branch | Rappi

Rappi goes viral by using Branch deep links for influencer marketing and referral campaigns

Influencers and referrals drive up to 50% of all new users when Rappi launches the app in each new Latin American city

Company Background

Rappi, a Colombian multi-vertical company, created a secure marketplace that connects customers to delivery services from stores, restaurants, supermarkets, drugstores and more. The company was founded in 2015 and has since grown to 200 cities across nine countries around the world, reaching up to 10 million monthly active users.

The Challenge

With a focus on international expansion, Rappi wanted to grow into additional countries and efficiently increase its user base. To do so, they decided to invest in influencer marketing and referral campaigns, two growth strategies that were already happening organically as users recommended products and services they liked. All the Rappi team needed to do was create incentives to boost this behavior.

To create the incentives, digital influencers and customers who invited new users would receive a unique discount coupon. Rappi realized this strategy would be a great way to encourage and escalate sharing, since both the referrer and the referee would receive a discount after the first purchase.

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It is a key growth strategy for a business. If you want to build an app or solution to become viral and impact lots of people, it is really hard to accomplish without a referral and influencer marketing strategy."

Miguel González
Head of Growth - Prime Product lead

However, there were a few challenges:

User Experience: Upon receiving the coupon, the user experience needed to be as seamless as possible in order to prevent drop off. Ideally, the promo code would be automatically included in the user's profile once they opened the app for the first time. This meant Rappi needed a way to attach coupons to invitation links, and a solution that worked across both Android and iOS.

Measuring Results: Being able to track results and prove ROI was key to understanding whether the campaigns were successful. Rappi also needed to know how many new users each influencer was driving in order to distribute the correct performance rewards.

Ability to Scale: Rappi needed to support thousands of digital influencers, working in several channels. They also had affiliates and general users who would share referral links with friends. In order to make these campaigns possible, it was key for Rappi to automate the creation of unique coupons, as it would be impossible to do manually.

To address those challenges, Rappi turned to Branch.
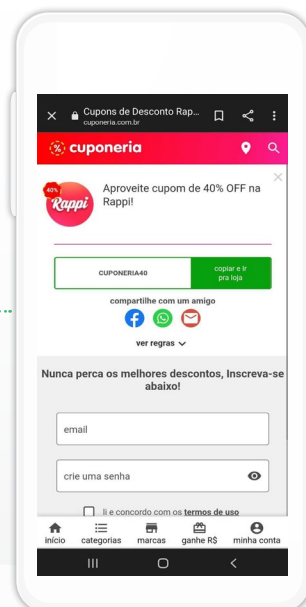
A Scalable Solution

Rappi embraced a diversified strategy, working with over 15,000 influencers across multiple countries and enabling regular users to send referral links directly to their friends and family.

The first step was identifying the best digital influencers to help lead this initiative. These influencers ranged from micro-influencers with as few as one thousand followers, to celebrities with over 10 million followers. Many of them were active across multiple channels.

From there, each influencer was assigned a unique coupon code to offer to other users. These coupons provided a discount for the new user's first purchase on Rappi, and were attached to deep links powered by Branch's mobile linking platform (MLP). When a new user clicked on the link, they were taken to the correct app store for their device, and after installing the app, the coupon was automatically applied to the user account.
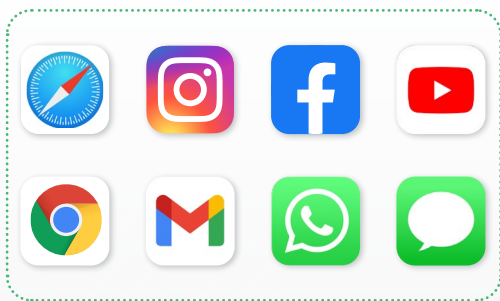
Influencers, affiliate platforms and users can share unique codes through different channels

