

Instacart grows conversions from email 6x with deep links

Instacart, the leading grocery delivery mobile brand, realized that the links in their marketing emails were directing people to the mobile web instead of their app, even when the user already had the app installed. With around 70% of emails opened and clicked on mobile devices, they knew how important it was to deliver the best possible experience for their mobile users. They also knew that email clicks that take users to the mobile web have a subpar conversion-to-purchase rate of less than 1%. Branch's Universal Email increased Instacart's click-to-purchase rate from email by 6x, and raised the app engagement rate from email to 30%.

↑ **6x**

Increase in purchases from email

With Branch's Universal Email, Instacart saw irrefutable, substantial revenue growth.

▒ **30%**

App engagement rate from email

Instacart users are directed to desired in-app content rather than mobile webpages.

▒ **6%**

Click-to-purchase rate

Instacart's click-to-purchase rate from email quickly grew from under 1% to 6%.

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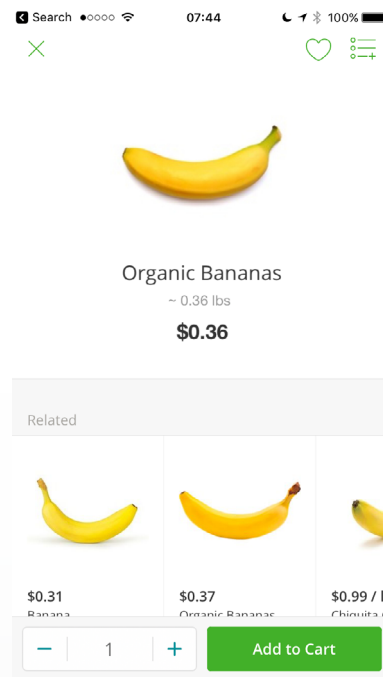
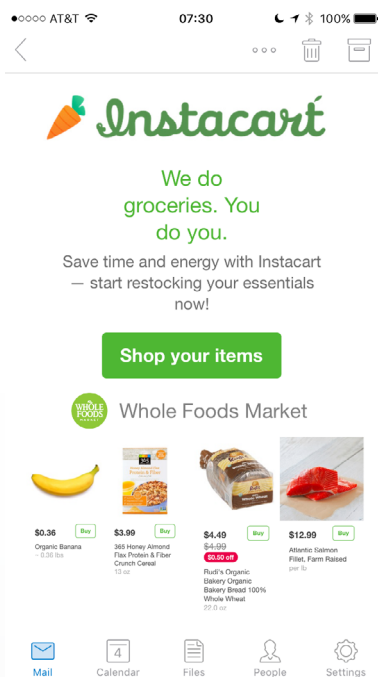
How did Instacart do it?

Through Branch's [Universal Email](#), Instacart can support Apple's Universal Links in their marketing emails. **Users who have the Instacart app and click on an email link will be immediately and directly routed to the app**, rather than being redirected to the mobile web.

In fact, **Branch enables Instacart to route mobile app users directly to the in-app product they clicked on in the email**. This leads to a better user experience that routes users to the platform where they are already logged in and are far more likely to purchase and continue engaging. Branch ensures that Instacart's deep links always work, and fixes any edge cases that arise, so Instacart's team can stay focused on making their service the best it can be.

With Universal Email, Instacart can access sophisticated analytics that provide a clear view of how marketing emails are performing compared to other marketing initiatives. **Instacart can now attribute every install and down-funnel conversion across all the channels and platforms that encompass the digital user experience**. They even have the opportunity to view email performance across desktop, mobile web, or native app—all while piping the data back to the team's existing email service provider.

While most ESPs only measure email opens and link clicks, Universal Email enables the Instacart team to measure in-app conversions and website conversions, while comparing email results to other marketing channels' results.



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Mobile success with Instacart

With Branch's Universal Email, Instacart sees more than 30% of email clicks 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. By routing users to the app through Universal Email, Instacart has unlocked a whole new level of growth.

Apps are increasingly outperforming the mobile web when it comes to mobile acquisition and engagement. In fact, studies show that **66% of mobile transactions occur inside native apps**, and **native mobile apps drive 3x more sales than the mobile web**.

The time to optimize your mobile email journey is now. Click [here](#) to learn more about Universal Email, and click [here](#) to request a demo—we'd be happy to help you form a plan.



Deep linking has turned our emails into a powerful channel to drive both app engagement and bottom line results. Branch's Universal Email powers our best-performing campaigns, driving a 6% click-to-order rate and a 30% app engagement rate.

Max Mullen
Co-Founder, Instacart

branch

Branch powers deep linking and mobile attribution for 35,000+ of the most advanced apps in the world, including household names like Airbnb, Pinterest, Slack, Tinder, Starbucks, Yelp, and Ticketmaster.

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