

Branch Continues Global Expansion and Brings People-Based Attribution to Asia

With strong growth from these regions, Branch is doubling down on technology partnerships, product offerings, and mobile developer community programs.

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Branch, the leading mobile linking and measurement platform, announced the opening of new offices in Beijing & Sydney to strengthen its APAC operations. Late last year, [the company acquired TUNE's attribution analytics business](#) and combining TUNE's capabilities with Branch's unique, cross platform people-based attribution engine has yielded the most progressive and advanced measurement platform on the market today.

In March 2018, [Branch announced its expansion into Southeast Asia and the Middle East](#) with new offices in Singapore and Turkey. The team in Singapore has hit the ground running and has more than doubled in headcount within the span of a year.

In its next wave of growth and expansion, Branch has entered the Greater China Region, opening up a new office in Beijing and is continuing to spread its reach farther in the APAC region, announcing another new office in Sydney, Australia in order to consolidate and further enhance their presence in the APAC region.

While Mobile Marketing in Australia and New Zealand is likely to explode in the next five years, China currently has nearly 731 million internet users, of which over 95% access the internet through their mobile phones. Moreover, China's digital ad spend is expected to grow by close to 25% this year, vastly driven by mobile and Australia expects an average of \$5.7 billion being spent on mobile advertising alone.

By establishing a presence in Beijing and Sydney, Branch will be even closer to these local businesses and partners who are striving towards a mobile first marketing strategy in today's fast-paced and highly competitive market.

"We chose Branch even when they are new to China export market. The collaboration start with surfacing problems we didn't look at before. The overall success rate on Deferred Deep Linking and real source data retrieval rate has increased by 200% and avoids user lapse and hundred thousand dollars of GMV lost." - [Juan Luo, Vice President, Apus](#)

This year, the Branch team has been hard at work, helping brands create the best mobile experience while navigating today's extremely fragmented digital ecosystem. After acquiring TUNE's attribution analytics platform, Branch has been able to supercharge the reporting and segmentation capabilities of their advertising platform and partner with some of the largest and best mobile partners in the industry, including Google, Facebook, Adobe, Braze and more to provide clients with access to better insights on their data.

The combined support Branch has received through TUNE's acquisition and from the industry's best mobile partners has resulted in immense growth and active expansion in the form of headcount, deals and partnerships with advertising platforms, affiliate partner marketing platforms and digital marketing agencies in the greater JAPAC region.

To learn more about

Branch:

- Visit the website at <https://branch.io/>
- Read client success stories: <https://branch.io/resources/>

About Branch (<https://branch.io/>): Branch provides the leading cross-platform linking and attribution platform, offering solutions that unify user experience and measurement across devices and channels. Branch powers mobile links and cross-platform measurement to more than 3 billion monthly users across the globe, and is a trusted cross-platform marketing, engagement and measurement solution for over 50,000 apps — including Foursquare, BuzzFeed, Yelp, OfferUp, and many more.

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