

# An Introduction to Deep Linking

Kochava Guides for Marketers

# Deep Linking Matters

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If you're part of the mobile advertising ecosystem, chances are you've heard the term "deep linking." Deep Linking is a mobile marketer's best friend and when used effectively, it can:

**DOUBLE  
YOUR KPI  
CONVERSIONS**

**BOOST YOUR  
IN-APP PURCHASE  
RATES BY  
UP TO 40%**

Source: <https://www.cyberliciousinc.com/google-ads-deep-linking/>

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We created this guide to help marketers understand the importance of deep linking basics.

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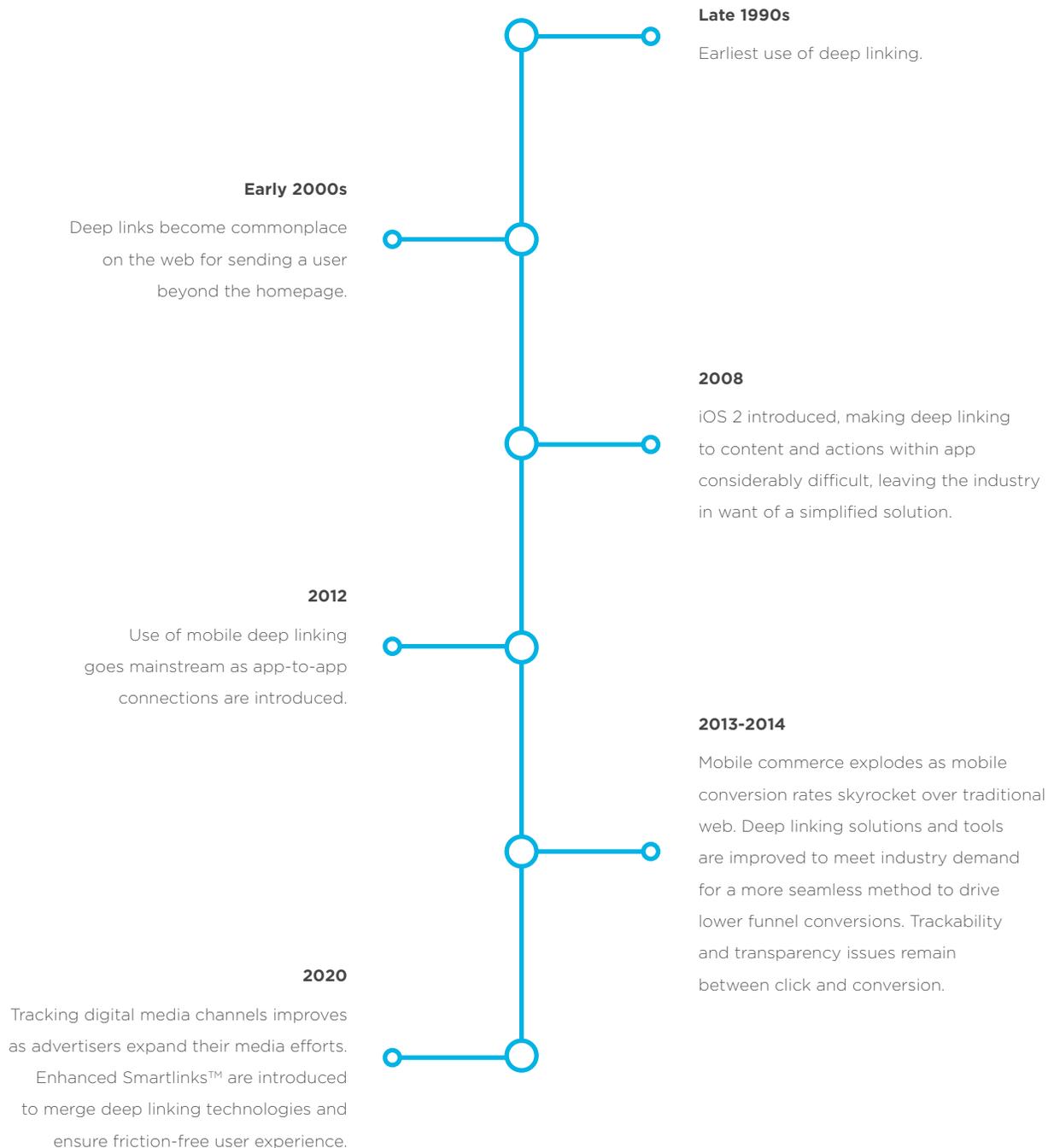
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# History of Deep Linking

The technology of deep linking existed prior to mobile apps with the concept alive and well on traditional web before 2000.



