



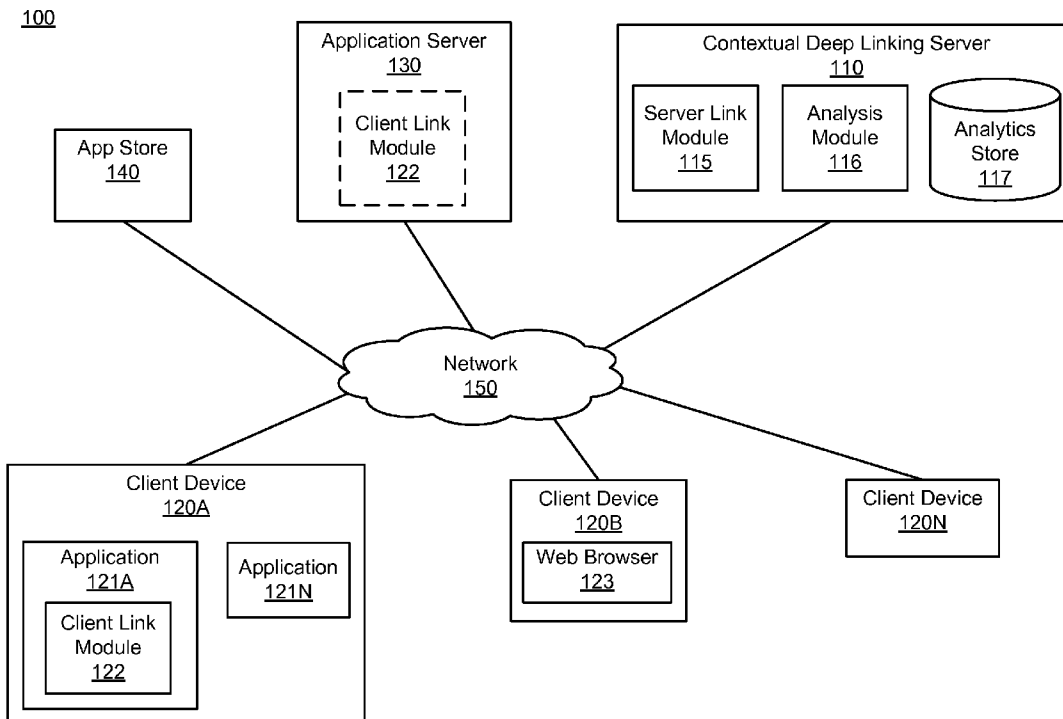
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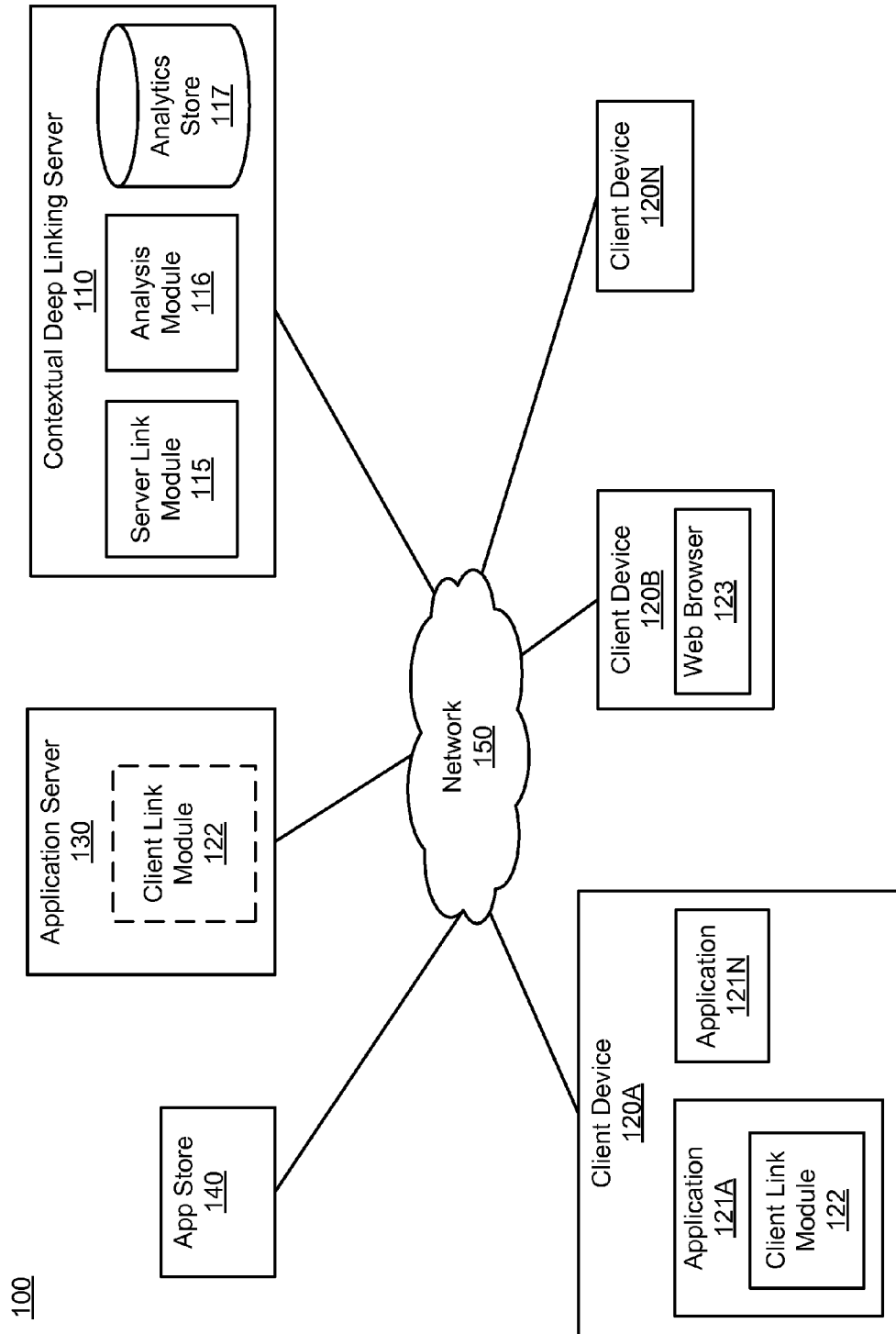
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**Molinet et al.**(10) **Pub. No.: US 2016/0142859 A1**(43) **Pub. Date: May 19, 2016**(54) **CONTEXTUAL DEEP LINKING OF APPLICATIONS**(71) Applicant: **Branch Metrics, Inc.**, Palo Alto, CA (US)(72) Inventors: **Michael Charles Molinet**, Palo Alto, CA (US); **Maria Madalina Seghete**, Palo Alto, CA (US); **Alexander John Austin**, Palo Alto, CA (US); **Dmitri Gaskin**, Albany, CA (US)(21) Appl. No.: **14/935,308**(22) Filed: **Nov. 6, 2015****Related U.S. Application Data**

