Using Deep Links for Growth

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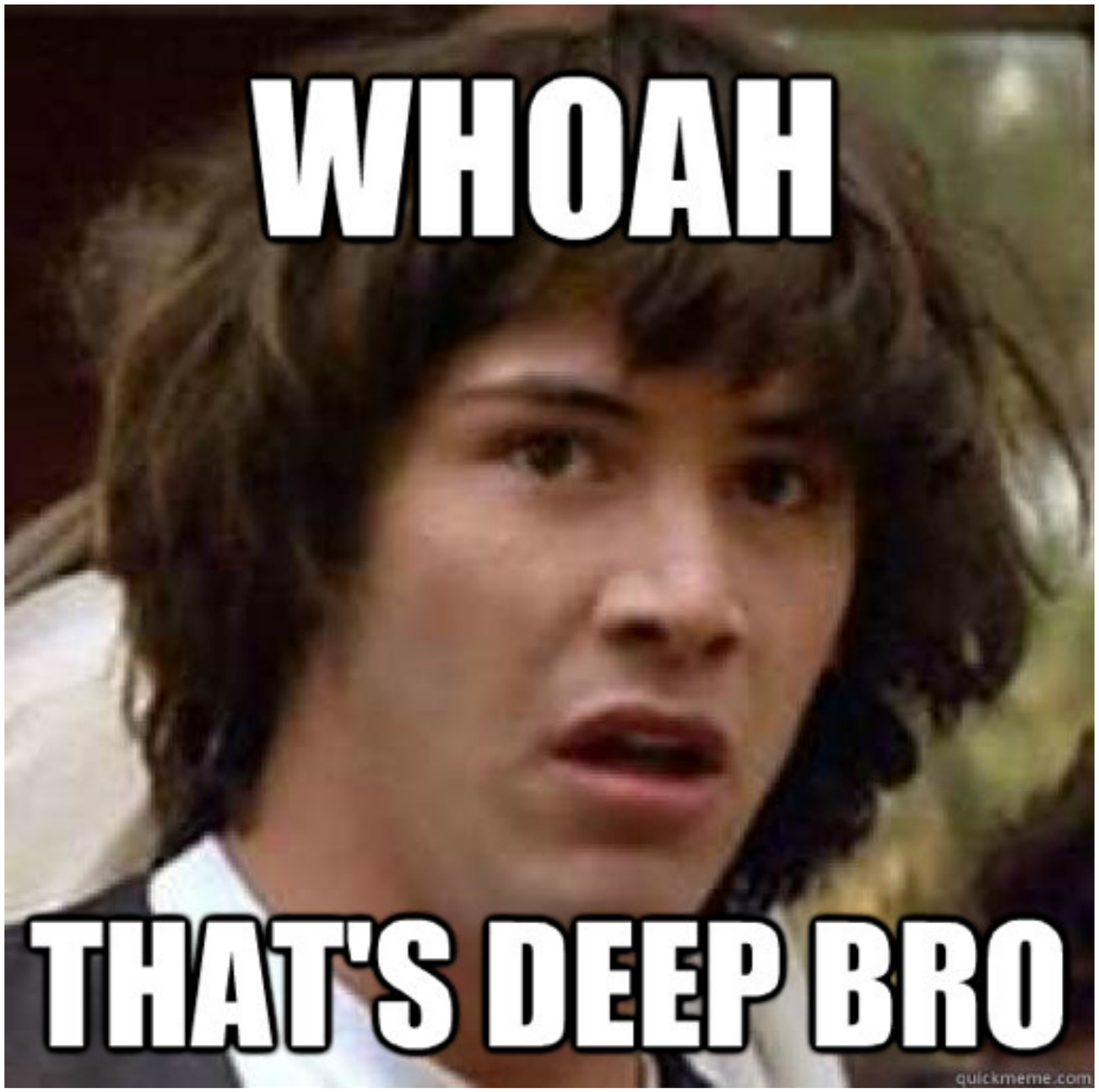
Mobile Deep Linking

- **What** are deep links?
- **Why** are deep links useful for developers? For users?
- **How** do I implement deep linking?

What is Mobile Deep Linking?



Web Deep Linking

http://example.com/over/there?param=value

Web Deep Linking

http://example.com/over/there?param=value

scheme domain **path** query

Web Deep Linking

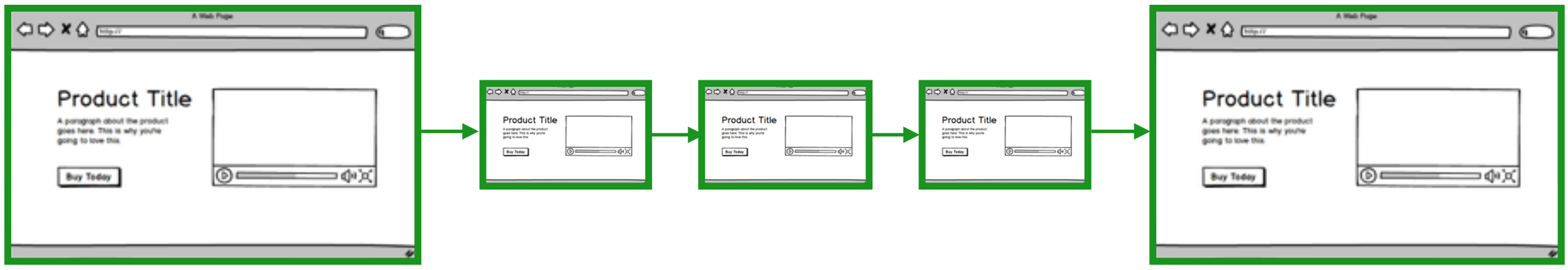
http://example.com/over/there?param=value