# What is a Deep Link?

# Let's start with the web where deep linking began

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Mobile ad fraud prevention



Suppose we ran an online search for “mobile ad fraud prevention”. Now, we don't want the search engine to send you to our general home page [www.kochava.com](http://www.kochava.com) and leave it up to you to find our fraud solution content. We want you to go right to the content you're interested in at [www.kochava.com/mobile-ad-fraud](http://www.kochava.com/mobile-ad-fraud).



[www.kochava.com/mobile-ad-fraud](http://www.kochava.com/mobile-ad-fraud) **is** a deep link.



[www.kochava.com](http://www.kochava.com) is **not** a deep link.

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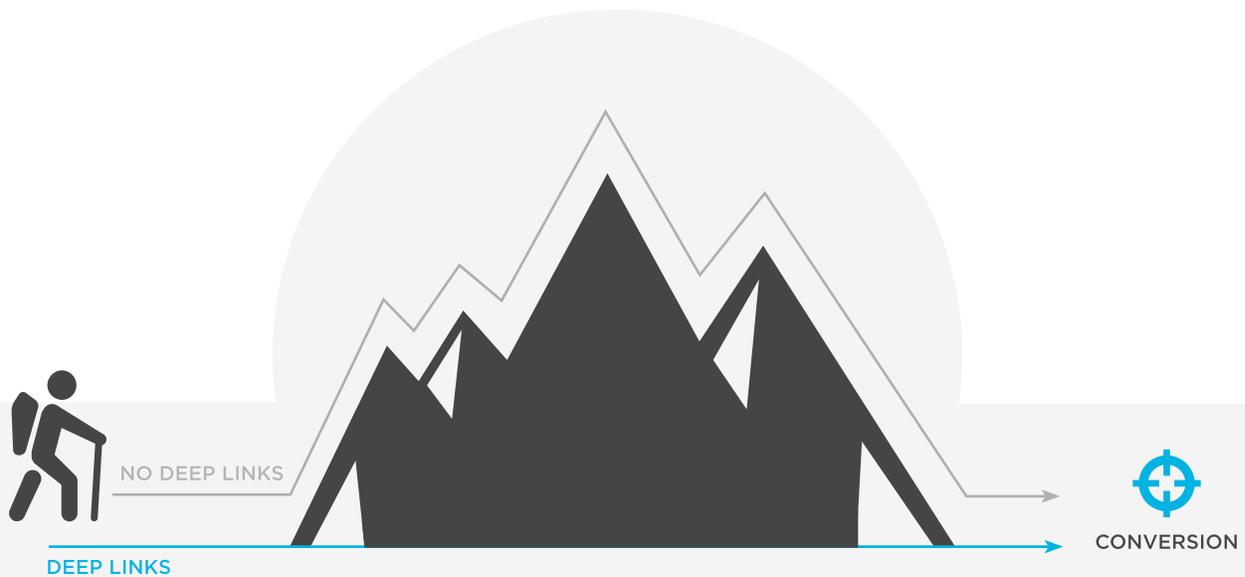
That's deep linking in a nutshell — getting the user to the content or experience that best matches their interests with as little friction as possible.

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# Taking the path of least resistance

Deep links serve to make it as easy as possible for your users to make the journey from your advertisement or call-to-action (CTA) to the actual point of conversion.



The longer the user's journey and the more obstacles they face, the more likely they are to abandon/fall-off before completing the desired action.

The less friction the user encounters, the more likely they are to convert.

# What is a Mobile Deep Link?

# Deep links in mobile

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In mobile, deep links are specialized links that leverage a URI (Uniform Resource Identifier) to send users who already have an app installed on their device to a specific location within the target app.

**YouTube://**

is an example of an iOS URI simply directing the device to launch the YouTube app.

**fb://profile/33138223345**

is an example of a deep link that not only launches the app but also takes the user to a specific location within the app (i.e., a user's profile).

