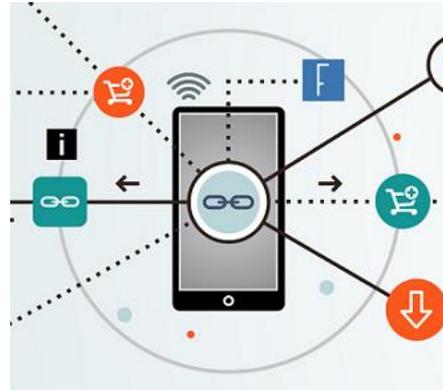


Mobile Deep Linking | 2015 Holiday Research

Overview

Mobile shopping is expected to have a profound impact on retail sales this season. To uncover additional insights about engagement and conversion in today's app-centric consumer experience, we are conducting unique research about omnichannel deep linking to mobile apps vs. mobile websites. We are inviting select advertisers to participate in this research and in return we will provide you with an advance copy of the report on January 15, 2016.

The data used in the report will be anonymously aggregated across all retailers. Your data from the research will be provided to your company only. Advertiser specific data will **not be disclosed** in the report or shared with anyone outside Pure Oxygen Labs without your permission.



Why Mobile Deep Linking Matters

- Consumers are now spending 85% or more of their time on their mobile device and within a small number of apps. Capturing a “mobile moment” of their time can mean the difference between brand engagement and a sale or a moment of frustration and an unhappy customer.
- Deep linking is central to creating a seamless customer experience on mobile. When controlled by marketers it is a powerful tool for optimizing campaigns across channels (display, search, email, social and affiliate).
- Early adopters of deep linking capabilities are internet pure play companies including Amazon, Netflix, Etsy, Rue La La, Gilt and Wayfair. These companies have a track record of quickly responding to mobile behavioral trends and to compete with these ecommerce leaders, retailers must test key mobile assumptions this holiday season.

What You Will Learn

- Learn how to create and control marketing links that open your app. vs. mobile website.
- Learn when deep linking to your app vs. mobile website drives more engagement and conversion.
- Learn which web marketing channels are best for driving “web-to-app” engagement.
- Compare app open and conversion rates across iOS and Android and mobile web.

How it Works

- There is nothing to install, no SDKs or APIs to integrate or tracking pixels to manage.
- Simply consider your marketing channel and what you'd like to learn from the test.
- For example: create links for your mobile search advertising campaign that will check for your app on the user's device and if the app is found automatically launch the app vs. mobile website.
- We provide you with the test links for use in your campaign and real-time access to reporting.

To apply contact: Eric.Papczun@pureoxygenlabs.com