

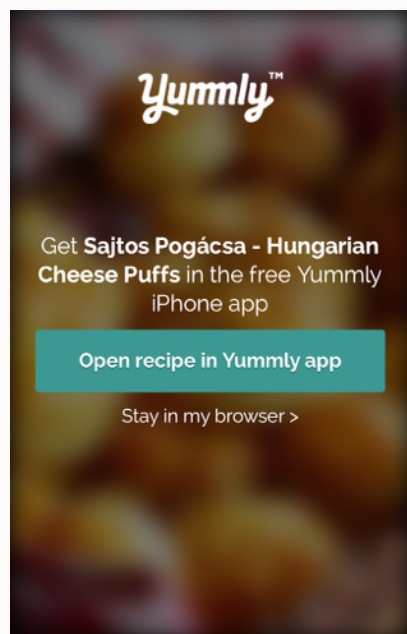
# TAPSTREAM

How one of the top recipe apps drives new downloads with Onboarding Links™

**Yummly™**

## A Delicious Partnership

As one of the top recipe apps on iOS with 15 million monthly unique users, Yummly continually looks for new ways to improve the app on-boarding experience for new users in order to increase engagement, reduce abandonment, and grow its user base.



When Ethan Smith, Yummly's VP of Product heard about Tapstream's industry first Onboarding Links, a new partnership was in the making.

## From Mobile Web To In-App

Yummly properties boast over 500,000 recipes and the company wanted to actively transition users from browsing recipes on the mobile web to viewing content through the Yummly iOS app.

In order to drive new app downloads, Yummly began showing interstitials to visitors as they moved from recipe to recipe. Initially the results weren't good as new users would download the app and immediately lose the recipe they were looking at only to be funneled into the app's default first run experience. Users became frustrated while engagement fell and abandonment rates skyrocketed.

The main challenge Yummly faced was figuring out how to actively drive new app downloads while ensuring high engagement rates, low first day abandonment, and a great experience for new users.

## Onboarding Like A Boss

Enter Tapstream's Onboarding Links -

*Supercharged deep links enabling marketers to customize the first run app experience for all new users based on their source! Onboarding Links ensure users find the content they want.*

Yummly began deploying Onboarding Links across all +500,000 recipes ensuring that if a visitor downloaded the app from a recipe page, they would immediately land on the same recipe inside the app when they opened it for the first time.

The result was a dramatic increase in new downloads and significantly higher retention across all time periods.

## The Results

"App developers and marketers often lose new users by not offering a direct path to the intended content, and unfortunately there are few tools to address this," says Ethan Smith. "We used Tapstream's Onboarding Links to test different app promotions on the website. **By testing contextual promos, we have been able to increase key metrics by 50 percent.**"

**50%**

**Increase in retention!**

Want to get started? It's free! Sign up at [www.tapstream.com](http://www.tapstream.com) or contact sales at [sales@tapstream.com](mailto:sales@tapstream.com)