


Mobile-First La Redoute Increases 30-day Retention by 29% Using Branch Journeys

[La Redoute](#) is a 184-year-old French company that supports family life by offering inspiring fashion, lifestyle, and home furnishings while striving to deliver the right balance between price and quality. La Redoute is present worldwide with its ecommerce site, and its app is available in 7 European countries. La Redoute prioritizes its mobile-first business and has seen constant growth YoY with the mobile application. La Redoute's core business strategy is to promote the app due to its powerful ability to drive additional revenue and customer loyalty.

User retention for users acquired via Journeys was

 **29%** HIGHER THAN USERS ACQUIRED VIA PAID ADVERTISING

 **26%** HIGHER THAN ORGANIC APP USERS

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The Challenge:

La Redoute has historically had a large web user base. However, because the app drives better user engagement, La Redoute needed a way to promote the app on the mobile website to convert web users into app users.

That's when they found Branch.

Solution:

La Redoute decided to leverage Branch's fully customizable mobile web-to-app Journeys banners. Customers visiting La Redoute's mobile website are served Journeys banners and interstitials encouraging them to download and interact with the La Redoute app.

According to La Redoute, Journeys has numerous advantages for their business as it offers the ability to:

- Track installs and opens generated by Branch's Journeys banners
- Leverage multiple pre-made templates
- Fully customize the banner and adapt the design to its own brand's personality
- Show different banners to customers based on behaviors, visit frequency, customer typologies, and more
- Schedule Journeys to align with specific promotions
- A/B test different creatives

La Redoute started with two simple Journeys campaigns:

1. Encourage non-app users to install the app

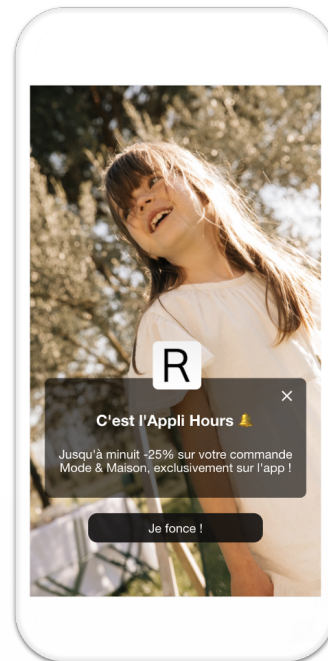
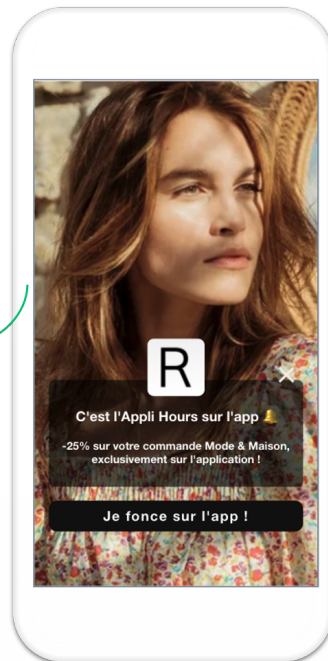


2. Remind app users to reopen their app if they already have it installed



La Redoute recently started a new campaign to promote its "Appli Hours" - a brief period of time when an additional discount is available to app users only. La Redoute customized the Journeys banners to fully align with the colours and design of the promotion.

Custom Journeys banner designed to align with La Redoute's "Appli Hours" promotion



La Redoute analyzes campaign performance in the Branch dashboard and can easily view the click-through rate, number of installs, number of opens/re-engagement, and the dismissal rate to optimize its campaigns.

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Journeys banners have become a new channel where digital marketers at La Redoute can use their creativity to promote the mobile app.

In addition to Journeys, La Redoute is a power-user of Branch's cross-platform solutions. Currently, the team uses the Branch platform to work with various paid and owned acquisition channels to acquire and re-engage app users such as emails, push notifications, SMS, QR codes, and text-me-the-app.

And this is just the beginning for La Redoute. The next initiative will focus on targeting high-potential customers and members of the La Redoute & Moi Subscription, a membership offering unlimited delivery and additional discount for its members, to download and stay engaged in the app.

The Results:

30-day post-acquisition, user retention for users acquired via Journeys was 29% higher than users acquired via paid advertising and 26% higher than organic app users.

On average, not only did twice as many users make a purchase when acquired via Journeys, but those users also spent on average 3x more than organic or paid users.



By leveraging Branch's web-to-app smart banners, our marketing team finally has an efficient way to help our web customers discover or re-engage with our app. The level of customization Journeys offers allows us to constantly test and improve our approach.

Claire Lecherf

Senior Traffic Manager

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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