Deep Linking with Smaato

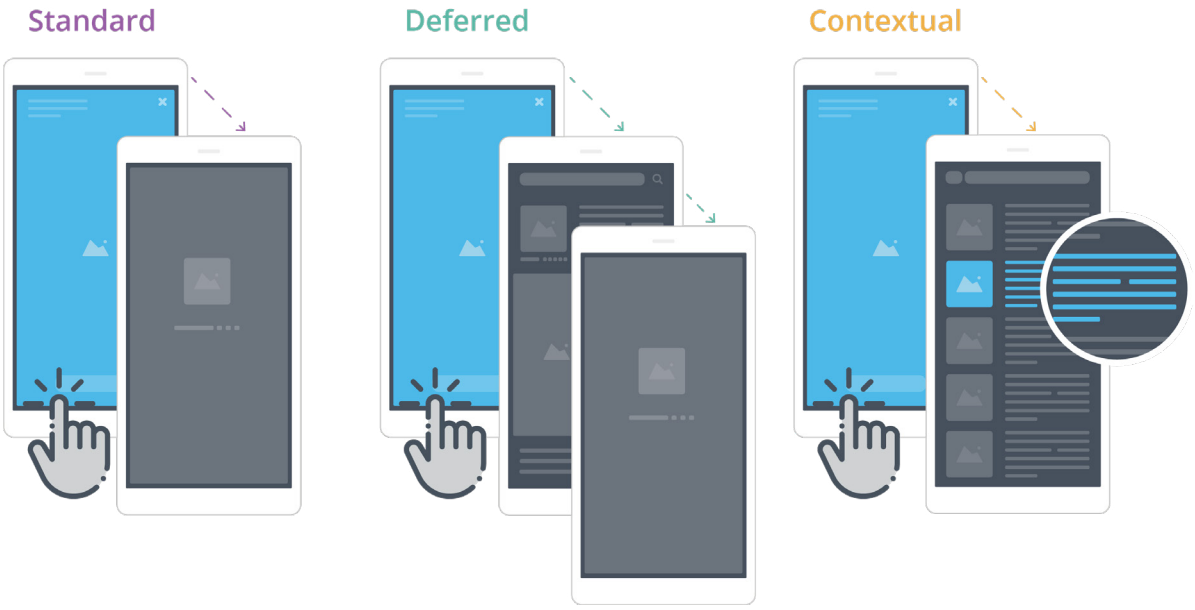
Deep Linking helps deliver a seamless, helpful, and gratifying user experience. Learn how you can drive higher conversions and delight users with app to app deep linking.

What Are Deep Links?

Deep links are URLs that, when clicked, take a user directly to a particular piece of in-app content.

There are three main types of deep links. **Standard** deep links take the user from an ad to an (installed) app. **Deferred** links come up when a user doesn't have the app installed. In this case, they take the user from the ad to the download page (whether the App Store or Google Play Store), and, once installed, the new app. Lastly, there are **Contextual** deep links. These links are either standard or deferred links which take the user directly to a specific section, search, or piece of content within an app.

As such, contextual deep links provide a great opportunity for highly targeted and personalized ad creative. (For example, linking to a specific playlist on a radio app, or opening up a search for hotels in a relevant geography, rather than the app launch page.) All three include privacy-safe and iOS-14-compliant tracking to ensure attribution, as they do not rely on device or user information.



Why Smaato

Our platform makes deep linking simple. Marketers, publishers, DSPs, ad networks, and advertising publishers can deliver positive user experiences and gain effective attribution. Plus, our platform makes it easy to do so with any ad format and on any device. You can reach users wherever they are, while ensuring they get to the content they want. Our platform also provides enhanced deep-linking visibility, tracking, and reporting, so you can optimize with ease. Plus, it's free to use.

- **Super simple integration**
- **Device agnostic**
- **Highly engaging**
- **Equipped with insights**
- **Free to use**
- **Reliable attribution**

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While there are other deep-linking solutions out there, Smaato's eliminates the need for a third party integration. This also gives our partners access to fast, accurate, and fully-integrated reporting.

> We give our partners precise and reliable campaign attribution that is fully compliant with data privacy laws, and doesn't rely on device or user ID information.

