

How PatPat Quadrupled its Cross-Platform Users with Branch

PatPat was founded in 2014 by Albert Wang and Ken Gao in Mountain View, California. When Ken was expecting his first child, he discovered the children's clothing industry was severely lacking in fashionable, functional options. Albert and Ken created a shopping platform for moms to find great deals on children's and women's clothing and accessories without spending a lot of time or money.

↑ **4X INCREASE**
in cross-platform users

↑ **34.33% CLICK-TO-INSTALL**
rate from Journeys

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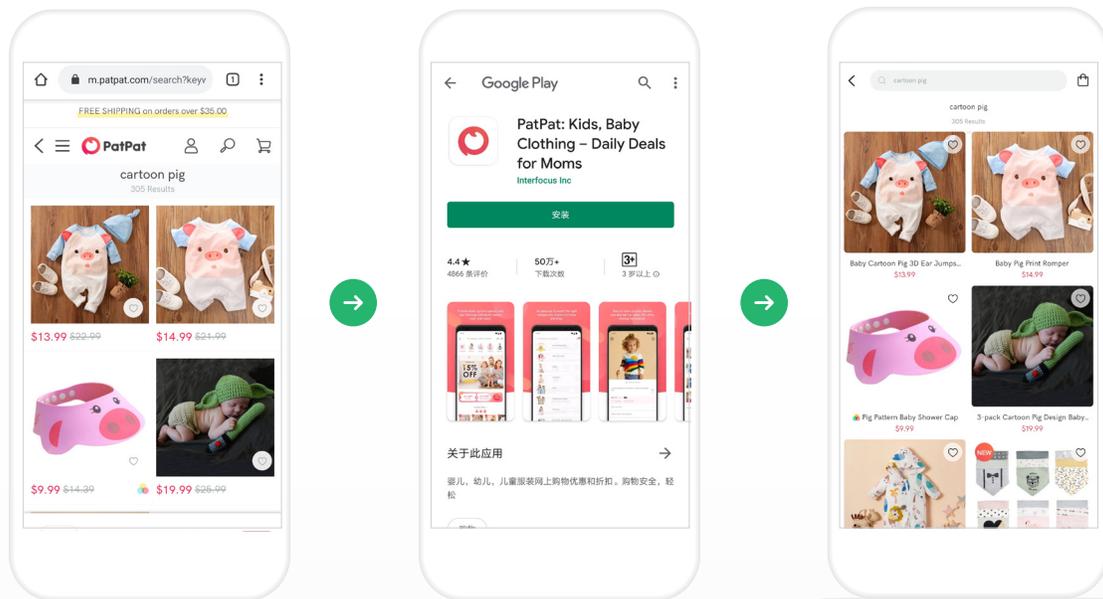
Challenge

PatPat users are active across the app, mobile web, desktop, social media, email, and other channels. However, PatPat found it difficult to identify and measure the activities of cross-platform users in order to optimize the performance of marketing campaigns. In addition, PatPat needed to provide a smoother user experience to increase engagement and revenue across these channels. Instead of relying solely on paid advertising, PatPat wanted to leverage organic growth methods to accomplish their goals.

That's when Branch entered the story.

Solution

A significant percentage of PatPat users are active on both the mobile website and the app. As the app sees higher levels of engagement, the team needed to create a seamless connection between these channels to increase conversions. With Branch's Journeys, PatPat can now drive mobile web users directly to specific in-app content and measure user engagement across those channels to get a full picture of the cross-platform user journey. With personalized web-to-app smart banners, PatPat is able to provide a seamless user experience by routing mobile web users directly to the products within the app.



In this example, a user is viewing a product page the mobile website and is served a Journeys banner to download the app. The user clicks the banner, downloads the app, and is then routed to the same page within the app that they were viewing on the web.

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Branch's Journeys are powered by deferred deep linking, so mWeb users who do not have the PatPat app are first brought to the appropriate app store to download, then to the same content in-app that they were viewing on mWeb. The context of each user's click is preserved through install, making the path from intent to purchase frictionless and easy. And by leveraging organic traffic on their mobile website, PatPat can drive more installs and purchases without increasing spend on paid advertising.

The Results

PatPat is now able to deliver improved cross-platform user experiences, maximize their organic app user acquisition efforts, and make more informed business decisions leveraging the visibility they now have into campaign performance across channels and platforms.

So far, they've seen some impressive results:

- 4X increase in cross-platform users
- 34.33% click-to-install rate from Journeys



Branch Journeys allows us to grow our app user base by driving existing web users to the app , and provide seamless user experiences across all platforms and channels.

Ken Gao

Founder & COO, PatPat

branch

Branch provides the leading cross-platform linking and attribution platform, unifying user experiences and powering cross-platform measurement for over 50,000 apps — including Foursquare, BuzzFeed, Yelp, OfferUp, and many more.

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