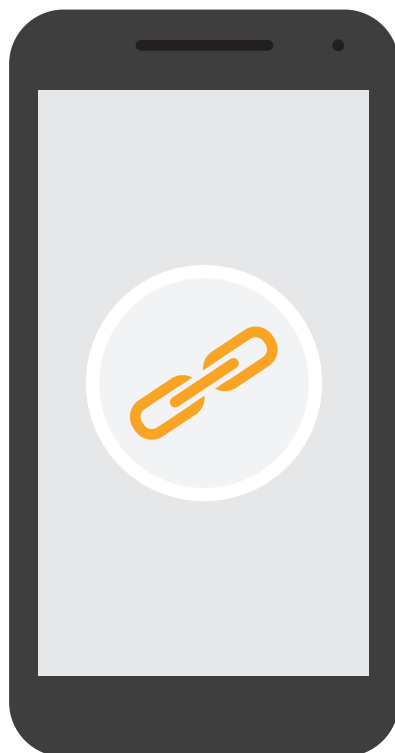




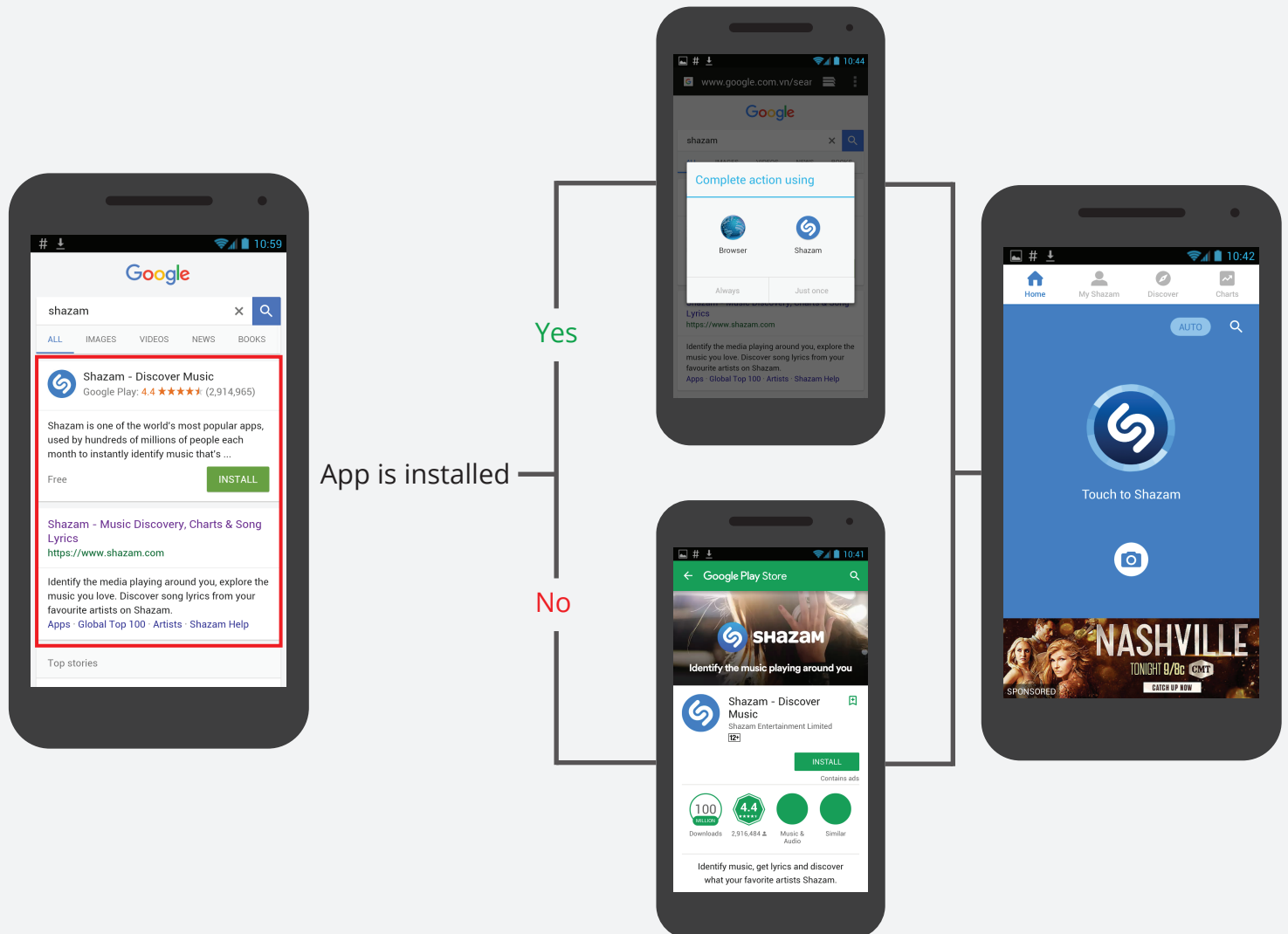
An Introductory Guide to

Mobile Deep Linking



What is deep link?

