Deferred Deep Linking

Attribution Tools · https://tenjin.com/ja/docs/deferred-deep-linking/

What are deferred deep links used for?

Deep links are helpful for passing the context of the download to your mobile application.

When marketing your app, there is always context around that marketing. For example, if you show a download button on your blog, the blog gives context to get the user to install your app.

Let's say that you built an e-commerce app that sells shoes. If there is a specific shoe that you're writing about in your blog, if the user clicks and downloads the app, ideally you show them the shoe they clicked on after the download. (Read here)

Deferred deep links

You can take the tracking URL generated and add a `deeplink_url` parameter and value to the end of the tracking URL. On install, the Tenjin SDK will be able to pull this context directly from Tenjin's servers.

Let's say that your Tenjin generated tracking link for your campaign looks like this: ``` `https://track.tenjin.io/v0/tapjoy/campaignid123?advertising_id={advertising_id}&click_id={click_id}` ```

To pass deeplink context and information to your app's install you can add a value to the `deeplink_url` parameter so it looks like this: ``` `https://track.tenjin.io/v0/tapjoy/campaignid123?advertising_id={advertising_id}&click_id={click_id}&deepli` ```

The Tenjin SDK will pass the `myschema://shoe1` information to your app so you can handle the user on the app in a specific way. In this case you might redirect them to the content with `shoe1` in the app.

You would need to implement the logic to handle the redirect by following these instructions (iOS, Android, and Unity)

`deeplink_url` on its own doesn't open an app that's already installed. The user still goes to the normal destination, and only the SDK reads the deep link. To open an installed app directly from a retargeting ad, see Deep linking for Re-targeting campaigns.