path + query ~= document

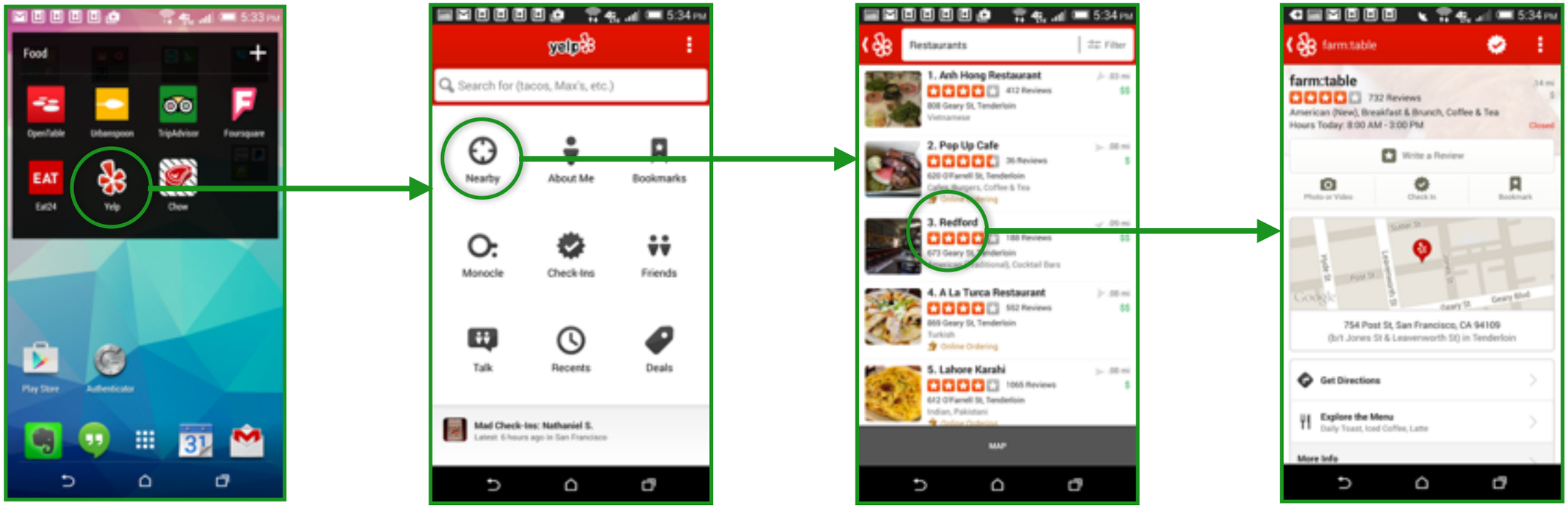
Web Deep Linking

http://example.com/over/there?param=value

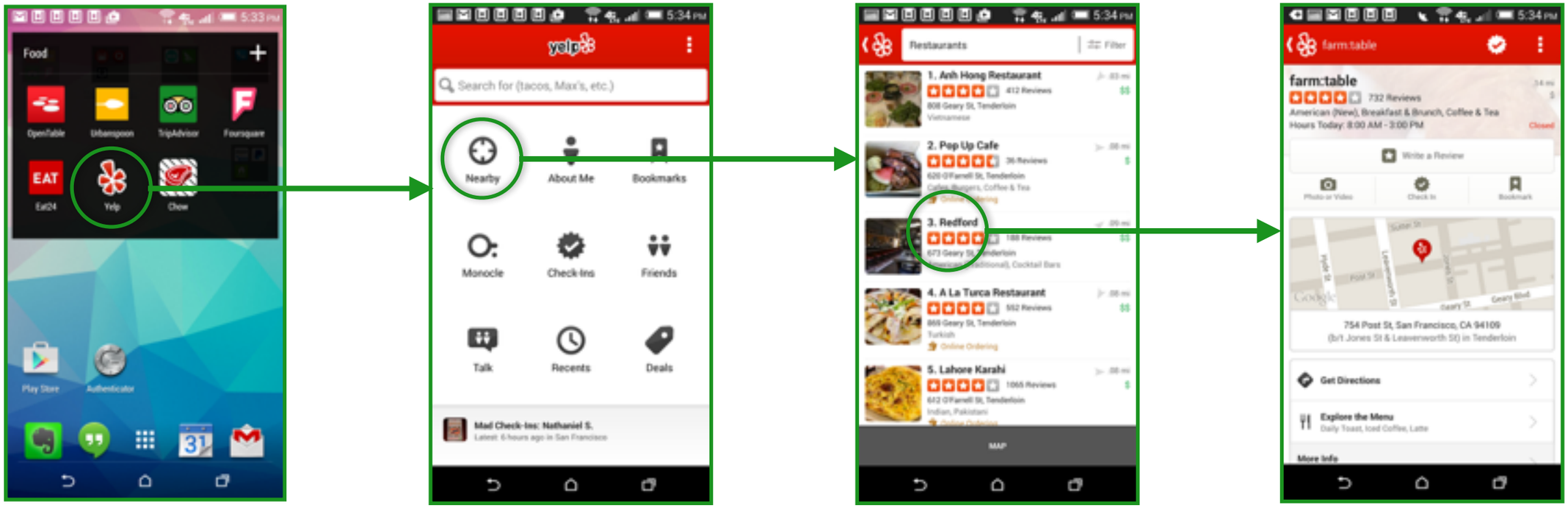
index **document**



Mobile Deep Linking



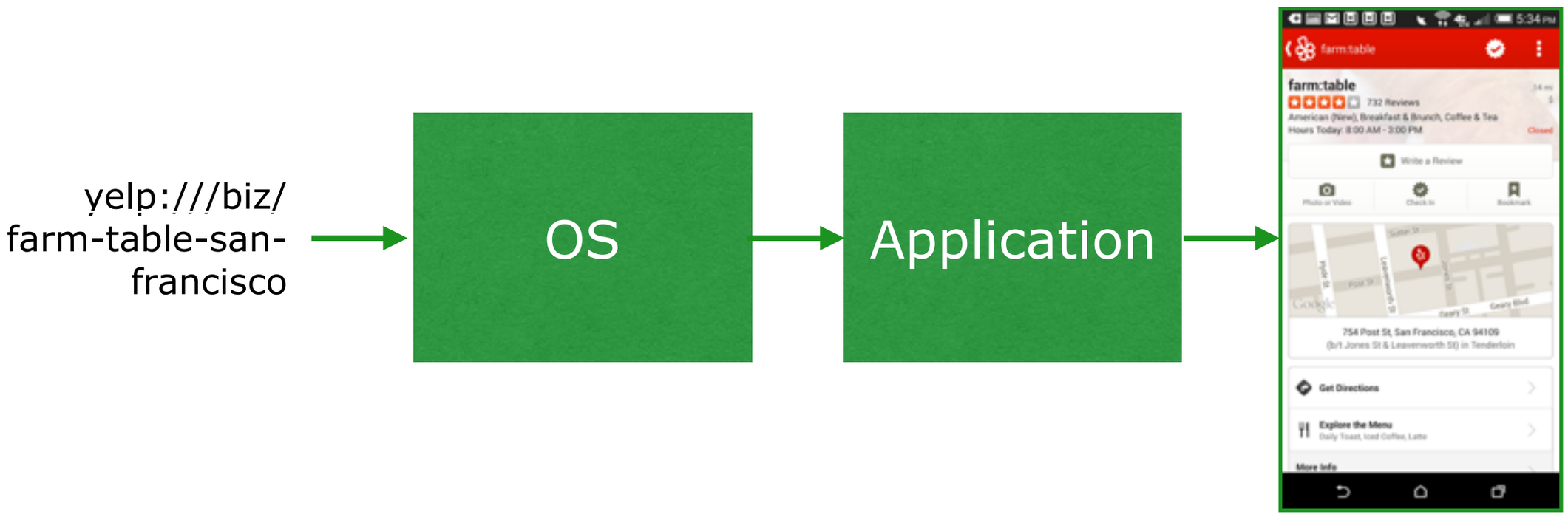
Mobile Deep Linking



Home State

