



Do's and Don'ts to Supercharge Your Mobile Growth Strategy

Consider this handy checklist when looking to boost conversions, optimize campaigns, and increase revenue

The mobile app market continues to evolve with new innovations (think AI!), new benchmarks, and new expectations from your user community. What can you do to help ensure your brand—and your app—continue to drive engagement? How can you stay above the fray as the app arena becomes increasingly chaotic, especially with so many more brands competing for mindshare and revenue?

After working with hundreds of brands and witnessing both successes and missteps, our team is excited to share these best practices (or lessons learned) for a smarter, more sustainable mobile growth strategy.

DO's

DON'Ts

CAMPAIGN MEASUREMENT

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| ✓ Use a single "North Star" KPI across app and web teams to align goals (e.g., revenue or conversions). | ✗ Use competing KPIs for app vs. web. Siloed teams slow adoption and misalign incentives. |
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DRIVING APP ADOPTION

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| ✓ Leverage smart banners and QR codes on owned channels (website, packaging, in-store, etc.). | ✗ Wait until paid acquisition to drive installs — instead start with free, owned traffic first. |
| ✓ Focus first on driving app adoption before investing heavily in deep linking across email or ads. | ✗ Deep link across all channels if your app install base is still under 10% — impact will be minimal. |

DEEP LINKING SEO

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| ✓ Deep link branded search results (e.g., "[Bank] login") directly into the app to reduce friction. | ✗ Let high-intent users hit generic or dead-end web pages if they already have the app. |
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DEEP LINKING EMAILS

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| ✓ Deep link emails when you have ~30%+ of your users on the app. Prioritize CRM channels like email and push. | ✗ Take users to a login screen if you can take them directly to the relevant in-app content. |
| ✓ Include multiple deep links in emails as buttons or CTAs to extend the app experience. | ✗ Assume a single app link is enough. Make each button drive to its corresponding in-app action. |

SHAREABLE APP CONTENT

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| ✓ Add a "Share" link to apps—especially for playlists, products, articles, or order templates. Encourage virality. | ✗ Treat your users as passive—give them tools to become your best marketers. |
| ✓ Enable links to carry context (product IDs, search filters, playlists) so users land exactly where they meant to. | ✗ Send users to a generic homepage—they'll bounce or churn from frustration. |

ROLE OF A.I.

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| ✓ Prepare for AI to disrupt search—optimize your content and links for machine-readable formats and app handoffs. | ✗ Assume SEO traffic will hold steady—AI is already shifting discovery patterns. |
| ✓ Build for a future where AI agents transact on behalf of users via app integrations or APIs. | ✗ Just serve information—serve actions. AI will reward brands who reduce steps to completion. |

Do more with your mobile strategy — talk to us!

Looking to optimize your strategy and gain more measurable, meaningful results? Learn how [Branch solutions](#) are helping brands like yours stay on an upward path to conversions, customer retention, and profitability. Or [contact us!](#)