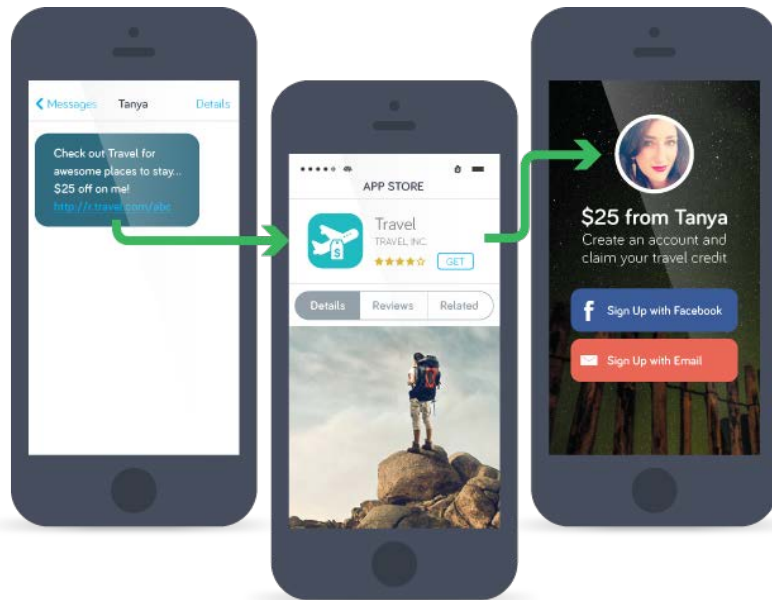


# Drive App Downloads and Mobile Conversions with Yozio And Extole



## Make Your Referral Programs Powerful on Mobile

Use powerful deep links with Extole to increase app installs and mobile conversions. Yozio is a mobile growth platform for organic, non-paid channels including referrals. Extole's partnership with Yozio enables you to use Yozio's advanced deep links within your referral programs. A few of the use cases available to marketers are outlined below:

- **Improve user experience:** Reduce friction and increase referral conversions by delivering a highly personalized experience for each individual user. Yozio's deep links transfer data about the user from the point of referral right to your app. The user then immediately receives personalized content in the app - even if they're installing it for the first time.
- **Optimize your campaigns:** Make data-driven decisions to maximize growth and ROI. The partnership provides valuable analytics to enable you to understand which campaigns and channels are driving downloads, conversions and revenue.
- **Improve your performance:** Apply best practices from the best growth teams in mobile. Compare your efforts to their benchmarks. And receive dedicated support from your personal deep linking expert at Yozio to ensure your success.

With Yozio and Extole, you have the tools to power referral marketing throughout your mobile app - all while providing an on-brand personalized experience for each new user.

# Acquire Your Best Customers by Rewarding Your Existing Customers

## Create a New and Predictable Acquisition Channel

As a marketer your goal is to get new customers. Until now, you've probably relied on search engine optimization and search engine marketing to find them. But these channels can be inefficient and expensive, and they rarely deliver a full brand experience to the people you're trying to reach.

The referral marketing channel reaches new customers that other channels miss. By giving every person who interacts with your brand the chance to become an advocate, you acquire new customers across all touch points including web, email, mobile, social media, and even offline. Brands seeking high growth use Extole to increase customer acquisition by five percent to as much as 40%. They also cement brand loyalty and retention among their existing customers by driving repeat purchases.

## Encourage Customers to Refer their Friends

Extole has powered more than 500 referral programs across industries ranging from retail, financial services, and entertainment to consumer subscription, technology subscription, and more. Our approach revolves around giving you the power to use incentives to boost what your customers are already doing naturally: sharing. By encouraging this type of sharing and implementing best practices, Extole customers are acquiring new customers of their own through a truly new channel.

From call to action to customer segmentation, Extole's enterprise-ready SaaS platform gives marketers the tools they need to launch end-to-end referral marketing programs.

### Benefits Include:

#### Better Customers:

- High LTV
- Low attrition
- Greater loyalty

#### Bigger Key Metrics:

- Downloads
- Conversions
- Traffic

#### Boosted Sales:

- Higher AOV
- Repeat purchases
- Subscriptions

### About Extole

Extole enables brands to acquire new, high value customers at scale with its referral marketing platform. With Extole's simple, turnkey solution, marketers can create a complete, efficient, and reliable acquisition channel by encouraging their customers to refer new customers.



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