Deep States

Mobile Deep Linking

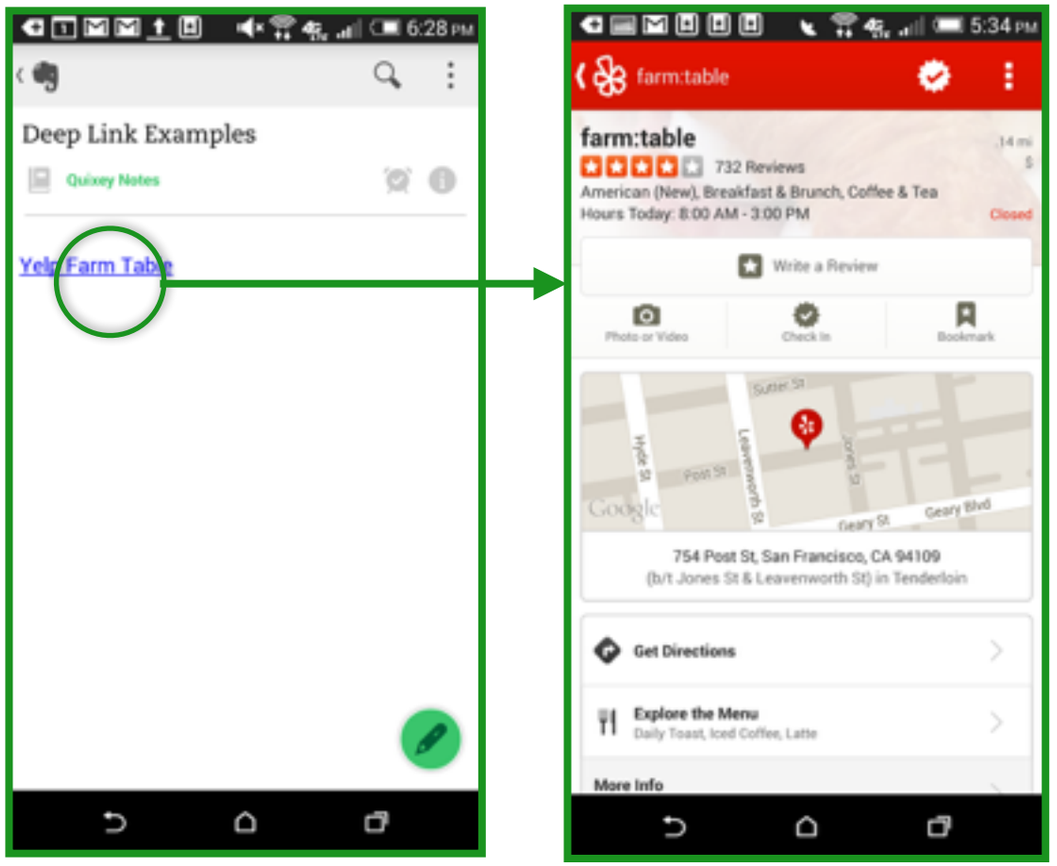


Why is Deep Linking Valuable?

- Improve mobile user experience
- Engagement and Growth

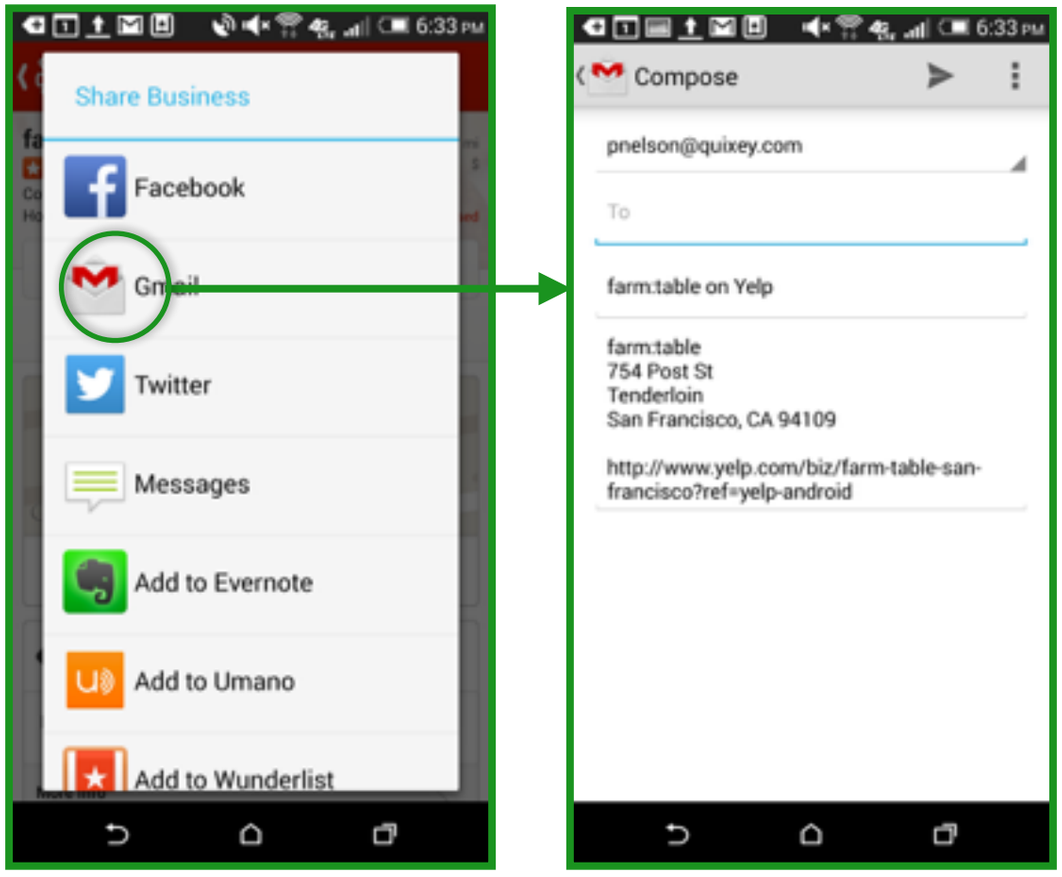
Why: **User Experience**

Quickly navigate to commonly used features.