Deep linking is a methodology for launching a native mobile application via a link.



So you are browsing the Internet on your mobile. You search “Facebook” on Google and the first result points to Facebook’s home page. You tap on that link and instead of being redirected to Facebook’s home page, the Facebook app on your mobile opens. That’s basically how deep linking works.

Enabling deeplinking for a mobile application will allow you to invoke deeplinks that open an app and launch specific, defined screens within the app, such as the homepage, product pages, and shopping cart, much as you would on a website.

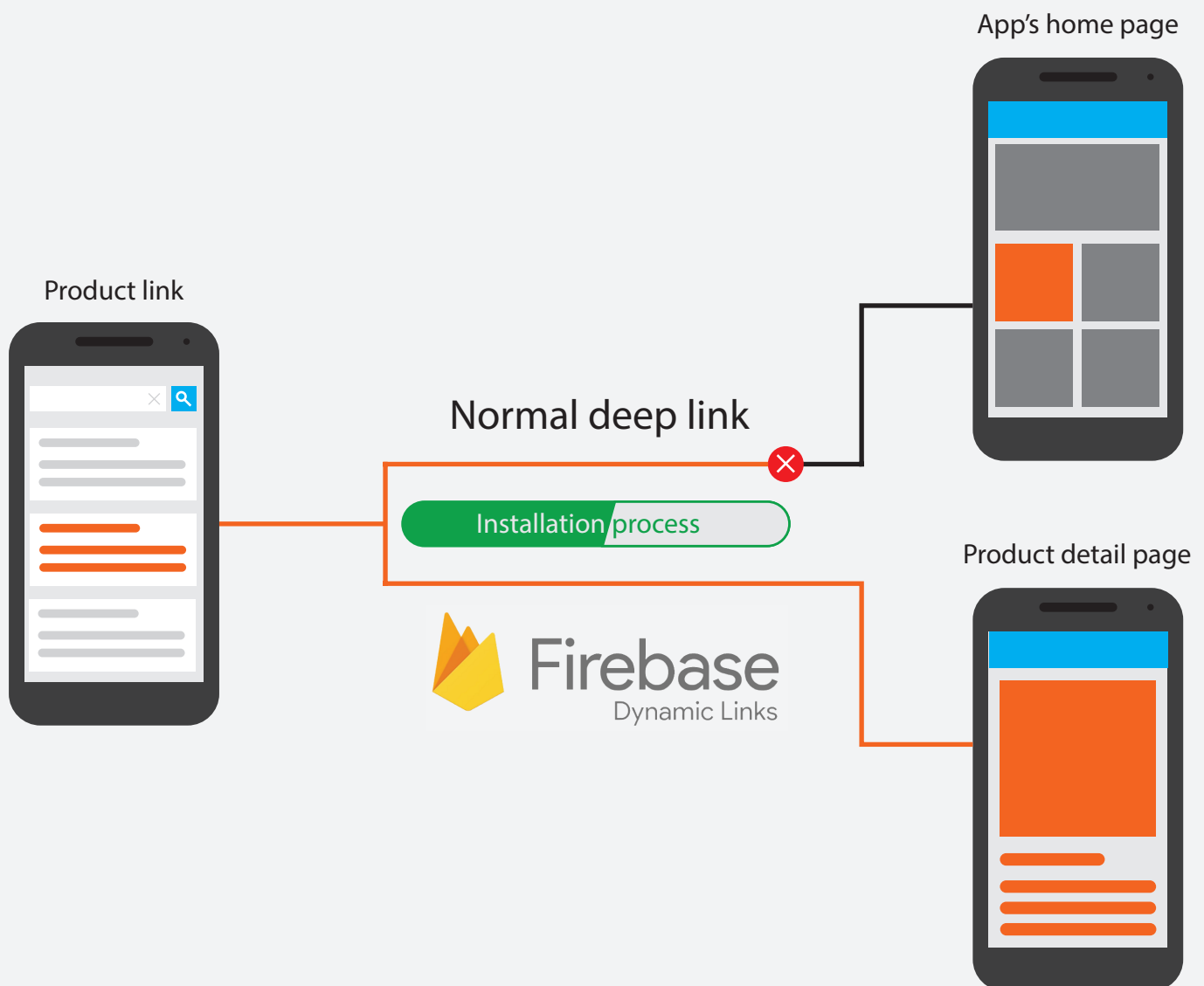
Deeplinking is especially useful for promotional efforts because it allows you and any third party to open the app when a link is clicked, rather than driving to a website or to your app’s listing on the iOS App Store or Google Play.

