AliExpress improves user conversion with Firebase App Indexing

AliExpress
Smarter Shopping, Better Living!

AliExpress (www.aliexpress.com) is a global online retailer designed for shoppers around the world, many of whom live in Brazil, Russia and the United States. Launched in April 2010, the platform allows shoppers from anywhere in the world to buy goods directly from wholesalers and manufacturers in China. AliExpress is part of the Alibaba Group.

At a glance

What they wanted to do

- Funnel search traffic into their app to drive re-engagement with users who have the app installed.

What they did

- Implemented App Indexing, so that they could link organic search results directly into their app.

What they accomplished

- An 80-90% increase in search impressions and 30-40% increase in clicks for eligible searches on Android when the user has the app installed.

"App Indexing significantly improves the engagement of our users. We clearly see its potential in driving our user experience and business. It will be a key focus for us going forward."

— *Lijun Chen,*
  Head of AliExpress Mobile

About App Indexing

App indexing lets Google index apps just like websites, so deep links to your app appear in search results. This allows users to find exactly the right content within your app. On Android, Google will also surface install buttons for users who do not yet have your app installed.

Learn how to get your app into the Google index at **g.co/appindexing**

Challenge

Although the AliExpress app offers an optimal shopping experience, there was no way for it to surface in Google Search, even for users who had downloaded the app. AliExpress needed a way to funnel search traffic into their app, and in doing so, to drive re-engagement with users who have the app installed.

Solution

With App Indexing, if a user has the AliExpress app installed, his or her search results may show deep links. This allows AliExpress to funnel organic search traffic into an installed app.
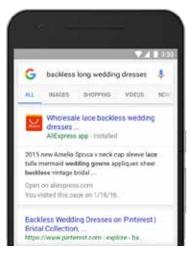
Result

Since implementing App Indexing, AliExpress has seen an average 80-90% increase in search impressions and 30-40% increase in clicks for eligible searches on Android when the user has the app installed.
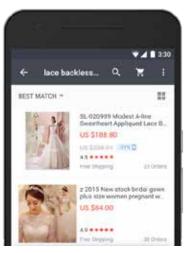
Compared to mobile website users, users who enter the app via deep links are twice as likely to place an order and their average transaction value is more than 200% higher.

"App Indexing is convenient and has cut down the time required to find items."

— *AliExpress User from*
  Baltimore, Maryland

In-app deep link   Search results page