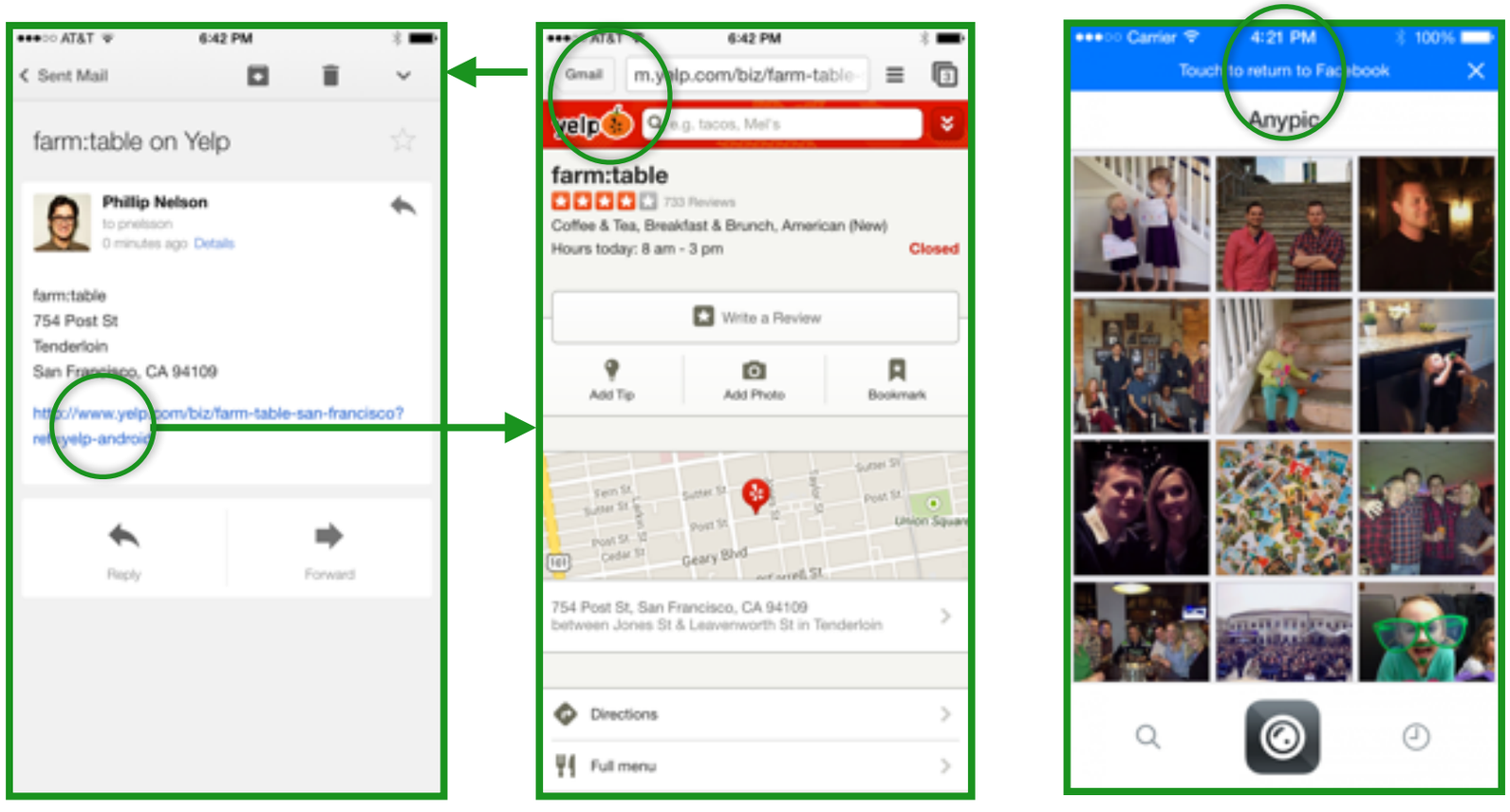
Why: **User Experience**

Share particular features or states with other users.



Why: **User Experience**

"Back" capabilities make inter-app navigation more useful.



Why: **Growth**

- Engagement
- Retention
- Distribution

Why: **Engagement**

- Lower cost of re-engagement
  - Make it easier for users to come back to your apps and yield value immediately
  - Ad campaigns to re-engage customers can be optimized.

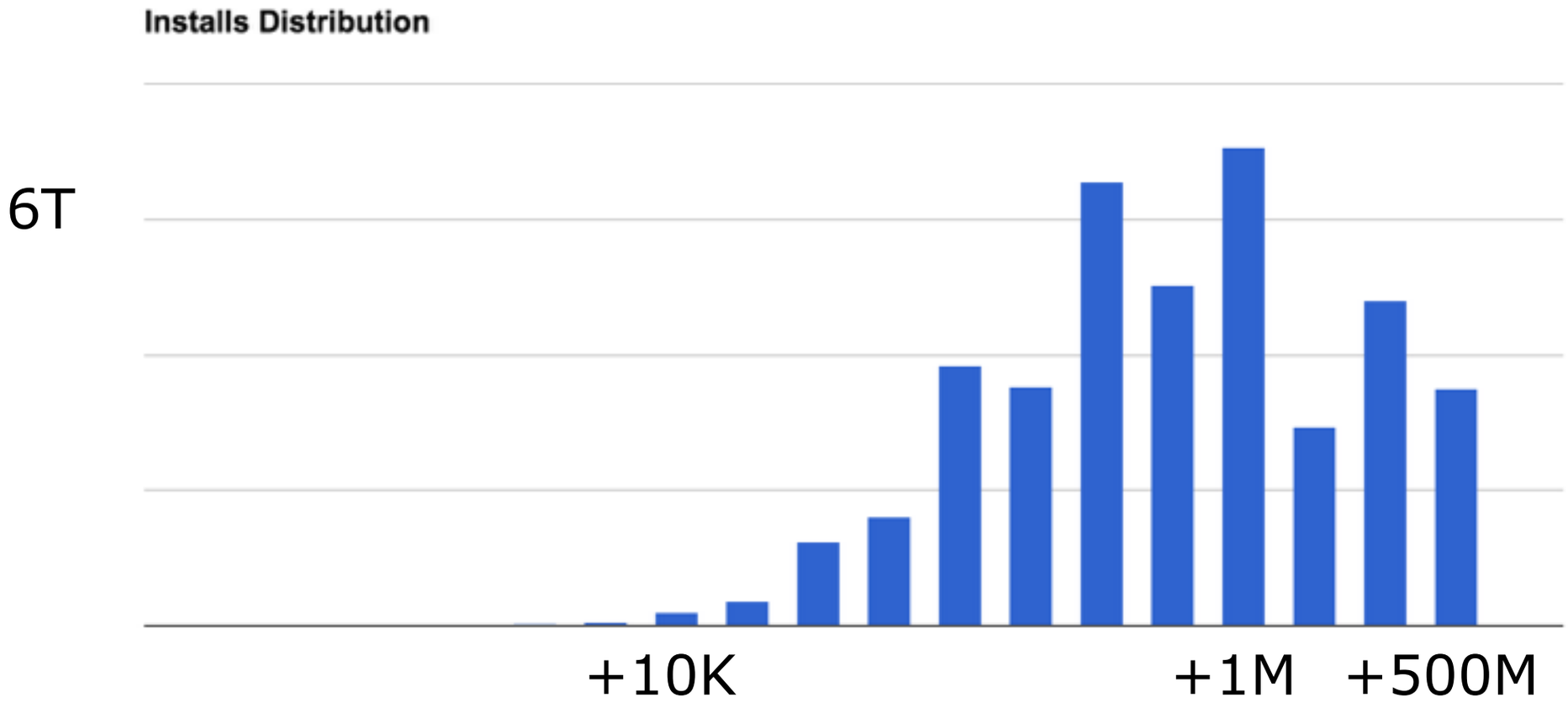
Why: **Engagement**

"A game can run an ad to its existing players to try a new level or start a match, with a 'Play Game' call to action."

Source: Facebook Developer's Website

Why: **Retention**

"More than 60% of apps are opened 10 times or fewer after being downloaded"



Why: **Distribution**

- Easily sharable states
  - ~Free
- Better paid distribution
  - Ads can link to specific states and flows
    - Even for **new** users!
  - A/B testing flows on native and web.

