

## RentoMojo Increases Customer LTV and Reduces Cross-Channel Misattribution with Branch

RentoMojo is an online furniture rental platform founded in November 2014. It currently operates in Bangalore, Pune, Mumbai, Hyderabad, Chennai, Delhi, Gurgaon, and Noida. The company's platform provides consumers a rental marketplace that allows them to rent and buy a wide range of products including furniture and appliances. This is especially helpful for those who frequently move between cities.

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↑ **47% INCREASE**  
in attributed purchases

↑ **52% INCREASE**  
in overall purchases and 65% increase in overall revenue

↑ **45% INCREASE**  
in app user LTV

↓ **78% DECREASE**  
in fraudulent installs

↑ **42% INCREASE**  
in mobile in-app revenue

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## Challenge

RentoMojo has a digital presence across app, mobile web, and desktop. Their biggest challenge was figuring out how to validate data that was being attributed by different ad partners, and understanding which channel works best to help improve the overall customer acquisition cost (CAC). RentoMojo also wasn't deep linking users into the app, which prevented them from capturing complete down-funnel events to understand the full user journey. In addition, RentoMojo wanted to provide a seamless user experience across platforms to their users.

## Solution

With Branch, RentoMojo now has a combined source of attributed data. The consolidated view allows them to look at all of their channels in a single view, which wasn't possible before. By looking at all channels with a single attribution system, RentoMojo can discover which channels drove the most traffic and conversions. With a centralized system, RentoMojo is able to align its marketing activities and reduce overall costs by 21%.

For paid marketing on Facebook, Google, and affiliate partners, RentoMojo implemented Branch Universal Ads. The ease of creating deep links helped the team seamlessly roll out their campaigns, allowing them to measure their campaign's performance accurately on the dashboard. Now RentoMojo can optimize budget allocation and channel prioritization in order to maximize ROI.

Another benefit of deep linking was the support of dynamic long links. By appending link data parameters in a shared spreadsheet, the extended RentoMojo team can collaborate with one another in a central location other than the Branch dashboard. Since not everyone has admin access to the dashboard, this capability saved time, reduced redirection errors, and allowed other team members to create deep links.

Using Branch deep links, RentoMojo can configure tracking for all of its marketing efforts across communications, ad channels, and the website. This ultimately helped drive app installs and improve the overall user journey.

## Results:

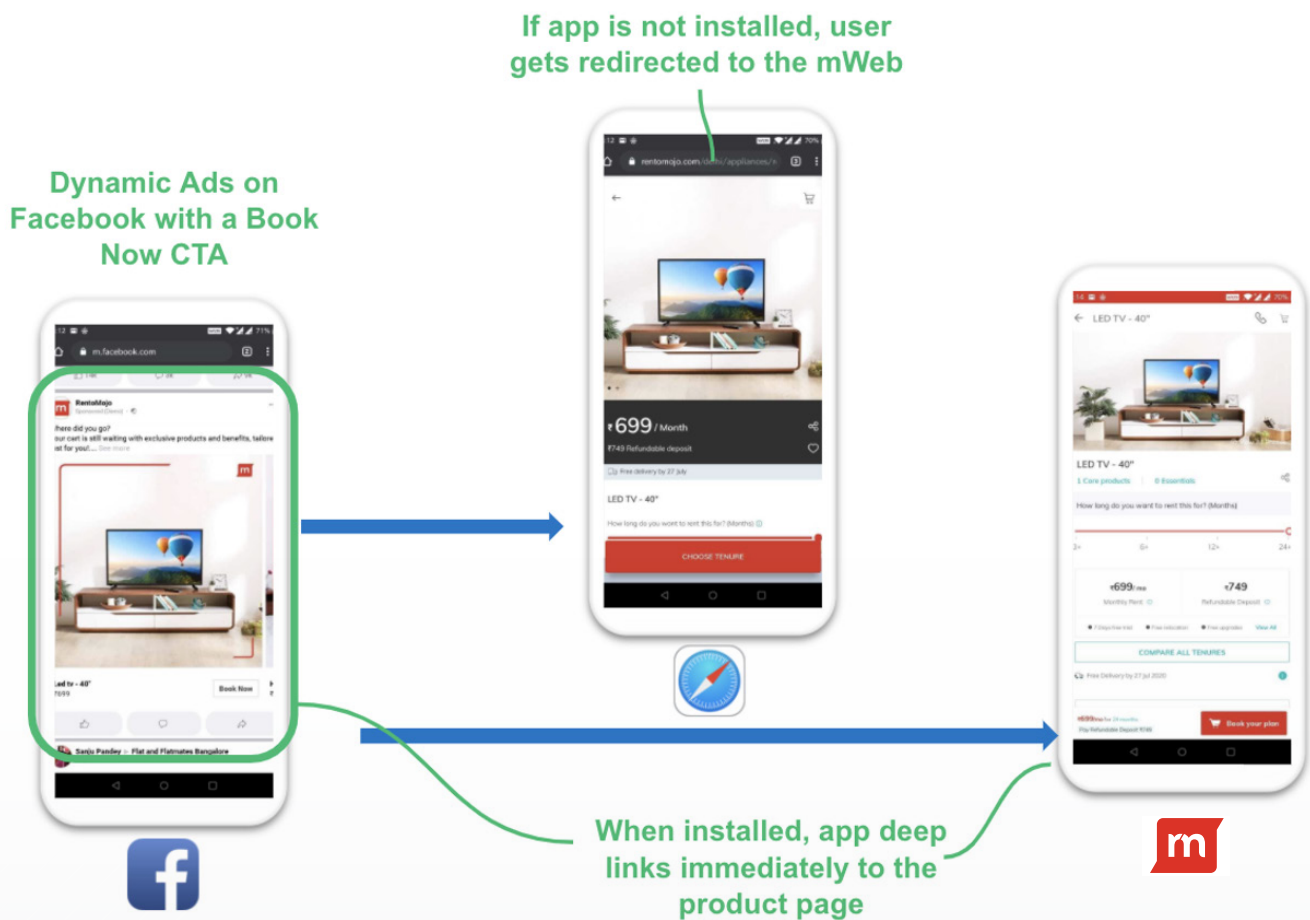
Below are some of the quantitative results for a duration of 6 months between July 2019 and January 2020:

### Deep Linking

- 47% increase in attributed purchases
- 52% increase in overall purchases and 65% increase in overall revenue
- 45% increase in app user LTV

### Universal Ads

- Reduced fraudulent installs by 78%
- Increased mobile in-app revenue by 42%



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“RentoMojo is a digital-first brand, and we believe both brand and performance should work very closely for a cohesive growth. Branch has enabled the teams to easily understand various cohorts through engaging and easy to comprehend dashboards, especially attribution, so we understand where the users are coming from and where to maximize our efforts to drive growth. Features like contextual deep linking provide a smooth flow of content, offering a positive user experience and an effective storytelling approach.”

## Tulika Shukla

AVP: Brand Strategy & Marketing Communications  
RentoMojo

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“Branch has enabled RentoMojo to provide a more customer-friendly experience across all platforms by handling all our deep linking, and saves costs by providing robust data attribution. But their best part is the customer service, which went above and beyond to what I had ever expected from any SAAS organization. They will do their best to make sure you are able to achieve your goals.”

## Akash Deep

Product Manager  
RentoMojo

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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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