ToolGPA

NOVEMBER 2026

Branch

The Insider's Guide

Mobile attribution, deep linking and analytics platform



Every plan, grade, refund rule and rival among ad creative and reporting tools, read from Branch's own pages.

Made by Branch · checked Nov 13, 2026 · toolgpa.com

2.2

GPA



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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Branch's own pages, its app-store listings and our grades. Every fact in it is on Branch's page too, where it is kept up to date. Checked Nov 13, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

2.2

GPA, above 47 of the 72 other ad creative and reporting tools we grade

Branch is a mobile measurement and linking platform. It attributes installs and in-app events to campaigns, handles deep links, and reports on cohorts, retention and lifetime value. It sells three tiers named Basics, Essentials and Enterprise, none with a published price.

To get you started, here are **8 things to know about Branch**, taken from its own pages and our grades.

> "
>
> **Needs an SDK and partner connections to be set up.**
>
> From our grade for ease of use

1 **Best for mobile attribution and deep linking**

Branch measures mobile installs and in-app events and handles deep links.

2 **You can try it first**

Free trial on the Basics plan

3 **It runs on Web**

Web.

4 **Mobile attribution**

Real-time mobile measurement with configurable in-app events and lookback windows. Multi-touch attribution is in the plan comparison.

5 **SKAdNetwork tools**

SKAN Conversion Studio, null conversion value modeling and conversion value recommendations are listed, with SKAN LTV modeling in the comparison.

6 **Cross-platform and CTV attribution**

Cross-device and web attribution is listed, and connected TV and OTT attribution is a premium feature on the Enterprise plan.

7 **A 2.2 GPA, above 47 of 72**

That is against the other ad creative and reporting tools we grade, on value, the free plan, features, ease of use and platforms.

8 **Keep it**

The plain part of Branch you could make: reports. What surrounds it you could not. The 2 things listed below take a company, not a weekend.

Branch at a glance

PRICING Free trial	FREE PLAN No
FREE TRIAL Free trial on the Basics plan	RUNS ON Web
MADE BY Branch	CATEGORY Ad Creative & Reporting
OUR GRADE 2.2 GPA, fair	

The report card

Best for mobile attribution and deep linking

Branch measures mobile installs and in-app events and handles deep links. No plan has a published price, the free trial is on Basics only, and Basics caps ad partners, webhooks and postbacks at 3 each.

TOOLGPA REPORT CARD	Branch	Graded Nov 13, 2026

SUBJECT	GRADE	COMMENT
Value for money	C	No plan has a published price, so we rate it at the ordinary grade. Essentials and Enterprise go through a demo request.
Free plan and trial	C	A free trial on the Basics plan. The page does not say how long it runs.
Features	C	Attribution, SKAdNetwork tools, cohorts, dashboards and APIs. The listing names limits: Basics caps ad partners and postbacks at 3, and CTV attribution is Enterprise only.
Ease of use	C	Needs an SDK and partner connections to be set up. We found no store rating.
Platforms and integrations	B	Web dashboard with ad partner, data partner and API connections. No desktop or phone app.
Grade point average		Fair, out of 4.0 **2.2**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Branch is for

- ✓ Fits if you run a mobile app and want attribution and deep links from one vendor
- ✓ Works for apps with a few ad partners on Basics

Who it is not for

- ✗ Skip it if you want a price, since none is published
- ✗ Tight if you use many partners, as Basics caps ad partners, webhooks and postbacks at 3 each
- ✗ Not for you if you need connected-TV attribution, which is Enterprise only
- ✗ Watch out: the trial is on Basics only and its length isn't stated

Good to know

Good for

- ✓ Mobile app teams that want attribution and deep linking from one vendor
- ✓ Teams that want to try measurement on a Basics trial before talking to sales
- ✓ Larger apps that need CTV/OTT measurement

Worth knowing

- ⓘ No plan has a published price on the pricing page, so costs are not known without contacting the vendor.
- ⓘ Basics caps ad partners, data partner webhooks and ad partner postbacks at 3 each, with custom ad partners limited to 25.
- ⓘ CTV and OTT attribution is limited to Enterprise, per the pricing FAQ.
- ⓘ Essentials and Enterprise are arranged through a demo request.

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

Branch's current pricing could not be confirmed from its own site.

> **No plan has a published price, so we rate it at the ordinary grade.**
>
> From our grade for value for money

We could not confirm Branch's current prices from its own site, so this guide lists no plans. branch.io has them.

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Mobile attribution, deep linking and analytics platform. Here is what it does, as its own site describes it, and what it covers: public API, reports, dashboards.

"

Attribution, SKAdNetwork tools, cohorts, dashboards and APIs.

From our grade for features

Mobile attribution

Real-time mobile measurement with configurable in-app events and lookback windows. Multi-touch attribution is in the plan comparison.

SKAdNetwork tools

SKAN Conversion Studio, null conversion value modeling and conversion value recommendations are listed, with SKAN LTV modeling in the comparison.

Cross-platform and CTV attribution

Cross-device and web attribution is listed, and connected TV and OTT attribution is a premium feature on the Enterprise plan.

Marketing analytics

Cohort and retention reports, customizable dashboards, LTV analytics, pivot reports and fraud reporting.

Partner connections

Ad partners, data partner webhooks and ad partner postbacks. Basics limits each to 3, while Essentials and Enterprise are unlimited.

APIs

A programmatic cohort analytics API, an aggregated data API and aggregated data report export.

Where it runs

Web

What it works with

Its own pages name no integrations.

