


# Apply ever after

How to get hitched in a great mobile partnership



 i impact





**Mobile partnership opportunities are everywhere you look these days...**



They take you from streaming music to buying tickets



They get you discounts on stuff you want



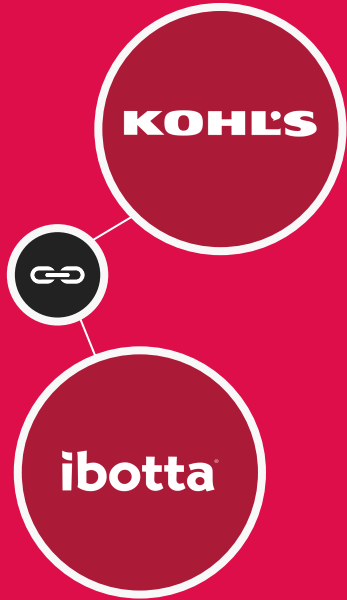
They bring something extra when you order a meal

It's so popular,  
everyone's partnering  
up...

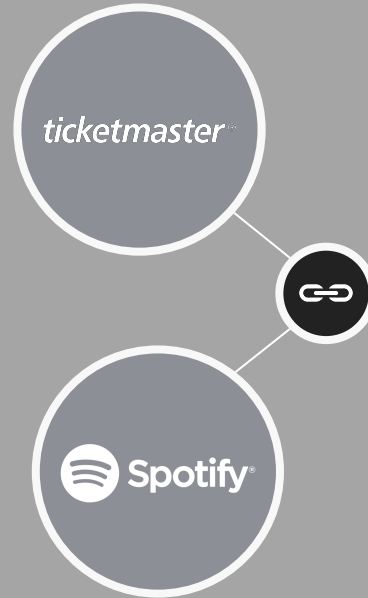




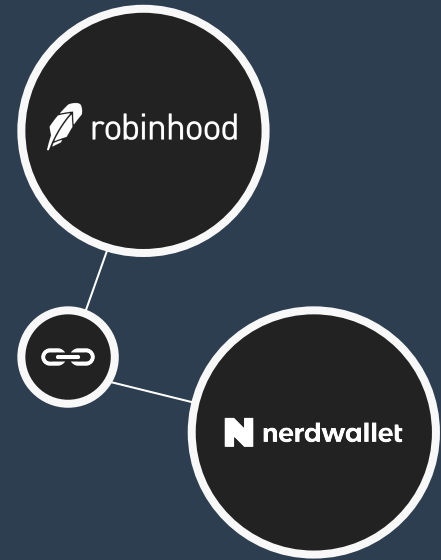
## ➤ Retailers and coupon sites



## ➤ Music apps and event promoters



## ➤ Financial services and budgeting apps



**But sometimes,  
someone important  
gets left out of the  
relationship. Who?**

**➤ The customer.**

**Why?**

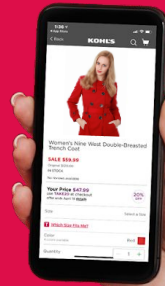


# Here's a familiar example:

Deb searches for a jacket and clicks on your **retail app**



She finds a great  
jacket and puts  
it in her cart  
**on your app**





“Wait...  
maybe I  
can nab a  
**discount!**”





And that's when  
**your partner** comes into the  
picture

Deb opens  
a cashback app  
to find a  
discount on  
your merch

Score!





Wait...where's  
my jacket?

But with your discount in hand, the partner app points her back to your website, not your app.

Deb's shopping cart in her app is empty.





The jacket's  
gone, Deb has to  
start over, and...

➤ **FRUSTRATION.**



**Will she go back to  
the beginning of her  
shopping experience?**

**Odds are against it.**

# 88%

**of consumers will leave  
your website after a  
bad experience\***

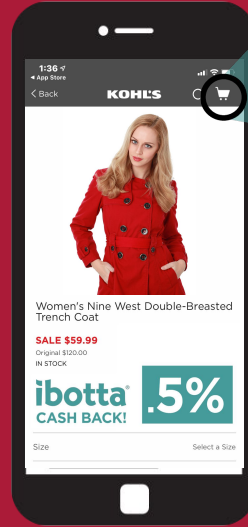
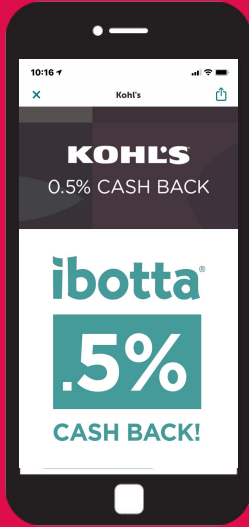
\* Source: Invision: Statistics on User Experience

# 52%

**won't come back\*\***



\*\* Source: Impact Learning Center



Empty cart

Routing Deb back to your website versus your app cost you a sale...

or maybe worse —  
*a customer.*



The background is a dark blue gradient. It is filled with numerous light blue icons. Each icon consists of a dollar sign (\$) inside a circle, with a downward-pointing arrow extending from the bottom of the circle. The icons vary in size and are scattered across the entire frame, creating a sense of downward flow or loss.