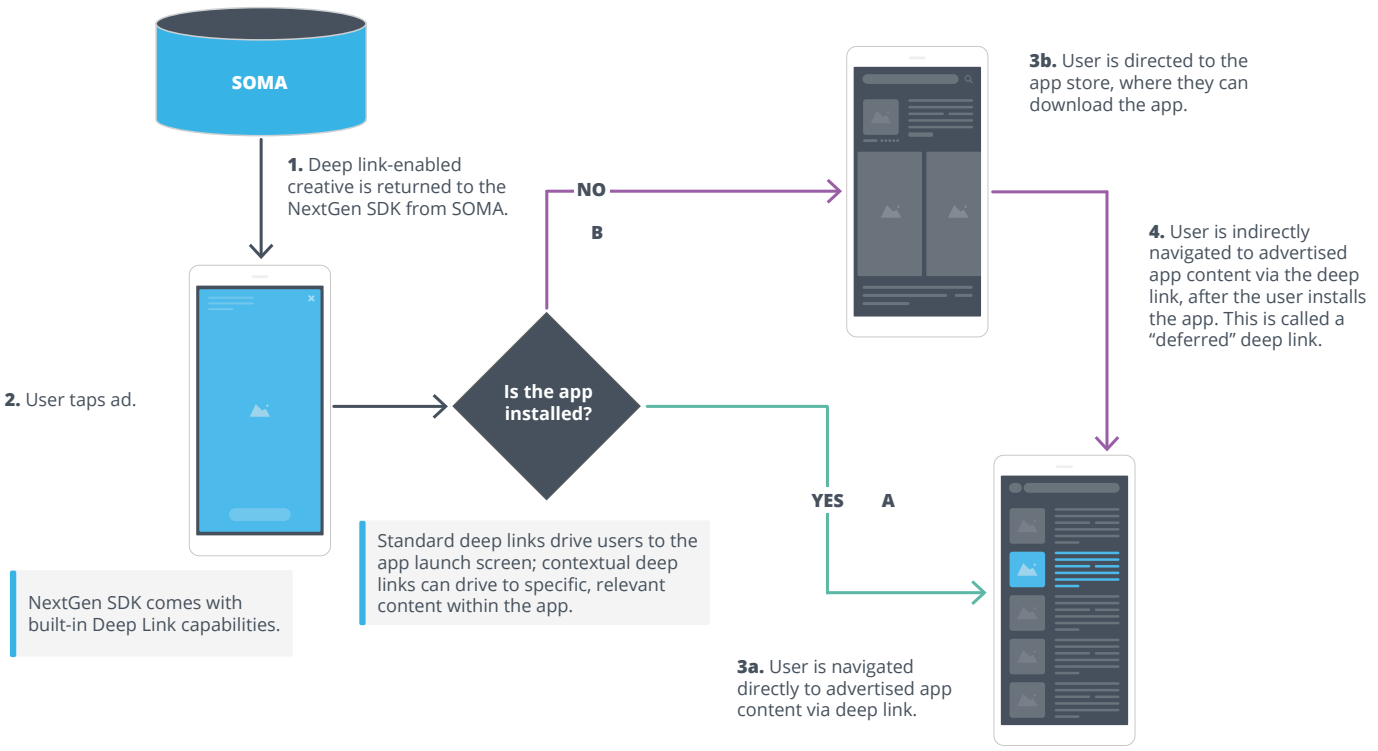
How Does Deep Linking Work?

Deep links are often used within user acquisition campaigns. These links not only deliver a strong user experience, by bringing a user directly to relevant content, but also provide strong insights into how users behave after clicking the ad – whether they created an account, went to the download page, went to the download page and installed their app, or went to a certain piece of content or area of their app. This built-in insight helps marketers optimize their acquisition campaigns.

