.

When a user taps a link in one of Boxed's smart banners and installs the app, Branch can deep link them to the same page they were previously viewing, dramatically simplifying the onboarding process and increasing that user's long-term retention. This allows Boxed to convert low-cost mobile web traffic into high-value app users.

Boxed determined that the higher long-term value (LTV) of newly-acquired app users from the mobile web easily outweighed any decrease in mobile web conversions due to the sticky banner. The likelihood of repeat purchases after 30 days was 142% higher inside the app than on mobile web, making this math easy.

Optimizing the high LTV of native app audiences

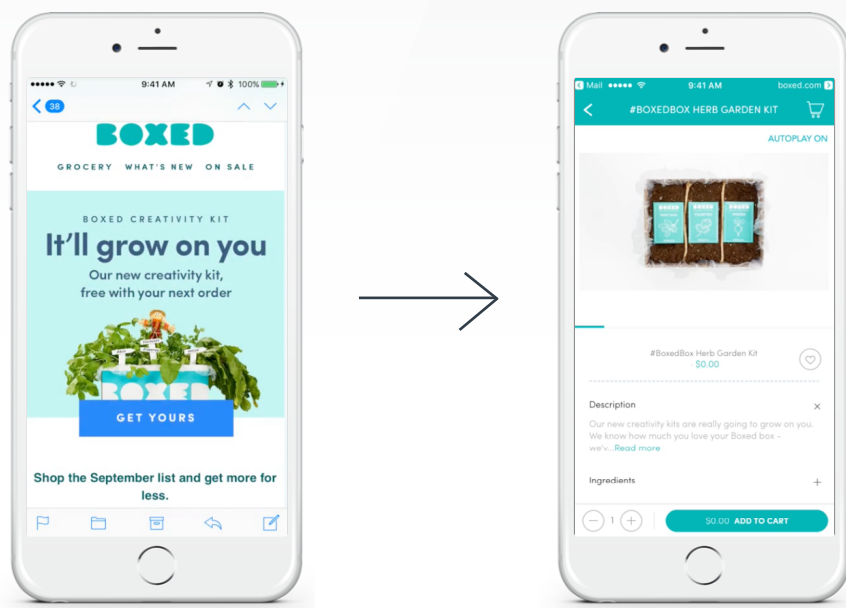
Because a majority of Boxed users had already adopted the app, there was opportunity to reap the rewards of higher marketing effectiveness. When it came to the company's app user engagement strategy, Boxed looked to Branch's state-of-the-art deep linking capability to optimize a variety of successful re-engagement tactics.

One such example is Boxed's weekly deal emails, their most critical channel for driving app engagement. Previously, the links in these emails sent all users to the mobile web, regardless of whether the Boxed app had been installed.

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After leveraging Branch's enterprise email integration with Sailthru through [Branch's Universal Email](#), Boxed started sending their traffic directly to specific in-app product pages, where users could purchase immediately.



Across all re-engagement campaigns, Boxed saw 133% higher conversion to purchase, largely due to the app users influenced by marketing campaigns who were deep linked to the correct page. Curious how your mobile app can experience the same growth? [Request a Branch demo](#)—we'd be happy to help you solidify a plan.

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Branch's linking platform has been critical to driving engagement and conversion in the native app, where there's a substantially higher purchase rate than on mobile web. Beyond the improved user experience delivered, Branch supports click-to-purchase tracking across desktop, mobile web, and native app, so we finally have unprecedented visibility. It's been a crucial part of our mobile stack.

William Fong
Co-Founder & CTO, Boxed

branch

Branch powers deep linking and mobile attribution for 35,000+ of the most advanced apps in the world, including household names like Airbnb, Pinterest, Slack, Tinder, Starbucks, Yelp, and Ticketmaster.

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