**It also cost you  
revenue**

# 32%

of revenue is typically  
left on the table

Simply by not  
routing your  
users into *your*  
*mobile app*

➤ **You lost revenue**

➤ **Your partner lost a  
commission**

➤ **Deb is out in the cold  
shivering without her jacket**

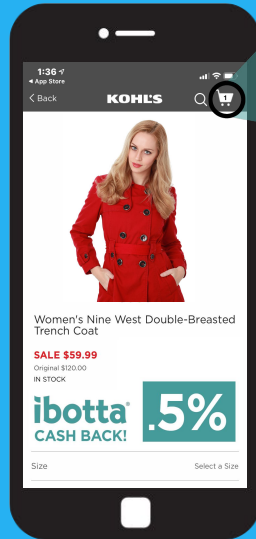
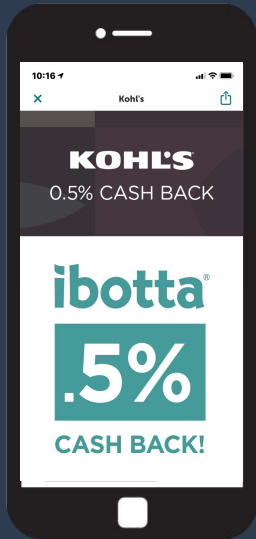
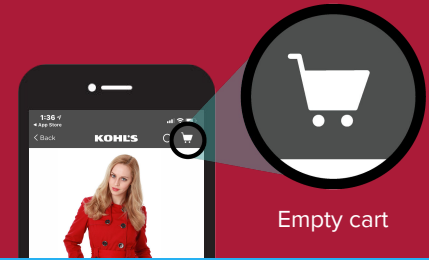


How can  
you fix this  
relationship?





What if instead of sending Deb all the way back to square one...



Your partner link sends Deb back to your app, where she finds *both* her jacket and her discount!



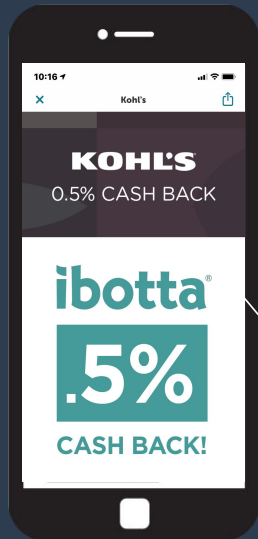


**And what about tracking?  
Your partner **should get credit** for  
driving the transaction.**

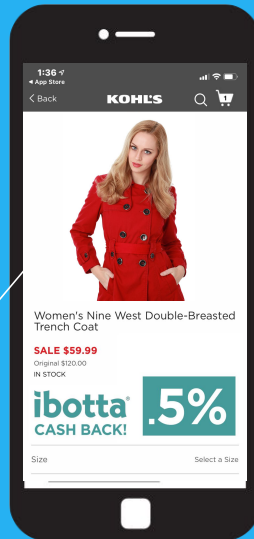


That's why you  
need a deep linking solution  
with *no* tracking issues:  
Impact's TrueLink™

# Deep linking $\Rightarrow$ seamless customer experience



AUTOMATED



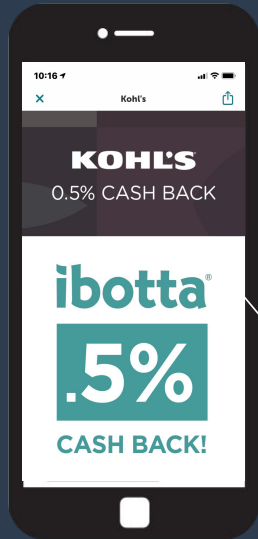
PLUS

LINKING TO YOUR APP  
FOR CHECKOUT  $\Rightarrow$

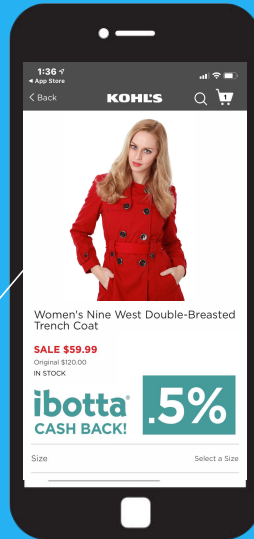
- 3x conversion rates
- 2x purchase frequency
- 140% AOV



# Deep linking = love to your partners



AUTOMATED



Your partners get the credit they deserve for Deb's path to purchase







You win revenue



Your partner gets a  
commission for adding value



Deb gets the jacket  
of her dreams



For apply-ever  
after partnerships  
(and happy customers),  
invest in **TrueLink**  
deep linking...

...and enjoy this matrimonial  
deep linking bliss

---

➤ Seamless customer  
experience

➤ **32%**  
increase in revenue



For in-depth  
deep linking  
“relationship”  
advice, check out:

➤ [www.impact.com/deeplink](http://www.impact.com/deeplink)







Or talk to a growth technologist about how to make your mobile partnerships their “app-iest” ever — reach out to [grow@impact.com](mailto:grow@impact.com)