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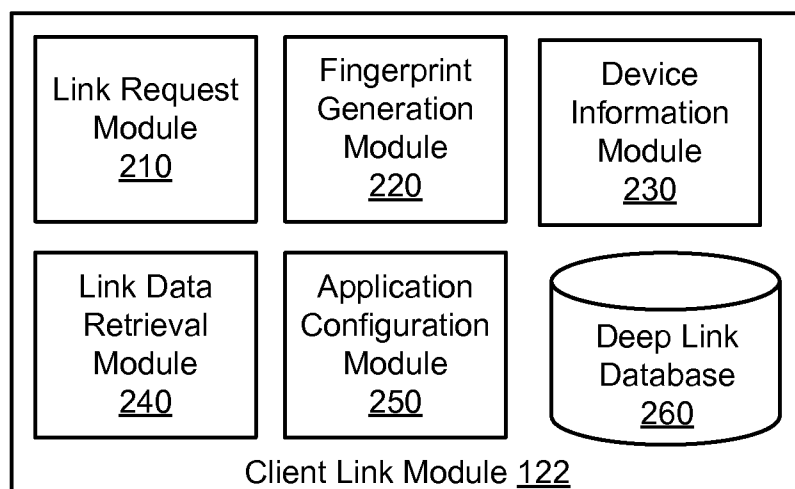
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CPC ..... **H04W 4/003** (2013.01); **H04L 67/42** (2013.01)(57) **ABSTRACT**

