

Actionable campaign insights start with data standards

Cross-screen mobile marketing and attribution requires rich, accurate link data. As mobile tracking gets harder, it's never been more important to **get more from the campaign data you do have**.

Claravine partners with AppsFlyer, a global leader in marketing measurement and customer experience, to deploy The Data Standards Cloud™ so teams can:

- Standardize OneLink to deliver personalized experiences through deep and deferred deep linking
- Capture additional business-specific data to enhance engagement
- Improve the data they generate and collect to make the most of every touchpoint

With Claravine, not only can customers easily create OneLinks that adhere to AppsFlyer's standard, they can also enrich each link with additional attributes - helping them to quickly and confidently drive experimentation and optimization.



Vincent Low, Global Director of Marketing Cloud Partnerships, AppsFlyer



How does it work?

Leverage AppsFlyer-specific templates in The Data Standards Cloud for quick, consistent OneLink creation and campaign enrichment.

Simply set your standards, refine and fill-in AppsFlyer-specific fields, and add other attributes you'd like users to include when generating links.

Supercharge measurements and insights by sending created data to downstream analytics, cloud storage, and more.

Take OneLink Creation to the Next Level



Enrich Analytics

Flexible and detailed dimensions for better cross-channel measurement and experimentation.



Create Consistency

Connected views across campaigns by combining metadata from OneLink campaigns with other marketing efforts.



Simplify Collaboration

An intuitive central access point for every partner and team with custom permissions.