



Colin Behr [Redacted@branch.io](#)>

Deepview Benefits

Junghan Kang [Redacted@samsung.com](#)>
Reply-To: [Redacted@samsung.com](#)
To: Colin Behr [Redacted@branch.io](#)>, Rishi Khaitan [Redacted@branch.io](#)>

Tue, Nov 20, 2018 at 9:41 PM

Hello Colin and Rishi.

Thanks for putting this together and yes, I do realize this is much better experience vs. driving users to App Store without preview.

However, the gating factor here is the Google-Samsung contract terms and anything that can be claimed by Google as 'web search' is something we need to avoid.

I am in discussion with the Google-facing team here and will get back to this thread as soon as I hear from them.

Thank you,
Junghan

----- Original Message -----

Sender : Colin Behr [Redacted@branch.io](#)>
Date : 2018-11-21 13:20 (GMT+9)
Title : Deepview Benefits

Hi Junghan,

We've put together a few slides that can hopefully help explain the logic behind Deepviews.

I'm available incase you'd like to chat about this more. In short, the only call to action still drives an app-install, the user **cannot** get the information that is otherwise available on the webpage, but rather a preview, which acts much like an ad unit.

We've seen in the past that this has a significant impact on conversions, as cited with iHeartRadio, who saw an increase of more than 300% in conversions vs. the standard approach.

 Deepview.pdf 1MB
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Thanks,
Colin

 **Colin Behr**
VP of Discovery Partnerships

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