

Sears & Kmart Drive Digital Transformation Success with Branch and AWS.

Sears & Kmart provide millions of shoppers around the world with a wide range of home merchandise, apparel, automotive products, and services both in-store and online. Both founded in the late 1800s, Sears & Kmart grew over the decades to become household names.

As consumers around the world became increasingly digital, Sears & Kmart had to evolve to keep up with changing technology, customer expectations, and new competitors. As part of their larger digital transformation, Sears & Kmart turned to Branch to create mobile experiences as frictionless as those in-store and on desktop. Kmart also invested heavily in the AWS Cloud to build their capability in several areas, including data and analytics.

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↑ 47% OF APP INSTALLS DRIVEN BY JOURNEYS

making it one of the brands' primary and most cost-effective acquisition channels

\$ 97% CPI COST SAVINGS WITH JOURNEYS

compared to the industry average cost for paid app install ads

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Challenge

The Sears & Kmart teams knew how important mobile apps had become to shoppers' experiences – so as they prioritized digital transformation, the Sears & Kmart apps were a key focus area. Since launching their apps, they observed significantly higher life time value than on mobile web and were able to offer additional features like in-store pick-up.

The challenge? Create seamless user journeys into the app across channels and platforms to convert the many loyal Sears & Kmart shoppers into loyal app users.

Solution

The teams have deployed Branch's Journeys across the Sears & Kmart mobile sites to drive app installs and deep link new users through the install process, optimizing conversion rates by ensuring users are routed to the same content in-app that they were viewing on the mobile web.

To measure and optimize the performance of Journeys against the rest of their marketing activities, the teams leverage Branch's integration with Adobe Analytics which makes aligning Journeys performance to existing analytics incredibly easy. They also were able to deliver a better customer experience through future-ready employees and infrastructure with AWS.

Additionally, Sears & Kmart utilize Branch's targeting capabilities for a number of more advanced use cases. Journeys has enabled the teams to:

- Dynamically suppress Journeys without revisiting any code to ensure the experience works in harmony with other on-site marketing
- Target frequent browsers to drive a click-to-install rate 2.5x that of standard banners
- Automatically deep link existing app users to the right in-app content for an improved, logged-in experience leveraging Branch's intelligent auto-open feature



With Branch's Journeys, shoppers are routed from the mobile web into the app where they are 3x more likely to engage and convert – without disrupting their experience.

The Results

Since partnering with Branch, Sears & Kmart have achieved some impressive results:

- Journeys became one of the brands' primary and most cost-effective acquisition channels, driving 47% of app installs across Sears & Kmart in a one-year period
- The average cost-per-install with Journeys is 97% less than the industry average for paid app install ads
- Through dynamic user cohort targeting, Sears & Kmart are able to deliver personalized experiences and dynamically suppress banners in concert with other on-site marketing



Branch is an indispensable component of our digital transformation. With the help of Branch, we've been able to create mobile shopping experiences that our customers love – while providing our own teams with full visibility into the true customer journey.

Adi Gaber

Director of Product, Sears & Kmart

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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.

Ready to ignite your mobile growth?
Visit branch.io to get started today.