

## ZAFUL Doubles Email Revenue with a Seamless Email-to-App Experience

ZAFUL is a one-stop online shop for today's most daring, exciting, and edgy fashion apparel. Its affordable collections focus on redefining trends, design excellence, and exceptional quality to satisfy the needs of every aspiring fashionista.

As the ZAFUL brand grows, the team is focused on creating seamless mobile experiences that delight customers and positively impact revenue.

↑ **210% INCREASE**  
in revenue from email marketing

↑ **28.4%**  
email click to app open rate – increased from 0% before Branch

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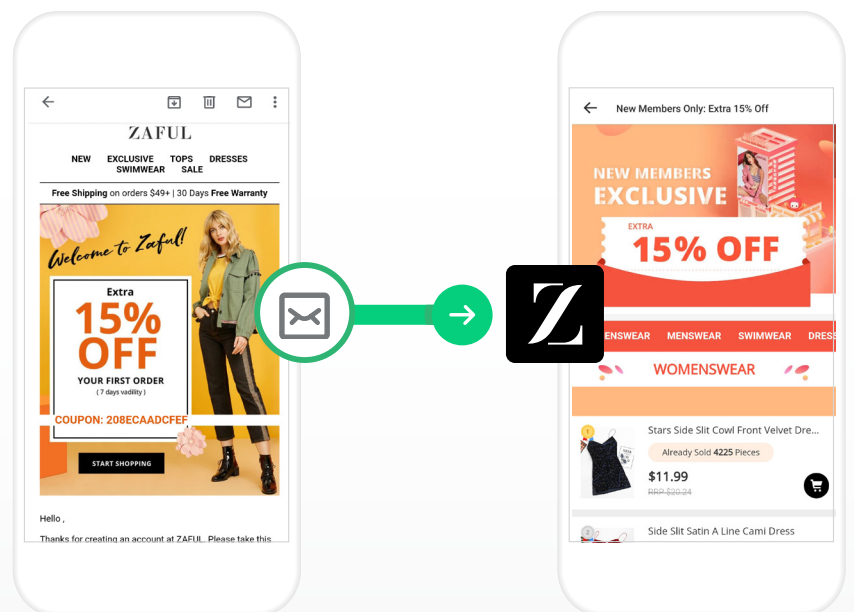
## Challenge

In addition to ads, social media, and affiliates, email is an important marketing channel for ZAFUL to engage with its users worldwide. However, the ZAFUL team found that once users clicked on marketing email links, they were redirected to the mobile web even when the user had the app installed. The team needed to deliver their users a smoother mobile experience. In terms of business value, ZAFUL wanted to drive newsletter subscribers to the app because apps drive conversion rates 3x higher than the mobile web. ZAFUL's challenge was to utilize the email channel to drive more app engagement – and significantly increase purchase rates.

That's when they turned to Branch.

## Solution

The team implemented Branch's Universal Email solution to seamlessly route users from email to the app. Now when a user clicks a link in a newsletter, they are deep linked directly to the individual fashion items within the app instead of being redirected to the mobile web. This improvement has had an immediate and positive impact on the overall purchase rate and revenue for email subscribers. In terms of analytics, ZAFUL is now able to track the overall down-funnel events driven from email where previously an email-to-app data gap existed. Beyond just email clicks and opens, the team now has a clear picture of app installs, purchases, and revenue driven by email marketing campaigns – broken out by desktop, mobile web, and app. Armed with these new insights, they were surprised to learn emails bring ZAFUL stable organic new installs daily.



ZAFUL app user clicks Start Shopping button in email newsletter

User is routed directly to the specific promotion page within the app.

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## The Results

With Branch, ZAFUL now has a seamless email-to-app experience and complete visibility into the full customer journey.

So far, they've been able to increase the email click to app open rate from 0% to 28.4% – and drive a 210% increase in revenue from email marketing. Plus, ZAFUL can now visualize the overall down-funnel performance of each email campaign to continuously optimize.

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Email marketing has a huge potential to drive business value for us and Branch is helping us unlock that value. We've been able to drive a significant increase in revenue and app engagement with Branch's Universal Email solution. And with Branch's cross-platform data, we have more visibility into user behavior and can send personalized emails based on that behavior.

**Renee Liu**

Operation Manager, ZAFUL

branch

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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