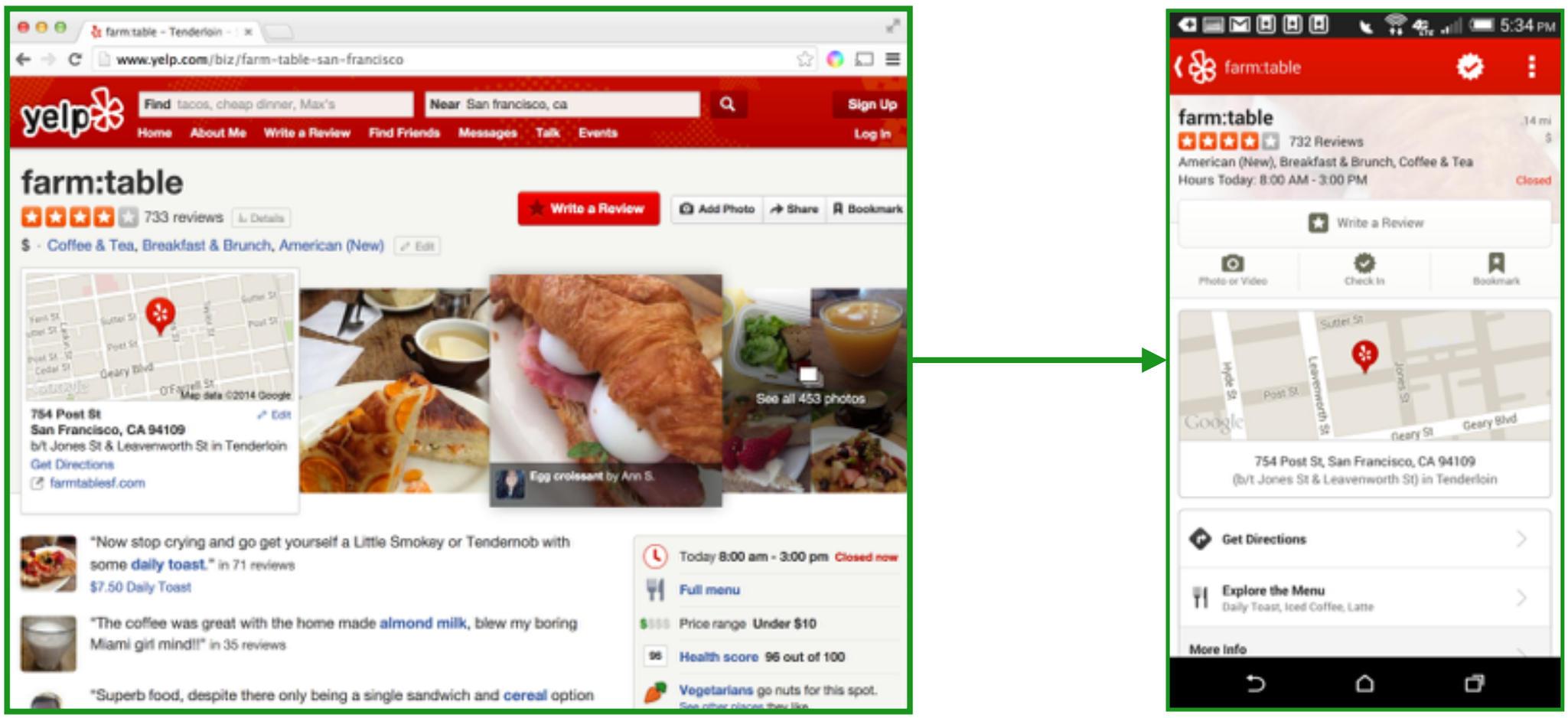
How: Strategies

- Defining
- Publishing
  - Web to Native Mappings
  - Stand-alone Native
- Navigating
- Ads

How: Defining Deep Links

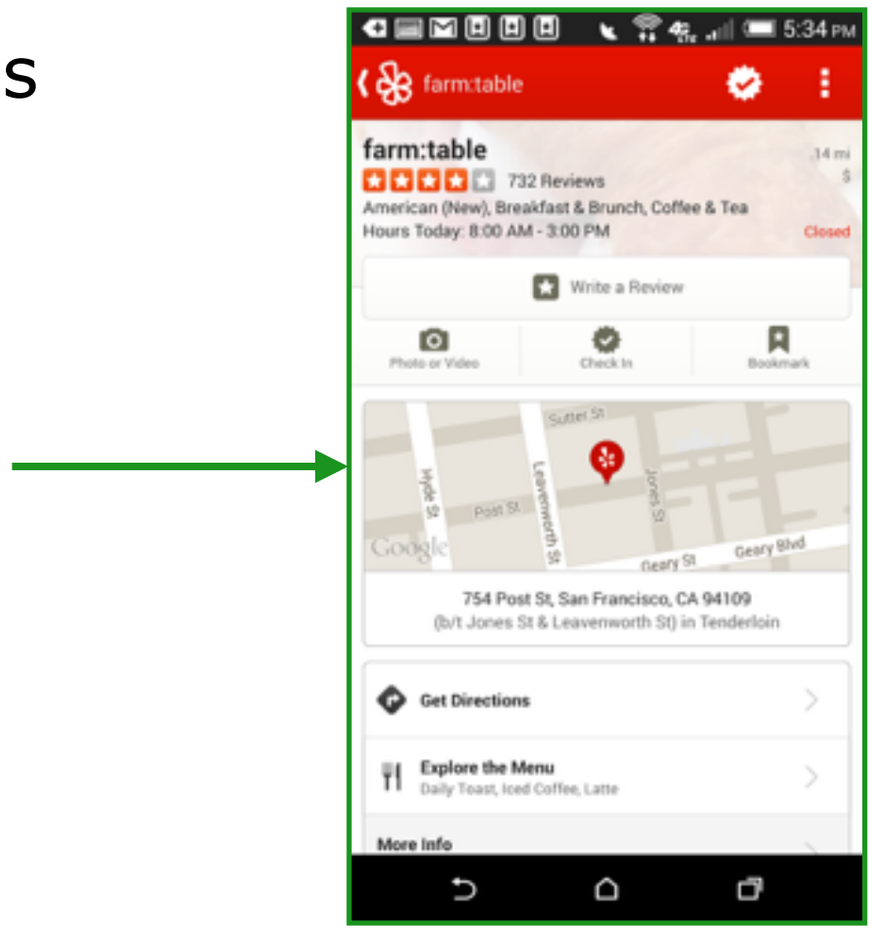
- Android
  - Define Intent filters built in the app manifest.
- iOS
  - Register custom URI schemes that will invoke your app.