Firestore Dynamic Link

“Deep links that survive the install process.”

There are different methods to implement deep link. SimiCart is using Firestore Dynamic Link. Firestore Dynamic Links are links that work the way you want, on multiple platforms, and whether or not your app is already installed.

Dynamic Links are smart URLs that allow you to send existing and potential users to any location within your iOS or Android app. With Dynamic Links, your users get the best available experience for the platform they open your link on. In addition, Dynamic Links work across app installs: if a user opens a Dynamic Link on iOS or Android and doesn't have your app installed, the user can be prompted to install it; then, after installation, your app starts and can access the link.

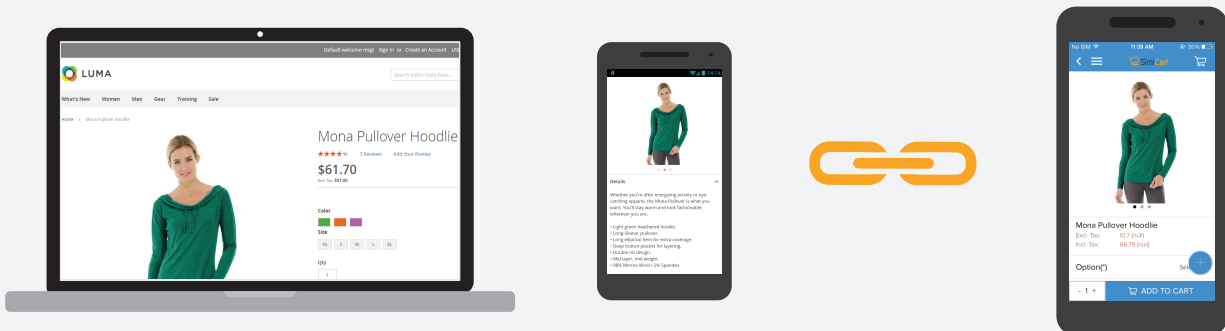


Use cases

The following use cases are some of the ways you can use Dynamic Links in your app to drive growth and engagement.

1 Converting web users to app users

What if you've gone to the trouble of building a great mobile website in addition to a beautiful native app, but notice your conversion rate is better in the native app than on the web. In this case, converting mobile web users to download your app might give your business a boost. While moving them from one to the other can be challenging, Dynamic Links makes it easy. With Dynamic Links, you can seamlessly transition users from your mobile website to the equivalent content within your app. And because the links survive the app install process, even new users can pick up where they left off on your mobile site without missing a beat.



2 Social, email, and SMS campaigns

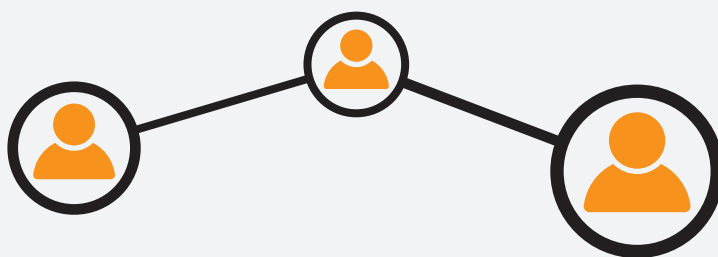
Send promotional offers using links that work on any platform. Current and future users can redeem your offers whether they use iOS, Android, or a web browser, and whether or not they already have your app installed.



3

User-to-user sharing

One of the most effective ways to get new users to install your app is by enabling your users to share content from your app with their friends. With Dynamic Links, you can create a great user-to-user sharing experience: users who receive content recommendations from their friends can click a link and be taken directly to the shared content in your app, even if they have to go to the App Store or Google Play Store to install your app first.



4

Real-world app promotion

Use QR codes or bar codes that encode a Dynamic Link in your physical displays to promote your app at events and venues. Users can use their mobile phones camera to scan QR codes/ bar codes and be redirected to the targeted content in your app, or be prompted to install your app first if they have not.