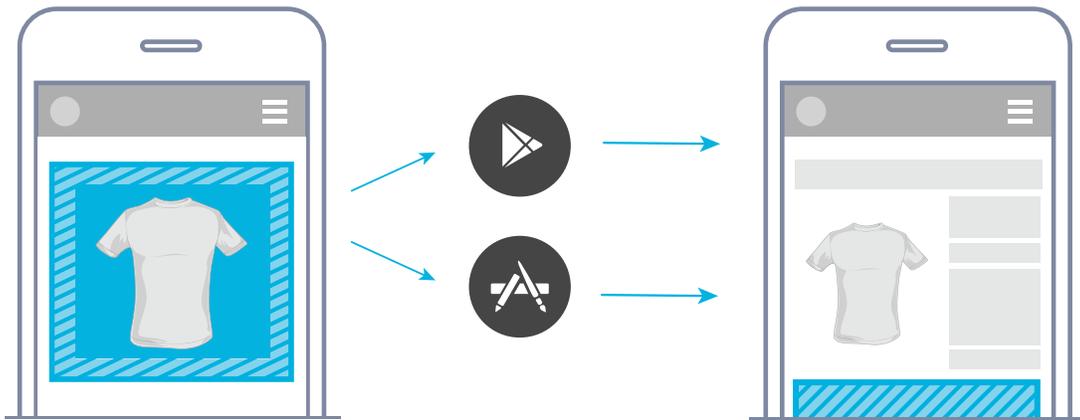
## PRO TIP:

Coordinate directly with your app developer to pinpoint the important steps in the user engagement funnel where you will need to deep link users.

# Mobile deep linking in action

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If an ecommerce app launches a campaign with dynamic creative optimization (DCO), where users are shown creative ads for clothing products that fit the target user's interests and behaviors, that context can be passed from the ad server through the click redirect and into the deep link destination.



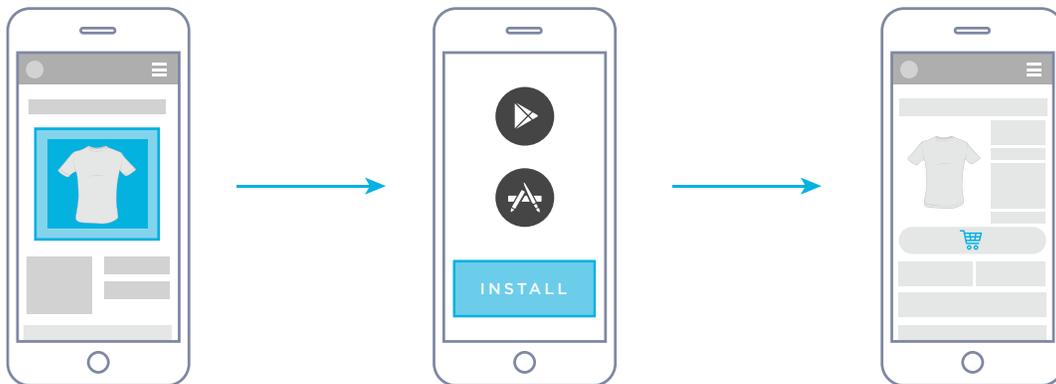
This functionality, known as dynamic or contextual deep linking, enables scalable personalization of the user experience, connecting individual consumers directly with the content, product or experience from the advertisements they engaged with.



So what if a user doesn't have your app installed? Can you still use deep links?

## Absolutely.

Implementing a mobile deferred deep linking solution with a provider like Kochava, enables you to give a user the same experience upon their first app open after install, as if they had been directly deep linked after clicking the ad in the first place.



# How mobile deferred deep linking works

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First, a user clicks on an ad. When the app is not found on the device, the deep link is 'deferred' (i.e., saved for later) and the user is sent to the app store instead to install the app.

This next step is where the importance of Kochava's accompanying attribution solutions come in handy.



Once the app is downloaded, the app needs to know where to deep link that user when they launch the app.



Within seconds, Kochava attributes the app install to the precise ad click. The Kochava SDK then communicates that context to the app directly, along with the specified deep link appended to the advertisement.



The app then instantly acts on this information and deep links the user to the right experience.

# Use Cases of Mobile Deep Linking

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Secure a conversion by keeping the customer journey as friction-free as possible, improving user retention and lifetime value (LTV).

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Deep link existing users to their shopping cart with an item already added and ready for checkout.



Deep link players to a specific bundle or sale offer to boost in-app purchases.



Deep link viewers to the next movie on their watchlist to drive ongoing engagement with content.

# Deep Links + Attribution

# SmartLinks™

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A successful deep linking strategy depends on your ability to accurately measure outcomes in down-funnel conversions. With Kochava SmartLinks, deep linking and attribution are unified in one smart package.



Kochava SmartLinks empower marketers to create one tracking link with dynamic routing and deep linking based on the detected platform—meaning one link can be used across iOS, Android, web, and other connected devices. SmartLinks can track user engagement across paid and owned-media campaigns for not only acquisition but also reengagement. This provides full-funnel attribution tied back to the precise ad and deep linking experience.

# Add deep linking to your mobile strategy

Learn more at: [Kochava.com](https://Kochava.com)