How: Map Web to Native

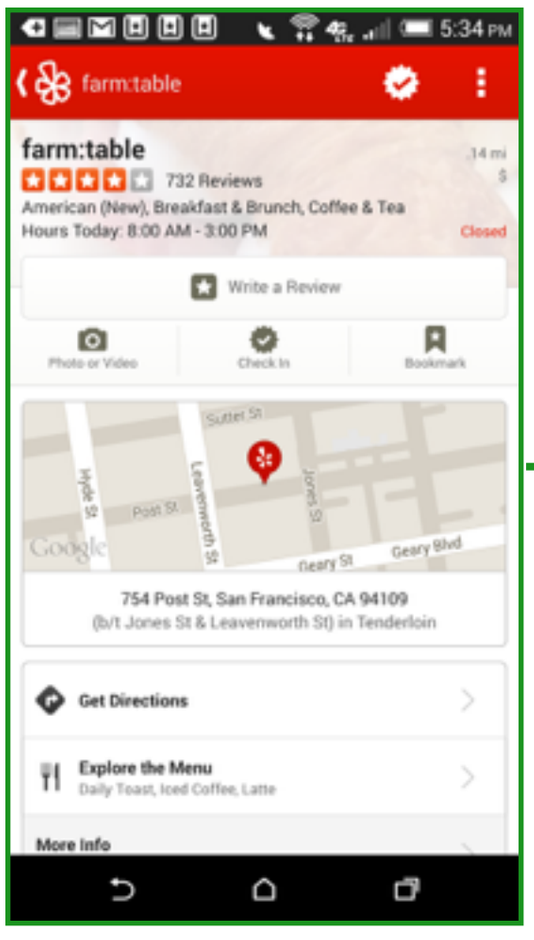


How: Map Web to Native

- HTML
  - meta tags
    - Facebook's AppLinks, Twitter's Card Specification
  - link tags
    - Google's App Indexing
- Site Map xhtml:link tags
  - Google's App Indexing
- JSON Manifest
  - Quixey's AppURL

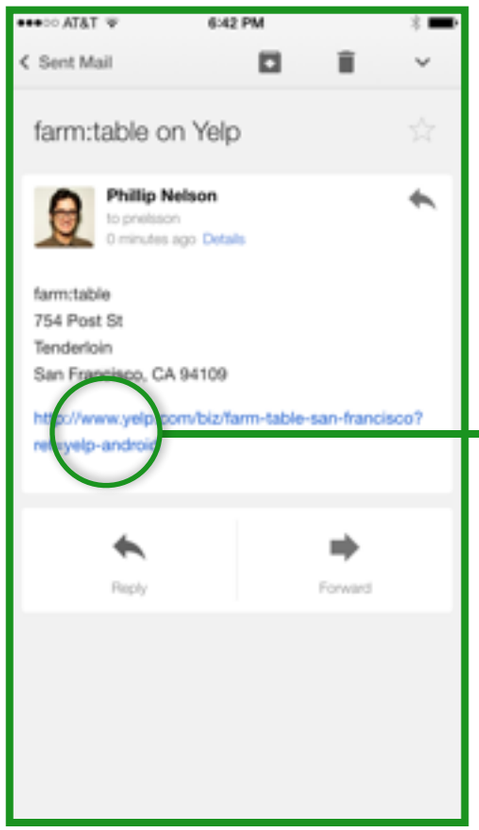


How: Stand-alone Native



- Publish Directly
- App Indexing API (Google)
  - Publish new Deep Link URIs (web urls optional) to Google Service during client run-time.
- App Links Host to Index API (Facebook)
  - Data about App Links URLs is available through this Graph API
  - Endpoint to publish App Links edges

