Improve Retail Media Performance and Visibility with App-Open Experiences that Preserve Attribution and Shopper Intent from Click to Conversion

URLgenius helps brands and retail media teams transform shopper engagement into measurable commerce outcomes by connecting mobile consumers directly to their preferred in-app destination from ads and other promotional experiences. With more than 1 billion shopper sessions routed into leading commerce apps, representing an estimated $6.8 billion in sales driven, URLgenius helps preserve attribution visibility, strengthen downstream commerce signals, and improve ROAS across retailer media networks, paid social, influencer campaigns, and emerging conversational shopping channels.

The Attribution and Signal Gap in Retail Media

As retail media audiences are increasingly activated across paid social campaigns and other off-site media channels, brands face growing challenges connecting shopper engagement to measurable commerce activity. Consumers now discover products through creator and influencer content, paid social campaigns powered by retail media audiences, AI-powered shopping assistants, conversational commerce experiences, and other emerging discovery surfaces. As the consumer journey changes and funnels transform, the post-click experience is the key to success.

The disconnect is that consumers have strong preferences for their favorite shopping apps where the experience is faster, more personalized, and more likely to result in meaningful engagement and conversion. Many retail media campaigns, however, still route shoppers through browser-based experiences that can fragment attribution, reduce engagement, and disconnect shopper activity from measurable outcomes. Without clear visibility into downstream commerce activity, brands often miss opportunities to improve ROAS, strengthen campaign performance, and maximize the value of retail media spend.

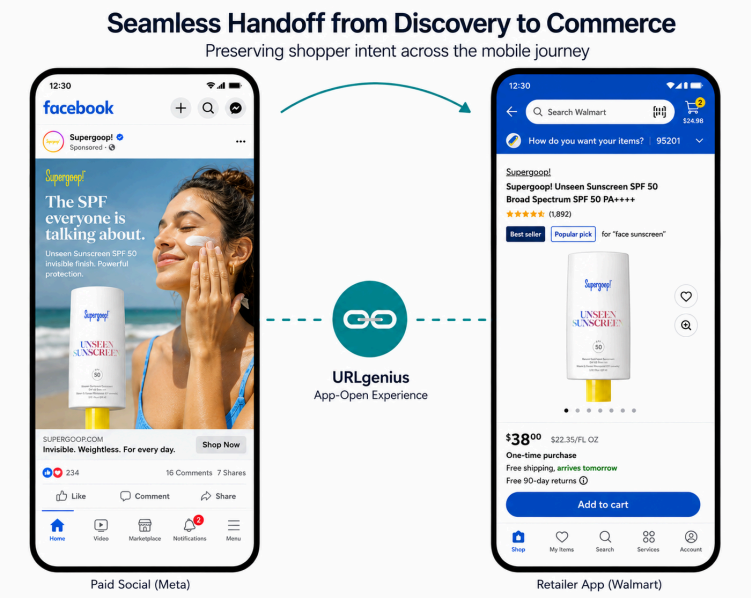
App-Open Experiences Drive Stronger Retail Media Performance

URLgenius helps bridge this gap with intelligent routing and app-open experiences that connect consumers directly to the intended in-app shopping destination, helping preserve

shopper intent, strengthen measurable commerce signals, and improve the quality of data available for campaign optimization, attribution visibility, and ROAS measurement.

App-open experiences connect shoppers to the right screen in the right destination app which helps brands improve conversion and attribution visibility resulting in:

- **Stronger ROAS measurement** and attribution visibility across retail media, paid social, creator networks
- **Higher-quality commerce signals** including product detail page views, add-to-carts, wishlists, purchases, and downstream engagement
- **Improved campaign optimization** through richer data inputs that can support retargeting strategies, and AI-driven media optimization



- **Greater visibility into post-click shopper activity** that can help brands better understand campaign performance and customer behavior

In a recent Amazon campaign, Furbo, the #1 pet camera, achieved a 300% increase in sales by using URLgenius app-open experiences to connect social-driven shoppers directly to the Amazon app while preserving attribution visibility across the mobile commerce journey. By improving the transition from discovery to the preferred in-app commerce destination, Furbo generated stronger measurable outcomes from its marketing investment while maintaining downstream visibility.

Extend Retail Media Performance Beyond the Click with App-Open Experiences

As retail media, social advertising, creator content, and AI-powered shopping experiences continue reshaping product discovery, the ability to connect shopper engagement to the right in-app commerce destination is becoming increasingly important for measurable performance and ROAS. URLgenius enables brands to deploy intelligent app-open experiences across retail media networks, paid social, influencer campaigns, lifecycle marketing, and emerging AI-driven commerce channels all without requiring SDKs or complex app development resources.

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Contact us to learn how app-open experiences can help maximize the performance of retail media investments across today's evolving commerce landscape.

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