Upon clicking the link, referred users are prompted to download the app
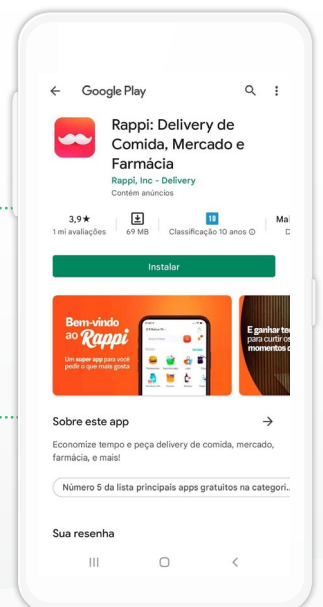
Given the scale involved, Rappi knew that manually creating deep links with customized codes was not a feasible solution. Fortunately, the Branch dashboard allowed Rappi's team to easily create influencer links in a scalable way by simply uploading a file. Branch then automatically generated deep links with all the information about the influencer, channel, coupon, and any other analytics data Rappi wanted to track on campaigns. Rappi was also able to use the Branch dashboard to get the data they needed to measure and identify the top influencers driving the most results.

For referral campaigns, the strategy was similar with one small change: in this case each Rappi user simply shared their unique referral link with friends and family from directly within the app. The Branch mobile SDKs made it easy to create these links on demand.
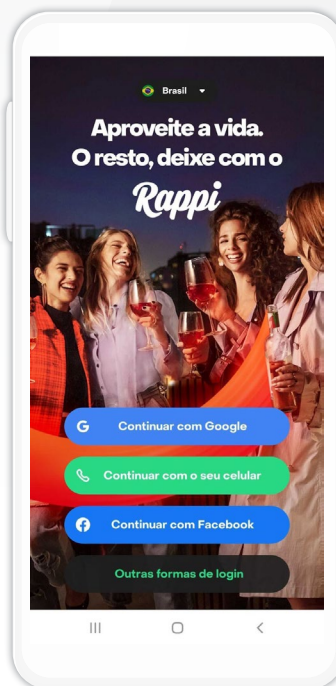
After install, users can create a new account using social login
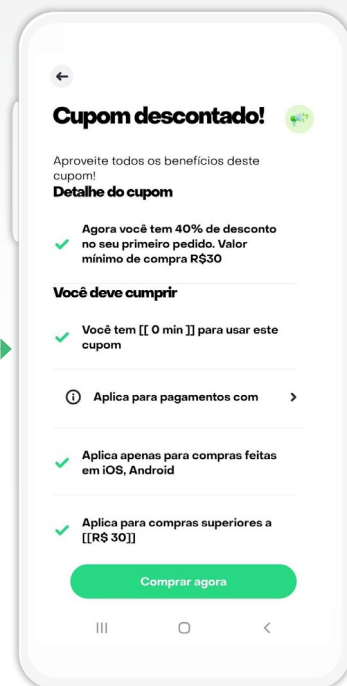
When they first open the app, the coupon is automatically applied and can be redeemed with their first purchase

Taking Influencers to the Next Level

After seeing the success of influencer marketing, Rappi decided to scale this strategy up even further: while the Branch dashboard allowed them to generate influencer links at scale, it still required a manual step from the Rappi team. An even better solution would allow influencers to sign up and generate their own coupon codes.

Fortunately, Branch was able to help with this, too. The Rappi team built RappiInfluencers, a self-serve portal where digital influencers could connect their social media profiles and create their own affiliate deep links. Underneath this portal was a custom integration with the Branch deep link API, which allowed Rappi to fully automate a process that would otherwise have been impossible to execute at scale.

Results

By partnering with Branch and incorporating deep links powered by Branch's mobile linking platform into their campaign strategy, Rappi's team saw impressive growth: when Rappi launched the app in a new city, influencers and referrals typically drove around 50% of all news users. Even after market maturity, numbers remained as high as 20%-30% of app growth, with significantly lower customer acquisition cost (CAC) compared to traditional paid ads.

Thanks to these campaigns, Rappi drove significant results:

- Over **50 million** total app installs.
- More than **15,000** influencers.
- An average of **50%** of new users coming from influencers and referral campaigns, each time the team launched the app in a new city.

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Without Branch's technology, it wouldn't be possible to reach the numbers we reached and be where we are today."

Miguel González
Head of Growth - Prime Product Lead