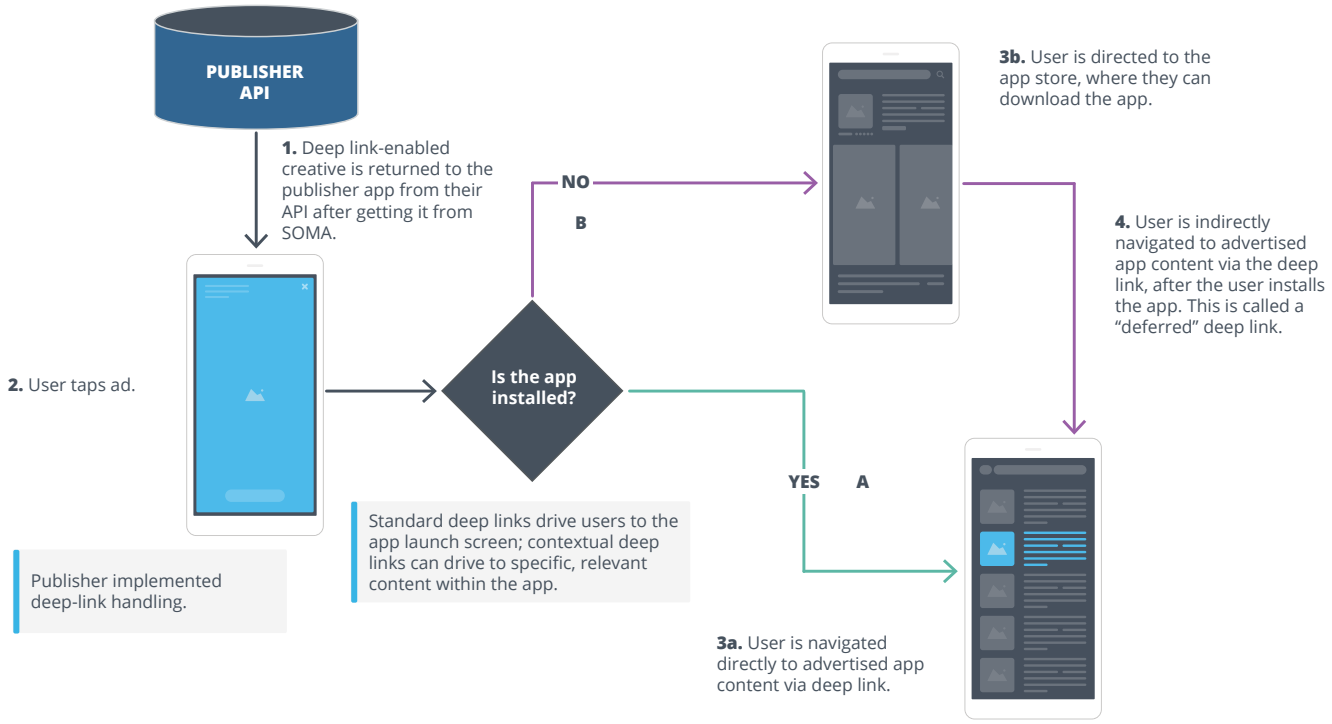
Deep links pass users directly to a pre-installed app (or to that app in the app store), bypassing a mobile-web popup. They offer direct access to content and functions. When the advertised app is launched, the advertised app can access data in the deep link that can define the destination for the user.

To ensure deep-linking success, the publisher app must handle the deep linking schema. If the publisher uses NextGen SDK, this happens automatically:

Deep Linking with NextGen SDK



Deep Linking with API



Ready to Get Started?

For publishers using our NextGen SDK: You're in luck. Our NextGen SDK has deep link support built in, for both iOS and Android, so when an ad with a deep link comes along, it's handled without a hitch. API and E2E publishers will need to be able to support deep links, first.

For marketers, it's critical to ensure that your click-through URLs are deep links. And, marketers/DSPs should ensure that their schema's are updated to include the following:

```
smadl://navigate?primaryUrl=DEEPLINK_URL&primaryTracker=TRACKER_URL&fallbackUrl=FALLBACK_URL&fallbackTracker=TRACKER_URL
```

- primaryUrl is a URL targeting the application which will be opened on the user's device.
- primaryTracker is a tracker URL when opening the targeted application is a success.
- fallbackUrl is a URL to be called (a website or app store) when the user device has not installed the deeplinked application, therefore the app can't open immediately.
- fallbackTracker is a tracker to be called upon execution of fallbackUrl, where the user downloads the app, and then launches the app.

The schema is passed within the creative, which goes on to the publishers. For publishers who are integrated with NextGen SDK, no action is necessary. If integrated with exchange-to-exchange, or an API, then the publisher will need to take a few quick steps to add in the supported URL schema, as well as the Smaato schema, into their project nav within the development console.

Learn more

Visit our developer docs to learn more and to download NextGen SDK.

smaato
Now part of VERVE GROUP

Now part of Verve Group's consumer-first advertising suite, Smaato helps publishers bring their first-party data and manage all inventory in one place. Marketers get access to the highest-quality inventory so they can reach audiences around the world and on any device. www.smaato.com.