Branch is made by Branch.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

47 /72

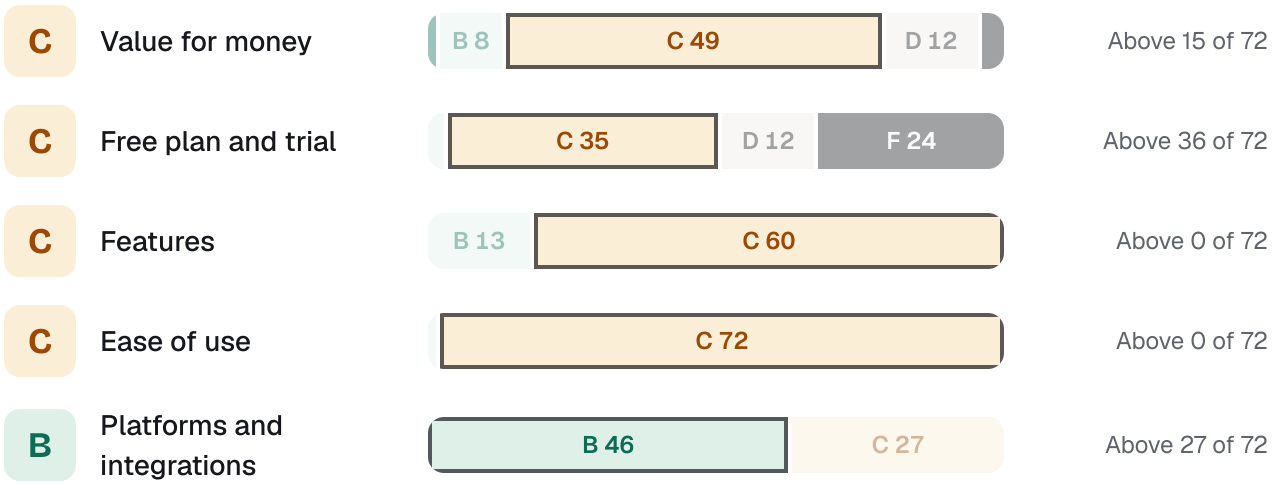
Other ad creative and reporting tools it is graded above

Branch's GPA of 2.2 is higher than 47 of the 72 other ad creative and reporting tools we grade, and level with 14.

It stands best on platforms and integrations (B, above 27 of 72) and worst on features (C, above 0).

Each grade against the category

Every bar is all 73 ad creative and reporting tools we grade, cut by the letter each got. Branch's own letter is outlined.



Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

The plain part of Branch you could make: reports. What surrounds it you could not. The 2 things listed below take a company, not a weekend.

What you could make

- Reports: an app builder makes this well.

What you could not

- Connections that pull numbers from dozens of other services.
- An API that other software can build on.

What this rests on. Branch's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



AppsFlyer, Singular, Kochava and Measured

The 4 tools Branch is most often weighed against, with where each one differs from it.

2.0 GPA

AppsFlyer

Free plan · from $0.07

Mobile attribution and marketing measurement platform.

- AppsFlyer has a free plan. Branch does not, though it has a free trial.

Branch and AppsFlyer compared in full

2.4 GPA

Singular

Free plan · from $0.05

Mobile attribution and marketing analytics platform.

- Singular has a free plan. Branch does not, though it has a free trial.

Branch and Singular compared in full

2.4
GPA

Kochava

Free plan · from $500/mo

Mobile attribution and omnichannel ad measurement platform.

- Kochava has a free plan. Branch does not, though it has a free trial.
- Kochava also covers a/B testing.

Branch and Kochava compared in full

1.6
GPA

Measured

Paid

Marketing measurement with media mix modeling and incrementality tests.

- Measured also covers a/B testing.

Branch and Measured compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

10

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Branch free?

No, Branch is a paid product, but you can try it first. Free trial on the Basics plan.

What platforms does Branch work on?

Branch is available on Web.

Does Branch have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Branch is listed for Web.

Does Branch have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Branch is listed for Web.

Is Branch open source?

Branch is not described as open source on its own site, as read on Nov 13, 2026.

Does Branch have an API?

Yes. Branch offers a public API, according to its own site.

Who makes Branch?

Branch is made by a company of the same name.

What are the alternatives to Branch?

The closest alternatives to Branch in our directory are AppsFlyer, Singular, Kochava and Measured.

How does Branch compare with other ad creative and reporting tools?

Branch's GPA of 2.2 is higher than 47 of the 72 other ad creative and reporting tools we grade, and level with 14.

Could I make my own version of Branch?

The plain part of Branch you could make: reports. What surrounds it you could not.

Where this guide comes from

The prices, plans, platforms and features were read from Branch's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Branch's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Branch. Prices change, so check branch.io before you buy.

branch.io/pricing/

PART 07 · ABOUT

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at toolgpa.com.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Branch, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/branch

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Branch: The Insider's Guide",
checked Nov 13, 2026.
https://toolgpa.com/tools/branch
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Know someone choosing between ad creative and reporting tools?

Send them this guide: toolgpa.com/tools/branch/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded ad creative and reporting tools after Branch, each with an Insider's Guide of its own.

Ad Creative & Reporting Insider's Guide

Every one of the 74 ad creative and reporting tools we grade, compared

Reporting Ninja Insider's Guide

Marketing reports for agencies, built by AI or by hand

2.6 GPA

AdsGPT Insider's Guide

AI generator for image and video ads with campaign launching

2.4 GPA

Atria Insider's Guide

Meta and TikTok ad library, ad reports and AI ad ideas in one place

2.4 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Branch's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Branch is a trademark of its owner, and this guide is not made, paid for or approved by Branch. Prices and plans change: check branch.io before you buy.