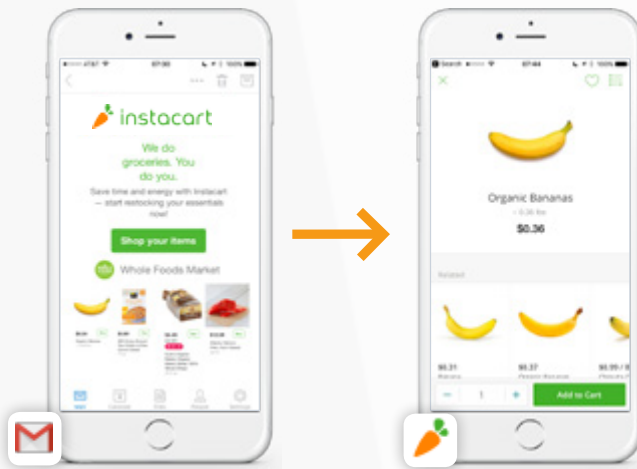




Instacart sees a click-to-purchase rate of 6% from their Sendgrid marketing emails by using Branch's Deep Linked Email to route to app instead of the mobile web, where their click-to-purchase rate is less than 1%.

PROBLEM:

Instacart, the leading grocery delivery brand with a popular app, realized that the links in their marketing emails were pointing to the mobile web instead of their mobile app, even when the user already had the app installed. With around **70% of emails being opened and clicked on mobile devices**, they knew how important it was for their revenue goals to find a solution that would send their users directly into their mobile app from emails. They also knew that email clicks that take users to mobile web have a dismal conversion-to-purchase rate of less than 1%. Branch's Deep Linked Email fixes this problem in two ways.



SOLUTION:

First, Branch allows Instacart to support Apple's Universal Links in their marketing emails. Users who have the Instacart app and click on an email link will open the app immediately instead of being redirected through the mobile web. Second, Branch allows Instacart to route app users directly to the product in the app they clicked on in the email. Together, these lead to a better user experience that routes users to a location where they are more likely to purchase.

RESULTS:

With Branch's Deep Linked Email, Instacart sees more than 30% of emails clicked result in app engagement. Most importantly, by deep linking their users, they see **6% of users who open the app from email complete a purchase**. According to Instacart, users who are routed to the mobile web complete purchases less than 1% of the time. Deep Linked Email significantly improves conversion and revenue by linking to app content. Visit <https://branch.io/email> to learn more about Deep Linked Email.

6%

CLICK-TO-PURCHASE RATE FROM EMAIL

30%

APP ENGAGEMENT FROM EMAIL

6X

INCREASE IN PURCHASES FROM EMAIL



Max Mullen, Co-Founder

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Instacart takes a mobile-first stance in growing its business and Branch is at the core of our app strategy. We use Branch deep links across all user acquisition campaigns with an amazing 50% install conversion rate. A crucial part of our strategy has been deep linking our emails, which has turned email into a powerful channel to drive both app engagement and bottom line results. Branch's Deep Linked Email powers our best performing email campaigns, driving a 6% click-to-order rate and a 30% app-engagement rate.