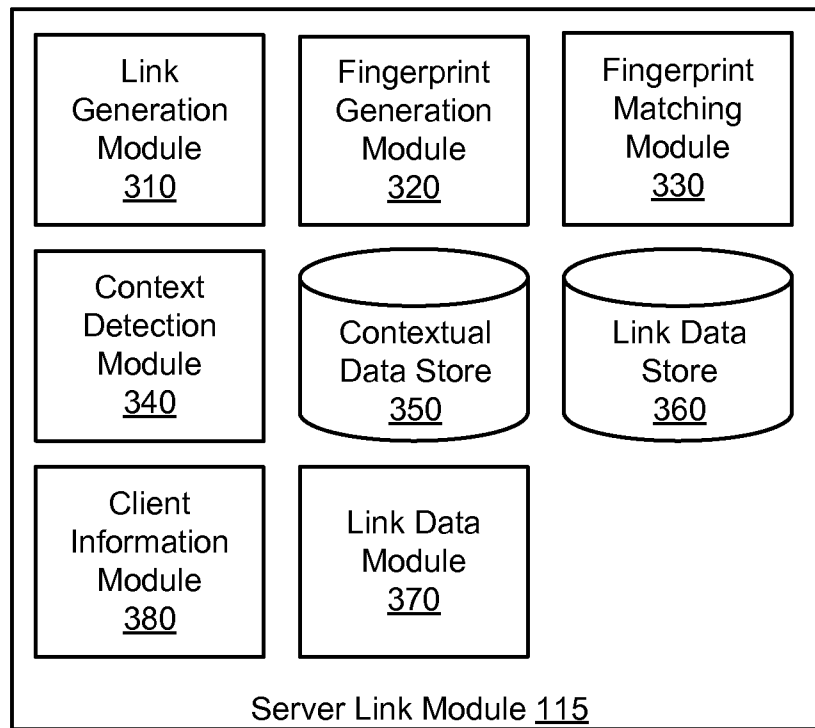
A client device transmits to a server a request associated with a contextual deep link, the contextual deep link associated with link data indicating a configuration of an application. The client device receives a response according to the contextual information of the client device. The client device initiates the application and transmits a request by the application for link data. The application on the client device generates a unique fingerprint of the client device based on a plurality of characteristics of the client device and transmits the unique fingerprint to the server. The client device receives the link data associated with the contextual deep link and configures the application according to the configuration indicated in the link data.



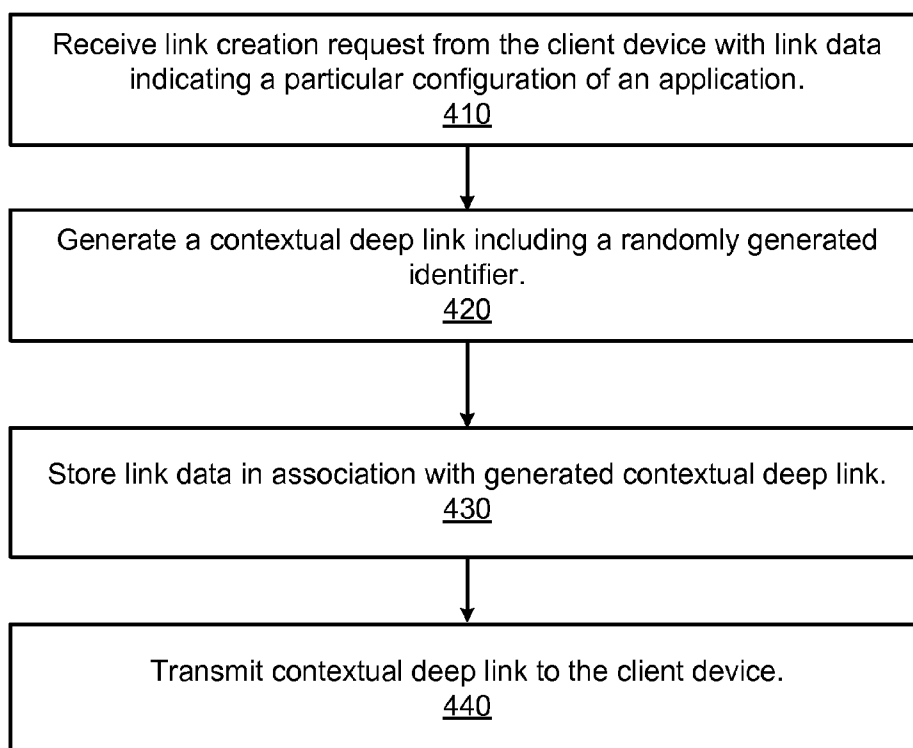


**FIG. 1**

**FIG. 2**

**FIG. 3**

400



**FIG. 4**

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