TAPSTREAM

How HootSuite converts mobile web visitors to mobile app users with Tapstream

Hootsuite™

A Global Player

HootSuite is the dominant global social media management platform with over 8 million users, including some of the world's largest brands. In addition to its desktop web applications, HootSuite has built a suite of mobile apps for iOS and Android.

Incomplete Data

While mobile web technologies continue to improve, for complex applications such as HootSuite's social media dashboard, the mobile web experience cannot compete with native device app performance. For this reason, HootSuite wanted to maximize new user acquisition originating from its mobile website.

HootSuite decided to show mobile landing pages (example shown) to every new mobile web visitor in an effort to bolster downloads and activations for its mobile apps.

Traditional web analytics weren't able to discern what action visitors were taking after being shown the mobile landers. Existing tools could only report the "bounce" rate from a mobile landing page but couldn't tell if a user:

a)   Tapped the "download" button and completed a download
b)   Tapped the "skip for now" button
c)   Closed the browser altogether

Mobile landing page example:

In other words, HootSuite had no idea if the mobile lander was driving additional downloads or alienating visitors.

The Taps.io Solution

Using Tapstream's Taps.io shortlinks and attribution engine, HootSuite was able to fingerprint all visitors who clicked a link on its mobile lander and track any subsequent downloads / activations.

If a user entered the app store to download the HootSuite application, Tapstream technology would match the new app users with their fingerprint to 95% accuracy.

By leveraging Tapstream's tracking technology, HootSuite could easily:

- Optimize its lander for maximum conversion.
- Track in-app behavior of users originating from the mobile web.
- Determine which platforms and devices (iOS or Android) customers preferred.

The Results

HootSuite saw baseline conversions of 16% and a full 75% of visitors who tapped the download button either abandoned the process or did not run the app immediately. This provided HootSuite with an opportunity to optimize its mobile landers to drive greater app activations. iOS devices saw a much higher average activation (36%) allowing HootSuite to focus its conversion efforts on its iOS audience. For the full story of how HootSuite used Tapstream visit our website.

36%	Increase in iOS app activations	38%	Increase in Ipad app activations	16%	Click-through rate on mobile lander