



Leveraging Twitter for Improved App Stability and Analytics

Challenges



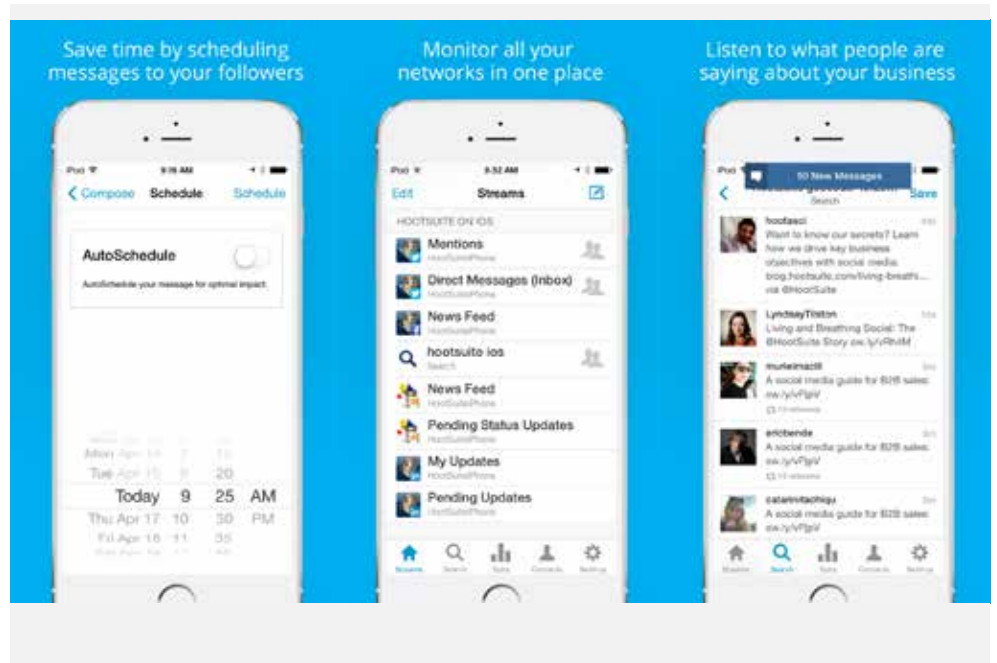
As one of the most popular social networking management apps, app stability is crucial for Hootsuite to support its hundreds of thousands of daily active users.

Considering the number of customers affected as adoption continues to grow, the company needed a deeper understanding of its mobile app's crash data, especially the number of users involved, and how to prioritize issues. It was also crucial for Hootsuite's mobile dev team to compare stability across all the versions of its app, so that critical bugs could be identified and addressed with each new release.

Previous crash reporting solutions gave Hootsuite basic bug reporting, but the team was looking for a solution to prioritize these issues, making it easier to tackle and fix bugs.

Crashlytics' tools allow Hootsuite's engineers to discover crashes and find root causes twice as fast.

Jeff Stautz
Director of Engineering-Mobile
Hootsuite



Solution

Crashlytics offered the deep code insight and seamless integration that Hootsuite needed to understand the stability of its app, including:

- Detailed stack trace to identify the exact line(s) of code causing a particular crash
- Informative issues module with the ability to filter by versions
- Intuitive dashboard with detailed percentages of crash-free users by version
- Collaborative notes and comment ability for deeper team engagement

“With Crashlytics, Hootsuite has been able to consistently keep our crash rates below 1%.”

Lars Vedo
Mobile Product Manager
Hootsuite

Results

Hootsuite used Crashlytics to track the percentage of people experiencing crashes by version on iOS and Android platforms. The development team was then able to identify the most common causes for crashes and, equally important, those that were the most fatal.

Answers by Crashlytics gives Hootsuite the metrics and visibility into app stability to help inform key business decisions. Hootsuite is now able to discover and find root causes of crashes twice as fast as before, and consistently keep crash rates below 1%. The resulting stability has led to increased user retention and improved app store ratings.



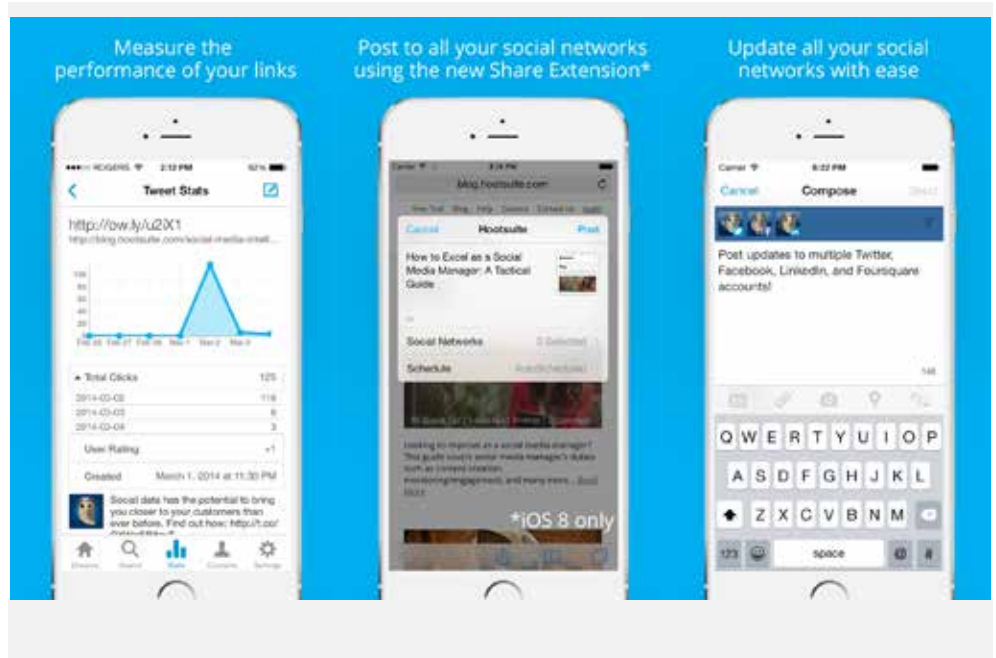
Location: Vancouver, BC

Industry: Social Media

Kits: Crashlytics

Quick Facts:

- Available on iOS and Android
- Featured by Apple as a Best New App
- An average of 3.5 million messages are sent through Hootsuite per day, resulting in an effective reach of over 1 billion



@TwitterDev



dev.twitter.com/fabric