How: Navigation

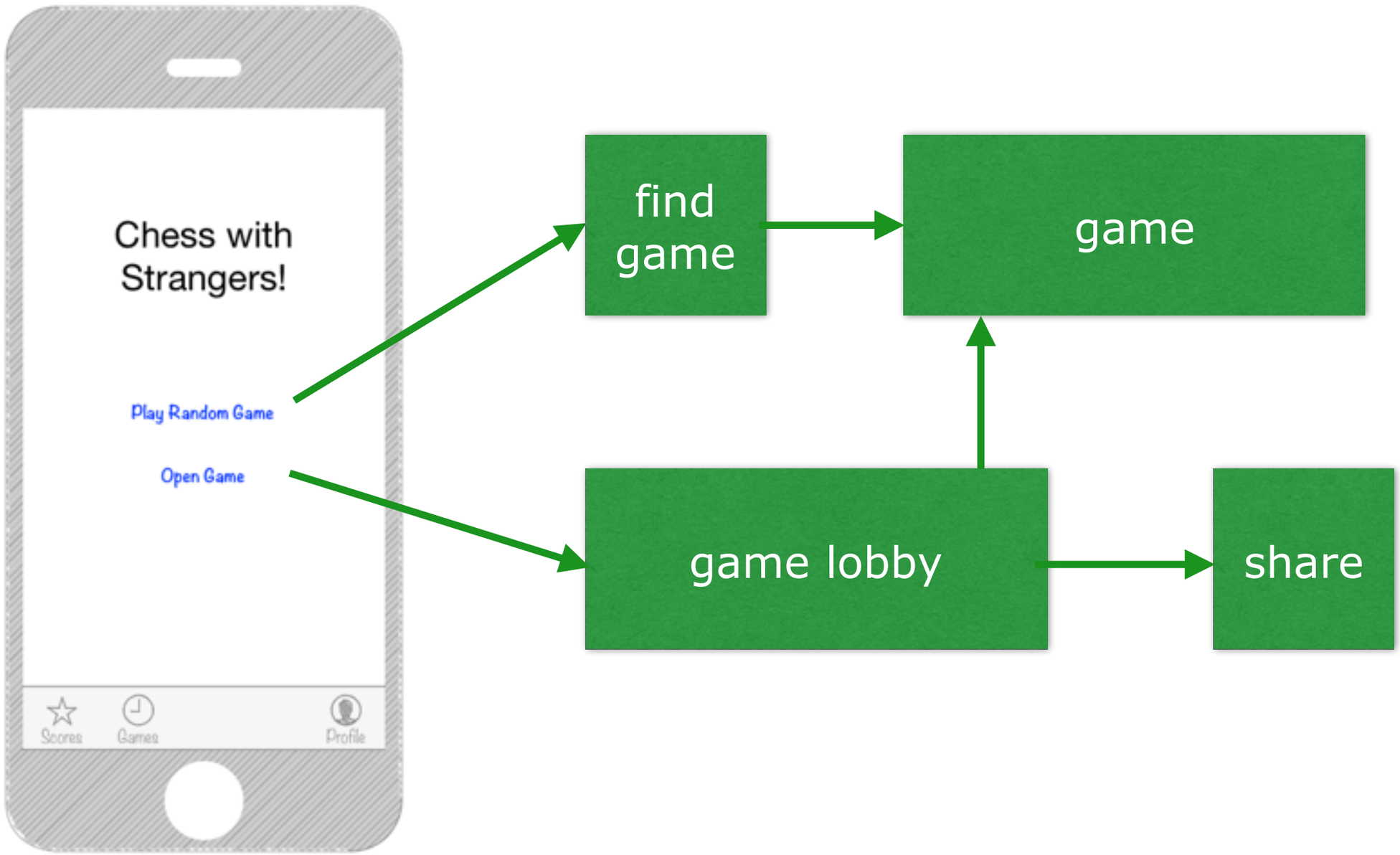


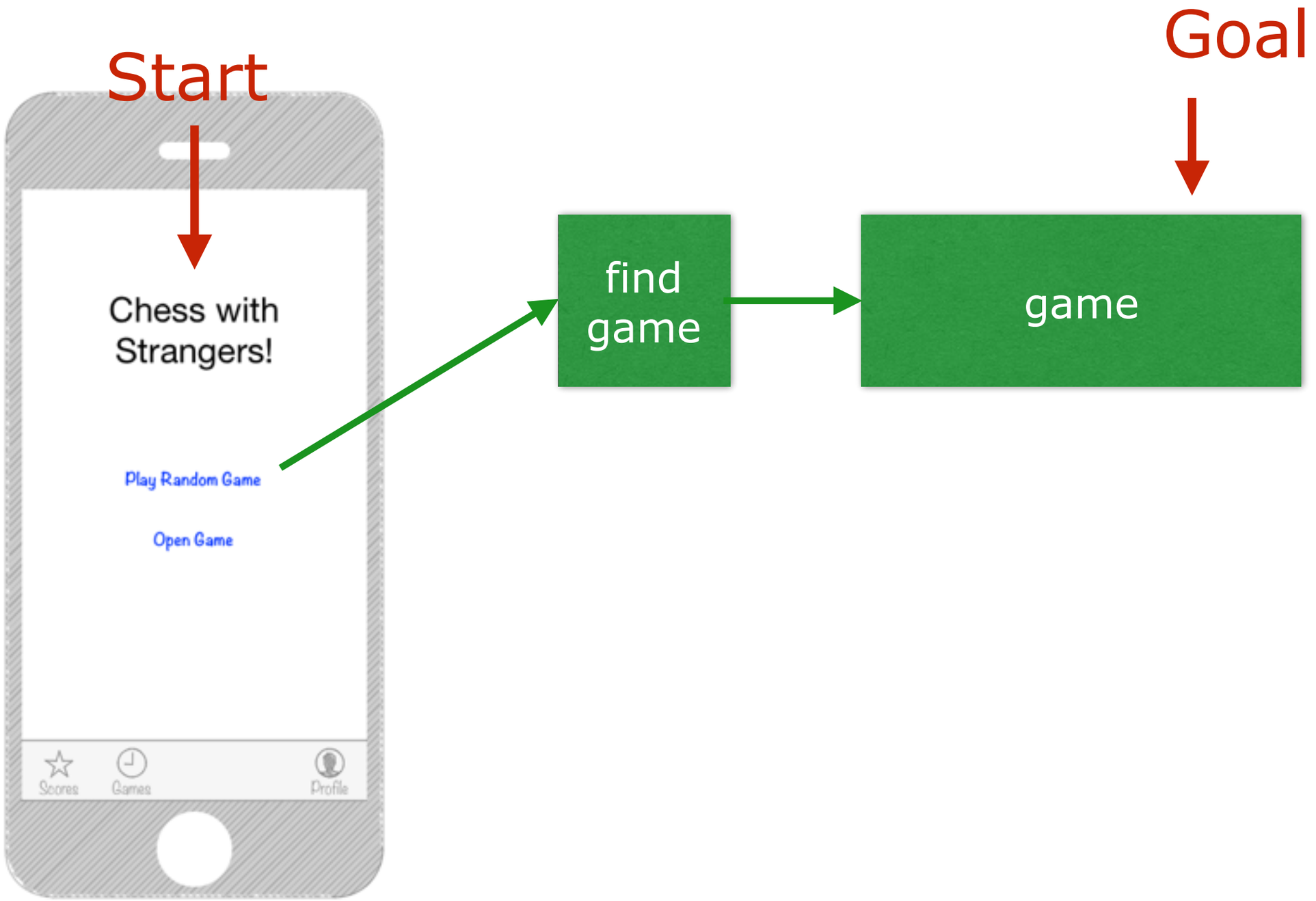
- Open URL directly through OS
- Resolve URL through SDK
  - Index API (Facebook SDK)
- 3rd Party Deferred through the web
  - URX Links
  - Web Javascript

