branch

Successful mobile growth and attribution start with standards

Cross-screen mobile marketing and attribution require rich, accurate link data. And with new changes to mobile tracking, the data you have has never been more important.

This is why Claravine partners with Branch, an industry-leading mobile measurement and deep linking platform. With an integration between The Data Standards Cloud™ and Branch, marketers can apply data standardization to mobile to better create, deliver and optimize mobile experiences at scale.

> *Our customers need to optimize for cross-channel, but the complexity of launching multi-screen experiences slows down marketers. Claravine solves this by helping marketers and data teams achieve automation and optimize their business decisions.*
>
> - Eric Stein, EVP & GM of Branch

HOW DOES IT WORK?

Your team can leverage Branch-integrated templates to standardize link structure and creation, to ensure complete, consistent data is captured and sent to Branch, your analytics, and/or your cloud storage.

Simply define your data standards, fill them in, map them to your Branch account, and control where your mobile experience data flows.

ELEVATE YOUR MOBILE MARKETING

Streamline Link Creation

Branch-integrated templates automate link creation so you can spend less time on manual processes and more time on your mobile strategy

Simplify Collaboration

The Data Standards Cloud provides a central, and permission controlled, access point for all your partners and teams

Extend Standards Everywhere

Integrate and automate standards across your ecosystem, leveraging your strategy across mobile and beyond

Get more from your marketing strategy and data. **Talk to Claravine today**