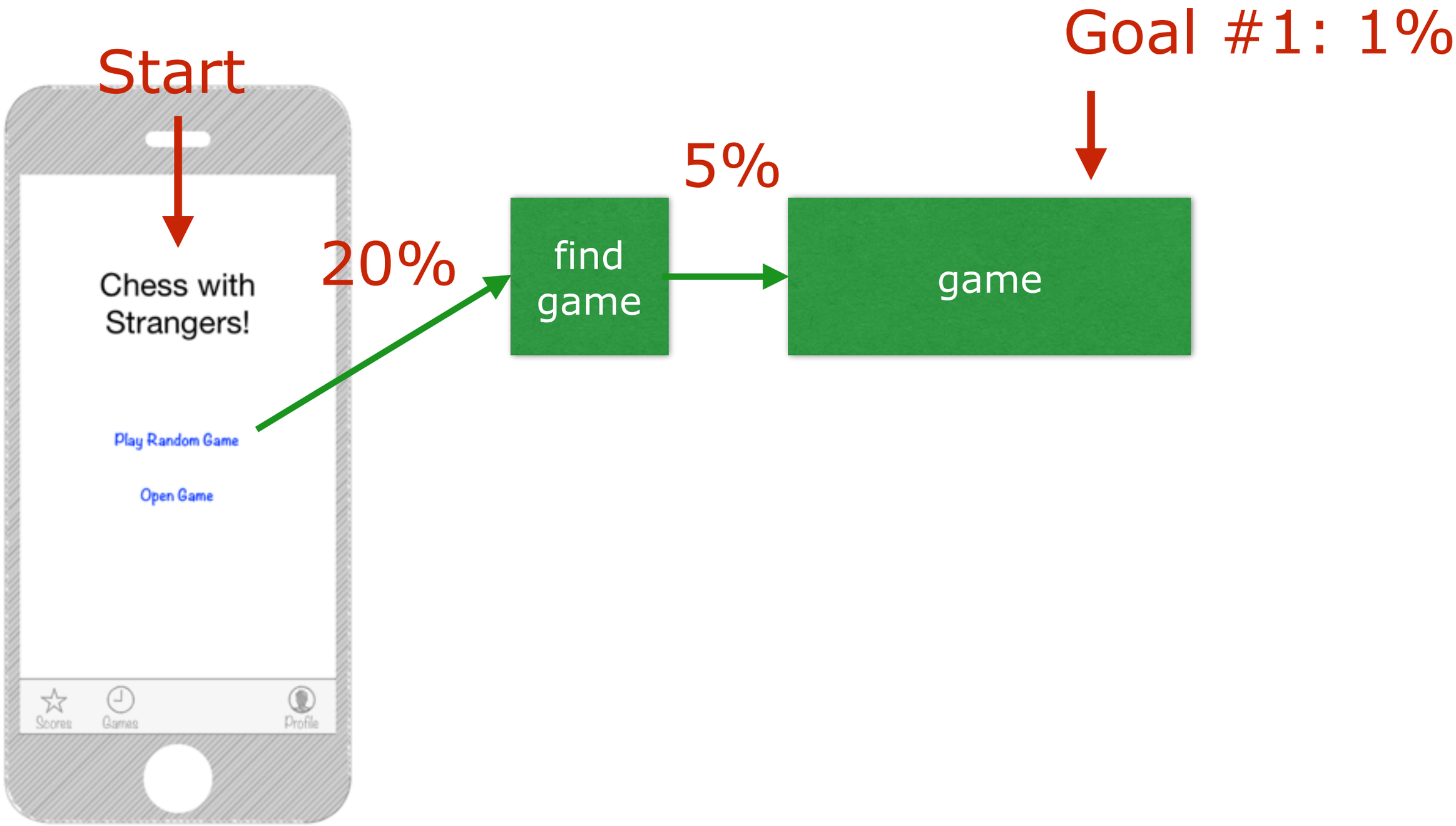
How: Ads

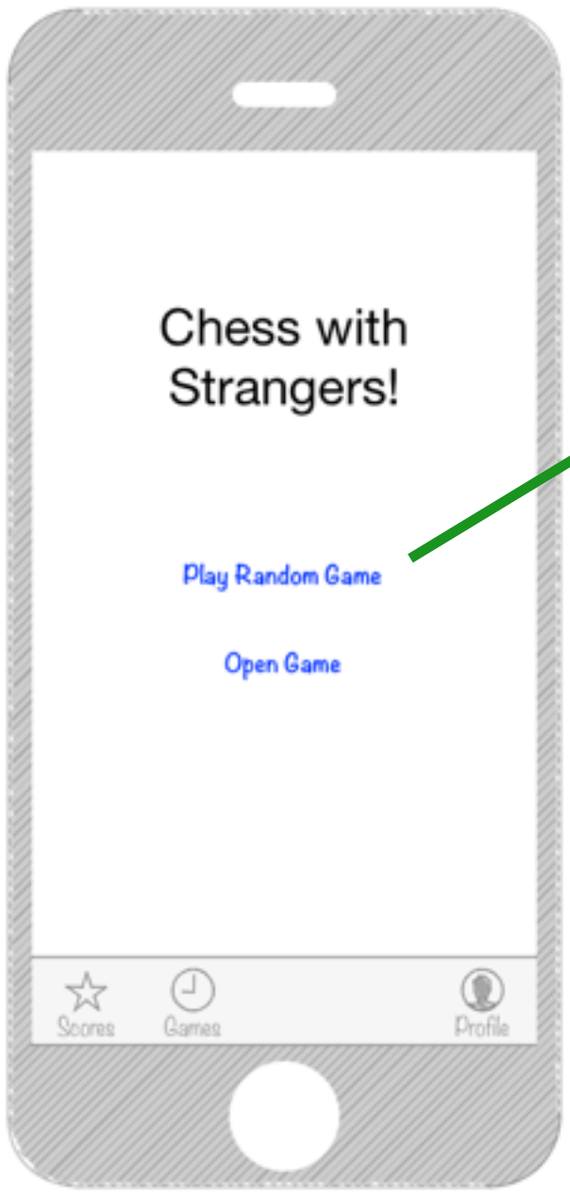
- Google Adwords
  - App Engagement Ads can use Deep Links
- Facebook Ads for Apps
  - Mobile App Ads for Engagement and Conversion
- Tapstream
  - Deferred Deep Links is supported by all campaigns

Example: Chess with Strangers


Chess with Strangers!
Play Random Game
Open Game
Scores
Games
Profile
find game
game
game lobby
share


Start
Chess with Strangers!
Play Random Game
Open Game
Scores
Games
Profile
find game
Goal #1
game


Start
Goal #1: 1%
Chess with Strangers!
Play Random Game
Open Game
Scores
Games
Profile
20%
find game
5%
game



Start

/find-game

5%

find game

Goal #1: **5%**

game

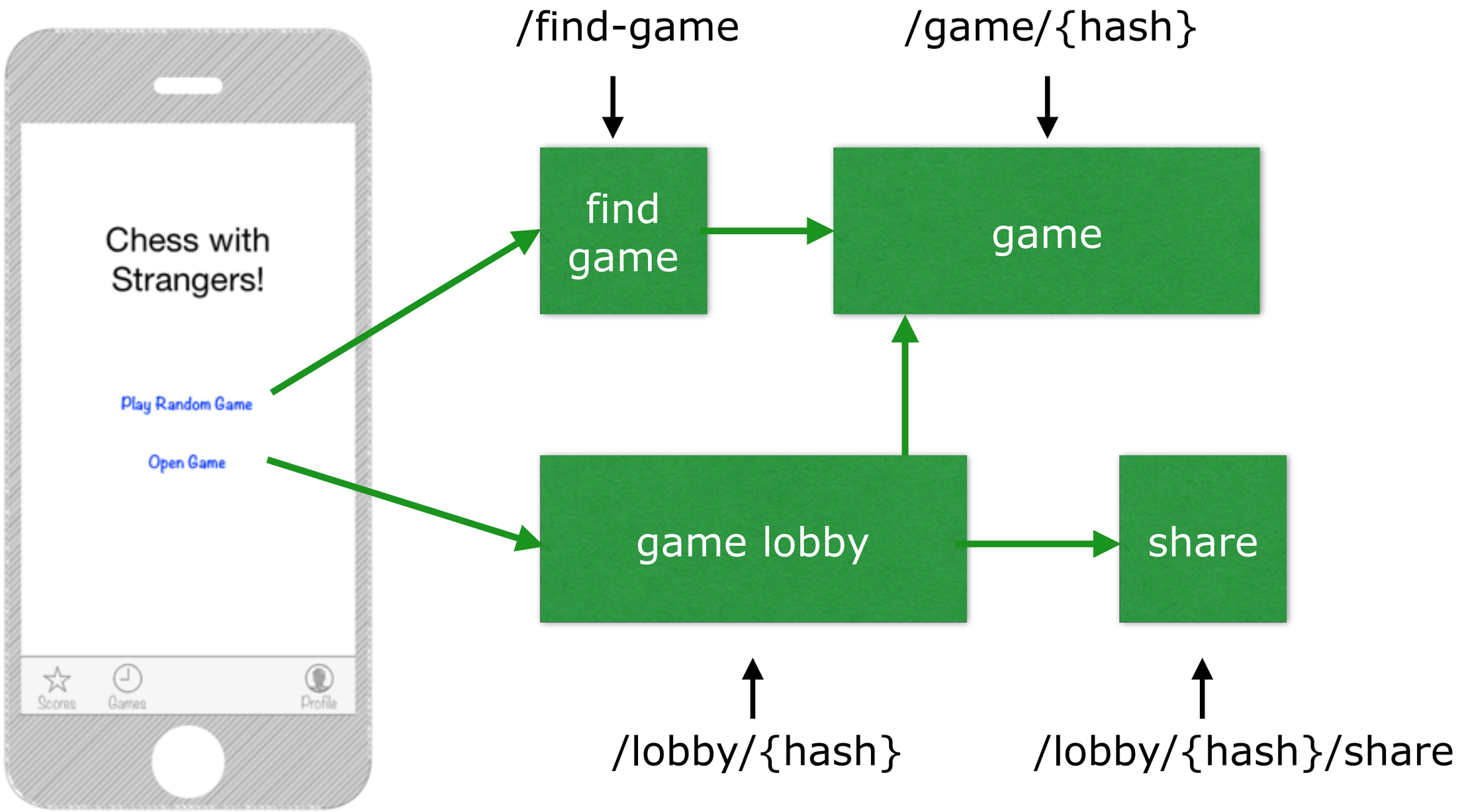
find game

game

game lobby

share

Goal #2


Chess with Strangers!
Play Random Game
Open Game
Scores
Games
Profile
/find-game
/game/{hash}
find game
game
game lobby
share
/lobby/{hash}
/lobby/{hash}/share

Goal #1: **100%**

find game

game

100%

game lobby

share

Start

Mobile Deep Linking is:

- **Powerful** for users
- Can help drive **growth** for many types of apps
- **Easy** to implement